

The PHILCO

ALL
YEAR
ROUNDER

VAN ZANDT SUPPLY COMPANY

Wholesale Exclusively

1123 FOURTH AVENUE ... TELEPHONE 5193

HUNTINGTON, W. VA.



To our PHILCO Dealers:

As 1943 draws to a close and once more we look forward to the coming of Christmas and another New Year, we feel that there is much cause for good cheer!

With the successes of our armed forces and those of our allies on all the far-flung battle fronts, we can't help but feel a growing optimism and realization that the long awaited hour of victory is not too far away.

The past twelve months have not been the easiest or the most profitable of your history, but you held on and proved that you could take it! Much of the merchandise which you had to sell was unfamiliar, but you found the answers -- and came through with colors flying, again and again. Your high spirit, great courage and splendid cooperation during the trying months of 1943 have been a source of inspiration not only to us but to everyone in the great Philco organization.

We know not what the coming year has in store but we honestly think that 1944 will be a far better year than the one just closing. It is our sincere belief that merchandise of every description will be more plentiful in the months to come -- that your markets will be greater than ever before -- and that your business will profit in direct ratio to the amount of effort you put forth. With the dawn of the New Year already holding promise of brighter days, may we again say that there is much cause for good cheer.

And now, as we again express our appreciation for your steadfast and loyal cooperation, may we add our best wishes for a most enjoyable Christmas Season and a Happy and Prosperous New Year.

Sincerely,

A. K. Van Zandt



PHILCO Leads in RADIO SCIENCE

THIS morning's mail brought a most pleasant surprise. For some time now, we have been trying to get a message to our dealers from one of Philco's busiest executives—Larry E. Gubb, Chairman of the Board of Directors. We are delighted that it came just in time to be part of our Christmas number. After reading "PHILCO Leads in Radio Science" we feel that it was well worth the long wait. Here is Mr. Gubb's story—see if you don't feel the same way about it:

"When war came on December 7, 1941, and the need for war production to meet the crisis was tremendously increased, the fact was obvious to everyone that great numbers of tanks and guns, and huge quantities of ammunition would be required. So in the first weeks after Pearl Harbor, Philco was presented with proposals to manage a shell-loading plant, to operate a munitions factory, to take over a steel mill, and to do many other things of a similar nature.

Stick to Our Last

"It was the conviction of the Philco management, however, that the Company could make its greatest contribution to the war effort in the field where its experience lay, namely, in radio engineering and in the development and production of radio and electronic equipment, in which Philco had been the leader for twelve straight years of civilian business.

"Therefore, Philco decided once

It availeth little for a man to hitch his wagon to a star if he putteth not his shoulder to the wheel.



LARRY E. GUBB
Chairman of the Board of Directors,
Philco Radio & Television Corp.

and for all to concentrate on electronic equipment and, as we believed would happen, in a very short time the Government's need for airborne equipment for the Air Forces, Signal Corps, and Navy began to grow with tremendous speed. Even today, two years later, these requirements of the Army and Navy for electronic equipment are still increasing.

Still the Leader

"But even more important than the amount was the type of work Philco received. From the very beginning of the war, Philco asked for and was given the most advanced types of electronic equipment to design, engineer and produce. When time after time our organization produced results faster than anyone else, the Company's part in the war effort was naturally stepped up. Philco is today the leader in producing the most advanced types of airborne electronic equipment for the Army and Navy.

"Recently our president received a letter from a scientist who told us of a study he had made to find out which of all the companies in the radio industry was best equipped from a research and engineering point of view to benefit in the post-war period. To get this informa-

tion, the writer of the letter asked many of his fellow scientists to list in order the outstanding radio companies in terms of research and engineering, and he was writing us to say that Philco was picked by more of the people he had consulted in the world of science than any other radio company in the United States!

Looking to the Future

"All the great scientific achievements Philco has to its credit during the war period will be applied to the production of better products of more advanced design for Philco dealers after the war. Just as our whole research and engineering organization is now concentrated on war work, so will they devote their full efforts to giving you the newest developments in post-war radio and television. Out of all this scientific knowledge, ideas for the future are being generated that will greatly benefit you as a Philco dealer just as soon as the war situation improves to the point where man-power and materials can be released by the government for civilian business."

