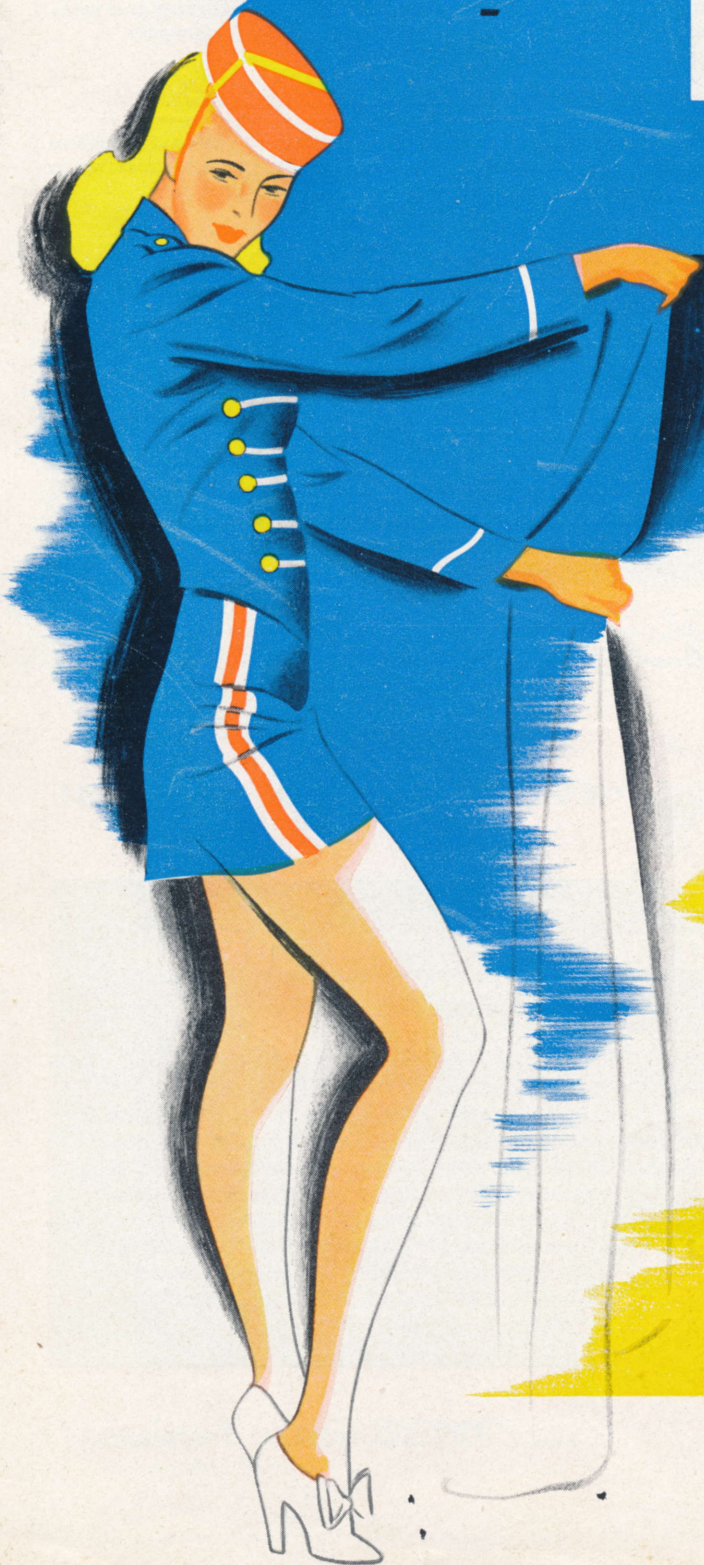


*Your future with*

**PHILCO**



**IN THIS SPECIAL SECTION  
READ ABOUT:**

★ **PHILCO'S EXCITING  
PRODUCT LINE-UP!**

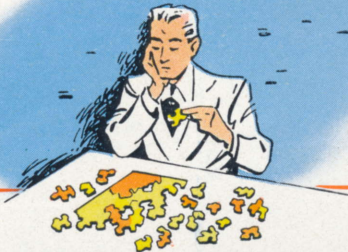
★ **310 YEARS OF  
DISTRIBUTION  
KNOW-HOW!**

★ **YOUR RICHEST PROFIT  
OPPORTUNITY!** ➔



# Be fair to yourself...

## Start with ALL the pieces



By the end of '46, *effortless* selling will be over! Who says so? Nobody knows for sure—but good retailers sense what will happen. Certainly there's a huge pent-up demand, and *prosperity will be ours*... but it won't be effortless prosperity. Rationing taught us. What you *can't* get, you want. The easier the getting becomes, the less is our urge to act! The cash that folks will part with *easily* may not stretch to cover all the items they've said "yes" to on the post-war buying questionnaires. Prosperity? Sure! But the kind of prosperity that comes from good, hard-headed selling... of quality products that are sales-engineered to create consumer demand!

What moves will you make to insure your success *over the long pull*? All retailers are faced today with the same merchandising puzzle. Yet, it will be more than half solved for YOU, if, by signing up for the *right* product lines, you start with *all* the pieces! You'll put the puzzle together, if the product gives you—an imaginative, vigorous sales program; a continuous stream of sales features from new inventions and improvements; high-quality production; solid, localized distribution; aggressive advertising support; an excellent product name; and—something that isn't built in a day—**CONSUMER ACCEPTANCE!** These are the pieces you need.

Some product lines will seek to make up for their *missing* pieces by including offers of extraordinary advertising help, promises of

super-handsome profits, fancy distribution deals and other "opportunity" plans. But this game is for keeps... so be fair to yourself!

The primary tie-up that retailers are now making with assurance is PHILCO All Year 'Round—because Philco Corporation of Canada Limited is one radio, refrigerator and appliance manufacturer that *does* provide you with *all* the elements for success: business awareness, sales features always steps ahead, quality-built merchandise, sound distribution, national and *local* advertising, the famous PHILCO name, and that basic, hard-won asset—consumer acceptance! By reputation, Philco is known for *experienced* leadership. Glowing proof that it is now a stronger and more determined Philco will be seen on the following pages.

