

PHILCO
FOR 1951

*Fulfills the Promise
of 20 Years of
Leadership*

PHILCO
Mid-Summer
CONVENTION



ATLANTIC CITY
NEW JERSEY
JUNE 19 • 20 • 21 • 22
1950

MONDAY, JUNE 19th - - - 8:00 P.M.
Hotel Brighton* Pool

You . . .

The PHILCO Dealers will
Judge and Proclaim

**MISS
PHILCO
CONVENTION**

AT A
SPECTACULAR

**BEAUTY
PAGEANT**

OF THE WORLD'S MOST
BEAUTIFUL GIRLS



* Home of the World Famous "Brighton Punch."

THE HOTEL BRIGHTON POOL — Scene of Monday Night's Festivities

MONDAY, JUNE 19th - - - 8:00 P.M.

at the Hotel Brighton Pool

PHILCO "AQUA KAPERS"

FEATURING

ADOLPH KIEFER — Olympic Champion, holder of every
world backstroke record

BRUCE HARLAN — Olympic Diving Champion

AND

THE SIXTEEN LOVELY AQUA KAPERETTES

— :: —

1. OVERTURE
2. AQUAMANIACS BALLET
3. UNDERWATER SWIM
Kurt Nunzig
4. HAWAIIAN SWIM STAR
5. FANCY DIVING
Harlan, Diehl, Edmiston, Turner, Dudek
and Billingsley
6. HOUDINI SACK ESCAPE
Bob Nunzig

PHILCO "AQUA KAPERS" (Continued)

7. ADOLPH KIEFER
8. FUTURE DIVING STARS
Marion Parks and Mike Copeland
9. AQUABATICS
Jean and Joy Fitzsimmons
10. THE BATHING SUIT REVUE
FROM GAY NINETIES
11. BEACH BOYS BALLET
12. THE TRAMPOLINE
Harlan and Billingsley
13. AQUADAGIO
Kurt Nunzig and Joy Fitzsimmons
14. THE MINUET
Parks and Copeland
15. THE HUMAN FISH
Kurt and Bob Nunzig
16. AQUAJEWELS — Swimming in the Dark
17. TRICK AND FANCY DIVING
18. THE DIVING INEBRIATES
Frank Snary assisted by Charlie Diehl

FINALE — ENTIRE COMPANY

TUESDAY, JUNE 20th - - - 9:30 A.M.
at Convention Hall

The Greatest
Radio and Television Meeting
in Philco History!

- ★ Hear at first hand the dramatic news that will rock the industry!
- ★ Hear Philco's greatest story that will build your sales and profits in the months to come!
- ★ You owe it to your business to be in at the start of a new era in appliance merchandising.
- ★ See the presentation of Philco's sensational new products and developments as shown to Philco Distributors!
- ★ Hear from the top men of the industry the new Philco policies and plans that will increase your sales and profits.
- ★ Hear first news of sensational advertising and promotional plans. You'll be stimulated as never before!

Take Home A Million Ideas!

Visit the Great Exhibition Hall and see the greatest display of PHILCO merchandise ever assembled under one roof.

TUESDAY, JUNE 20th - - - 9:30 A.M.

Speakers Program

JOHN M. OTTER, *Chairman*
Vice-President and General Sales Manager

-- :: --

WILLIAM BALDERSTON
President

-- :: --

ALBERT J. ROSEBRAUGH
Sales Manager, Radio Division

-- :: --

FRED D. OGILBY
Vice-President Sales, Radio and Television Division

-- :: --

RAYMOND B. GEORGE
Vice-President Merchandising, Radio and Television Division

-- :: --

JAMES H. CARMINE
Executive Vice-President

TUESDAY, JUNE 20th - - - 8:00 P.M.

at Convention Hall

Boxing and Wrestling Show

Boxing Bouts

JOHNNY DASH vs. CLIFF EVANS
(lightweight)

BILLY WHYE vs. JOHNNY BOYD
(lightweight)

DON ELLIS vs. HOLLIE MIMS
(welterweight)

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Wrestling Matches

STEVE CARAS vs. ACE FREEMAN
(30 minutes time limit)

GOLDEN SUPERMAN *and* TONY COSENZA
vs.
THE TWO HOODED PHANTOMS
(2 out of 3)

Main Match

GENE STANLEE, *Original Mr. America*
vs.
MARVIN MERCER, *Light-Hvywt. Champion of the World*
(1 Hour Time Limit)

WEDNESDAY, JUNE 21st - - 3:00 P.M.

