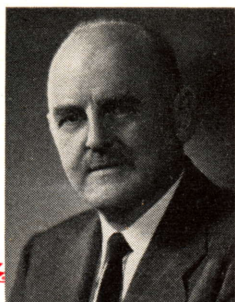


PHILCO
HI-HAT CLUB
News

HOLIDAY ISSUE • 1953



"and best of all, a PHILCO"



A Christmas Message From Our President **WILLIAM BALDERSTON**



I WANT TO TELL YOU A STORY about Christmas that a friend of mine told me not long ago. I believe you will get the same joy and happiness from it as I did, even though there is an element of tragedy because it is a story about crippled and helpless children.

This story happened in Pittsburgh. But it could happen anywhere — Philadelphia, New York, Wilkes-Barre, Trenton — just as well. I want to tell this particular story because you of Philco had a part in it, even though you were never aware of it.

My friend's child was taken to the hospital several weeks before Christmas. The child was seriously ill. His recovery was slow and Christmas in the hospital was a foregone conclusion. There was a Christmas program he had set his heart upon seeing. As sick as he was, he fretted because he could not see it. The program was the Story of The Christ Child.

But one of the gifts to the hospital that Christmas week was a television set for the children's ward. The hospital arranged to take my friend's child down to the ward to see his program. My friend went with his child. There, in a dozen odd beds and cribs, were youngsters who had known no life other than that bed, that ward room, the operating room and the treatment rooms. This had been their world, and for some it had been that way for 10 to 12 years.

There was a Christmas Carol program on when my friend and his child came into the ward. Every child in the ward was looking and listening intently. And each child, as my friend said, was radiantly happy. For a while on that day-before-Christmas, the pain they knew so well, the thin arms that could not move, the suffering of the little girl with the twisted back

and the boy who could not straighten his head, were things that did not matter as they listened to the Christmas hymns and carols. The same intentness and the same radiance showed in the faces of those children as they watched the Story of The Christ Child unfold in the next half-hour. Television had brought them a respite from their pain and the gray-walled ward that to many of them was their home.

I know my friend was right. His story was, in a way, a Guiding Star to remind us what good we can do as we go about our day-to-day work in this industry. It is an inspiration to all of us to know that the television sets we make and sell can bring such peaceful respite to such brave children.

It really wouldn't matter to us whose set was in that hospital ward, just so long as the children had one. But I know that it was a Philco. It brought my friend's story just a little closer to home to all of us, because unknowingly we had helped bring a bit of Christmas happiness and cheer to those children. And that, after all, is the real spirit of Christmas.

And as my friend finished his story, he said: "Bill, if you could have only seen what those televised programs really meant to those children, you and everyone else in the television industry would have been the most proud and happy people."

And with that same feeling to all of you: *A Very Merry Christmas and a Happy New Year.*

WILLIAM BALDERSTON,
President, Philco Corporation

ASK FOR THE ORDER . . . Here's a story about the late Henry Ford that is worth retelling many times and brings forth again the infallible maxim: "Ask for the signature on the purchase-order."

When Mr. Ford purchased a very large life-insurance policy, the Detroit newspapers blazoned the fact. One of the articles was read by an old friend of Ford's who was in the insurance business.

Surprised completely by the purchase, since he had not heard Ford was in the insurance market, he asked Ford why the policy wasn't bought from him, a personal friend for many years. Ford's simple reply was: "You never asked me."



HI-FI NEWS . . . It looks like the Hi-Fi idea has caught on among all kinds of people. A burglar invaded the home of a prominent symphonic conductor and took an expensive AM-FM receiver and three classical record albums. Passed up valuable jewelry, furs and silver which were nearby and worth much more than the records.



PHILCO RADIO PLAYHOUSE . . . A new half hour program over ABC is now being broadcast each Wednesday evening between 9:00 and 9:30 P.M., E.S.T. The program is similar to the famous PHILCO TELEVISION PLAYHOUSE, and will feature many stars which have made TV appearances.



LATEST TV PERMITS . . . New FCC grants for television channels bring the total for commercial stations to 328. As we go to press, a total of 216 VHF stations and 112 UHF stations are in operation.

Selling Trends— PATTERNS AND MISCELLANY

RTMA REORGANIZES . . . to encompass industry growth in electronics the former Radio and Television Manufacturers Association (RTMA) has reorganized and will be known as RETMA . . . the RADIO - ELECTRONICS - TELEVISION MANUFACTURERS ASSOCIATION.



SIGN SEEN IN DENVER, COLORADO, TV-APPLIANCE STORE . . . WARNING — Customers are perishable!

OUR COVER THIS ISSUE



"And Best of All, a PHILCO!" The Christmas Season is upon us once again . . . A season when young and old alike rejoice in a spirit of good will and gift giving. And what better gift than a Philco . . . be it a radio, a television receiver, or a sparkling new appliance.

