

PHILCO TUBES



for 1938

*Merchandising
Helps*



PROMOTION MATERIAL



*Newspaper
Ads*

WHAT A MARKET FOR PHILCO TUBE SALES!



200 MILLION TUBE SOCKETS
in 33 Million Radios!

1 OF EVERY 4 SETS IS A PHILCO
and should continue to use
PHILCO TUBES!

THE OTHER 3 OF EVERY 4 SETS
can be improved with
PHILCO TUBES!



The millions of PHILCO set owners who already use PHILCO TUBES make PHILCO the easiest tube in the world to sell!

The millions of other sets also need new tubes, which means a demand you can meet with greater satisfaction to the customer and greater profits to yourself . . . with PHILCO TUBES!

. . . Here are 3 Ways to Get The Leader's Share of the Big Tube Business:



USE RADIO TO SELL PHILCO TUBES!

Broadcast "shorts" . . . announcements for your local stations . . . are featured in this book. Use this big, varied collection of radio announcements **NOW!**



USE PHILCO TUBE SALES HELPS!

A wide variety of display material, sales promotion pieces and service items are available for your use. Put them to work **NOW!**



USE PHILCO TUBE NEWSPAPER ADS!

Shown in this book is a big assortment of brand-new Philco Tube ads for use in local newspapers. They are keyed to **SELL!** Plan your campaign **NOW!**

BROADCAST "SHORTS"

Use these Announcements DAILY Over Local Stations!

You reach YOUR market for tube sales directly . . . right on the spot . . . when you use radio as your advertising medium. More than that, radio announcements on tubes will bring you extra sales of radio sets. . . all branches of your radio business will be benefitted. Here are suggested "shorts" which local stations will broadcast between programs . . . thus assuring you of a big audience. *They can't miss your sales message!* And you can buy "station-break" time on the air at unusually low cost. *Be sure to use radio to sell radio!*

GENERAL ANNOUNCEMENTS

Many people like to boast about how long the tubes in their radios have lasted. But wouldn't it be better to be able to boast about the improved tone that results when old tubes are replaced by new Philco High-Efficiency Tubes? At today's prices . . . it costs very little for a complete new set of genuine Philco Tubes. See or call (Dealer's Name and Address).

Are mysterious noises interfering with your enjoyment of favorite radio programs? Don't blame it on static . . . either real or man-made . . . until you've had your tubes checked. (Dealer's Name and Address) will gladly check your tubes . . . tell you which ones should be replaced immediately . . . which ones are approaching the danger line . . . which ones are still in good shape. Of course, the wisest thing you can do to insure perfect radio reception is to replace all doubtful tubes with new Philco High-Efficiency Tubes. It costs so little . . . means so much in improved tone and performance!

How much would it cost to replace all the tubes in your radio with fresh, new Philco High-Efficiency Tubes? Much less than you think! (Dealer's Name and Address) will be glad to give you the figures . . . and you'll find it a mighty small outlay for the improvement in tone and performance that will result! See or call (Dealer's Name and Address). Re-tube completely with genuine Philco Tubes!

How long is it since you have given your radio a new set of tubes? *Too long* is probably the right answer! The chances are that you are not enjoying as good radio reception right now as you would with a new set of Philco High-Efficiency Tubes installed in your set! Why not bring your radio back to tiptop condition with a complete set of Philco Tubes? The cost is probably far less than you think. See or call (Dealer's Name and Address).

It isn't fair to the weather man to blame every unpleasant noise from your radio set on static. Why not let (Dealer's Name and Address) check all the tubes in your set? Replacing old, weak tubes with new Philco High-Efficiency Tubes usually puts an end to a lot of the crackling and popping that you now blame on static. See or call (Dealer's Name and Address). Learn how little it costs to re-tube completely with genuine Philco Tubes!

Now is the time to replace old, worn-out radio tubes with new Philco High-Efficiency Tubes. The high quality, sturdy construction and precision design of Philco Tubes will put your radio in shape for all the big broadcasts. Phone or see (Dealer's Name and Address) and arrange to step-up the performance of your radio . . . with Philco Tubes. Remember . . . Philco Tubes in the familiar blue-and-yellow boxes . . . at (Dealer's Name and Address).

FREE TUBE TEST ANNOUNCEMENTS

Flash! Bring your present radio tubes to (Dealer's Name and Address) for a free test. They will be checked on modern testing equipment. (Dealer's Name and Address) recommends Philco High-Efficiency Tubes.