PHILADELPHIA

Mummers Parade

ON THE

BOARDWALK

THE ONLY OTHER EVENT IN AMERICA WHICH
COMPARES WITH THE MUMMERS PARADE IS
THE FAMOUS NEW ORLEANS MARDI GRAS . . .

WE PROMISE THIS TO BE SPECTACULAR!

Prize-Winning String Bands
Fancy Dress Brigades
Clowns and Comics

And . . .
A Surprise Feature that will have you cheering!



A Short History of the Philadelphia Mummers Parade

Tracing its history back to the misty records of the distant past is the Philadelphia Mummers Parade. Originating around the time of William the Conqueror in Eleventh Century, England, the Mummers Parade in Philadelphia on New Year's Day is now a world famous march of pageantry.

The first records of the "Mummers' and New Year's Shooters" celebrations in Philadelphia appeared some 300 years ago when early Swedish and Irish settlers paraded in the area of the city now known as Hog Island.

Around the time of the Civil War, more clubs were formed and in the 1870s, these clubs together first invaded Broad Street.

At the turn of the century, the number of clubs had grown tremendously and intense rivalry sprang up between them.

Since that time, the Mummers have grown in numbers, and the splendor and beauty of their parade is a spectacle once seen will always be remembered.

WEDNESDAY, JUNE 21st - - 8:45 P.M.

at Convention Hall

PHILCO

PRESENTS

"TELE-VISIONS OF '51" The Balanced-Beam Revue

I. OVERTURE

II. PAUL WHITEMAN

Dean of Modern American Music

III. DON MCNEILL AND THE BREAKFAST CLUB

*Don McNeill — The King of Corn and
Philco's Super-Salesman*

PATSY LEE

Sweetheart of the
Breakfast Club

JOHNNY DESMOND

Favorite Song Star of
Radio, TV, and Records

AUNT FANNY
Iowa's Favorite
Girl Friend

SAM COWLING
Fastest Man with
Breakfast Laughs

ACE MURPHY
Philco's Voice
of the Morning

CLIFF PETERSON, *Breakfast Club Producer*

EDDIE BALLENTINE, *Musical Director*

IV. ON PARADE

The Leadership Majorettes

"TELE-VISIONS OF '51" (Continued)

V. STARS OF TOMORROW

Paul Whiteman's TV Teen Club

NANCY LEWIS	BIRK BROTHERS
Vivacious Co-MC on Whiteman TV Show	17-year-old Acrobatic Twins

SONNY GRAHAM
13-year-old singing
winner of six TV shows

BOBBY GRIEG	JUNIE KEEGAN
14-year-old tap dancing drummer	13-year-old star of both Whiteman shows

VI. SPORTS IN TELEVISION

Whirlwind on Wheels

FOUR SKATING MACKS
Direct from Folies Bergere
and Radio City Music Hall

VII. VIDEO BUFFOONERY

BILLY VINE — Television's Brightest Comedy Star
of 1951

VIII. TELEVISION VARIETY IN REVIEW

1. *Copacabana Revue*
Sixteen Visions of Latin Loveliness
with
Dorothy Gresh — "Miss Buenos Aires"

"TELE-VISIONS OF '51" (Continued)

2. *Great Moments in Song*
From the "Met" to "South Pacific"

BEN YOST'S GUARDSMEN
America's Foremost Singing Five
3. *A Billion Building Blunders*
Vaudeville's All-Time Greats
WILLIE, WEST AND MCGINTY
4. *Rhythm for Sale*
Original Hits of "Porgy and Bess"
BUCK AND BUBBLES
5. *A Night in Montmartre*
Bringing the Place Pigalle to the Boardwalk
THE APPLETONS
6. MARTHA RAYE
Star of Stage, Screen, Radio and Television

IX. THE ROARING TWENTIES

Martha Raye, Paul Whiteman, Billy Vine, Buck and Bubbles, The Guardsmen, June Taylor's Flapperettes, Ken Thompson Singers, The Four Skating Macks, The Appletons, Dorothy Gresh, Norman Black

ENJOY YOURSELF . . .

Atlantic City combines more than any other resort all of the elements of a good time . . . it is a paradise of recreation, entertainment and climate. The thrill of netting a fighting fish . . . or the thrill of seeing Atlantic City from the sea . . . or sailing in its surrounding bays are among the hundreds of attractions planned to keep you amused.



For fishing or sight-seeing by boat call Captain Starn or Captain Swan—Dial 5-2800 for reservations. Special consideration will be given to all Philco Dealers.