VIDEO TAPE RECORDING . . . Another development not too far off is video tape — a true electronic system of program storage, with great advantages of economy and convenience. By recording both picture and sound electronically on tape, this process will eliminate the complicated and expensive procedures now necessary in first recording television signals on film, then processing the film by chemical means, and then recreating the video signals from the film images. Each step in the present process results in small successive degradations of quality which the tape recording method avoids.



TRANSOCEANIC TV . . . Feasibility of transoceanic television via microwave stations, co-axial cable and, possibly, lightships will be seriously studied by an independent commission of Government and Industry experts and members of Congress, if a Senate resolution, favorably reported recently by the Foreign Relations Committee, is enacted.

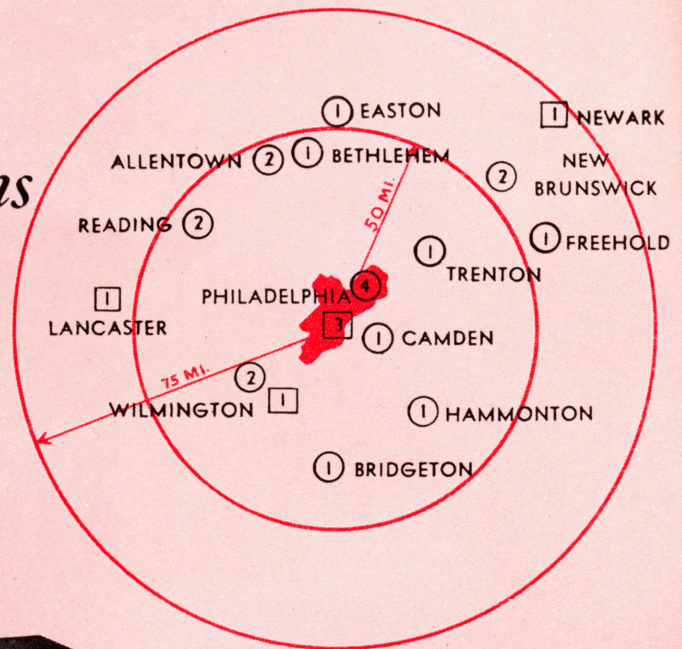


FIXING THE "FIX-IT" BOYS . . . The Better Business Bureaus have long looked askance at the advertising claims of many of the promoters of "fix-it yourself" books for television set owners. Of course, it is well known that claims that any reader of one of these books, without the slightest experience or skill in electronic repairs, can save up to \$100 per year in TV repair bills, are silly, if not downright dangerous. Now the Federal Trade Commission has at long last taken issue with these wild claims by filing a complaint against the publishers, charging that the advertisements are false and misleading. It's high time that action was taken on this score.

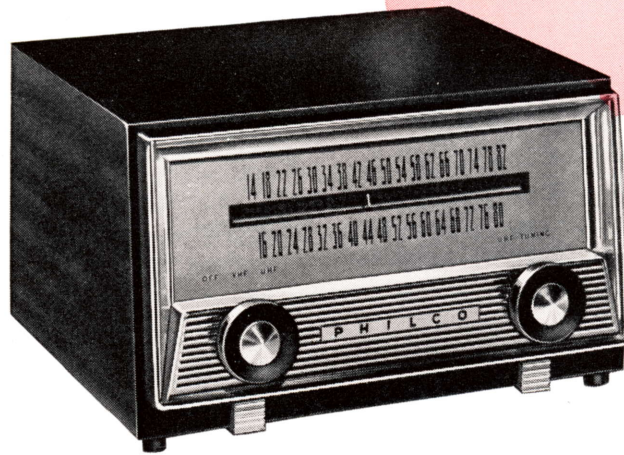
Map Your TV Promotions

Based on a conservative estimate of a 50 mile radius for UHF reception and a 75 mile radius for VHF reception, it can easily be seen that an "All Channel" tuner will provide maximum TV coverage at an absolute minimum of cost to the customer.

A "sample" TV coverage map is presented here to illustrate the *potential* television reception of one of our larger eastern cities, Philadelphia, Pa.



PHILCO'S "ALL CHANNEL" UHF TUNER . . . Designed for use with any make television set — old or new, table model or console — the 200X external UHF Tuner is the answer in a self-contained unit to finest UHF performance and full coverage of any and all of the 70 UHF channels. Unmatched anywhere for noise-free reception!



TV Reception for the Philadelphia, Penna., area shown above is based on an estimate of a 50 mile radius for UHF reception and a 75 mile radius for VHF reception. Circled numerals indicate UHF stations; boxed numerals indicate VHF stations. This area has a potential of 6 VHF and 19 UHF stations, a total of 25 stations.

No matter how many new television channels ultimately will be operating in your area . . . No matter whether they're VHF or UHF . . . The Philco "All Channel" UHF Tuner will be able to receive them all!

Many Philco dealers across the country have been preparing "TV Reception" maps for use with store and window displays which are similar to the one illustrated on this page. Actually preparing such a map is quite easy. Simply draw to scale (with a compass) two circles around your city or town, one 75 miles and the other 50 miles. Next, check which neighboring towns having television channels fall within this UHF and VHF radii. This is a simple yet low cost method of illustrating to your customers how many stations they will eventually receive.