BETTER and BETTER

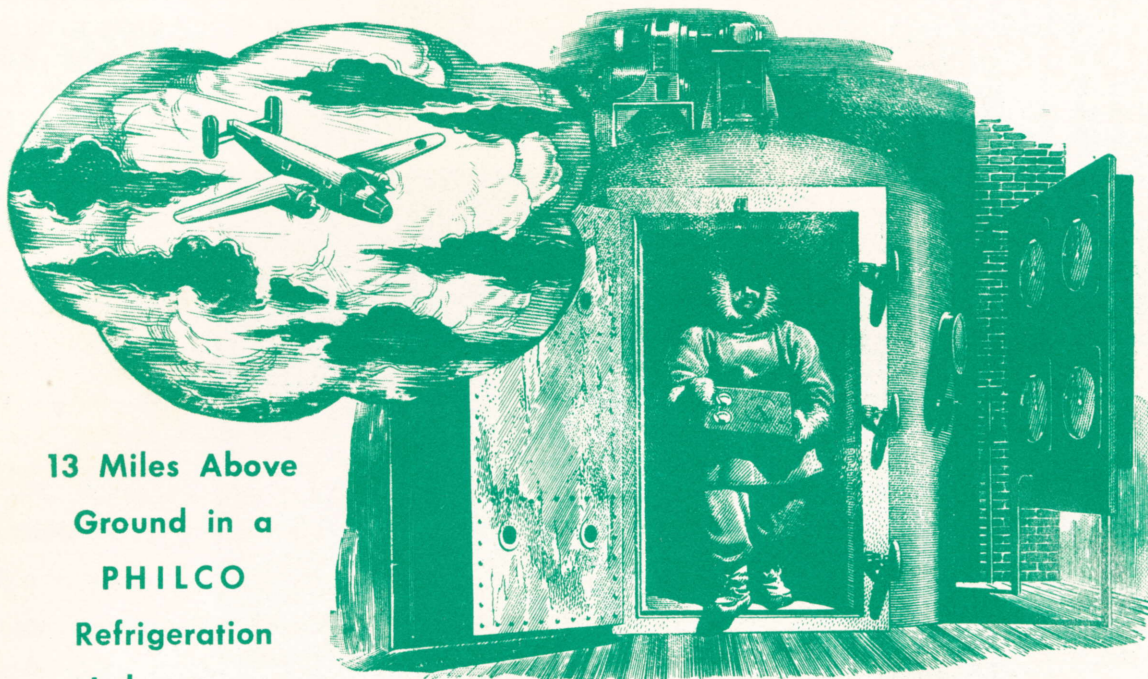
"PHILCO" All Year Rounders for '44

With this number of "The PHILCO All Year 'Rounder" we ring down the curtain on 1943! It is our sincere hope that each past issue of our little publication brought you some helpful idea or suggestion at a time when it was most needed. We, on the other hand, are grateful for the valuable help contained in many of the letters received from you.

Many dealers have written asking for more information on Philco. What's going on at the Factory? What's the latest on Refrigeration? What's going to happen on Television? And now we are pleased to say that in our plans for future numbers of "The PHILCO All Year 'Rounder" arrangements have been made to give you such information which naturally will guide you to a great extent in your plans for the future.

So, when we say that "The PHILCO All Year 'Rounder" will get better and better in 1944, we mean just that. Don't miss reading a single issue.

PHILCO REFRIGERATION ENGINEERS SOLVE A TOUGH PROBLEM!



13 Miles Above
Ground in a
PHILCO
Refrigeration
Laboratory

ONE of the most interesting things we have ever heard was the recent news coming out of the Philco Factory having to do with a most ingenious and exacting test which all electronic equipment and aircraft radios must pass before they leave the plant for use in combat service.

Same as 13 Miles Up

High altitude where air is thin and temperature 'way below zero, is an acid test for radio equipment as well as men and now Philco refrigeration engineers have worked out a way to bring the stratosphere right down to their work rooms. They have literally taken the words of a

famous bard and put them in reverse and "made the Mountain come to Mohammed." For installed right now in the Philco refrigeration laboratory is a high altitude chamber which faithfully duplicates every condition of temperature and pressure from sea level up to thirteen miles above the ground. When aircraft equipment can maintain absolute accuracy and dependability at 70° below zero, with air pressure 1/20 of normal—it's right! And only when it's right does it leave the Philco plant.

Because of their long association with the household refrigerator industry, these Philco technicians were especially qualified to meet

the needs of the radio division for a chamber that was adequate for present wartime flying requirements.