Old, weak tubes prevent perfect reception. New Philco Tubes will give you the finest performance. You can have your old tubes tested free at (Dealer's Name and Address) who recommend the new Philco Tubes exclusively!

Now is the time to "pep-up" your radio . . . make it new again. Bring your old tubes to (Dealer's

Name and Address). There, on a modern testing machine, your present radio tubes will be accurately checked and tested. (Dealer's Name and Address) recommend new Philco Tubes for finest performance.

Here are two simple steps to take in order to improve radio reception in your home. First . . . bring your old tubes to (Dealer's Name and Address) and have them tested FREE! Second . . . replace the weak, worn-out tubes with new Philco Tubes. They'll do wonders in improving the performance of *any* radio. Remember . . . Philco Tubes at (Dealer's Name and Address).

SPECIAL EVENT ANNOUNCEMENTS

Going to listen to the broadcast of (event) on (day)? Then you'll want your radio in tip top shape. Replace those old, worn-out radio tubes with the marvelous new Philco High-Efficiency Tubes. You can buy them at (Dealer's Name and Address) . . . and the cost is amazingly low!

Don't miss the special (event) broadcast next (day). Call on (Dealer's Name and Address) now and have your radio checked over. Perhaps it needs new tubes. (Dealer's Name and Address) recommends Philco High-Efficiency Tubes for finest reception. They will improve the performance of any radio.

Don't forget the big (event) broadcast next (day). Now's the time to prepare for it by having your radio tubes tested FREE at (Dealer's Name and Address). Be sure to have old, weak tubes replaced by new Philco High-Efficiency Tubes at (Dealer's Name and Address).

You won't really enjoy the broadcast of (event) next (day), if your radio is not operating properly. Have your set checked over by the experts at (Dealer's Name and Address). If new tubes are needed, specify Philco High-Efficiency Tubes. You'll find Philco Tubes for every radio at (Dealer's Name and Address).

SPECIAL "TIME" ANNOUNCEMENTS

(SIGNAL) 00.00 a.m. Has your radio lost its pep? Get a set of Philco High-Efficiency Tubes and give your radio new life! Call at (Dealer's Name and Address). They will test your old tubes FREE!

(SIGNAL) 00.00 p.m. Radio tubes wear out! Get a new set of Philco High-Efficiency Tubes and give your radio brand new performance! At (Dealer's Name and Address) where you can have your old tubes tested FREE!

(SIGNAL) 00.00 a.m. PHILCO-ize your radio by replacing worn-out radio tubes with new Philco High-Efficiency Tubes! Prices amazingly low at (Dealer's Name and Address).

(SIGNAL) 00.00 a.m. Has your radio lost its fine tone? It needs new tubes . . . new Philco High-Efficiency Tubes. (Dealer's Name and Address) recommend Philco Tubes exclusively!

(SIGNAL) 00.00 p.m. Radio tubes wear out . . . should be replaced at least once a year! Get Philco High-Efficiency Tubes and make your old radio new again! At (Dealer's Name and Address).

(SIGNAL) 00.00 a.m. Time to replace your old radio tubes with new Philco High-Efficiency Tubes. Specify Philco Tubes in the blue-and-yellow boxes! And be sure to get them at (Dealer's Name and Address).

