

PHILCO DEALER CONTEST

+ 919 TEXAS AVENUE +
SHREVEPORT, LA.

August 23, 1932

Dear Friend:

The five prize winners of the great Philco Word Building Contest for this locality have been selected. The names and addresses of these lucky winners in this territory were announced last evening. They have already been notified, and the prizes have been delivered.

Although you were not among these five local winners, nevertheless we certainly want to compliment and congratulate you on your answer in the Contest, and to express our sincere appreciation to you for taking part in this great event.

So here is some mighty good news for you! In order to show our appreciation in a very practical way, we are enclosing in this letter to you a valuable SURPRISE AWARD. It is a Merchandise Credit Check -- a credit check for \$25.00, one only to a purchaser which you can apply at FULL VALUE as part of the down payment on the purchase of the marvelous new Philco 15X radio.

You heard about that amazing, new PATENTED radio development -- the magnificent and famous Philco 15X. An 11 tube super power radio of unparalleled performance; twin Electro Dynamic Speakers, Silent Shadow Tuning; 4 point Tone Control; Automatic Tuning Silencer; Push Pull Circuit and Automatic Volume Control. A superb Radio Musical Instrument.

And THIS \$25.00 MERCHANDISE CHECK IS GOOD AT FULL FACE VALUE TOWARD THE PURCHASE OF THIS GREAT INSTRUMENT. By all means do not miss this opportunity! Take advantage of your good fortune -- this genuine \$25.00 award -- before it becomes void on September 10th, 1932.

Look over the enclosed list of Philco dealers who have participated in this great Prize Word Building Contest. Select the dealer nearest you or any one of them you prefer. Call at his store -- simply show your Merchandise Credit Check. Tell them you want to take full advantage of it, and every detail will be quickly and courteously explained to you.

Remember, this Merchandise Credit Check becomes void after September 10th, 1932. So be sure to take advantage of it before that date.

Yours very truly,

ASSOCIATED PHILCO RADIO DEALERS

By

Ray H. Turner.

MANAGER

JOHNSON FURNITURE COMPANY
Philco Distributer and Dealer

OFFICIAL PHILCO DEALERS

LOUISIANA:

ALEXANDRIA - Hemerway Furniture Company
BASTROP - R. Seligman & Company
CEDAR GROVE - Standard Hardware & Furniture Company
COLUMBIA - Curtis Lee Drug Company
CONVERSE - S. C. Glaspie Company
COTTONPORT - Adeo P. Ducote & Son
DERIDDER - Hooker Furniture Company
HAYNESVILLE - Home Furniture Company
HOMER - Homer Electric Company
JONESBORO - Jonesboro Hardware & Furniture Company
LAKE CHARLES - The Muller Company
LOGANSPORT - Brock Smith
MANCHESTER - Automotive Electric Company
MANY - Dick Sliman
MARKSVILLE - H. P. Gaspard
MINNEN - F. Kennon & Son
MORNING - Home Furniture Company
NATCHITOCHESS - J. E. Evans
OIL CITY - Dixie Mercantile Company
RUSTON - Ruston Hardware & Furniture Company
TREES CITY - Trees Mercantile Company
VIVIAN - Longino Hardware Company
SHREVEPORT - Bewley Furniture Company
" - Keenan Furniture Company
" - Shreveport Tent & Awning Company

TEXAS:

ATLANTA - Adays Grocery & Service Station
CARTHAGE - Lon E. Alsup
CENTER - L. C. Smith Implement Company
GARY - City Drug Company
GLENNER - S. S. Chappel
GLACIOWATER - Keoun Music Company
HAGLEVILLE - Cain Dry Goods Company
HENNINGSON - E. M. Roberts Company
HUGGERS SPRINGS - L. L. Cook
KILGORE - Star Furniture Company
KILCORE - Roberts-Christian Electric Company
LONCVIEW - Judson Bagwell
MARSHALL - T. H. Keoun Music Company
OVERTON - Keoun Music Company
TENNESSEE - Bouland & Davis
TIMPSON - Bussey Drug Company
WASKOM - W. L. Rudd Department Store
WASKOM - D. L. Riley

PHILCO DEALER CONTEST

919 Texas Ave.
SHREVEPORT, LA.



Laura May Slay,
Cheneyville, La.

IMPORTANT

One Merchandise Credit Check will be accepted by ANY of the listed Philco Radio Dealers as Twenty-five dollars as part of the first payment on the purchase of a Philco Radio Model 15X.

If you so desire, you may transfer this merchandise credit check to a friend or relative by signing your name on the back.

PHILCO WORD BUILDING CONTEST

MERCHANDISE CREDIT CHECK

Issued through Philco Radio Dealers' Contest

CREDIT BEARER: Twenty-five Dollars \$ \$25.00

ON ACCOUNT OF PURCHASE AS DESCRIBED IN MARGIN

Merchandise Credit Check Void after September 10th, 1932.

Authorized Philco Radio Dealers

CREDIT
TO THE
ORDER OF

By

Laura May Slay *Ray H. Turner.*

MANAGER