We have chosen Philadelphia as our sample because it is a large city familiar to most everyone.

However, the same great sales advantage holds true virtually in every television sales market, in both large cities and small towns. The following breakdown of potential television reception in various cities across our country will certainly bear this out:

CITY	No. of Channels Available		
	VHF	UHF	TOTAL
Akron, Ohio	5	13	18
Ann Arbor, Michigan	8	15	23
Baton Rouge, La.	4	11	15
Bethlehem, Pa.	12	16	28
Bridgeport, Conn.	9	13	22
Los Angeles, Calif.	7	11	18
Little Rock, Ark.	5	10	15
Ft. Lauderdale, Fla.	6	7	13
Tacoma, Washington	6	8	14
Lincoln, Nebraska	5	10	15

PHILCO'S *All Channel* TUNER GETS THEM ALL!

HOME ECONOMISTS Promote Sales For Dealers . . .



By MRS. KATHARINE POWELL, *Home Economist*
Philco Distributor, Watts-Newsome Co., Birmingham, Ala.



KATHARINE POWELL

Besides teaching dealers and their personnel features of the Philco range, refrigerator and freezer, home economists spend considerable time working with the utility home economists. We are certainly fortunate in having utility home economists who make range home calls within a few days after a new range is delivered. Freezer and refrigerator home calls are also frequently made.

Naturally much time is spent conducting demonstrations. Sometimes it is a fair size cooking school; quite often it is an all day floor demonstration in a dealer's store. We have worked out several things that help considerably in arranging these demonstrations. One is a 150 foot cable that can be connected to a dealer's "3 wire meter box" and run to any part of the store to connect the range for a live demonstration. Some dealers, unfortunately, do not have a regular 220 range outlet — yet they would like to have a demonstration. This has solved the problem.

We have found that in most communities there are very active women's club's groups. Sometimes it is the P.T.A., or a church group. Frequently, the club sponsors a cooking school which is held in the school auditorium or club house. The club women sell tickets to the school and the club keeps the money they raise. Then the dealer, and our home economist department, put on the cooking school, having only the cost of the food and prizes to pay. This is an excellent way to advertise as the money raised by these groups is always used for some community project.

Many cooking schools and demonstrations at fairs and shows have now become annual dates. Mr. Newsome, President and Mr. McAllister, Sales Manager of Watts-Newsome Co. have consistently backed a full Home Economist Program in Birmingham.

I find that each dealer has his own individual problems and we try to work out Philco promotions that will be best suited for him. These promotions have paid off in many Philco appliance sales, and an infinite amount of customer good will.

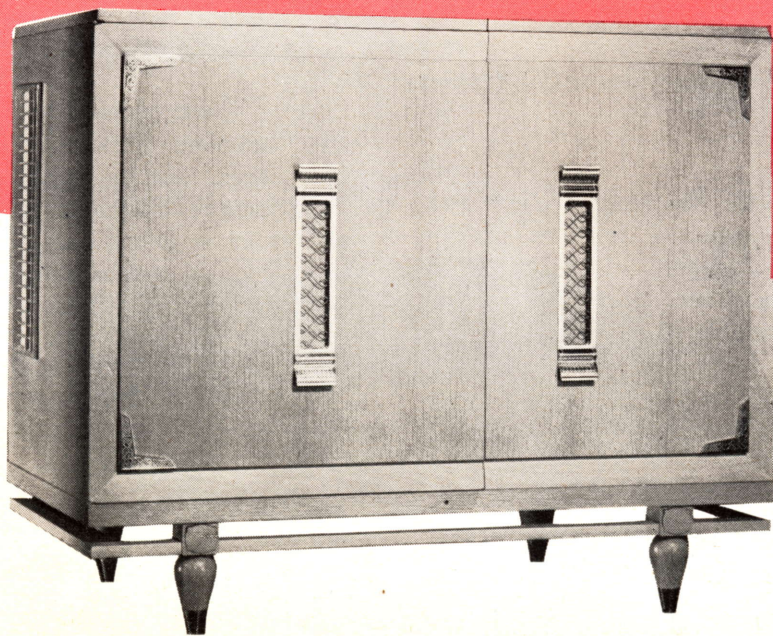


Dealer personnel training meeting being conducted at Tuscaloosa Furniture Company, Tuscaloosa, Alabama, by Mrs. Katharine Powell, Watts-Newsome Home Economist. Mr. H. B. Barton, owner-mgr., and his sales staff looks on.



PHILCO *Quality* CABINETS

FOR TELEVISION AND RADIO



PHILCO "PHONORAMA" MODEL 4406L

Acoustically balanced cabinet of solid mahogany from Brazil, and choice mahogany veneers . . . a cabinet entirely new in design and function. High Fidelity sound pours through its new Acoustic Lens Opening with room-filling realism.