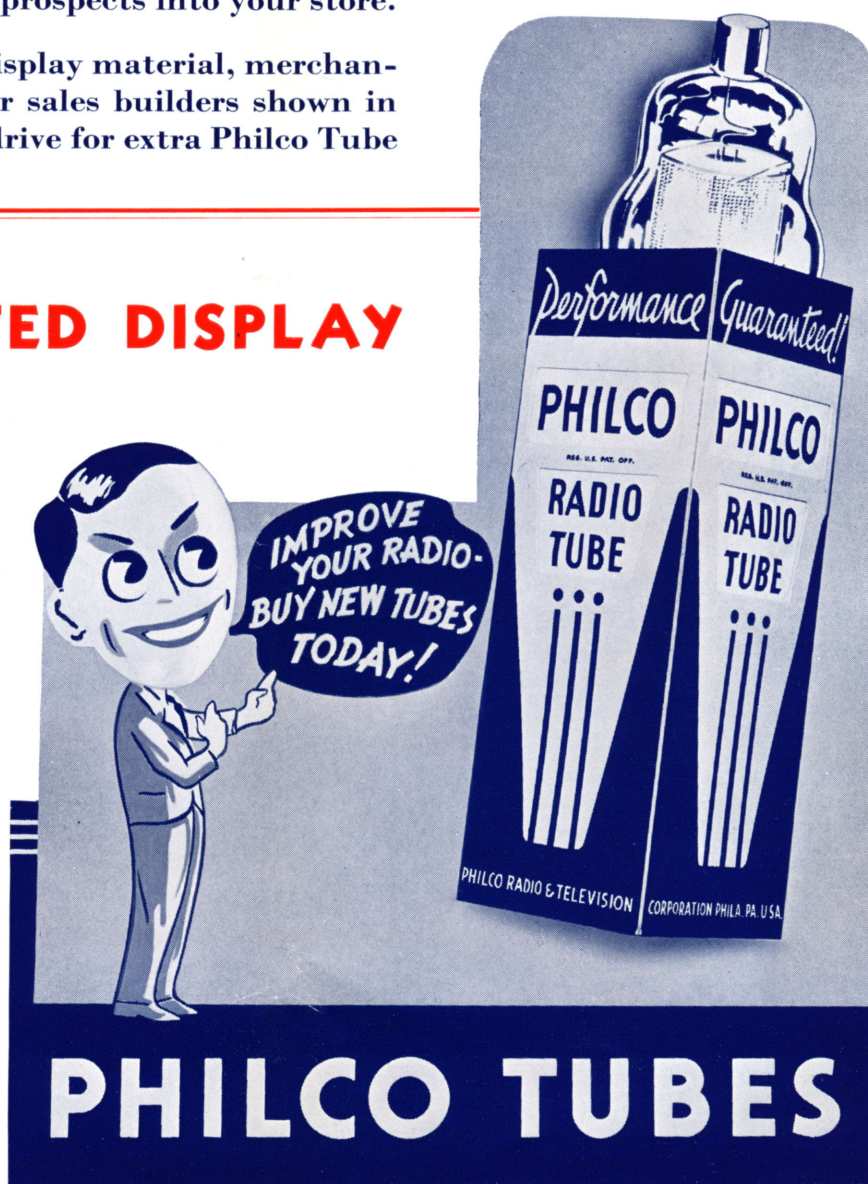
NEW DISPLAY MATERIAL, SALES HELPS, PROMOTION ITEMS, ETC. *to boost your* PHILCO TUBE SALES AND PROFITS!

You can easily triple your Philco Tube profits by laying out a promotion and advertising program which will bring tube prospects into your store.

Use the Philco Tube display material, merchandising helps and other sales builders shown in this book. Start that drive for extra Philco Tube profits NOW!

ILLUMINATED DISPLAY

A beautiful display in full colors . . . designed for use as a counter, floor or window display. The tube and the tube carton project in front giving depth to the display. The words "PHILCO RADIO TUBE" on each side of the carton light up . . . flashing on and off at regular intervals. This 19" x 26" display has color, flash and illumination! Be sure you get full details on how to get one from your Philco distributor.



BRING YOUR TUBES HERE
for
FREE TEST



We recommend
PHILCO TUBES

EASEL COUNTER SIGN

Attractively lithographed in three colors, this display card is ideal for use on your counters or in your window. Easel mounting on back. Size 12" x 12". Be sure you get one of these new signs from your Philco distributor. (Form No. HP-214.)



AUTHORIZED DEALER FOR PHILCO TUBES

WINDOW DECALCOMANIA

A brilliant four-color transfer that adds to the appearance of your store door or window. Size 4⁵/₈" x 8¹/₂". Ask your Philco distributor for one of these high-quality, long-lasting window decalcomanias. (Form No. HP-215.)

GIANT TUBE CARTON

Here's a display item that will instantly identify your store as headquarters for Philco Tubes. A jumbo-size carton, duplicating the familiar tube carton in exact colors, measuring 31" high. Can be used on your store floor or as the basis for an attractive window display. Ask your distributor how you can get one of these giant tube cartons! (Form No. HP-216.)



FOR BETTER RADIO RECEPTION
Always Specify
PHILCO TUBES



WINDOW STREAMER

Boost your Philco Tube sales by dressing up your store window with this beautifully lithographed streamer. Three colors . . . size 11" x 35". Get one of these new Philco Tube window streamers from your distributor. (Form No. HP-217.)



