

To top off this quality line Philco offers you your **GREATEST OPPORTUNITY TO ROCKET TO PROFITS!**

★ HEAVY ONE-PIECE ★ AIR-TIGHT LOCK SEAL ★ HEAVIER BOTTOM
★ MORE ACTIVE MATERIAL ★ NON-SLIP JACKET

Plus

METAL CLAD Lithographed steel jacket for long life extra protection... makes the casual shopper reach for it... the careful buyer ask for it... Another Philco feature that gives you more to sell.

LEAK PROOF Extruded one-piece zinc can has no seams... no joints... can't leak! Thick even walls with no thin spots... assures even chemical action and long life.

WAFFER CONSTRUCTION Tiny "Waffer" stacks, bonded together in series connection are loaded with energy... supplying unsurpassed uniform performance for the entire life of the battery.

Now! PHILCO leads in the battery field with these advanced developments in new models

PHILCO SETS A NEW STANDARD IN HIGH BATTERY QUALITY THAT BUILDS TOP SALES VOLUME and DOLLAR PROFITS



PHILCO CORPORATION
ACCESSORY DIVISION
PHILADELPHIA 34, PENNSYLVANIA

ASK FOR THE A FREE BATTERY CHECK

TALK UP PHILCO BATTERY QUALITY TO ALL YOUR CUSTOMERS

STAMP YOUR NAME ON BATTERIES YOU SELL TO BUILD REPEAT BUSINESS

USE ALL AVAILABLE SALES HELPS TO DECORATE YOUR STORE... MAKES IT A HEADQUARTERS FOR PHILCO BATTERIES

SELLING TIPS... MAKE THE MOST OF YOUR BATTERY SALES

Sec. 34.66, P. L. & R.
U. S. POSTAGE
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PHILADELPHIA, PA.
Permit No. 655

Rocket to Profit

WITH **PHILCO BATTERIES**

L. W. WRIGHT-WAVERITE RADIO
334 12TH ST
QUINCY ILL 531

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...

NEW! ALL TIME HIGH IN BATTERY QUALITY!

Rocket to EXTRA Profits with Philco Batteries



NEW FOR '55

87%

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 it 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.



NEW FOR '55

EXTRA

10%

Place your order for any combination of the six "Best Seller" 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!

Plus SHARE and PROFIT

EXTRA

5%

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-

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

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.

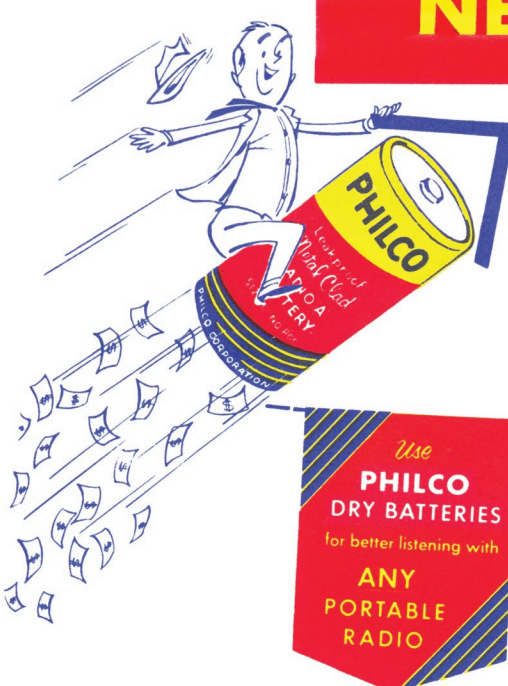
What a Deal!

Yes!

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...

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 **FREE!**

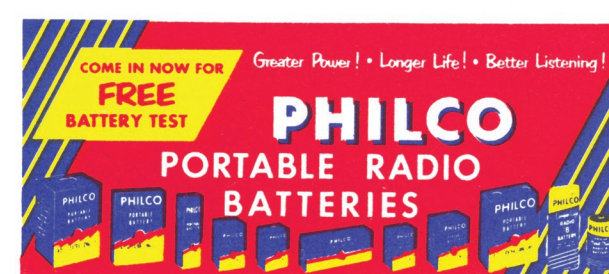
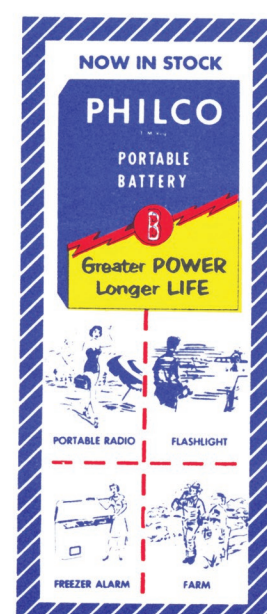


Use PHILCO DRY BATTERIES for better listening with ANY PORTABLE RADIO

PHILCO DRY BATTERIES More Power Greater Performance Longer Life!

PHILCO PORTABLE RADIO BATTERIES Greater Power Longer Life!

PHILCO DRY BATTERIES Greater Power Longer Life!



Colorful streamers for wall or window

Beautiful colored pennants to decorate your store



Jumbo postcard for consumer mailings.



Beautiful 3 dimension counter display for Philco batteries

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