Very few customers purchasing a radio or television receiver give any consideration to the cabinet beyond eye appeal; yet, the quality of a Philco cabinet throughout is equal to the chassis contained in it. It must meet just as rigid specifications and tests.

The Product Design and Development Departments first make a proposed model which is then completely designed by the Engineering Department before being released for production. This engineering involves all structural details and special packing design, followed by a drop test, impact test and a severe "accelerated life" test.

In the vibration test the cabinet is placed on machines specially designed to simulate a 50-mile-an-hour ride in a freight car with a flat wheel running over a rough railroad bed.

The cabinet and equipment must be in perfect operating condition at the completion of these tests.

Figure 1 illustrates a detail in corner bracing. Note that the corner blocks are glued, then screwed in place for added strength. They are located at each place in the cabinet where this strength is needed. Using screws in addition to gluing is common practice with Philco. As many as 110 screws can be found in some cabinets. The double precautions of gluing and screwing insure long life, because even if the glue fails, screws still hold the cabinet frame in place.

Tongue and groove joints are used for extra solidity and to compensate for stress. (Figure 2).

Lapped joints improve both strength and appearance. (See Figure 3). By extending the veneer panel

on the frame, the joint is strengthened and appearance is improved thru covering of grain of core.

Philco cabinet doors are of sturdy 5 ply construction, 3/4 in. thick. Particular care is taken to see that the center core is made of small wood pieces. The purpose of this is to add strength to the assembly and to prevent warpage. Making the core of small pieces reduces the effect of one single piece warping; the precaution, in addition to the layered type construction, reduces warpage to a minimum.

Cabinet doors are also "banded" on top and bottom so the hinge screws can be set into solid wood and will not easily rip out.

Specially designed electronic equipment is used in major gluing processes such as veneered panels. A layer of glue is applied and the assembly is placed in a copper frame under pressure. High frequency cur-

rent is applied between the upper and lower sections of the frame. The heat generated by the current passing thru the panels and the glue, causes the glue to permeate the wood, and in a few minutes the whole glue process is complete and the panel is ready for use.

On large panels "sheet glue" is often used as it can be laid on the panels like a sheet of paper. It is easier and quicker to apply on large surfaces and gives more uniform distribution of the glue.

The most satisfactory bond is made with hot glue. Here again Philco's specially designed electronic equipment excels as a regulated amount of heat can be used to suit the particular job. The net result is a freedom from blistering and separating.

All of this careful work in design, test, and manufacture means that a Philco cabinet is the sturdiest and most beautiful in the industry.

Here are some of the Construction Features that make Philco Cabinets Famous for Quality the World Over . . .

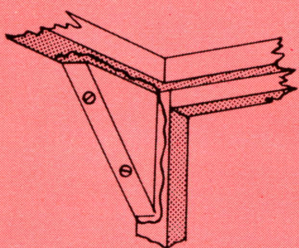


Figure 1—CORNER BRACING

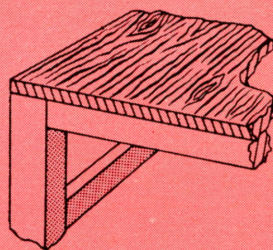


Figure 3—LAPPED JOINTS

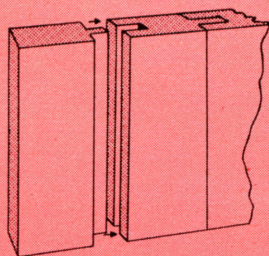


Figure 2—TONGUE AND GROOVE JOINTS

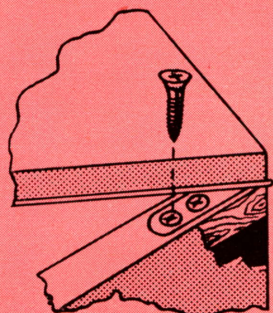


Figure 4—DOOR BANDING

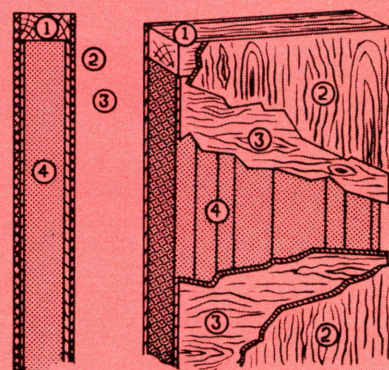
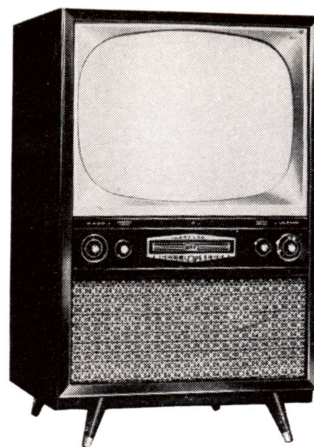