### Their combined experience — 310 YEARS OF IT — proves Philco's importance !

One of Philco's ten distributors is a fellow businessman of yours. He is facing the same local problems you are —every day. That's why your personal business needs get better attention at Philco headquarters. Together, these successful distributor organizations have been judging the *saleability* and *profitability* of products for a combined total of 310 years. It's a tribute to Philco and convincing testimony for you—that they go on handling PHILCO year after year! As this Section will confirm—each distributor-organization is ready to match the progress and industry of the Province and of the dealers which it serves.

# PHILCO

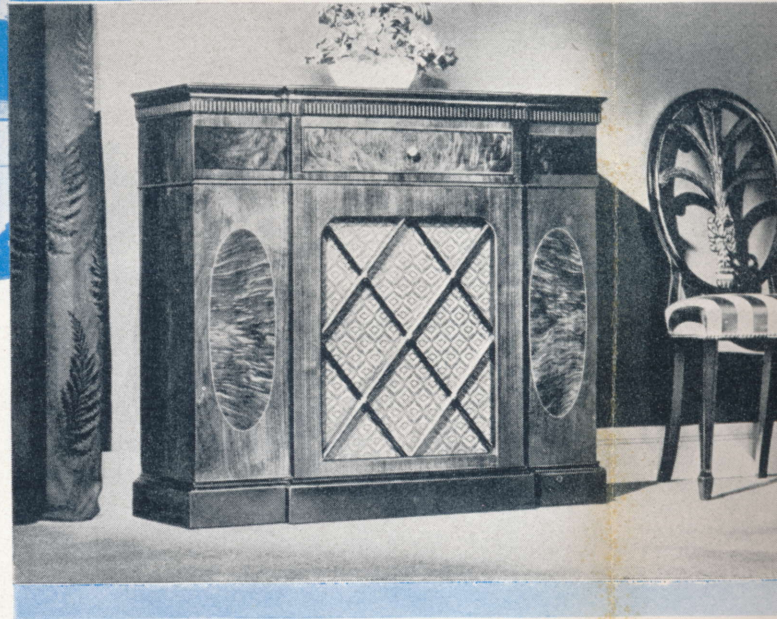
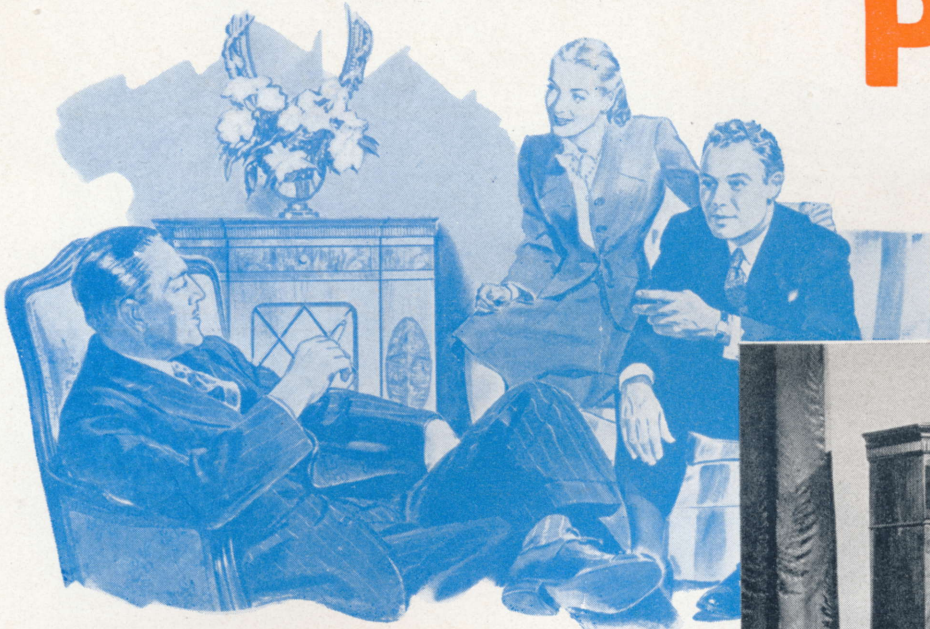
## Famous for Quality the world over!



*In Consoles, Table Models, Farm*

**PHILCO**

**MEANS**



**WHAT WILL THE NEW PHILCO RADIOS BE LIKE?**

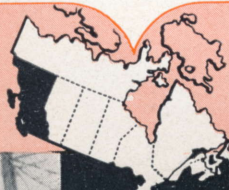
Details can't be divulged—but we can tell you this . . . EVERY PHILCO RADIO MODEL WILL BE **BRAND NEW!** We want Philco dealers to be able to offer, to even their first radio customers, *brand new* Philco merchandise. New cabinets! New circuits! And that means—new beauty, performance and tone quality.

**WHEN WILL YOU GET THEM?**

Because of Philco's *brand newness*, you may wait a few weeks longer—BUT Philco deliveries are being scheduled to reach all parts of Canada for pre-Christmas selling!

*With Your* PHILCO FRANCHISE—*All*

★ **SOLID DISTRIBUTION**



**KEY TO PHILCO SUCCESS!**

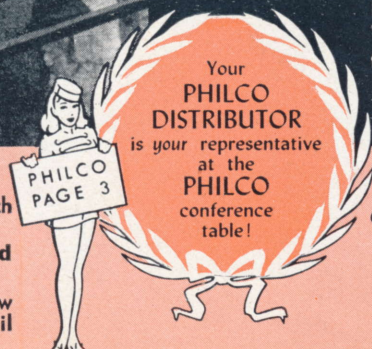
★



**MACKENZIE, WHITE & DUNSMUIR LIMITED**

*means PHILCO in British Columbia*

And how! Now under way—far-reaching plans that include a special sales promotion department; sales specialists on PHILCO lines; a new, 2nd floor showroom; the stocking of complete PHILCO lines and replacement parts in key-city branches throughout the Province . . . Yes, B.C. dealers will benefit. With 20 years' business experience, 10 of them handling PHILCO—this Distributor is bound to score!



