Extra Long Life DRY BATTERIES for Extra Service COMPLETE SELECTION OF BATTERIES TO FILL EVERY NEED RADIO "B" AND "C" • RADIO "A" AND "B-C" • PORTABLE BATTERIES

	REPLA
PHILCO PHILCO PORTABLE PHILCO PORTABLE BATTERY RADIO BATTERY	BATTERY REPLACEMENTS FOR PHILCO PORTABLE RADIOS
A POWERUNIT POWERUNIT BATTERY BATTERY	49-100 Use "A-B" Pack P60B6L 49-101 Use "A-B" Pack P326 49-601 Use "A-B" Pack P363 49-602 Use "A-B" Pack P363 49-605 Use "A-B" Pack P841A 49-607 Use "A-B" Pack P363 50-620 Use "A-B" Pack P363 50-621 Use "A-B" Pack P363 51-629 Use "A-B" Pack P363 51-631 2-P906 1-P67
PORTABLE AND LIFE D D D D D D D D D D D D D	52-642 2-P912 1-P67 52-643 Use "A-B" Pack P363 1-P67
PORTABLE PATERY BATTERY BATTERY BATTERY BATTERY CONTRACTORY BATTERY PLASTIC CLAD DV/2 VOLTS-NOP3 DV/2 VOLTS-NOP3 CONTRACTORY BATTERY CONTRACTORY CONTR	53-652
PHILCO PORTABLE BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY BATTERY	C-662 1-P144 2-P77 C-663 1-P144 2-P77 C-666 1-P274 2-912 C-667 1-P274 2-912 USE ONLY Genuine Contraction Contraction
EXTRA LONG LIFE Autor Corporation Partial Autor Corporation Partial Auto	PARTS

REPLACEMENT BATTERY CHART

	Pł	ILCO I	RAD	0	"B"	AND	''C	,,	BA	TTI	ER	ES	
FIG.	TYPE NUMBER	CLASSIFICATIOI RADIO	N VOLTAGE		VOLTAGE	TAPS	STD. PKG.	SIZE L		NCHES V	н	STD. PKG. WT.	LIST PRICE
P A A	P-5-B P-30-D P-30-F	"C" standard "B" standard "B" heavy duty	45	±1½	$+ -3, -4\frac{1}{2}$ $\pm 22\frac{1}{2}, \pm 22\frac{1}{2}$		10 6 6	4½ 7% 7%	31		3³⁄16 7 7	6¼ 48¼ 73¼	\$1.20 3.65 4.70

PHILCO RADIO "A" AND "B-C" BATTERIES

	TYPE	CLASSIFICATION	1	OLTAGE		STD.	SIZ		HES	PKG.	
FIG.	NUMBER	RADIO	A	B	C	PKG.	L	W	н	WT.	PRICE
D	BB30-12P	Mystery pack	3	45	••••	6	4	1 1⁄8	63/16	11	\$5.25

PHILCO FARM-RADIO BATTERIES

	TYPE	CLASSIFICATION	VOLT	AGE	STD.	512		IES	PKG.	LIST
FIG.	NUMBER	RADIO	A	В	PKG.	L.	W	н	WT.	PRICE
E E E	P-60D-11L P-326 P-60B-6L	"A-B" "A-B" "A-B"	1½ 7½, 9 1½	90 90 90	1 1 4	16 135⁄8 103⁄4	4½ 4½ 25/8	65/8 7 ¹⁵ /16 6 ¹ /4	21½ 22½ 41	\$8.95 10.95 8.95

PHILCO PORTABLE BATTERIES

	CLASSIFICATION	VOL	TAGE	STD.	SI	ZE IN IN	STD. PKG.	LIST	
TYPE NO.	PORTABLE	A	B	PKG.	L	W	н	WT.	PRICE
P-31	"A"	71/2		12	3	1 13/16	21/8	7	\$1.00
P-38	"A"	41/2		6	3 7/8	1 3/8	4	7	.90
P-41A-4FL	11/2	611/2	6	93/8	2	43/4	25		5.20
P-41A-4G	"A-B"	11/2	611/2	6	97/16	25/8	33/8	25	5.20
P-45	"B"		45	6	3%16	13/4	51/2	13	2.75
P-60B-6F6	"A-B"	9	90	6	131/8	23/4	411/16	521/2	6.65
P-67	"B"		671/2	24	25/8	13/8	311/16	211/4	2.95
P-87	"A-B"	71/2	63	6	91/2	4	25/8	281/2	5.25

53-652 2-P77	1-P144
53-656	P274
53-658	P274
B-649 2-P77	1-P144
B-650 2-P77	1-P144
B-651 2-P906	P67
B-652 2-P77	1-P144
B-656	1-P274
B-658	1-P274
C-660 1-P144	2-P77
C-661 1-P144	2-P77
C-662 1-P144	2-P77
C-663 1-P144	2-P77
C-666 1-P274	2-912
C-667 1-P274	2-912
USE ONLY Ger	wine

FIG.