CLOTH BANNER

A flashy banner that will "dress up" your store. Lithographed in three bright colors and its size makes it readable at great distances. Measures 29" x 48". Your Philco distributor will tell you how to get one of these distinctive banners. (Form No. HP-218.)

METAL FLANGE SERVICE SIGN

This attractive metal sign is lithographed in blue and yellow on both sides. This new sign will bring you service business as well as tube sales. Size 8" x 11" with holes punched in flange. Easy to attach. Ask your distributor about this item. (Form No. HP-219.)



KIDDIES' KITE

Give away these new Philco Kites and send your tube sales flying high! Every boy and girl will want one of these big kites. Measures 36" high by 30" wide. Order from your distributor. (Form No. HP-238.)

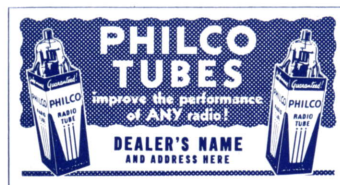
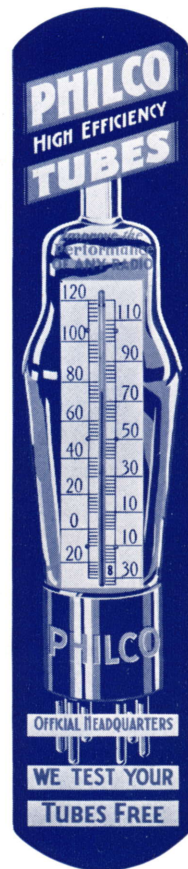


ELECTRIC CLOCK

A beautiful electric clock, 13 1/2" square with 11" dial printed in blue, yellow and black. Walnut finish molding with chromium bands. 60 cycle A.C., 110-130 volt synchronous motor, fully guaranteed, made by nationally known manufacturer. Ask your distributor about this new electric clock. (Form No. HP-235.)

LARGE OUTDOOR THERMOMETER

A large, steel thermometer enameled in five bright colors. Measures 39" high by 8" wide with 15" glass tube. A permanent asset to your store. Be sure to ask your distributor about this big thermometer. (Form No. HP-236.)



BLOTTER

Blotters are never thrown away! Use this new 2-color blotter, imprinted with your name and address . . . a constant reminder advertisement. Available through your Philco distributor. (Form No. HP-237.)

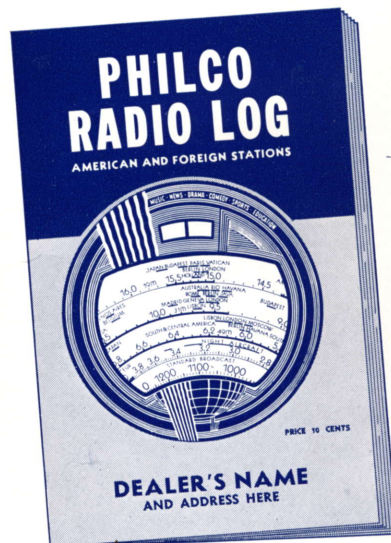
CONSUMER FOLDER

You need these folders to enclose with letters and packages, to hand out over the counter to prospects. Lithographed in red and blue on yellow paper and cleverly die-cut. Price list of Philco Tubes on back page, with space to rubber-stamp your name and address. Order from your distributor. (Form No. HP-220.)



RADIO LOG

Philco's latest Radio Log is an ideal "give-away" for customers. It's complete, compact, correct . . . revised 4 or more times each season to keep it up-to-date. Imprinted with your name and address. Two-color Philco Tube ad on back cover. Order from your Philco distributor. (Form No. HP-221.)



BOOK MATCHES

Printed in three bright colors with your name and address imprinted on one side. Available through your Philco distributor (Form No. HP-205.)



SET OF THREE POSTCARDS

Get more tube sales and service business by mailing these inexpensive, two-color postcards to all prospects. Imprinted with your name, address and phone number. Furnished in complete sets only, three cards to a set. On Government postcards, including postage (Form No. HP-212). On plain postcards without stamps (Form No. HP-213). Order from your distributor.



SET OF THREE MOVIE SLIDES

Flash your Philco Tube sales story on the screens of movie theatres. Set of 3 slides, beautifully hand-tinted in full colors, imprinted with your name and address. Order from your distributor. (Form No. HP-223.)