Your PHILCO DISTRIBUTOR is your representative at the PHILCO conference table!

Big timber—B.C.'s birthright is Canada's strength

**Mackenzie, White & Dunsmuir, Limited**  
Vancouver

Branches in . . . Victoria, Nanaimo, Vernon, New Westminster, Penticton, Nelson, Kamloops, Trail

*and PHILCO means business!*

Precio  
Motor  
Branch



Arm Radios, Portables

# PHILCO RADIO Leadership

## SAVES DOLLARS MORE FOR YOU!

PHILCO LEADS... in Public Acceptance

17,500,000 PHILCO RADIOS, in the homes of North America! That's *leadership* unapproached in the industry. It can't be bought overnight by advertising and sales promotion. Philco has earned it by 17,500,000 sales and *satisfied customers!*

... in Engineering Development

Before the war—a continuous stream of Philco radio inventions, always a season ahead of competition. Today you can look for even greater Philco engineering to add sales appeal to radio and profit to your operation.

... in Advertising Support

There has been no let-up in Philco's consistent, constructive advertising job. And now, plans for the Greater Philco of Tomorrow call for more, and still more, national and *local* advertising.

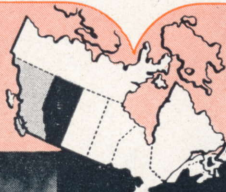


### EVERY BATTLEFRONT HAS TESTED THE PHILCO OF TOMORROW

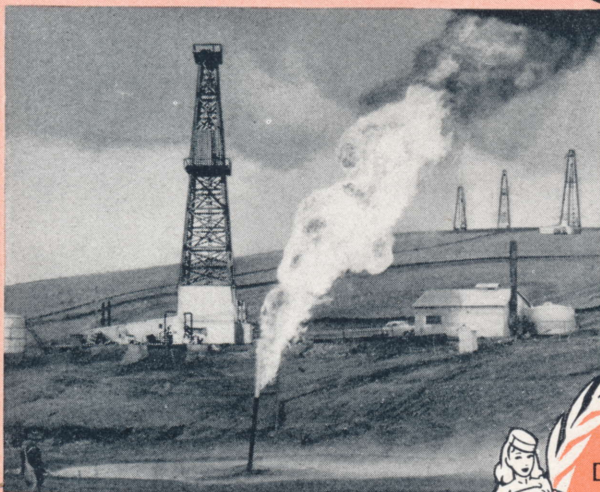
Every battlefield was recently a proving ground for the results of Philco research, Philco's war-born skills and technical developments. These results will make every new Philco Radio an infinitely better radio—with features more desired by radio buyers.

—All the Prestige of the World's Largest Selling Radio!

★ SOLID DISTRIBUTION



KEY TO PHILCO SUCCESS!



**MOTOR CAR SUPPLY COMPANY  
OF CANADA LIMITED**

*means PHILCO in Alberta*

Another solid organization—30 years in business, 14 years distributing PHILCO! And now busy appointing experienced staff members to new posts that call for exclusive attention to PHILCO merchandising and advertising. This and other well-planned moves applied to its head office and efficient branches, will result in greatly stepped-up, "person-to-person" service for dealers throughout Alberta!

Your  
PHILCO  
DISTRIBUTOR'S  
judgment merits  
your confidence  
—in his field,  
he's tops!

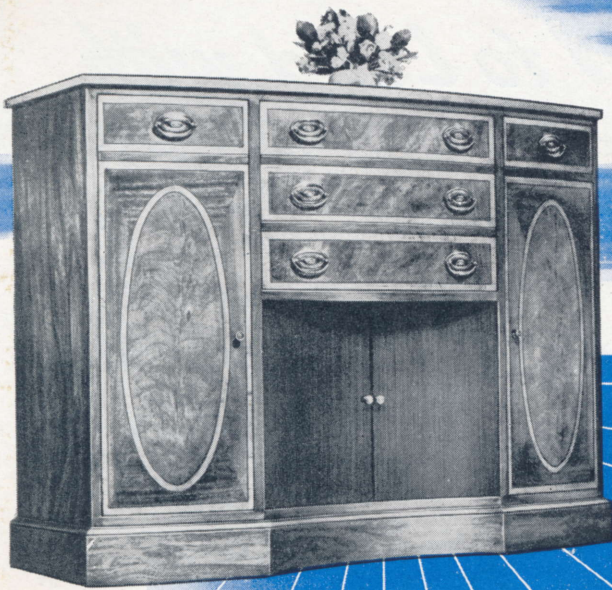


*and PHILCO means business!*

Precious oil from Alberta for the Nation's wheels  
Motor Car Supply Company of Canada Ltd.  
Calgary  
Branches in . . . Edmonton, Lethbridge, Cranbrook



**YEAR AFTER YEAR - PHILCO SPARKS YOUR SELLING WITH EXCLUSIVE SALES FEATURES!**



*Now coming up—the most startling*

# PHILCO

## RADIO-PHONOGRAPHS ever built!

Every quality-built Philco is a finished example of the master designer's art. Whether it be modern or faithful period design, you'll find each new cabinet beautiful and satisfying.

**You Can Expect  
FEATURES THAT WILL ROCK THE  
RADIO-PHONOGRAPH WORLD!**

You remember how Philco engineers modernized the old-fashioned talking-machine and brought to phonograph users undreamed of conveniences: no needles to change; new beauty of tone; longer record life; tilt-front cabinet. Philco has a flare for that. That's why you will again thrill buyers in your community with new undreamed of Philco convenience.

★ Before the war, Philco modernized the phonograph—gave it a thorough re-design treatment from stem to stern. That gave you merchandise that caught the public's fancy—made Philco radio-phonographs easier to sell.

Now—Philco engineers, with new ideas and inspiration, have designed the kind of radio-phonograph merchandise that will be *the talk of your town!*

Gorgeous modern console and table cabinets. New tuning convenience. New automatic phonograph operation with unusual features of utility and enjoyment. Beautiful tone. Added power. Performance more lifelike and melodious than you've ever heard before!