G

	P-	89	"A-B"	11/2	60	6	71/8	2%16	11/4	81/4	
G	P-	94	"A"	11/2		6	2%16	2%16	41/2	9	1.15
1	P-	100	"A"	41/2		6	315/16	1 3/8	43/4	8	.95
R	P-	104	"B"		45	6	215/16	21/4	4	81/2	
K	P-	105	"B"		45	12	211/16	1	33/4	7	2.10
K	P-	132	"B"		90	6	313/16	1 7/16	33/4	6	3.50
W	P-	144	"B"		75	24	1 7/8	115/32	63/8	26 ³ /4	
N	P-	149 (Slim Jim)	"B"		67 1/2	24	1	1 7/8	5 ³ /8	13	2.50
Y	P-175 (Metal Clad Slim Jim)	"B"		67 1/2	24	1 29/32	63/64	57/16	16	3.25
1	P-	200	"B"		45	6	41/4	1 7/16	5 5/8	11	2.50
1	P-	210	"B"		45	6	33/8	21/8	45/8	12	2.50
J	P-	274	"A-B"	71/2-9	90	6	91/8	23/16	41/8	30	6.25
1	P-	305	"B"		45	6	41/8	27/16	51/16	171/2	
J	P-	350	"A-B"	71/2 or 6	75	6	85/16	2%32	3%16	211/2	
J	P-	363	"A-B"	71/2-9	90	6	95/16	21/8	33/4	251/2	
V	P-	364	"A-B"	11/2	90	6	73/4	21/8	33/4	25	5.75
J	P-	841-A	"A-B"	71/2 or 9	90	6	91/2	25/8	41/4	36¾	6.25
PH	ILCO	FLASHLIC	HT	AND	AL	L-Pl	JRP	OSE	BA	TTE	RIES
PH	ILCO	FLASHLIC								STD.	
			v	OLT- Cour	nter	STD.		OSE			
FIG.	TYPE NO.	CLASSIFICATION	V	OLT- Cour \GE Disp	nter Iay I	STD. PKG.	SIZ L	E IN INCH	ES H	STD. PKG. WT.	LIST PRICE
	TYPE NO. "AA"	CLASSIFICATION Penlite Plastic case		OLT- Cour GE Disp	nter Iay I	STD. РК G. 180	SIZ L	E IN INCH W ½ dia.	ES H 1 <i>7</i> /8	STD. PKG. WT. 7	LIST PRICE \$0.125
FIG. F L	ТҮРЕ NO. "АА" "C"	CLASSIFICATION Penlite Plastic case Baby wax top		DLT- Cour GE Disp 1 1/2 3 1 1/2 1	nter Iay I	STD. PKG. 180 72	SIZ L	E IN INCH W ½ dia. 1 dia.	ES H 1 7/8 1 7/8	STD. PKG. WT. 7 81⁄4	LIST PRICE \$0.125 .15
FIG. F L F	TYPE NO. "AA" "C" "K"	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case		OLT- Course IGE Disp 1½ 30 1½ 11 1½ 12 1½ 12	nter Iay I 0 2	STD. PKG. 180 72 144	SIZ L	E IN INCH W ½ dia. 1 dia. 3% dia.	ES H 1 7/8 1 7/8 1 3/4	STD. PKG. WT. 7 8 ¹ /4 3	LIST PRICE \$0.125 .15 .125
FIG. F L F S	TYPE NO. "AA" "C" "K" P-4-F	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern		OLT- Course IGE Disp I/2 30 I/2 12 I/2 12 I/2 12 I/2 12	nter Iay I 0 2	STD. PKG. 180 72 144 25	SIZ L 2 ⁵ /8	E IN INCH W ¹ / ₂ dia. 1 dia. 3/ ₈ dia. 25/ ₈	ES H 17/8 17/8 13/4 4	STD. PKG. WT. 7 8½ 3 40½	LIST PRICE \$0.125 .15 .125 .90
FIG. F L F S B	TYPE NO. "AA" "C" "K" P-4-F P4F4R	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern Portable "A", Freezer		OLT- Course IGE Disp I/2 30 I/2 12 I/2 12 I/2 12 I/2 12 I/2 12 I/2 12	nter Iay I 0 2	STD. PKG. 180 72 144 25 6	SIZ L 25/8 2%6	E IN INCH W ^{1/2} dia. 1 dia. 3/8 dia. 25/8 2%	ES H 1 7/8 1 7/8 1 3/4 4 4 4 1/8	STD. PKG. WT. 7 8 ¹ ⁄4 3 40 ¹ ⁄ ₂ 8 ¹ ⁄ ₂	LIST PRICE \$0.125 .15 .125 .90 1.15