The walls of this huge stratosphere chamber are nine inches thick. It is built in the form of a cylinder with spherical heads. The interior is six feet high and six feet in diameter. Its outer casing is a steel shell. Inside this is contained the insulating material—glass wool.

Sounds Good for Future

The stratosphere chamber is just one of many instances in which the skill and experience of Philco refrigeration engineers have supplied the answer to the most difficult war production problems. For our Philco dealers, this example of Philco engineering efficiency presages the standards of precision and quality which, after the war, will again make Philco refrigeration and air conditioners *first* in engineering, *first* in convenience, *first* in advanced design.

ANOTHER WHITE STAR FOR PHILCO!

FOR continued "meritorious services on the production front," the Storage Battery division of Philco Corporation, Trenton, N. J. has been awarded a second star to add to its Army-Navy "E" flag according to word just received from the Chairman of Navy Board for Production Awards in Washington. The Philco Plant in Trenton is producing Storage Batteries

for the Army, Navy, Maritime Commission and War Plants.

"The additional white star" the award read "which the renewal adds to our Army-Navy Production Award flag is the symbol of appreciation from our Armed Forces for your continued and determined effort and support so necessary for Victory."

PHILCO

*brings to Radio
the Show of Shows*

A BRAND NEW IDEA • • A B

The Radio



PHILCO PRESENTS, DE

HISTORY . . . A RADIO REV

PROGRAM OF

A Radio Date
EVERY SUNDAY

For All America

Over the

BLUE NETWORK

Coast to Coast

and many C. B. C. stations in Canada

6 to 7 P.M. Eastern War Time

5 to 6 P.M. Central War Time

4 to 5 P.M. Mountain War Time

3 to 4 P.M. Pacific War Time

IT'S A DATE NO RADIO LISTENER WILL WANT
TO MISS - TO ENJOY AND TO KEEP POSTED
on the BEST in the WORLD of ENTERTAINMENT

At six o'clock in

1943, over the Blue

a sensational new pr

ment, yes! Famous ne

more than that . . . a

America. A real cont

to the entertainment

most prominent prog

manent influence up

The Radio Hall of

and most significant

sent to the Americ

*Greatest
ALL STAR
PROGRAM
ON THE AIR*

A FULL HOUR OF HIT SELECTIONS

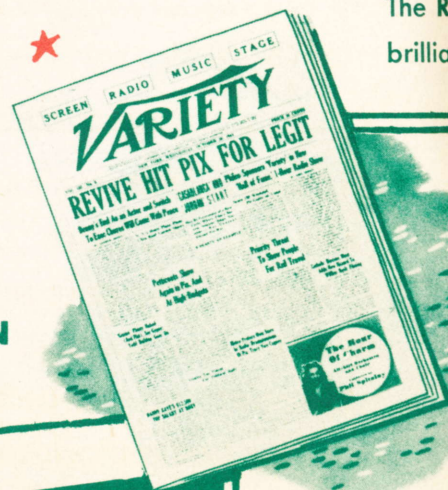
FROM ALL FIELDS

OF ENTERTAINMENT

MUSIC BY

PAUL WHITEMAN

and his Orchestra



The pro

graphs

dealers

The Ra

brillian

WHAT THE ACADEMY AWARD is to the
READER'S DIGEST is to the magazines—the

BRAND NEW SERVICE FOR THE RADIO AUDIENCE OF AMERICA!

Radio Hall of Fame

DECEMBER 5th, AND EVERY SUNDAY THEREAFTER, FOR THE FIRST TIME IN VIEW OF THE BEST IN ALL FIELDS OF ENTERTAINMENT . . . A FULL HOUR OF PROVEN HITS, JUDGED AND SELECTED FROM THE ENTIRE SHOW WORLD

in New York, on Sunday, December 5th, the Network coast to coast, a brand new idea, program comes to the air. All-star entertainers and outstanding artists, yes! But even a brand new service to the radio listeners of contribution to broadcasting, a genuine tribute to the world, it is destined to become one of radio's programs and to exert an important and permanent influence on the listening habits of the country.