So again you will sell finer radio-phonographs at every price . . . the finest *values* ever created by Philco engineers . . . and you'll sell them easily—with satisfaction and profit.

*The PHILCO FRANCHISE Increases Sales with Newest Inventions!*

★ **SOLID DISTRIBUTION**

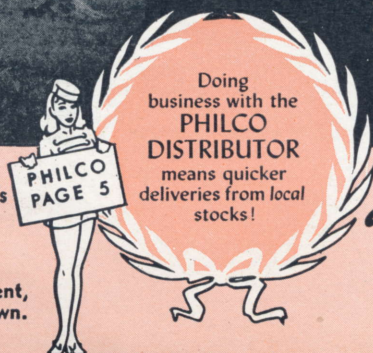


**KEY TO PHILCO SUCCESS!**



### BOWMAN BROTHERS LIMITED *means PHILCO in Saskatchewan*

9 stocking branches bring the dealer friends of this successful, 38-year-old firm close to source of supply . . . but now, as further evidence of its belief in co-operation and convenience, it is instituting a separate appliance division and sales force, and a complete Philco parts and service department. Soon there will be more frequent PHILCO contacts and extended service to every corner of Saskatchewan.



Doing business with the  
**PHILCO DISTRIBUTOR**  
means quicker deliveries from local stocks!

Sustenance from Saskatchewan's golden fields

**Bowman Brothers Limited**  
Saskatoon

Regina, Prince Albert, Weyburn, Swift Current,  
North Battleford, Yorkton, Moose Jaw, Rosetown.

*and PHILCO means business!*



You'll Be **READY** to Lead with

# **PHILCO** **TELEVISION** **AND FM!**

Philco has pioneered in television research since 1928 and, since 1932, Philco television engineers have telecast more than 9000 hours of programs—dramas, variety shows, movies, sport and civic programs—over Philco's Television Station WPTZ in Philadelphia. This diversified activity has enabled them to develop new ideas in television transmission and reception. Thus, the millions of dollars Philco has already spent assures *your* future as a leader in television retailing! And for finer FM reception—Philco's new Super FM Systems will provide, for your customers, all the present FM developments . . . *plus!*

## Television Firsts by Philco :

### THE PLANE-O-SCOPE

The flat-face television tube invented by Philco, gives brighter picture, with better contrast . . . larger, undistorted, it can be seen from the sides as well as the front of the screen. Makes curved-end tube obsolete!

### THE ION TRAP

The ion spot was a dull, brownish blur in centre of picture caused by bombardment of ions against viewing screen, until Philco engineers invented electron gun with an Ion Trap. It deflects harmful ions . . . makes possible a clear picture.

### THE MULTIPLE-RELAY SYSTEM

Philco engineers designed and built world's first multiple-relay television system to link two major cities, Washington and Philadelphia. Rapid development of Nation-wide networks can follow this pattern, bringing television sooner.

. . . these and other new and revolutionary achievements are emerging from Philco laboratories to become the accepted standards of the industry . . . to hasten the day of television!

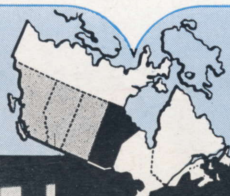
*Canadian Facts to Date—*

### ABOUT TELEVISION AND FM

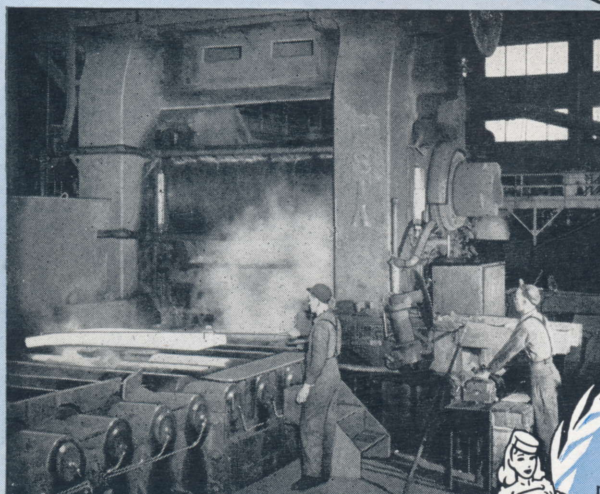
FM experimental broadcasting has commenced. In a few years this new system may become national in scope—a new service offered by the radio of the future. TELEVISION standards are emerging from international co-operation. Experimental telecasting should follow soon—with a vast new industry as the pot o' gold at the end of the rainbow.

*A Great Research & Technical Staff backs up the* **PHILCO FRANCHISE**

★ **SOLID DISTRIBUTION**



**KEY TO PHILCO SUCCESS!**



Canadian steel rolls through the mills of Manitoba

Great West Electric & Radio Company  
Winnipeg

**GREAT WEST ELECTRIC**  
& RADIO COMPANY

*means PHILCO in Manitoba*

Going up—a 3-storey addition to this Distributor's present quarters, to provide better product display and more space for Philco merchandise. That's only one big forward step; others include an increased staff for better coverage of the territory and a new Philco parts and service department located more conveniently for visiting dealers. These moves mark 34 years of progress!

Your **PHILCO** DISTRIBUTOR maintains complete stocks of service-parts—they're there when you want them!



*and PHILCO means business!*



*Into the till—*

## A STEADY FLOW OF INCOME FROM

- ★ PHILCO Radio Tubes
- ★ PHILCO Car and House Aerials
- ★ PHILCO Accessories
- ★ PHILCO Intercommunication Systems
- ★ PHILCO Dry Batteries
- ★ PHILCO Complete Radio Parts Line
- ★ PHILCO Test Equipment
- ★ PHILCO Service Supplies and Tools



**WAR PROVED THE PROFIT POSSIBILITIES**

**NOW YOU CAN REALLY CASH IN!**

Many Philco dealers, stripped of merchandise during the war, got busy with these "plus" items that had been somewhat neglected in earlier, easier times. By applying extra sales effort they found that a substantial revenue was the reward. In fact, these items when available, together with radio and appliance

service work, helped to see many a dealer through the "no-merchandise" era. With this wartime experience as a pattern, enterprising Philco dealers are preparing to cash in on Philco Tubes, Parts and Accessories, now that full peacetime availability and expansion of Philco lines are in the offing!