FIG. F L F S B U	TYPE NO. "AA" "C" "K" P-4-F P4F4R P-64	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern Portable "A", Freezer Multiple		OLT- Course GE Disp 1½ 30 1½ 11 1½ 12 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 <t< td=""><td>nter lay l 0 2</td><td>STD. PKG. 180 72 144 25 6 3</td><td>SIZ L 25% 2%6 10%</td><td>E IN INCH W 1/2 dia. 1 dia. 3/8 dia. 25/8 2% 2% 23/4</td><td>ES H 1 7/8 1 7/8 1 3/4 4 4 1/8 7 1/2</td><td>STD. PKG. WT. 7 8¹⁄₄ 3 40¹⁄₂ 8¹⁄₂ 28</td><td>LIST PRICE \$0.125 .15 .125 .90 1.15 3.75</td></t<>	nter lay l 0 2	STD. PKG. 180 72 144 25 6 3	SIZ L 25% 2%6 10%	E IN INCH W 1/2 dia. 1 dia. 3/8 dia. 25/8 2% 2% 23/4	ES H 1 7/8 1 7/8 1 3/4 4 4 1/8 7 1/2	STD. PKG. WT. 7 8 ¹ ⁄ ₄ 3 40 ¹ ⁄ ₂ 8 ¹ ⁄ ₂ 28	LIST PRICE \$0.125 .15 .125 .90 1.15 3.75
FIG. F L F S B U T	TYPE NO. "AA" "C" "K" P-4-F P4F4R P-64 P-77	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern Portable "A", Freezer Multiple Radio A		OLT- Course GE Disp 1½ 30 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13	nter lay l 0 2	STD. PKG. 180 72 144 25 6 3 48	SIZ L 25% 2%6 10%	E IN INCH W 1/2 dia. 1 dia. 3/8 dia. 25/8 2% 23/4 15% dia.	ES H 17/8 13/4 4 4 1/8 7 1/2 4 3/16	STD. PKG. WT. 7 8 ¹ ⁄ ₄ 3 40 ¹ ⁄ ₂ 8 ¹ ⁄ ₂ 28 22	LIST PRICE \$0.125 .15 .125 .90 1.15 3.75 .30
FIG. F L F S B U T Q	TYPE NO. "AA" "C" "K" P-4-F P4F4R P-64 P-77 P-906	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern Portable "A", Freezer Multiple Radio A Radio A (P Power)		OLT- Course GE Disp 1½ 30 1½ 11 1½ 12 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ . 1½ . 1½ . 1½ . 1½ . 1½ .	nter lay l 0 2 4	STD. PKG. 180 72 144 25 6 3 48 240	SIZ L 25% 2%6 10%	E IN INCH W 1/2 dia. 1 dia. 3/8 dia. 25/8 2% 2% 23/4 15/6 dia. 15/6 dia.	ES H 17/8 13/4 4 4 1/8 7 1/2 4 3/16 2 3/8	STD. PKG. WT. 7 8 ¹ /4 3 40 ¹ /2 8 ¹ /2 28 22 57	LIST PRICE \$0.125 .15 .125 .90 1.15 3.75 .30 .15
FIG. F L F S B U T Q O	TYPE NO. "AA" "C" "K" P-4-F P4F4R P-64 P-77 P-906 P-912	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern Portable "A", Freezer Multiple Radio A Radio A (P Power) Heavy Dury Flashlight		OLT- Course GE Disp 1½ 30 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13 1½ 13	nter lay l 0 2 4	STD. PKG. 180 72 144 25 6 3 48	SIZ L 25% 2%6 10%	E IN INCH W 1/2 dia. 1 dia. 3/8 dia. 25/8 2% 23/4 15% dia.	ES H 17/8 13/4 4 4 1/8 7 1/2 4 3/16	STD. PKG. WT. 7 8 ¹ ⁄ ₄ 3 40 ¹ ⁄ ₂ 8 ¹ ⁄ ₂ 28 22	LIST PRICE \$0.125 .15 .125 .90 1.15 3.75 .30
FIG. F L F S B U T Q	TYPE NO. "AA" "C" "K" P-4-F P4F4R P-64 P-77 P-906	CLASSIFICATION Penlite Plastic case Baby wax top Penlite Plastic case Lantern Portable "A", Freezer Multiple Radio A Radio A (P Power)	V(A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	OLT- Course GE Disp 1½ 30 1½ 11 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ 1 1½ . 1½ . 1½ . 1½ . 1½ . 1½ . 1½ . 1½ . 1½ . 1½ .	nter lay l 0 2 4	STD. PKG. 180 72 144 25 6 3 48 240	SIZ L 25% 2%6 10%	E IN INCH W 1/2 dia. 1 dia. 3/8 dia. 25/8 2% 2% 23/4 15/6 dia. 15/6 dia.	ES H 17/8 13/4 4 4 1/8 7 1/2 4 3/16 2 3/8	STD. PKG. WT. 7 8 ¹ /4 3 40 ¹ /2 8 ¹ /2 28 22 57	LIST PRICE \$0.125 .15 .125 .90 1.15 3.75 .30 .15