Hall of Fame, however, is by far the most important and most interesting broadcasting program Philco has ever presented to the American public. It's the kind of program that Philco

has always produced that Philco will offer to the nation at peace in radio, phonographs, television, refrigeration and air conditioning will bring to Philco the greatest opportunities ever offered in the appliance trades. **Radio Hall of Fame** reflects our confidence in victory . . . and the bright future of **Philco All Year 'Round!**

dealers have been asking for . . . and we have been looking for . . . for years. A new idea, simple, sound and effective, that will attract and entertain a vast and loyal audience. Philco today is at war. It has nothing to sell to the public except its determination to use every ounce of its energy and resources in the common fight for victory. For the duration, it sees in this new program the opportunity to further serve the home front and to assist in the objectives of our government. But in launching the **Radio Hall of Fame** now, Philco looks also to the future, when victory is won and we return to our peacetime tasks. In our war research and production today, we see the making of even a greater Philco of tomorrow.

CANDIDATES FOR THE RADIO HALL OF FAME WILL BE JUDGED AND SELECTED BY VARIETY, THE LEADING AUTHORITY OF THE SHOW BUSINESS . . . AND ITS NATIONWIDE BOARD OF EDITORS AND CORRESPONDENTS.



the movies—what the ROSE BOWL is to football—what the RADIO HALL OF FAME will be to the world of Entertainment!

'Round we Go'

THE 'ROUNDER TELLS ABOUT PHILCO'S EXPEDITING STAFF



"Hello 'Rounder, what's cookin'?" We found him deeply immersed in a pile of papers which had to do with reports on various and sundry materials needed for the staggering war production program that Philco has assumed for Uncle Sam.

"P-l-l-lenty" answered our outspoken friend, "you know there's a real story to be found in between the lines of some of these reports I've been lookin' over."

"Yeah?" We were all ears, for the 'Rounder hadn't sounded off for some time now, and here maybe he was about to open up with something hot.

"In this war that's bein' fought all over the world," he began, "there's a hell of a lot of unsung heroes who deserve medals and citations maybe as much as some of the guys at the front who do the shootin'," he looked at us sharply to see if we agreed, and shifted an unusually big cigar from one side of his mouth to the other, "and in my opinion there are none more deservin' than the guys we have out in the field performin' the thankless job of gettin' necessary materials in to us so's we can produce on

schedule. That job, my boy, is no push-over."

"We presume 'Rounder that you are speaking of Philco's Expediting staff?"

"Exactly," he paused again and seemed in deep thought, "A lot of people got the idea that the function of expediting is just a glorified clerical job—and it might be so in some companies but not ours. Expedite accordin' to Webster means 'to hasten the process or progress of.' Our expediting staff is working with the sole idea of hastening the production and shipment of raw materials and parts needed by Philco's war production plants. Every single one of 'em is doin' a job of super selling along with it . . . They must sell our suppliers again and again on the importance of producin' the material Philco must have exactly when it is needed to complete shipments for Uncle Sam. Very often they find it necessary to go after the supplier's supplier or even to the guy that supplies him. Kidding a promise out of a production line foreman one day—pleading with a company's president the next, is all part of the job. They have to beg, demand, cajole, argue—anything to GET THE MATERIAL THROUGH!"

Stopping again for a couple of quick puffs the 'Rounder continued "On the job all hours of the day and night they are too . . . you might find 'em at the air-port seein' a shipment off—you'll find 'em checkin' up on a supplier's night shift or in the office tryin' to figure out ways to cut corners and save time. Believe me I've talked to several of 'em and I know some of the 'physically impossible' things they've accomplished and because of the swell job that our expeditors have done Philco is able to keep its war prouction pledge—more—better—sooner!"

EFFECTIVE HANDLING OF SERVICE CALLS

We have just gotten wind of a well worked out plan now being used by several of our dealer's service men. It saves time as well as rolling stock. Radios for repair are picked up about two times a week in each end of town. For instance, if a customer calls from a certain section, she is told that the truck will be in that end of town on say Friday when her set will be picked up. It is then repaired and returned on the day that part of town is covered again. Calls are grouped according to schedule and no call backs are made.

In line with the times a minimum service charge is made. If repair work is authorized, then this charge is absorbed, but otherwise the customer has to pay it. This eliminates free work and the wear and tear on tires and gas.

Relaxation at PHILCO House



Recuperating from severe wounds at the England General Hospital, Atlantic City, N. J., soldiers of the North African campaign find relaxation and entertainment at Philco House on the Boardwalk. These three pause outside Philco House with J. H. Stickle, Manager.

There are times when even the most patriotic wonder if our National bird shouldn't be the cuckoo instead of the eagle.