*The PHILCO FRANCHISE Brings a Flow of Plus-Profit Items!*

★ **SOLID DISTRIBUTION**



**KEY TO PHILCO SUCCESS!**



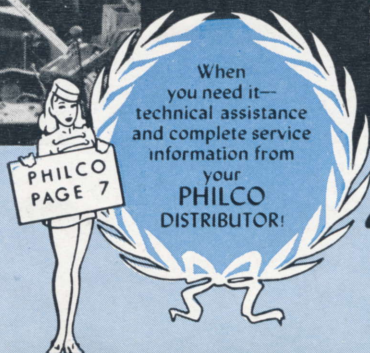
Ontario's heavy industry helps to bring us world prestige

Frank Gerry & Company, Limited  
London

**FRANK GERRY & COMPANY**  
*means PHILCO in Western Ontario*

12 years of business and 12 years distributing Philco products—and now this happy relationship requires new steps to be taken to match expanding Philco business. To meet the new demands and to streamline its service to dealers, this enterprising firm is providing: greater warehousing facilities; larger staff for sales and technical assistance; parts and service department second to none!

When you need it—  
technical assistance  
and complete service  
information from  
your  
**PHILCO**  
DISTRIBUTOR!



*and PHILCO means business!*

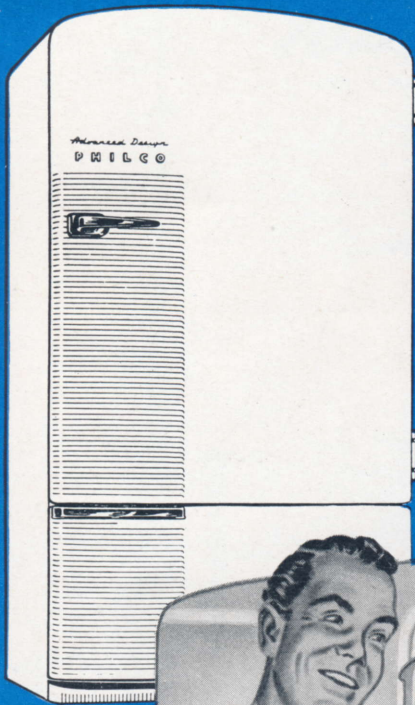


*Buyers Expect You to Offer*

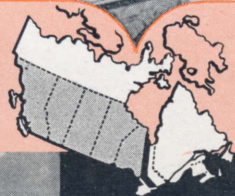
**AND YOU WILL -**

**PHILCO**

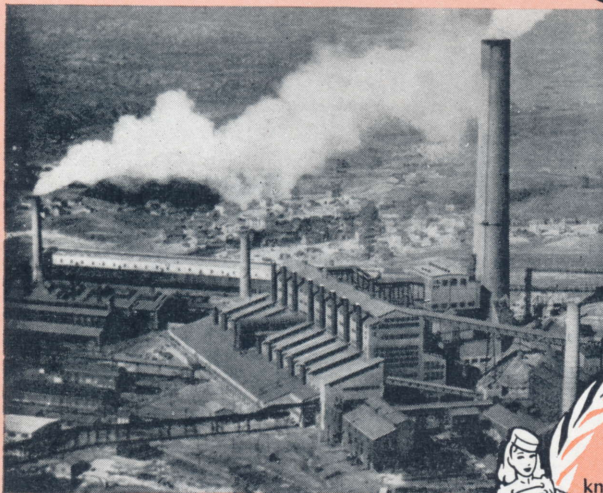
**BRAND**



★ **SOLID DISTRIBUTION**



**KEY TO PHILCO SUCCESS!**



**ANTHONY FOSTER & SONS**

LIMITED

*means PHILCO in Central Ontario*

38 years of business decisions sharpen judgment! Like other Philco Distributors this organization perceives the prosperous future and is undertaking increased warehouse space, better shipping facilities and an enlarged super-market parts department with new "self serve" features for visitors. From this finer "base of operations", an expanded sales staff will call on dealers oftener—serve accounts better!

Your  
**PHILCO  
DISTRIBUTOR**  
knows what you want  
to sell—makes sure  
**PHILCO**  
builds it  
that way!



Nickel in Ontario—one of Canada's  
resources underground

**Anthony Foster & Sons, Limited**  
Toronto

*and PHILCO means business!*



Something New in Refrigerators . . .

IT'S THE NEW, ADVANCED DESIGN

# REFRIGERATOR

**NEW-TOP TO BOTTOM, INSIDE AND OUT!**

▶ You're aware of the pent-up demand for home refrigeration—you've read the surveys! From their stated desires, you've learned what women want in a refrigerator . . . *get-at-able* space; advanced engineering; smart, sparkling beauty . . . *plus* a separate, generous compartment for storage of frozen foods.

That's what they want—and you'll be giving it all and more when you sell the sensational new Philco Refrigerators that feature not only the big Freezer Locker but many other thrilling Philco developments.

Yes—you'll display models to fit the needs of every prospect in your community; quality-built, gloriously beautiful . . . designed, engineered and priced to win the heart of every Canadian housewife!

## PRACTICAL NEWNESS WILL COUNT!

One outstanding fact about Philco Refrigerator design . . . *every feature* means something—provides an outstanding service! There's *use-ability*—every cubic foot of space is accessible, *working* space! *Convenience*—exclusive Philco inventions for greater kitchen efficiency! *Dependability*—new quietness, new economy of operation—the new Philco Super Power System! You'll lead in your community with Philco newness—in refrigerator *dollar value!* Watch and see!