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CROSS REFERENCE OF COMPARATIVE TYPES OF DRY BATTERIES FOR RADIO AND GENERAL USE

VOLTAGE AND USE	PHILCO	NEDA	BRIGHT STAR	BURGESS	EVEREADY	MARATHON	RAY-O-VAC	USALITE	OLIN	GAMBLE	WARD	GENERAL	RCA	SEARS	WIZARD	WILLARD	ZENITH	PHILCO	VOLTAGE AND USE
Pack Voltage A B																			Pack Voltage A B
			No. 6	No. 6	No. 6		No. 6 Ignitor	No. 6GP	1615	17-410	3250	986	VS 006-S	4701	3B6916	No. 6		No. 6 Ignitor	
No. 6	No. 6 Ignitor	905	Ignitor	Ignitor	Ignitor			No. 6A				977						No. 6 Industrial	No. 6 and
and Multiple	No. 6 Industrial .			N. C. T.I	No. 6 GL	••••	No. 6 Tel	No. 6T	No. 6 Tel	•••••		978				. No. 6 Tel		No. 6 Tel	Multiple
	No. 6 Tel	906	No. 6 Tel	No. 6 Tel Z	915	• • • • • • • • • •	7-R	903	1711	17-448	3252	919	VS 034	4653	3B6710	AA		. AA	Elechlicht 11/2 Volt
<u>1½ Volt</u> Flashlight		15	59 11-M	1	935	110	1LP	74	1311	17-425	3263	914	VS 035	4659	3B6730	С	ZINL	С	Flashlight andVolt
1½ Volt and 1½ Volt Lantern	C K	14 24		7	912		400					901	VS 138					K	Lantern 1½ Volt
1½ Volt 6 Volt	P4F	908		,							3257	916			3B6760	V4F		P4F	6 Volt
6 Volt A	P4F4R	6	646	F4P1	744	496	P694A	639	4914	Z43-267	28	4	VS 009	6451	3B6145	WA4-2		P4F4R	6 Volt A
7 ¹ / ₂ Volt C	P5B	713	51-03	5540	773	5501	755-S	606	5218 .		5226	208	VS 029	6363		V5B		P5B	71/2 Volt C
45 Volt	P30D	728	30-95	2308PI	487	3020	P2303	632	6518	Z43-280	70	115	VS 026	6362		V30DL		P3OD	45 Volt
45 Volt	P3OF	726	30-60	10308		3090	5930C	650	6818	43-295	73	119	VS 127	6361	3B6220	V30F		P3OF	45 Volt
7½ Volt A	P31	9		C5	717		P751		5316		29	31	VS 065		3B6160	5C5		P31	71/2 Volt A
4½ Volt A	P38	3	360	F3	736		P93A	688	3816		26	38	VS 067	6441	,3B6135	3F3		P38	41/2 Volt A
11/2 611/2	P41A4FL	407		4GMA41			AB944	AB669	624	AB669	34	258	VS 053		3B6440	WP-1		P41A4FL	11/2 611/2
45 Volt B	P45	202	30-33	M30	482	3055	P7830	640	6210		42	109	VS 013	6461	3B6241	WBM-1	Z783	P45	45 Volt B
9 90	P60B6F6	400	66-03	G6B60	752		AB995	AB677	0616		37	343	VS 047	6401		WZ-3	Z985	P60B6F6	9 90
11/2 90	P60B6L	414		45D60	758		AB85		0513 .		59		VS 021	6303	3B6410	60B6L		P60B6L	11/2 90
11/2 90	P60D11L	413	61-05	17GD60	759	1967 1860	AB82 AB82M	AB666	0518	43-325	57) 51)	323	VS 022 VS 099	(6306) (6308)	(3B6430) (3B6432)	60DL11L	Z802	P60D11L	11⁄2 90
6 Volt	P64	907	146	\$461	1461		641	641	4615	17-415	3255	641	VS 039	4700	3B6928	641		P64	6 Volt