1½ HOUR CIRCLE CRUISE (SIGHTSEEING)

Frequent trips, morning, afternoon, evenings

SAILBOAT CRUISE

Frequent sailings daily, including moonlight sailing

HALF DAY FISHING TRIP

Leave 1 P.M.—Return 5 P.M.

NITE FISHING TRIP

Leave 7 P.M.—Return 11 P.M.

- The finest speed boat in the world, "Miss Atlantic City", makes several trips along the beachfront daily.
- 20 Party fishing boats leave every morning 8:30 to 9:30.
- Largest sight-seeing fleet on Atlantic Coast.
- Boats with inboard motors for rent.
- Seaplane rides daily.

PHILCO

International Corporation

Philco products are distributed throughout the world through Philco International Corporation with headquarter offices in Philadelphia and New York, and an organization of about one hundred fifty distributors in eighty countries.

Because of import restrictions, Philco International Corporation has local manufacturing facilities in Mexico, Brazil, Argentina, England, and Israel.

As part of the general convention in Atlantic City, a special meeting of Philco distributors from abroad is being held on Monday, June 19.

The International delegation to the meeting will include sixty distributors and dealers with thirty distributors from sixteen countries and a group of thirty dealers from Mexico and Cuba. The countries represented by the distributors are: Venezuela, Cuba, Puerto Rico, Mexico, Colombia, Argentina, Brazil, Bolivia, Dominican Republic, Belgium, Switzerland, Israel, and the Philippines.

Because some of the distributors do not speak or understand English, Philco International is providing a communications system similar to that used at the United Nations, with the distributors using head phones to listen to the convention speeches in their own language.

GUIDE MAP OF ATLANTIC CITY



(All PHILCO CONVENTIONERS' Hotels Shown)

PHILCO Mid-Summer CONVENTION



WELCOME PHILCO DEALERS of AMERICA

CHOICE OF APPETIZER

FRESH CRABMEAT COCKTAIL
CHILLED APRICOT NECTAR

CHOPPED CHICKEN LIVERS

LITTLE NECK or CHERRYSTONE CLAMS
SPARKLING MELON BALL COCKTAIL

HEARTS of CELERY

-:- -:- -:-

ROSE RADISHES

QUEEN and RIPE OLIVES

CHOICE OF SOUP

PUREE of GREEN SPLIT PEAS aux Croutons
BORSCHT, Sour Cream

VICHYSOISE

CONSOMME JULIENNE
FRENCH ONION SOUP au Gratin

CHOICE OF ENTREE

BROILED WHOLE LIVE MAINE LOBSTER, Drawn Butter
BROILED FILLET of FLOUNDER, Parsley Butter
BROILED SPRING LAMB CHOPS, Pineapple Cole Slaw
FRESH VEGETABLE PLATE with Fried Banana Scallops
ROAST LONG ISLAND DUCKLING, Wild Rice Dressing, Apple Sauce
ROAST PRIME RIBS of WESTERN BEEF, au Jus
COLD SLICED TURKEY, Cranberry Sauce, Hearts of Florida Fruit

CHOICE OF TWO

CARROTS & PEAS au Beurre

CAULIFLOWER en Creme

SAUTE KERNEL CORN with Mushrooms

SPANISH RICE

BAKED IDAHO POTATO

FRENCH FRIED POTATOES

BOILED or MASHED POTATOES

CHOICE OF SALAD

CHEF'S SALAD PEAR & CREAM CHEESE SALAD
DRESSINGS:— FRENCH THOUSAND ISLAND MAYONNAISE ROQUEFORT

CHOICE OF ONE DESSERT

FROZEN LAYER CAKE
RAISIN, PLAIN, SPONGE or LAYER CAKE
FRUIT JELLO, Whipped Cream
ICE CREAM:— VANILLA CHOCOLATE

CHERRY PIE
RICE PUDDING
STRAWBERRY COFFEE RASPBERRY

JELLY ROLL
FROZEN ICE CREAM PUFF, Chocolate Sauce
ASSORTED PETIT FOURS
ORANGE SHERBET BING CHERRY VANILLA

-:- -:- -:-

CAMEMBERT

AMERICAN CHEESE

BLEU

LEIDERKRANTZ

-:- -:- -:-

SALTINES or RITZ CRACKERS

COFFEE

TEA

MILK

ITEMS NOT ON MENU, ADDITIONAL CHARGE

-:- Room Service Charge - .50 cents per person :-:

TUESDAY, JUNE 20, 1960

SERVED from 6:00 to 8:30 P.M.