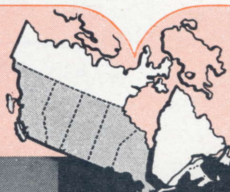
### PHILCO REFRIGERATORS

You sold in 1940 have won Wartime Honours for **DEPENDABILITY!**

Philco dealers across Canada who introduced Philco Refrigerators to the public in 1940 have marvelled at the trouble-free service given by this "new kind of refrigerator"—and its record in the difficult years that followed has won the lasting respect of these veteran retailers. It is on this solid structure of dependability that new Philco sales and friends for Philco will be built.

*Your PHILCO FRANCHISE Gives You Sales Leadership!*

★ **SOLID DISTRIBUTION**



**KEY TO PHILCO SUCCESS!**



Capitol Hill—heart of a great democracy

**McMullen Supplies Limited**  
Ottawa

**McMULLEN SUPPLIES, LIMITED**  
*means PHILCO in Eastern Ontario*

Blueprints are ready for the 12,000 feet of working space this 25-year-old organization is adding to present premises. The new set-up will house a "super-market" parts department with "self serve" features; a modern "drive-in" for auto radio installations; room for more sales representatives to handle Philco products. Reorganizational plans call for every possible assistance to be given to Philco dealers.



Your source of finest advertising material and sales promotion help—the **PHILCO DISTRIBUTOR**

*and PHILCO means business!*



*A tremendous, untapped market  
is opening up... rich in  
new sales and profits!*

# **YOU'LL LEAD THE PARADE WITH PHILCO FREEZERS RIGHT FROM THE START!**

The Philco Freezer, offering a new home service for which no ordinary refrigerator is designed, will be used for storage of frozen foods, or fast-freezing and storage, depending on the model purchased. Prices, based on cubic foot space, will be comparable to refrigerator prices... and a wide range of Philco Freezers for apartments, city homes and farm homes will soon be on your sales floor.

*Newspapers, Radio, Magazines*  
— ALL WILL WORK FOR YOU!

Once the barrage of promotion and publicity is let loose—sponsored by food processor, meat packer and appliance maker—the consuming public will be quick to react, quick to increase its demand for the advantages of economy and 'good eating' that come with the use of frozen foods. Already, Philco advertising has created a vast waiting market.

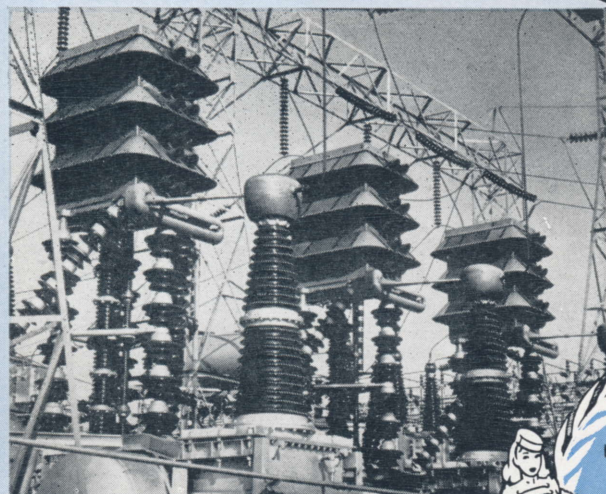
*It's the PHILCO FRANCHISE for  
Profits All Year 'Round!*



★ SOLID DISTRIBUTION



KEY TO PHILCO SUCCESS!



Electric power—Quebec's great contribution to industry

**John Millen & Son, Limited**  
Montreal

Branches in ... Quebec, Three Rivers, Sherbrooke,  
Drummondville.

**JOHN MILLEN & SON LIMITED**  
*means PHILCO in Quebec*

This outstanding, 76-year-old distributing organization has made dealer support the keynote of its planning for Today! To meet wider public demand for Philco products, additions to sales and technical staffs are taking place. This will permit more frequent visits to dealers throughout the Province and make broader technical assistance possible. With such experience and co-operation behind them... dealers can't miss!

As a fellow  
businessman—your  
**PHILCO**  
DISTRIBUTOR  
appreciates your  
problems is able to  
give you sounder  
advice!

PHILCO  
PAGE 10

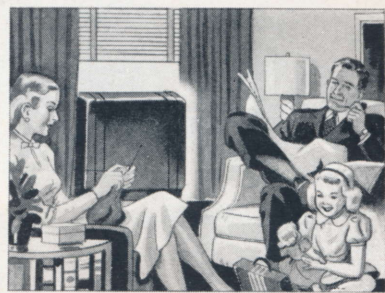


*and PHILCO means business!*



# PHILCO-YORK AIR CONDITIONERS

*Still another winning PHILCO LINE  
to step up your volume . . . .  
All year 'round!*



FOR THE HOME

Now, single-room air conditioning comes into its own as lucrative, package business. The market is ready and waiting . . . and what a market! Professional offices, private dining rooms, bedrooms (what a boon to hay fever sufferers!) . . . hundreds and hundreds of rooms where health and comfort are requisite.

And Philco-York Air Conditioners are the ideal product . . . no market saturation, no trade-ins, quick turnover . . . high unit of sale with a big dollar profit . . . compact, movable, easily and quickly installed! Your customers are sold on the merits of air conditioning—now you can provide it for them at a price they can afford!



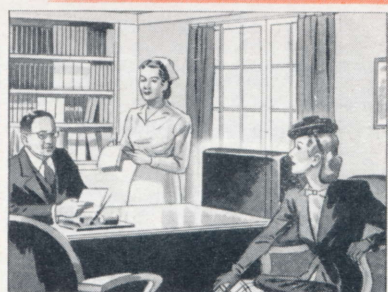
FOR THE OFFICE

## NEW PHILCO-YORK AIR CONDITIONER FEATURES *will include*

- 1—More cooling capacity and better all 'round performance.
- 2—Exceptionally lightweight — one man can easily install it.
- 3—New, attractive styling.
- 4—Reasonably priced for larger sales volume.