671/2 Volt B	P67	200	45N	XX45	467	45N7	4367	767	1710	43-304	43	108	VS 016	6480	3B6258	WBM-2	Z67	P67	671/2 Volt B
11/2 Volt	P77	20	61-R	21R	964	239	8R		2416	43-272	27	77	VS 236	6442	3B6113	77	Z-5	P77	11⁄2 Volt
71/2 63	P87	408		G5A42			AB794	AB676	623		36	263	VS 038	•••••				P87	71/2 63
11/2 60	P89	412		2TXX40			AB419		•••••		32	254		• • • • • • • • • •		WP-4		P89	11/2 60
11/2 Volt A	P94	4	462	4F	742	491	194P	634	4816	Z43-263	21	3	VS 004	6430		4F1	Z94A	P94	11/2 Volt A
4½ Volt A	P100	7	361	G3	746	381	P83A	683	4918	Z43-266	24	8	VS 002	6440		WA3-1	Z83A	P100	41⁄2 Volt A
45 Volt B	P104	205	30-59	Z30	738	340	57R30P	620	• • • • • • • • • •			104	VS 015	•••••		V30AA		P104	45 Volt B
45 Volt B	P105	201		XX30	455		930		6211		• • • • • • • • •	105	VS 055			• • • • • • • • • • • • •		P105	45 Volt B
90 Volt B	P132	204	60N	N60	490		4390	769	1713	•••••	46	132	VS 090	6465	3B6260	WBM-3		P132	90 Volt B
75 Volt B	P144	212	• • • • • • • • • •	XX50	437		4375		1708		47	144	VS 217			144	Z144	P144	75 Volt B
67½ Volt B 67½ Volt B	P149 P175	211	675	P45 P45M	477	238	NW45		1709	43-310	40	149	(VS 218) (VS 216)	6482	3B6256		Z477	P149 P175	67 1/2 Volt B 67 1/2 Volt B
45 Volt B	P200			A30X				• • • • • • • • • •		640	44	107				WB6		P200	45 Volt B
45 Volt B	P210	206	30-55	A30		3040	P430	621	6118	Z43-302	41	110	VS 014	6460	3B6228	V30A	Z530	P210	45 Volt B
7 ½, 990	P274			8R			191P			·····		357	VS 070					P274	71/2,9 90
45 Volt B	P305	207	30-03	B30	484	3050	P5303	624	6218	Z43-301	49	111	VS 012	6462	3B6229	V30B	Z550	P305	45 Volt B
9 90	P326	415	•••••	S6D60	776		AB326		0512		54		VS 119				Z990	P326	9 90
6 ,7½ 75	P350	403	66-52	T5Z50	755		AB775		618			350	VS 050	6408	3B6464	50AA5CE		P350	6,71/2 75
71/2,9 90	P363	405	66-53	T6Z60	756-W	• • • • • • • • • • •	AB601	AB681	619	• • • • • • • • • •		371	VS 057W	6409	3B6466	AB-15		P363	71/2,9 90
11⁄2 90	P364	425		4TZ60	729		AB333					364	VS 064					P364	1½ 90
1½ Volt	P906	13	10A	2R	D99	2NL120	2LP	75LP	1550	17-430	23	912	VS 036	4650	3B6732	D	Z4NL	P906	1½ Volt
7½,9 90	P841A	401	66-50	F6A60	753	60A6F	AB994	AB680	0614	43-323	33	271	VS 019	6407	3B6460	60A6F6/5	Z979	P841A	71/2,9 90
11⁄2 Volt	P912	13	10-M	2	950	120	2LP	75	1511	17-430	3260	912		4650	3B6732	D	Z2NL	P912	1½ Volt
1½ Volt	P920				D99		4LP											P920	1½ Volt

