# PHILCO Mid-Summer CONVENTION

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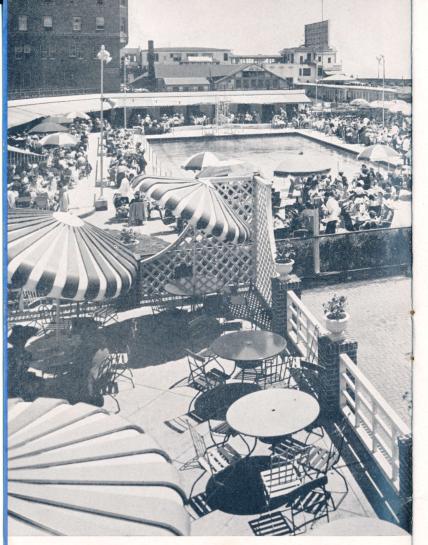
First in QUALITY

First in PERFORMAN

First in VALUE

PHILCO FOR 1951 Fulfills the Promise of 20 Years of Leadership





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

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

Цон . . .

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."

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

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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 Keifer
- 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 Philes 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.<sup>®</sup>
- ★ 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

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WILLIAM BALDERSTON President

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ALBERT J. ROSEBRAUGH Sales Manager, Radio Division

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

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

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JAMES H. CARMINE Executive Vice-President TUESDAY, JUNE 20th - - - 8:00 P.M.

at Convention Hall

### Boxing and Wrestling Show

#### **Boxing Bouts**

JOHHNY DASH vs. CLIFF EVANS (lightweight)

BILLY WHYE vs. JOHNNY BOYD (lightweight)

DON ELLIS vs. HOLLIE MIMS (welterweight)

#### 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 Dav 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 Vivacious Co-MC on Whiteman TV Show BIRK BROTHERS 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)

 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
- Rhythm for Sale
   Original Hits of "Porgy and Bess" BUCK AND BUBBLES
- A Night in Montmarte 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.

1<sup>1</sup>/<sub>2</sub> 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

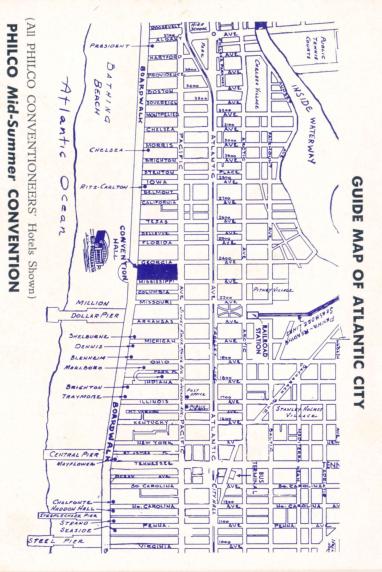
Philco products are distributed throughout the world through Philco International Corporation with headquarter offices in Philadelphia and New York, and an organization of about one hundred fifty distributors in eighty countries.

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.







## WELCOME PHILCO DEALERS of AMERICA

#### CHOICE OF APPETIZER

FRESH CRABMEAT COCKTAIL CHILLED APRICOT NECTAR

HEARTS of CELERY

CHOPPED CHICKEN LIVERS

-:- -:- -:-

ROSE RADISHES

CHOICE OF SOUP

LITTLE NECK OF CHERRYSTONE CLAMS SPARKLING MELON BALL COCKTAIL

QUEEN and RIPE OLIVES

PUREE of GREEN SPLIT PEAS aux Croutons BORSCHT, Sour Cream

VICHYSSOISE

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 BAKED IDAHO POTATO CAULIFLOWER en Creme SPANISH RICE FRENCH FRIED POTATOES SAUTE KERNEL CORN with Mushrooms 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
 CHERRY PIE
 JELLY ROLL
 STRAWBERRY COUPE

 RAISIN, PLAIN, SPONGE or LAYER CAKE
 FROZEN ICE CREAM PUFF, Chocolate Sauce

 FRUIT JELLO, Whipped Cream
 RICE PUDDING
 ASSORTED PETIT FOURS

 ICE CREAM: VANILLA CHOCOLATE
 STRAWBERRY COFFEE
 RASPBERRY
 ORANGE SHERBET
 BING CHERRY VANILLA

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CAMEMBERT AMERICAN CHEESE BLEU LEIDERKRANTZ

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SALTINES or RITZ CRACKERS

COFFEE

MILK

ITEMS NOT ON MENU, ADDITIONAL CHARGE

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

TUESDAY, JUNE 20, 1950

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