FOR DENTISTS



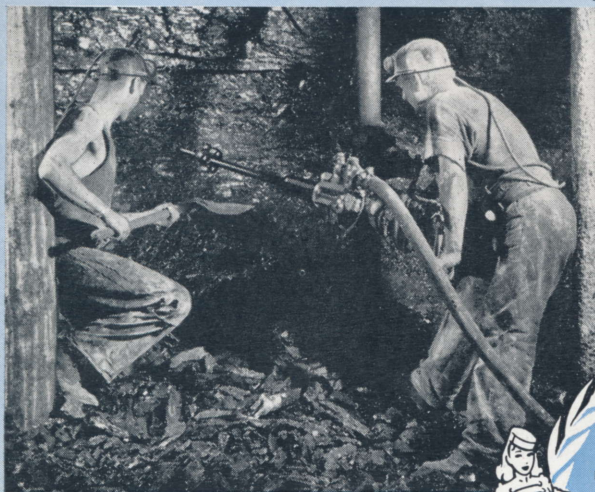
FOR DOCTORS

*Your PHILCO FRANCHISE Opens the Door to New Business!*

★ SOLID DISTRIBUTION



KEY TO PHILCO SUCCESS!



Coal from the Maritimes—fuel for the fires of progress

Manning Equipment Limited  
Halifax

## MANNING EQUIPMENT LIMITED *means PHILCO in the Maritimes*

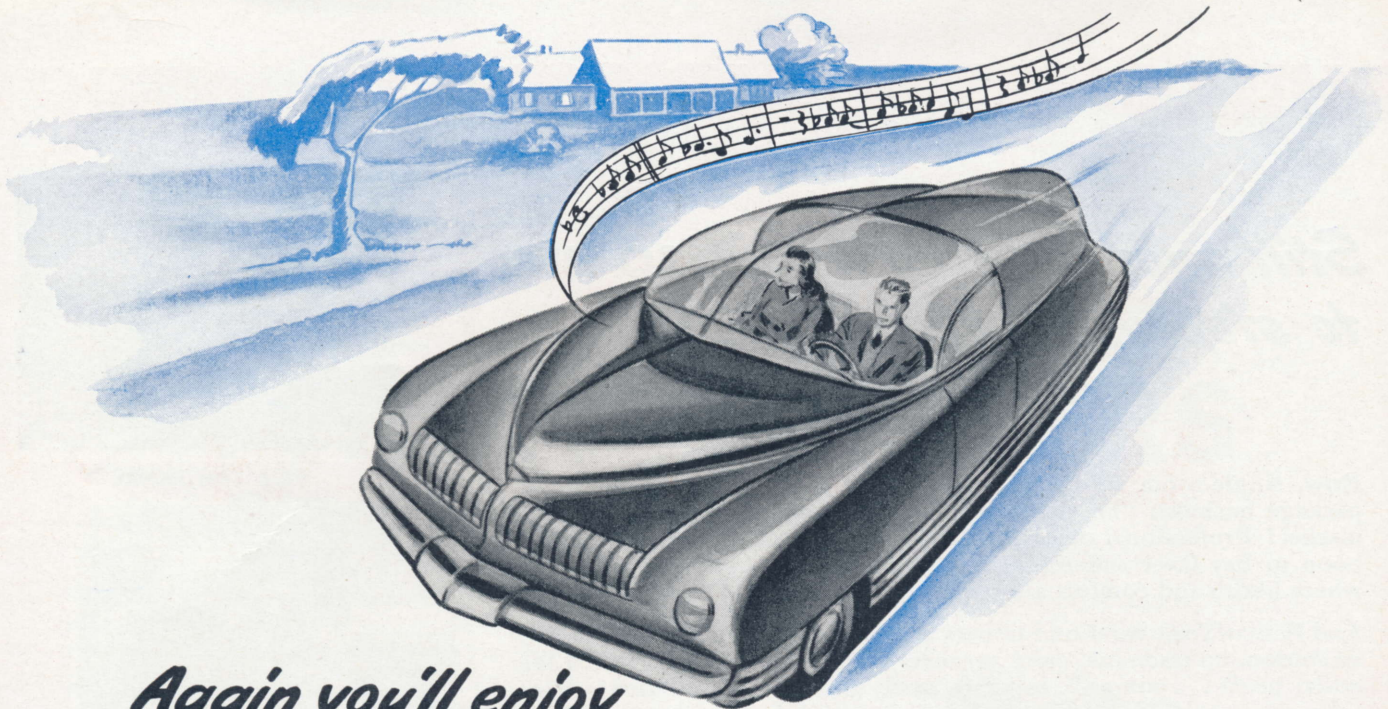
In the Maritimes, this firm is exclusive distributor of Philco Refrigerators, Freezers and Air Conditioners. Value of its present plans, to meet a great expansion of Philco business, is enhanced by a thorough peacetime and wartime experience, 16 years of it, in all phases of domestic and commercial refrigeration. Thus, valuable assistance will be at the dealers' command.

Your PHILCO DISTRIBUTOR makes a substantial contribution toward the cost of Philco Advertising in your community!



*and PHILCO means business!*





Again you'll enjoy  
**SALES LEADERSHIP with**  
**PHILCO AUTO RADIO**

Auto Radio for Philco is a natural! Prewar—Philco was the best buy. Sales proved it; the public believed it—and 32 car manufacturers came to Philco for custom built sets. Philco design-ability has kept on growing! Many thousands of mobile military installations, and their battlefield performance have created an auto

radio as modern today as the Car of Tomorrow!

Yes, you will offer a new, *better* Philco Auto Radio to your customers . . . with more dependability, finer tone quality and performance. Customers are waiting—plenty of them! And to help you cash-in Philco has a smooth-running national service plan all ready to go!

*The PHILCO FRANCHISE the Sign of Good Business Judgment!*

★ **SOLID DISTRIBUTION**



**KEY TO PHILCO SUCCESS!**



**MARITIME ACCESSORIES LIMITED**  
*means PHILCO in the Maritimes*

This 21-year-old firm is exclusive distributor of Philco Radios, Phonographs, Auto Radios, and Tubes, Parts and Accessories in the Maritimes. Today, with a larger sales staff, more warehousing space and a more efficient Philco parts and service department, it is ready to pave the way to bigger profits and greater customer satisfaction for Philco dealers than ever before!