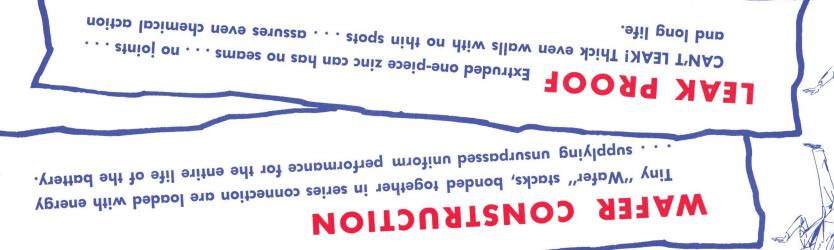
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Rocket profit

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That's right! No limit to how high your profits can climb in this sensational PHILCO Spring Battery Opportunity. The more you sell the more you earn in FREE Batteries . . . FREE Parts and Accessory merchandise. It's your greatest chance to make plus profit with Philco Batteries . . .



Rocket to EXTRA Profits with Philco Batteries



Dealers everywhere report that 87% of all the portable battery business is produced by the six "Best Sellers" shown on your right. Exclusive improvements . . . make these "Best Sellers" the most bought batteries in their class. And now, for the first time . . . Philco makes is possible for you to earn "Best Seller" batteries absolutely FREE . . . at no extra cost! It's the greatest deal you've ever seen . . . one you can't afford to miss... one that will Rocket Your Profits Sky High! Here's how to do it.



Place your order for any combination of the six "Best Sellers" you see on this page. You will be allowed up to 10% of the total cost of your order. This is your "Best Seller" bonus. Use this valuable bonus to order additional

"Best Seller" portable batteries . . . order any combination you wish. And remember ... they're FREE to you . . . at no extra charge. It's a real Dealer's Deal! The kind that gives you fast-moving merchandise absolutely Free!



NOW IN STOCK

PHILCO

PORTABLE BATTERY

eater POWER

onger LIFE

It's your greatest chance to make extra battery profits because Philco excels in every important dry battery feature . . . patented improvements in construction, materials and methods that ordinary batteries do not have. Place your order for Philco's "Best Seller" portables today. Here's your greatest chance to build battery sales . . . blast off to higher profits than ever before! And to help you sell ...



5%

EXTRA

EXTRA

SHARE and PROFIT

110

Every order you place for valuable "Best Seller" portables earns you extra credit in Philco's great nation-wide Share and Profit Opportunity. 5% of each "Best Seller" order you place is returned to you in valuable Share and Profit Stamps . . . extra stamps that earn you famous Philco Parts and Accessories faster than ever before . . . again at no extra cost. And here's what that means to you!



IT ALL ADDS UP TO...

EXTRA merchandise . . . extra discount . . . extra profits! Any way you look at it, it's all a BIG extra from Philco. It's your greatest opportunity to corner yourself a large share of a ready-

NEW FOR '55 100% **PROFIT**

Your selection of Free "Best Seller" portable batteries and Philco Parts and Accessories can be sold at FULL PROFIT ... 100% PROFIT because they cost you nothing. You earn them through your portable battery orders. By concentrating your Portable battery purchases on Philco's "Best Sellers" you make PROFITS 3 WAYS . . . (1) Your normal profits, (2) plus the profits through the sale of bonus batteries to the great ready-made market . . . and (3) plus the profits through sales of valuable Share and Profit Parts and Accessories . . . all at no added cost to you.

made portable battery market . . . plus profits

from sales of extra bonus batteries and FREE

parts and accessory merchandise. And here's

how these "Best Sellers" bonuses work for you!



NEW FOR '55

With your first order you get Free sales helps that build battery business. They get busy right away,

bringing in new customers-making prospects battery conscious. Colorful and attractive, they'll get attention everywhere you use them. And remember . . . with your battery order, you get valuable sales aids

PHILCO













Jumbo postcard for consumer mailings.

Beautiful 3 dimension counter display for Philco batteries

PHILCO

BATTERIES

For

Greater POWER

Longer LIFE

ALL

PORTABLE

RADIOS

ORDER NOW AND Rocket to Profit! LOOK INSIDE! Here is your first sales help ready to hang on the wall!