

NEW
1953

Emerson - America's Best Buy!



Model 727

WHAT OTHER BRAND CAN MATCH

Emerson's Terrific Features

- ✓ Glare-Free 17-Inch Picture Screen
- ✓ Simplimatic Tuning—so easy a child can operate it
- ✓ Full-Screen Focus and Black-Magic Contrast
- ✓ Built-In Antenna—no need for outside antenna in most localities
- ✓ Static-Free FM Sound System
- ✓ Super-Powered Long-Distance Circuit
- ✓ Handsome Wood Cabinet with scratch-resistant light mahogany finish
- ✓ Ready for UHF

FREE

★ PARTS WARRANTY!
★ EXCISE TAX!
★ DELIVERY!

TERMS!

**BRING
NO
MONEY**



EMERSON 21-INCH MODEL 720—Unsurpassed television reception in your own area with Emerson's Fringe Compensator. Phono-Jack for record changer plug-in at rear. One-knob Simplimatic tuning. Built-in antenna. Front glass removable. Ready for UHF. Rich mahogany veneer cabinet.



EMERSON 21-INCH MODEL 711—Built-in antenna. One-knob Simplimatic tuning. Front glass easily removed for cleaning picture tube. Specially Engineered Long-Distance circuit. Fringe Compensator adjusts for individual reception conditions. Ready for UHF. Mahogany veneer cabinet.

Emerson TV
America's Best Buy!



HIGHEST TRADE-IN ALLOWANCES!
TRADE IN YOUR SMALL SCREEN



LLOYD DENNIE'S



IN LOS ANGELES
2112 W. MANCHESTER BLVD.
PLeasant 2-6128

IN TORRANCE
1875 CARSON AVE.
Torrance 1728

IN HAWTHORNE
110 EAST EL SEGUNDO BLVD.
OSborne 6-0152