

The logo features the word "PHILCO" in a large, bold, olive-green, sans-serif font with a black outline. A horizontal red line passes through the middle of each letter. Below "PHILCO" is the word "RADIO" in a smaller, similar olive-green font with a black outline. The entire text is set against a dark blue background, which is enclosed within a red border with a black inner line. The overall shape is a rounded rectangle with pointed corners.

PHILCO
RADIO

**Directions For Applying
GORHAM DECALCOMANIA SIGNS**

1. Clean the Glass. Wipe face of sign with damp cloth or sponge.
2. Dip sign in water without creasing.
3. Wet the glass and place sign in position.
4. Smooth sign out flat with a wet sponge, working from centre to edges, thereby removing air bubbles (if roller or other squeegee is used, proceed as above).
5. Allow sign to set a few minutes, then wet the back again.
6. To start the paper, place the hands on back of sign and give a slight rotary motion; when the paper is loose remove same by sliding or peeling.
7. After paper is off, press sign gently with wet sponge and wipe off. It must not be touched again for 24 hours, when it can be washed the same as a painted sign, of which this is a substitute, and should be treated accordingly.

**DO NOT PUT THESE SIGNS ON GLASS
IN FREEZING WEATHER.**

Manufactured by

GORHAM, MORGAN & CO. INC

DECALCOMANIA

LONG ISLAND CITY, N.Y.

W.S. 7313
4-15-30