Replace those worn-out tubes **NOW!**

For better reception, always specify

PHILCO TUBES

It has been proven time and again that the high quality, sturdy construction and precision design of Philco Tubes will increase the efficiency of any radio!

If your radio is not giving you the fine reception it did originally, the trouble may be caused by weak, worn-out tubes. Replace those tubes now and get all the performance your set is capable of giving. Philco Tubes cost so little, yet do so much to improve reception, it is wise to retube NOW!

PHILCO TUBES IMPROVE THE PERFORMANCE OF ANY RADIO

DEALER'S NAME AND ADDRESS HERE



HANDBILL

A flashy 8 1/2" x 11" handbill giving you one of the most inexpensive ways to advertise Philco Tubes. Imprinted with your name and address. (Form No. HP-211.)

Price List
PHILCO
Replacement Tubes

Type	List	Type	List	Type	List
2	\$1.50	674	\$1.20	42	\$1.20
4	1.50	676	1.20	45	1.25
6	1.50	677	1.25	47	1.25
8	1.50	10	1.25	49	1.25
10	1.50	12A5	2.25	51	1.50
12A	1.50	12A7	1.10	53	1.25
14	1.50	12Z5	2.00	55	1.20
14A1	1.50	14	2.00	56	1.10
14B1	1.50	17	1.20	58	1.10
14C1	1.50	19	1.50	59	1.20
17	1.50	22	1.50	71A	1.10
17A	1.50	25	1.20	72	1.20
17B1	2.00	27	.50	75	1.20
18A	1.50	28	.80	78	1.20
18B25S	1.25	31	1.00	79	.70
18C	1.75	31	1.50	82	1.10
18E	2.25	32	1.25	81	1.10
2A3	1.20	33	1.00	83	1.10
2A5	1.20	34	1.00	83	1.50
2A6	1.50	35-51	1.10	84	1.10
2A7	1.50	36	.80	85	1.50
2B7	1.00	37	.80	89	1.50
5Z3	2.00	38	1.10	X99	2.00
6A3	1.50	39-44	1.00	192B	2.00
6A4	1.50	40	1.10	183	2.00
6A6	1.25	41	1.20	485	2.00
6A7	1.50	42	1.20		
6B7	1.50	42	1.20		

OCTAL BASE GLASS TUBES—G TYPES

Type	List	Type	List	Type	List
1C7G	\$2.00	5V4G	\$1.00	6K6G	\$1.35
1D6G	2.00	5V4G	1.00	6L6G	1.25
1D7G	1.75	6A6G	2.00	6L6G	1.25
1E3G	2.00	6B6G	2.00	6N6G	2.25
1E3G	2.75	6B6G	1.25	6Q7G	1.35
1F3G	2.00	6F5G	1.35	6R7G	1.35
1F3G	2.00	6F5G	1.35	6R7G	1.50
1H6G	1.75	6H6G	1.20	25A6G	1.50
1H6G	1.25	6J5G	1.50	25Z6G	1.50
1J6G	1.50	6J7G	1.35	25B6G	1.75
5V4G	2.00	6K3G	1.35		
5V4G	1.50				

METAL TUBES

Type	List	Type	List	Type	List
5W4	\$1.00	6H6	\$1.25	6Q7	\$1.35
5Z1	2.00	6J7	1.50	6R7	1.35
6A3	1.50	6K7	1.35	6X3	1.50
6A4	1.25	6L6	2.25	25A6	1.50
6F5	1.25	6L7	1.25	25Z6	1.50
6F6	1.35	6N7	1.75		

PRICE CARD

A valuable aid for your salesmen and service-men. All Philco Tube prices listed in easily-read order. Obtainable at your Philco distributor's. (Form No. HP-224.)