Figure 5—CABINET DOOR CONSTRUCTION

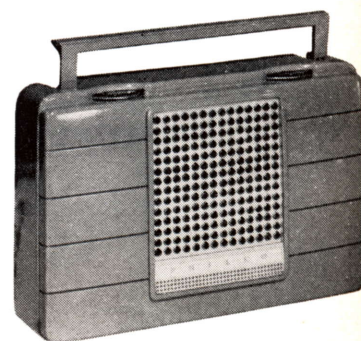
1. Solid Band
2. Veneers Face and Back
3. Cross Bands
4. Core



"and best of all, a



ONCE AGAIN the Christmas season is with us. Just as the gay holiday spirit overtakes us so should the spirit of Holiday Selling be at its peak. As always, Philco has been preparing for your big Holiday Rush! . . . New displays, streamers, banners, counter cards and many other point of sale merchandising pieces to make your Holiday selling easier. By now your advertising, and holiday promotions are probably well under way, stock should be in good supply to handle the increased store traffic and special "night openings" should be initiated.

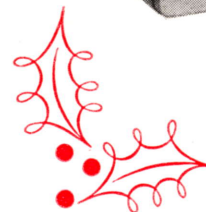


YOUR COMPETITION . . .

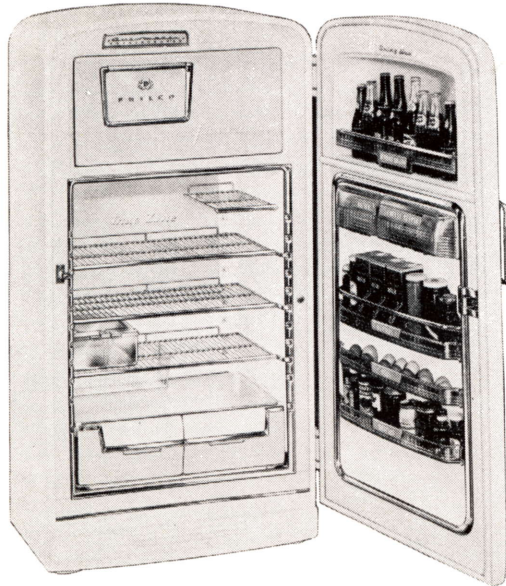
This season your competition will be keen . . . well supplied and eager to sell their wares. However, no amount of competitive activity can beat the great Philco team of aggressive sales people backed by the most powerful all-product advertising and merchandising programs in the industry. Your local Philco distributor is eager to help you set-up your store displays and windows, to cash in on the new lines of customer-styled products.

KNOW YOUR PRODUCT AND ITS FEATURES . . .

Over the years many surveys have been conducted to determine just exactly what sales appeals and product features will make consumers buy. "Impulse" buying has consistently ranked high on the list . . . and for very good reasons. For example . . . what makes a shopper pass up an article in one store and then purchase that very same article in the next shop? The answer in many instances is simple . . . An alert salesman who watches for his "lead" can sell a well displayed radio or television receiver, for instance, by simply knowing the product and its features and by "feeling out" his prospect for openings. On the other hand, a salesman who has not taken the time to "Sales-train" himself will obviously not close as many sales as he is capable of closing.



PHILCO™



Pictured above is the colorful, sales-compelling holiday window display with the now famous slogan, "and best of all . . . a Philco" . . . one of the many decorative displays that is provided in the Philco All Year 'Round Dealer Display Program.

MAKE IT A PHILCO CHRISTMAS . . .

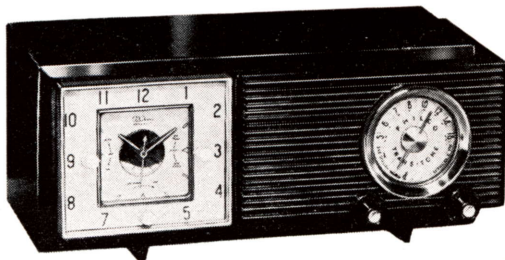
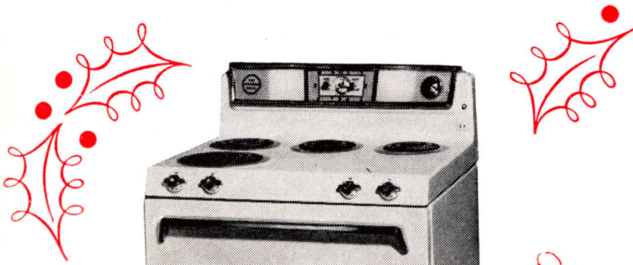
Being in the radio-television, and appliance field we are indeed fortunate in having natural "gift" merchandise. Gifts that will be remembered and appreciated throughout the years for their wonderful entertainment and convenience features.

A new clock-radio for the children, a sparkling Dairy Bar Refrigerator for Mother and even a new Big Screen Philco Television Receiver for Dad . . . so many useful gifts for all the family make this the best Philco Christmas ever!

Your Philco Accessory Division Representative also has a wide variety of gift suggestions to round out your store's holiday stock.

DON'T FORGET THE TRADE-IN'S . . .