RADIO ROY—The Service Man



Y'know M'am my marriage is a 50-50 affair—I wear fifty cent ties and my wife wears fifty dollar dresses.

"No Hurry- No Worry"

—an Excellent Recipe for
a Long, Healthy Life

HE was one of those characters you meet only once in a lifetime and then always remember. Our first meeting with Sayed Mehrem came about in Chicago several years ago. Having occasion to call on a friend in the Advertising business, we were waiting while he finished a long distance phone call and decided to wander into the art department. It was there we saw Sayed for the first time. He was posing in Egyptian attire for an artist, doing an illustration for one of the firm's important accounts. Our friend joined us a moment later and seeing our interest in the "Egyptian model" asked "What would you guess his age to be?" Gazing long at Sayed we hazarded the opinion that he might be anywhere between 65 and 75.

"That's what most people think" he answered, "but what would you say if I told you that Sayed Mehrem is 127 years old?"

"W-H-A-T? Are you kidding?"

Maybe he heard the startled exclamation or perhaps it was our incredulous look that made the Egyptian say quietly, and with a slight but quaint accent, "Yes young man, I am 127 and I was born in the city of Cairo in Egypt back in the year 1811 . . . Napoleon was trying his best to change the map of Europe, when I was first learning my A, B, C's.

A Remarkable Feat

At that moment the artist interrupted to tell Sayed that he could rest awhile if he wished, then to us

quickly added that this man had just performed the remarkable feat of posing for over seven hours without so much as moving an eyelash.

"Rest?" queried the incredible Sayed, "what should I rest for? I have done nothing but sit. I can go on for hours more if you want."

But the artist himself had taken enough punishment and he at least was satisfied to call it a day.

Our mind was still on the remarkable old man when we reached the street and our friend obligingly



Reproduction of an oil painting of
Sayed Mehrem at age of 127

offered some most interesting side lights on this amazing centenarian.

"He's quite a character" he began "and I'll bet one could learn some astounding things from him. He has a philosophy which he not only believes in but actually lives every day of his life. The secret of his long life is his belief in an old oriental formula—"No hurry; no worry." Sayed told me the other day that he had never been sick a day in his life. The medical staff of one of the big local hospitals heard about him not long ago and got him to agree to a number of physical examinations. They wanted to see what made him go. They xrayed

him—they gave him fluorescent and cardiograph examinations—and I don't know what else—and after he had the works, they all agreed that he was a very, very old man in a most amazing physical condition. His heart for instance, was found to be only two-thirds normal weight—his vessels and arteries like those of a man of 40. He had no hypertension and apparently never knew such a thing in his life." Our friend paused to light a cigarette then went on, "Of course some of the medics weren't convinced of his age claims but all agreed that he was very old and most of them were not averse to giving much credit to his no worry, no hurry formula."

We'd be Better Off

As he continued on with more amazing disclosures about Sayed's remarkable age, we wondered how much better off most of us would be if we could take a leaf or two from Sayed Mehrem's book.

Some will argue, and perhaps with logic, that the tempo of the times rules out such a philosophy. The day and age demands speed in all our activities, they say, but do not realize that hand in glove with it trot along those two ever present though unwelcome little devils—the hypertension twins, "hurry" and "worry."

However, we still think it is entirely possible to conduct a successful business in our world of today and follow a pattern based on such a philosophy as prescribed by Sayed Mehrem in his old oriental formula "No hurry; No worry!" At least, it might be worth trying—and the beginning of a new year might be just the time to start.

SIGN OF THE TIMES

A street car card read: "Doing business without advertising is like winking at a girl in the dark. You know what you're doing but no one else does."

Did YOU Get Your Copy of the New PHILCO PARTS BOOK?

WHEN we announced the new Philco Parts book, listing over 11,000 Philco Radio Parts items available for immediate delivery, we had an idea that our dealers and service men would move quickly to take advantage of this opportunity, but we were completely overwhelmed by the tremendous response. Hundreds of dealers and service men, realizing that here was their chance to catch up on radio repair work and get back in business again, lost no time in getting their copies of the book and the radio parts they needed. Once again Philco came through just when help was needed most.

If by any chance YOU haven't obtained your copy of this book—phone us at once—There are just a few more left.



**HERE IT IS—FORTY PAGES OF VALUABLE PHILCO
RADIO PARTS LISTINGS—GET YOURS TODAY!**