ALWAYS SPECIFY
PHILCO
TUBES

Price List
PHILCO
Replacement Tubes

Type	List	Type	List	Type	List
2	\$1.50	676	\$1.20	42	\$1.20
4	1.50	677	1.25	45	1.25
6	1.50	10	1.25	47	1.25
8	1.50	12A5	2.25	49	1.25
10	1.50	12A7	1.10	51	1.50
12A	1.50	12Z5	2.00	53	1.25
14	1.50	14	2.00	55	1.20
14A1	1.50	17	1.20	56	1.10
14B1	1.50	19	1.50	58	1.10
14C1	1.50	22	1.50	59	1.20
17	1.50	25	1.20	71A	1.10
17A	1.50	27	.50	72	1.20
17B1	2.00	28	.80	75	1.20
18A	1.50	29	.80	78	1.20
18B25S	1.25	31	1.00	79	.70
18C	1.75	31	1.50	82	1.10
18E	2.25	32	1.25	81	1.10
2A3	1.20	33	1.00	83	1.10
2A5	1.20	34	1.00	83	1.50
2A6	1.50	35-51	1.10	84	1.10
2A7	1.50	36	.80	85	1.50
2B7	1.00	37	.80	89	1.50
5Z3	2.00	38	1.10	X99	2.00
6A3	1.50	39-44	1.10	192B	2.00
6A4	1.50	40	1.10	183	2.00
6A6	1.25	41	1.20	485	2.00
6A7	1.50	42	1.20		
6B7	1.50	42	1.20		

OCTAL BASE GLASS TUBES—G TYPES

Type	List	Type	List	Type	List
1C7G	\$2.00	5V4G	\$1.00	6K6G	\$1.35
1D6G	2.00	5V4G	1.00	6L6G	1.25
1D7G	1.75	6A6G	2.00	6L6G	1.25
1E3G	2.00	6B6G	2.00	6N6G	2.25
1E3G	2.75	6B6G	1.25	6Q7G	1.35
1F3G	2.00	6F5G	1.35	6R7G	1.35
1F3G	2.00	6F5G	1.35	6R7G	1.50
1H6G	1.75	6H6G	1.20	25A6G	1.50
1H6G	1.25	6J5G	1.50	25Z6G	1.50
1J6G	1.50	6J7G	1.35	25B6G	1.75
5V4G	2.00	6K3G	1.35		
5V4G	1.50				

METAL TUBES

Type	List	Type	List	Type	List
5W4	\$1.00	6H6	\$1.25	6Q7	\$1.35
5Z1	2.00	6J7	1.50	6R7	1.35
6A3	1.50	6K7	1.35	6X3	1.50
6A4	1.25	6L6	2.25	25A6	1.50
6F5	1.25	6L7	1.25	25Z6	1.50
6F6	1.35	6N7	1.75		

METAL RACK FOR PRICE CARD

A permanent rack to hold the Philco Tube price card. Hang it up over your tube counter for ready reference. Ask your Philco distributor how you can get one of these handy metal display racks. (Form No. HP-225.)

REPAIR **TICKET**

NO. _____ Date _____
 Promised _____

Name _____ Phone _____
 Address _____

DESCRIPTION _____ COST _____

Form No. HP-206

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY RADIO

NO. _____

DEALER'S NAME AND ADDRESS HERE

REPAIR TICKETS

Enables you to keep record of repair and service costs. Your name and address printed on lower stub portion which is customer's claim check. Attach upper portion to set. (Form No. HP-206.)

BILLHEADS

Cash in on Philco Tube advertising even when billing customers for sales or service. Printed with your name and address in blue ink on 8 1/2" x 5 1/2" yellow bond. Order from your Philco distributor. (Form No. HP-208.)

Customer's Name _____
 Address _____ Phone _____

Model of Set _____ Credit _____

RECORD OF SERVICE JOBS DONE

DATE	NATURE OF TROUBLE	PARTS USED	CHARGE

FORM NO. HP-208

RECORD CARDS

For prospect, sales, and service records. Enables you to keep accurate records for ready reference. Size 6" x 4", printed on both sides on yellow card stock. Order from your Philco distributor. (Form No. HP-207.)

DEALER'S NAME
 STREET ADDRESS _____
 PHONE NUMBER _____
 CITY AND STATE _____

PHILCO TUBES

DEALER'S NAME AND ADDRESS HERE

PHILCO TUBES

LETTERHEADS

Give your store distinctiveness by using these high-quality letterheads. Printed in blue and yellow, with your name and address, on 8 1/2" x 11" white bond. Order from your Philco distributor. (Form No. HP-209.)

NO. 10 ENVELOPES

These envelopes are printed with your name and address in blue ink to match the letterheads above. Size 4 1/8" x 9 1/2". (Form No. HP-210.)