Extra sales and "bonus" profits can be yours with a well planned trade-in program. A careful check of your reconditioning costs on "trade-in's" and a glance at your mark-up profit sheet will readily determine the value of old merchandise taken in trade. Many a sale is netted with an attractive trade-in offer. Reach for that "extra" sale with a trade-in program and grace your Christmas tree with extra profits.



Selling Under the Sign of Quality



NO FISH STORY . . . Congratulations are in order for Philco Dealer Leon Levitz (center) of the Levitz Furniture Co., Pottstown, Penna. Leon's sailfish was nearly 7 ft. long and weighed close to 60 lbs. Flanking Leon are (left) Sid Krenzel, Philco Distributor Salesman from Philadelphia, and (right) Dave Brody, General Sales Manager, Philco - Philadelphia Distributors. Both Sid and Dave brought in tropical "Bonitos" on the same trip.



SERVING PHILCO AND PHILCO'S DEALERS AND DISTRIBUTORS FOR OVER 36 YEARS . . . Hats off to Hi-Hatter William A. (Jack) Allison, veteran of 36 years of selling with Philco Corporation, who has kept a record of his sales activities in a scrapbook. The Charlotte, N.C., salesman, is shown at right as he points out some of his old sales campaign pictures to Walter J. Conner, his successor. Jack is retiring this year. He has won more than 50 Philco sales awards since he joined the company as a battery salesman.





PHILCO DEALER SPONSORS RADIO BROADCAST . . . (below) One of the leading Philadelphia Philco dealers, Mort Farr sponsored the University of Pennsylvania football games for the 1953 season, along with the Philco Corporation. From left, seated are: Mort; John Gilligan, Advertising Manager of the Philco Corp.; Donald W. Thornburgh, President and General Manager of the local station; Byrum Saam who handled the play-by-play description; and Milton Eisenberg of Yellow Cab Company, who was a co-sponsor. Standing by are James Shallow, Philco's General Manager of Accessories; and Bill Campbell, Radio Station Sports Director.



NEW TWIST TO BUILD DEALER GOOD WILL . . . Betco, Inc., Louisville Distributor, recently adopted a unique plan of building dealer good will. (See picture above) Each Sunday Cliff S. Bettinger, president of Betco, Inc., invited a number of dealers, their salesmen and their wives to a Barbecue at his home in Louisville.



DISTRIBUTOR SALESMEN ATTEND MEETING . . . (See Picture Below) A divisional Sales Meeting was held recently in Kansas City, Mo., with many Philco executives in attendance. Many aspects of the Radio-TV and Appliance industry were discussed . . . product performance, development of a line, and advertising.



THE
PHILCO
TELEVISION
PLAYHOUSE
Celebrates Its
SIXTH
ANNIVERSARY



A brilliant six year
record of dramatic
successes

THE PHILCO TELEVISION PLAYHOUSE recently launched its sixth season with a memorable presentation of William Shakespeare's "Othello". The streamlined version of the classic tragedy was widely acclaimed across the land.

Most of the stories dramatized on the Playhouse, however, are either selected from current novels, biographies, magazines and Broadway, or are written specifically for the Philco Playhouse.

One of the oldest hour-long dramatic shows on the air, the Philco Playhouse offered "Dinner at Eight" as its first production in the Fall of 1948. The star-studded cast included many top-flight stars including Peggy Wood, Dennis King and Mary Boland. Since then the program consistently has maintained the high standard established by that premier.

The tremendous viewing audience that the Playhouse has enjoyed over the last six years speaks for itself. Philco products and dealers have been in the TV spotlight consistently week after week, year after year. The Philco Television Playhouse has played a big part in boosting sales for retailers all over America as well as creating great customer good will.

Since its inception, the Playhouse has won innumerable awards and citations from organizations all over the country. Among them have been the highly regarded Michael Award (four consecutive years); Radio-TV Life's distinguished achievement award for the best dramatic series; and TV Guide's award for best dramatic show.

The Playhouse camera crew is seen below "On Location" filming scenes with a Civil War background for a recent Television Playhouse production.



Among the outstanding documentaries presented on the program was "Operation Airlift", the story of the Berlin airlift. This was presented with the cooperation and approval of the Military Air Transport Service, and later was written into the Congressional Record and also used as a training film. Others included are "Great Escape", the story of how RAF fliers escaped from a Nazi stalag; and "The Search", the dramatic story of an air-sea rescue operation, presented in cooperation with the Navy Department.

Several "Playhouse" scripts have been sold to Hollywood studios, among them "The Man Who Bought A Town", "Little Boy Lost", "Anything Can Happen", and "Husband for Mama".

In its first season, the Television Playhouse concentrated on adaptations of Broadway successes, many of them starring the actors who played the same roles on the New York stage. These included "Cyrano", "Twelfth Night" and "Counsellor at Law". The second season the program began offering adaptations of novels and stories including "The Last Tycoon", "Pride and Prejudice", and "Pride's Castle".

Currently, The Philco Television Playhouse is being seen regularly by one of the largest audiences in the world — an average of 22,000,000 viewers per show, who see the show on 94 NBC-TV stations.