Across  
 Canada,  
**PHILCO**  
 DISTRIBUTORS,  
 each with a sizable  
 local investment,  
 increase  
 Philco's strength  
 tenfold!



Maritime riches—silvery harvests from the sea

**Maritime Accessories Limited**  
 Halifax

Branches in . . . Sydney, N.S., Saint John, N.B.

*and PHILCO means business!*



And— **BACKING YOU UP ALL THE WAY**  
*Smart, Aggressive*  
**PHILCO ADVERTISING**  
*and*  
**SALES PROMOTION**

Chances are you've spoken of it! How, week in, week out, Philco has set the pace in radio and appliance advertising. All through the no-merchandise war years Philco has kept at it—plugging Philco products that were to come as the Greater Philco of Tomorrow, plugging its famous name *and Philco dealers*. And now tomorrow is here and a greater Philco advertising program is about to be launched; a program big enough to fit the new products and expanded product lines . . . one that is planned to get results . . . for you!

**IT'S IN THE RECORD**

Philco's outstandingly successful *Radio Hall of Fame*, the biggest, brightest, radio treat-of-the-week for the listening audiences of 28 CBC Dominion Network stations, will shortly go into its 3rd straight year of broadcasts, winter and summer. And almost two months ago Don McNeill and his popular Breakfast Club stepped out under the Philco banner, to swell the prospective list of Philco Refrigerator and Freezer buyers, every week Monday through Friday. These two great shows,

coupled with Philco support along wide traditional lines, will make your cash register ring by itself!

**COMING SOON!**

Already designed are some of the new Philco window and store displays, sparkling product literature, powerful newspaper and magazine ads, and promotional plans prepared by the most successful appliance merchandisers on this continent. Soon Philco's great advertising program will be guiding—later pulling—traffic and sales to Philco dealers' stores.

**A BIG PHILCO PLUS!**  
**ONLY PHILCO OFFERS IT**

An expanded range of Philco products requires a broader plan of help for the service industry. PHILCO SERVICE is the answer! Memberships are now open to appliance dealers and servicemen. Meet the simple requirements and you'll receive a wealth of technical literature, suggested Standard Labour Charge Sheets and many other helps . . . and you'll have access to expert technical assistance direct from Philco headquarters!

And all this is **FREE!**  
 No dues, no membership costs!

One or more PHILCO SERVICE MEMBERSHIPS will eliminate Service headaches . . . increase Service Profits! Memberships are specialized as . . .

- ★ RADIO                      ★ REFRIGERATOR
- ★ AUTO RADIO            ★ AIR CONDITIONER

Only requirements of a PHILCO SERVICE membership are sufficient technical knowledge, adequate service facilities, use of genuine replacement parts and fair and equitable charges for service work!

**Fill in, check for type(s) of membership(s) and MAIL COUPON TODAY!**

**PHILCO SERVICE**

*Expert . . . .*  
*Reliable . . . .*  
*Guaranteed.*

PHILCO SERVICE . . . a logical extension of Philco's renowned prewar Radio Manufacturers' Service (RMS).

To: PHILCO CORPORATION OF CANADA LTD., TORONTO.

*Yes*

I am interested in becoming a member of  
**"PHILCO SERVICE"**

Please send me a membership application form.

Name . . . . .

Address . . . . . City . . . . .

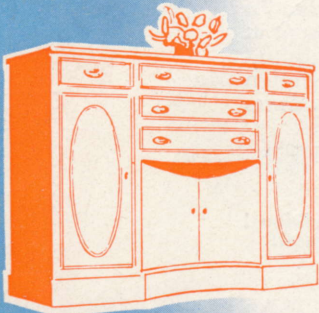
(Memberships are Specialized)

Radio  Auto Radio  Refrigerator  Air Conditioner



THE FOREGOING PAGES REVEAL

-the Chance  
of a Retail Lifetime  
with **PHILCO**



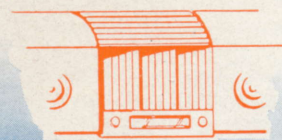
Today manufacturers and dealers start from a new mark . . . a new race to be won! Some will not reach the tape; only a few will achieve real success. And the answer, as always—training, preparation, style! Now is your opportunity—a golden, never-to-come-again opportunity—to sign up with a winner . . . and be one yourself! Your own experiences will remind you of

Philco's record, of its zestful, merchandising skill. You have read the thrilling story of "Your Future With Philco"—of the greater, stronger, more determined Philco — of Philco All Year 'Round! What you have read herein . . . *and between the lines*, will give conviction enough—that a Philco Dealer Franchise will be the most lucrative, the most profitable "in the business"!

**5 TYPES OF PHILCO FRANCHISES**  
*Are being signed now by Leading Retailers*

For the well balanced retail program, all signs point to that prize profit-builder, the Philco All Year 'Round Franchise. It puts *all* the Philco product lines in your store! But there are four other valuable Philco agreements ready for signing by the retailer whose immedi-

ate plan limits his need to only one or a combination. They are: the Philco Refrigerator and Freezer Franchise; the Philco Radio and Television Franchise; the Philco Air Conditioner Franchise; and the Philco Auto Radio Franchise...any one of which gives you *leadership!*



**IF YOU WANT TO HEAR MORE ABOUT PHILCO'S GREAT SALES PROGRAM-**

*Don't Delay!*

**GET IN TOUCH NOW WITH THE  
PHILCO DISTRIBUTOR SERVING  
YOUR LOCALITY—PHONE HIM  
OR MAIL THIS COUPON—**

To: PHILCO CORPORATION OF CANADA LIMITED, TORONTO

*Gentlemen:* We understand that only qualified dealers are selected to retail Philco products, and on the other hand, that this enquiry represents no obligation on our part. We *might* be interested in the following Philco Franchise(s):

- PHILCO ALL YEAR 'ROUND
- REFRIGERATORS AND FREEZERS
- RADIOS, RADIO-PHONOGRAPHS AND TELEVISION
- AUTO RADIOS
- AIR CONDITIONERS

Name .....

Address ..... City .....

Province ..... Date .....