ALWAYS SPECIFY
PHILCO TUBES

DEALER'S NAME AND ADDRESS HERE
 Phone Number _____

Sold to _____

ORDER NO. _____
 DATE _____

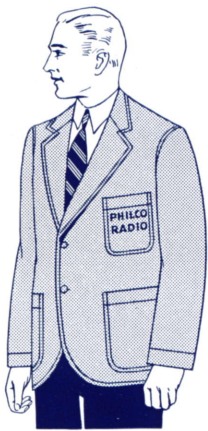


O. K. RADIO TEST TAGS

Attractive tags in shape of Philco Tube in carton, for attaching to radio sets after being repaired or checked. Place for you to rubber stamp your name and address on back. Order from your Philco distributor. (Form No. HP-226.)

PRICE TAGS

Similar to above, but for use as price tags on radio sets displayed in your store. Back contains place for model number, price and terms. Order from your distributor. (Form No. HP-227.)



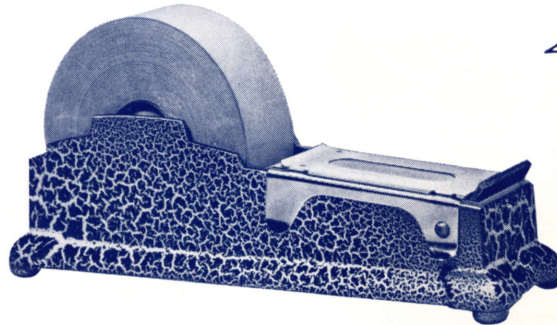
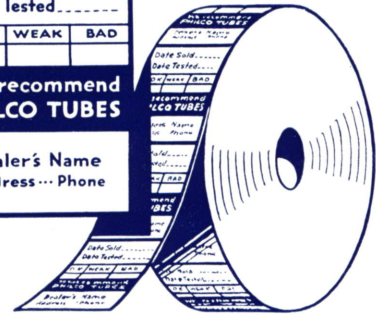
SERVICE COAT

Standard lapel collar coat of tan linene, Sanforized-shrunk. Pinch belted back. Three pockets. "PHILCO RADIO" embroidered in green on breast pocket. Assorted sizes, 34 to 46 inclusive. Order from your Philco distributor. (Form No. HP-239.)

TUBE TEST STICKERS

Rolls of tube test stickers in blue ink on yellow gummed stock, imprinted with your name and address. Order from your distributor. (Form No. HP-163.)

Date Sold.....	Date Tested.....	
O.K.	WEAK	BAD
We recommend PHILCO TUBES		
Dealer's Name Address... Phone		



SEALING MACHINE

A handy moistener for rolls of tube stickers or package tape. Easy loading, compact and convenient. Especially made for Philco Tube dealers. Order from your Philco distributor. (Form No. HP-228.)



ADDRESS LABELS

Printed with your name and address in blue ink on white gummed stock, size 2 1/4" x 4". (Form No. HP-229.)



PACKAGE TAPE

Printed with your name and address in blue ink on strong 1 1/2" wide gummed paper. Furnished in 250 ft. rolls. (Form No. HP-230.)



HANDY TUBE CARRIER

Give these carriers to tube prospects for carrying their tubes to your store for free test. Holds nine tubes rigidly. Lithographed in two colors. Furnished flat with sturdy platform insert. Space for you to rubber stamp your name and address. Order from your distributor. (Form No. HP-231.)

NEW PHILCO TUBE NEWSPAPER ADS

The consistent use of Philco Tube Ads will draw tube customers and radio prospects to your store! Use the ads shown in this book. Even though small in size, they will do a BIG selling job for you.

ORDER MATS BY NUMBER FROM YOUR PHILCO DISTRIBUTOR

**MAKE YOUR RADIO
NEW AGAIN!**



Let Us Test Your Old Tubes Free!

Replace those old tubes with a set of new
PHILCO TUBES

Now is the time to "pep up" your radio with the marvelous, high-quality Philco Tubes! We heartily recommend them for finest performance!

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 141

2 columns x 3 inches

Today ★
**PHILCO
SUGGESTS**



(Have newspaper insert list of popular programs with stations and time. Be sure that Boake Carter is included.)

Philco Tubes improve the performance of any radio. Bring in your old tubes for FREE TEST.

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 135
1 column x 3 inches

★



Replace worn-out tubes with
PHILCO TUBES

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 130
1 column x 2 inches

★ **PHILCO TUBES** ★

improve the performance of ANY radio!

**DEALER'S NAME
AND ADDRESS HERE**



★

Ad No. 139

2 columns x 2 inches



with

PHILCO TUBES

Always specify Philco Tubes! You'll be amazed at the remarkable improvement in the performance of your radio!