In recent years Playhouse Producer Fred Coe has endeavored to present an increasing number of original Television scripts.

Many notable successes were scored by the Playhouse just last season. Among them were Horton Foote's "The Trip to Bountiful", which starred Lillian Gish and is being readied for presentation on Broadway; the same author's "A Young Lady of Property", which starred the brilliant young actress, Kim Stanley; Paddy Chayefsky's "Marty", with Rod Steiger, and "A Medal in the Family", by Robert Alan Arthur, starring James Dunn. These were just several of the productions which received outstanding notices by critics.

Very recently a radio version of the Playhouse was initiated. The new half hour show will be heard on a coast-to-coast hook-up every Wednesday evening between 9 and 9:30 P.M., E.S.T. . . . The new Philco Radio Playhouse will maintain the same caliber of top-flight stars and will carry the Philco sales story into the homes of Mr. and Mrs. America and help keep sales and profits high for you.



Child star Lydia Reed appearing on the Philco TV Playhouse strikes a pensive pose before the television camera during a recent show.



Robert Pastere and Stella Andrews were recently featured in an original Playhouse story entitled "BRAT FARRAR". Mr. Pastere and Miss Andrews are pictured here "on stage" with the supporting cast.



Knowing Your Competition

By JOSEPH ANLAUF, JR., *Philco District Representative, Allegheny Division*



Today's market, constantly changing due to economic and world instabilities, still has its "Achilles heel". Strength lies in knowledge, and knowledge of one's competitors is the strongest asset in successful selling. To disregard rumor, a cheap and ever abundant commodity, and gather all the facts you can about competition is the surest way to pierce resistance and capture the highest percentage of industry sales.



JOS. ANLAUF, JR.

The best way to use this information once it is acquired is to draw up a chart on simple, concrete sales features and prices, nothing technical, but basic sales principles. After charting the necessities for comparison put them on pocket-size paper and cover them with plastic. Thus, at all times you have this asset for selling with you ready for use.

Such silent but certain information is an invaluable sales weapon. Selling requires facts, and facts mean searching through competition until you know their strength and weaknesses even better than yourself.

The customer is ever asking relative value questions before making a decision. In fairness to all, the best service a salesman can render is factual information for ultimate satisfaction and continued pleasant customer relations. Selling price or discount, either retail or wholesale, is like building on shifting sands. When the tide changes, as it so often does in our business, your story is completely washed away, your foundation for selling gone, and to build anew when competition is already progressing is a hopeless task. Rather, you must build on the essence of your product, that which makes it what it is, the best.

Product comparison, competitive "know-how" clearly evaluates Philco's strength openly, not only for today, but for what it offers present day and future appliance dealers, the customer today and later generations.

In a court of law one of the most highly punishable crimes is "hit and run" driving. If there were such a court of appliance justice most of Philco's competitors would be behind bars. Season after season many

manufacturers hit for a price or a market and run. In their wake they leave appliance customer relations in a shambles. They are not building rather destroying, not only themselves but the industry, and the future of any manufacturer lies in satisfied purchasers.

But if through competitive knowledge you can arrest these highwaymen, not simply to make a sale, you are doing a great justice for all the industry manufacturers. That is why the Philco story is matchless, as not only do we pledge ourselves to quality but also pledge our vast facilities and manpower to research for new products best suited to make the American way of life the best way of living ever known to mankind.

If the product you sell or the company or store you represent believes in value first, quality of the highest, steps itself in the tradition of honesty, then your sales and businesses are secure. This is what Philco offers to all, large or small, wholesale or retail. Safeguard against tomorrow by selling the finest appliances made today manufactured by Philco—famous for quality the world over.



"SELL 'EM by the BUNCH"

By J. M. STEDMAN, General Sales Manager
Pennsylvania Power and Light Co., Allentown, Pa.

Due to the interest shown in our last issue's feature, "Teamwork . . . Key to Successful Selling", we are presenting another "Utilities-Dealer" promotion story. In a recent address before the Electric Sales Conference, J. M. Stedman, of the Pennsylvania Power and Light (P.P.&L.) Utility outlined the merchandising plans of his organization. "Sell 'Em By the Bunch" is another excellent example of how electric utilities will tie-in with appliance dealers to promote sales and good will among consumers everywhere.

A "Marketing Revolution", on the order of the "Industrial Revolution" which has increased in tempo during the past two decades, is essential to the development of markets to absorb America's greatly increased production facilities . . . and for the future security of the American free enterprise system.

We, in Pennsylvania Power & Light Company, sincerely believe the answer to the challenge offered by this need for greatly expanded markets is through mass promotion and selling . . . in other words, to "SELL 'EM BY THE BUNCH!"

The policy of our long-range sales program is to:

1. Develop appliance promotion for electric ranges, refrigerators, water heaters, freezers and supplementary activities to emphasize certain small appliances.

