

NEW for '63

GENERAL ELECTRIC

LIGHTWEIGHT TV!



Model M502X

**WEIGHS
1/2 AS MUCH
AS ORDINARY
PORTABLES!**



You can tell the difference the minute you pick it up!

New lightweight Lamelite-bonded picture tube—new aluminum chassis—a rugged but feather-light polystyrene cabinet. Result a portable TV you can carry easily—anywhere!

The Escort has all the deluxe features you want in a portable



Private Listening—Hear your program without disturbing others. Private earphone with long cord plugs into front of TV—standard equipment on all Escort models.

UP-FRONT SPEAKER gives you rich, clear, undistorted sound. **FRONT CONTROLS** are easy to see, easy to use. **BUILT-IN TELESCOPING ANTENNA** for all-around reception. **LEATHERETTE CARRYING HANDLE** lies flat when not in use. **NATURAL CONVECTION COOLING** for longer tube and parts life. **AUTOMATIC GAIN CONTROL** gives best picture contrast and sound. Available in Smoke White, Charcoal Gray or Cordovan—trimmed in silver or gold finish.

Cost to own?—Less than a pack of cigarettes a day!

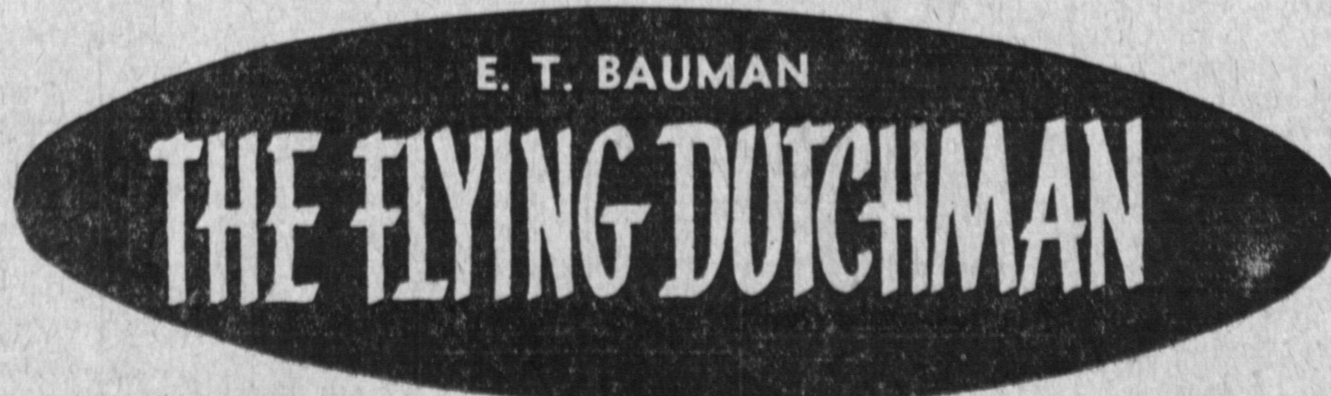
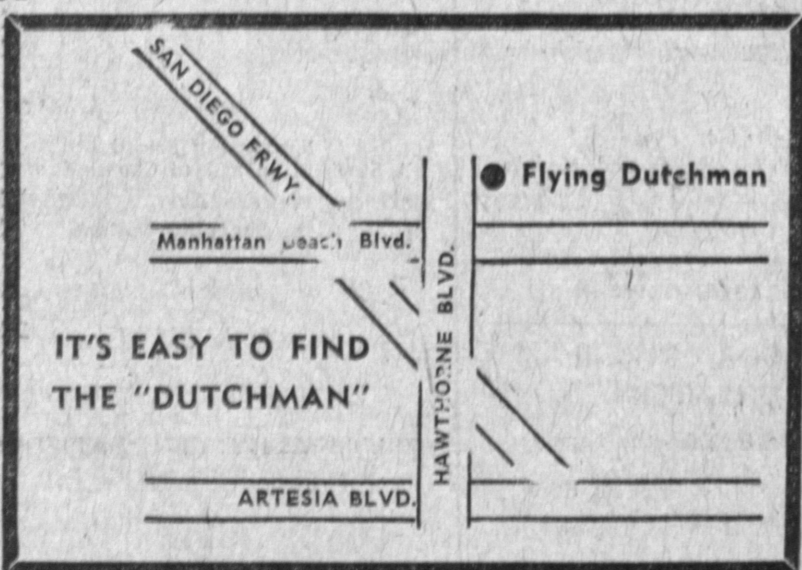
*Nobody, but
Nobody
undersells
'the Dutchman' on*

**GENERAL
ELECTRIC
TELEVISION
and STEREO . .**

*unquestionably we
have the lowest prices
in the world . . . Come
in and let us prove
the above statement
on price policy.*

*Open Sundays
12 noon 'til 5 p.m.*

Hours: 10 a. m. to 9 p. m. Daily—Sunday, 12 to 5



15700 HAWTHORNE BLVD. • LAWDALE • OS 5-4904

*'We Service
every set
we sell'*