**DEALER'S NAME
AND ADDRESS HERE**



YOUR OLD TUBES TESTED FREE!

Ad No. 256

2 columns x 5 inches



The high quality and precision design of new Philco Tubes will do wonders in stepping-up the performance of your radio. Always specify Philco Tubes!

**DEALER'S NAME
AND ADDRESS HERE**



BRING IN YOUR OLD TUBES FOR FREE TEST!

Ad No. 140

2 columns x 3 inches



**HEAR YOUR
FAVORITE RADIO
STARS Better!**

REPLACE THOSE OLD TUBES
with

PHILCO TUBES



Old, weak tubes prevent perfect reception. New Philco Tubes will give you the finest performance.

FREE!

Let us test your old tubes FREE!
No obligation!

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 137
1 column x 6 inches



**PLAN YOUR
NEWSPAPER
CAMPAIGN
NOW!**

(More Ads on next pages)



Always Specify
**PHILCO
 TUBES**

Don't put up with faulty reception! A set of new Philco Tubes will rejuvenate your radio . . . providing the finest performance your set is capable of giving!

**DEALER'S NAME
 AND ADDRESS HERE**

TUBES TESTED FREE!

Ad No. 134
 1 column x 6 inches



**ORDER MATS
 FROM YOUR
 PHILCO
 DISTRIBUTOR**



**PHILCO TUBES
 WILL PUT A
 NEW WALLOP
 IN YOUR RADIO!**

Replace worn-out tubes now with new Philco Tubes . . . and immediately notice the improvement in tone quality and sensitivity!

FREE!
 Bring in your old tubes. We will check them for you without obligation.



**DEALER'S NAME
 AND ADDRESS HERE**

Ad No. 132
 1 column x 4 inches



**PUT YOUR RADIO
 IN SHAPE** *for*



(List a coming "special" program here with station call-letters, time and date.)

with
**PHILCO
 TUBES**
 Bring in your old tubes for free test!

**DEALER'S NAME
 AND ADDRESS HERE**

Ad No. 133
 1 column x 4 inches



**PHILCO
 TUBES**
 improve the performance of any radio. Re-tube NOW!

**DEALER'S NAME
 AND ADDRESS HERE**

Ad No. 129
 1 column x 2 inches



**Need
 NEW TUBES?**

**Insist on
 PHILCO**

**YOUR OLD TUBES
 TESTED FREE!**

**DEALER'S NAME
 AND ADDRESS HERE**



Ad No. 131
 1 column x 2 inches



Specify
PHILCO

when you buy new
TUBES
They improve the performance of any radio!

**DEALER'S NAME
 AND ADDRESS HERE**



Ad No. 128
 1 column x 2 inches



Headquarters for
**PHILCO
TUBES**

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 126
1 column x 1½ inches



We Recommend
**PHILCO
TUBES**



They will increase
the efficiency of
your radio.

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 127
1 column x 2 inches



**Always Specify
PHILCO TUBES**




It's a fact that
new Philco Tubes
will increase the
efficiency of your
radio. Replace
old tubes NOW—
really enjoy the
fine programs!

**DEALER'S NAME
AND ADDRESS HERE**

YOUR TUBES TESTED FREE

Ad No. 136
1 column x 3 inches



**"PEP UP" YOUR RADIO
with
PHILCO TUBES**

A set of new Philco Tubes will do wonders to improve the performance of your radio. Always specify Philco Tubes!

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 138

2 columns x 2 inches




**LET US PUT YOUR
RADIO "IN TUNE"**
for

(List a coming "special" program here with station call-letters, time and date.)

YOUR OLD TUBES TESTED FREE

We Recommend
PHILCO TUBES

The high-quality, sturdy construction and precision design of Philco Tubes will put your radio in shape for all the big broadcasts.

**DEALER'S NAME
AND ADDRESS HERE**

Ad No. 255

2 columns x 4 inches



PHILCO TUBE ADS run consistently
on the Radio Program Page of your
newspaper will establish your store as
PHILCO HEADQUARTERS!

**ALL MATERIAL
SHOWN IN THIS
CATALOG IS**

FREE!

See your Philco distributor. He will tell you how you can get all the display material, the sales, merchandising and service helps . . . without cost to you. Never before have you had such a wonderful opportunity to cash-in with PHILCO TUBES!

PHILCO RADIO & TELEVISION CORPORATION