2. Concentrate on market development . . . fully cooperating with manufacturers, distributors and appliance retailers.

3. Extend efforts and funds in cooperation with those sales allies willing and ready to assume their part in the market development activities, such as co-

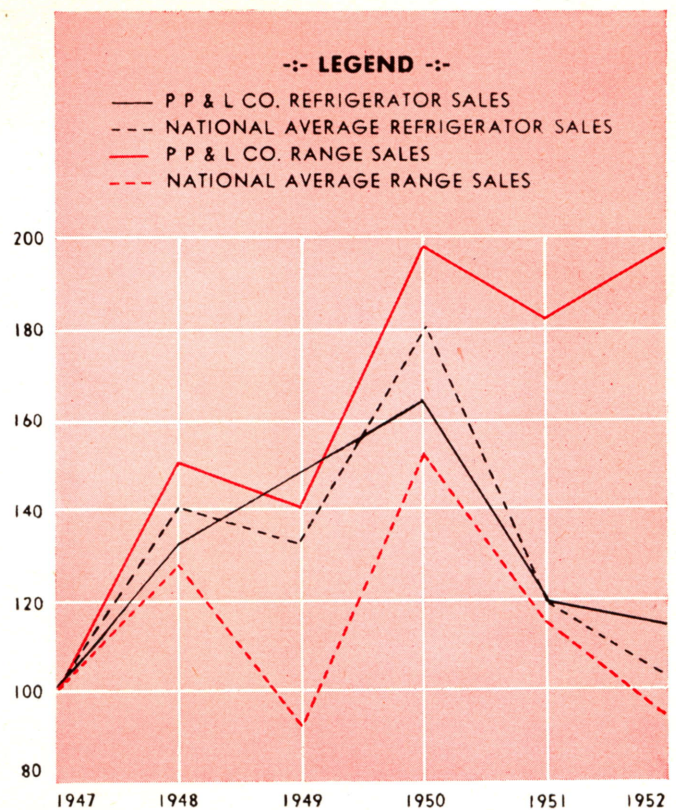
operative or tie-in newspaper radio and TV advertising; mass sales demonstrations, local exhibits, fairs, and other activities.

4. Capitalize on the fact that a capable, well-trained sales representative can sell as high a percentage of 100 or 1000 customers *in a group*, in the same time as it takes to sell them one by one.

Here, on an index basis, are the sales figures of refrigerators and electric ranges on our system compared to national averages (as reported by ELECTRICAL MERCHANDISING MAGAZINE.)

These sales indexes show what all this promotional effort has meant in the way of an enlarged sales market in our service area. Now just what do they mean, in dollars and cents, to the Retailers, Distributors, and to my Company? Based only on the "plus" sales derived from this program during last year . . . in other words the difference in sales per 1,000 residential and farm customers in our area as against the average for the nation . . . and considering only refrigerators, ranges, water heaters, freezers and laundry dryers . . . *the retailers in Central Eastern Pennsylvania profited to the extent of some \$7,100,000 in additional appliance sales!*

So, from experience, we say — "It pays off when you Sell 'Em By the Bunch!"



ELECTRIC REFRIGERATOR AND RANGE
SALES INDEXES — P.P. & L. CO. AND
NATIONAL — 1947 - 1952

Mr. Freddy Woodruff
1158 Kirkland Ave

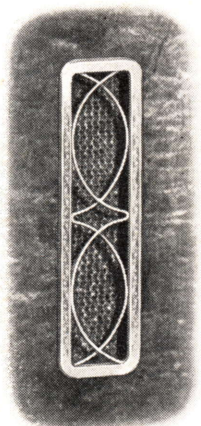
PHILCO

Phonorama

... a Musical Instrument of Quality

Philco presents another world first . . . PHONORAMA . . . Sound in Full Dimension. Superior radio-phonograph performance with revolutionary new features make PHONORAMA the most sales-feature packed high-fidelity unit in the industry today!

PHONORAMA is housed in a completely new kind of cabinet, specially designed and developed in Philco-laboratories and built by Philco master cabinet makers. The full High-Fidelity output is diffused through the NEW ACOUSTIC LENS and actually 'floods' the entire room with the full range of sound.



THE EXCLUSIVE PHILCO ACOUSTIC LENS

VISUAL TONE BLENDER . . . dramatic new control system permits critical and individual BASS-TREBLE settings, two graduated scales of notes actually light up to show selected tone shading.

ACOUSTICALLY BALANCED CABINET . . . Custom-constructed from finest solid mahogany and veneers . . . eliminates disturbing resonances and "carry-over" vibrations.

NEW SUPER SENSITIVE AM-FM RADIOS . . . Two R.F. Stages . . . 4 GANG TUNER . . . BROAD BAND I.F. SYSTEM . . . unmatched for fidelity of tone, sensitivity, selectivity and noise reduction.

NEW ADVANCED DESIGN M-25 RECORD CHANGER . . . Exclusive "Distortion-Free" Tone Arm System faithfully feeds the full range of High-Fidelity recordings to the "PHONORAMA" sound system.