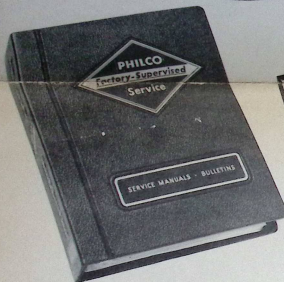


INCREASE YOUR SERVICE BUSINESS WITH THESE ADVERTISING AND PROMOTIONAL HELPS!

IDENTIFY YOURSELF

With the

DIAMOND!



NEW PFSS BINDER

... Adds to Shop Efficiency
PR-2157

Your service information and data lies flat for better visibility, easier reference. Binder expands to 4" capacity. Durable blue material. Embossed with bright yellow "diamond" design. You can use two or three for proper cataloging of Philco service information.

ATTRACTIVE PFSS LAPEL PIN PR-1935

A distinctive 14K gold and blue enamel pin with screw base that can be proudly worn on your "Sunday Best". Proves that you belong to the world's largest—finest service association.

PRODUCT SERVICE STICKERS



Bright yellow, imprinted with your name and phone number in blue. Adheres without maitaining. Keeps service jobs coming your way.



GET THE PROFESSIONAL LOOK! ¾ Length Shop Coat PR-2477

Add this smart shop coat to your wardrobe. Tail and front snap together at bottom to give additional protection.



NEW PFSS UTILITY JACKET PR-2476

Protect your shirt while working in the shop or at the counter. Gray lining. Gives a neat businesslike appearance.



FOR MEN OF DISTINCTION! ... this all-purpose uniform ensemble

PR-2035—Jacket PR-2160—Overalls Cap
PR-2115—Jacket PR-2107—Shirt
Lining PR-2159—Summer Shirt
PR-2036—Pants PR-2109—Lettering for Back
PR-2106—Cap of Jacket or Shirt
9-oz. green gabardine—mercerized, sanforized and fast color. Available in your sizes.

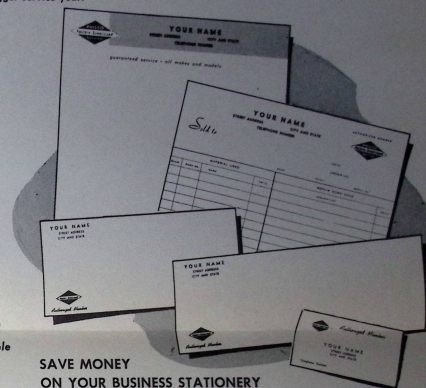


ORDER 1954 CALENDARS NOW!

... Three Designs and Nine Picture Choices

An important part of every businessman's advertising program... your shop or store name gets repeated attention with only a small initial expenditure. See calendar samples at your Philco Distributors. Order now!

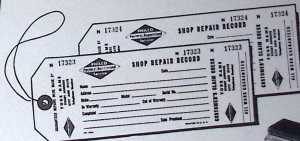
product service?" By using Service Sales Aids, to identify your shop with the nationally advertised Philco "diamond", you can make your work easier—increase your business opportunities and earnings. So order these low cost Philco Service Sales Aids now from your Philco Distributor—and enjoy a bigger service year!



SAVE MONEY ON YOUR BUSINESS STATIONERY

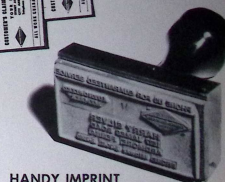
PR-1957—6½" Envelopes PR-1980—Invoice Forms
PR-1958—Letterheads PR-2438—9 Business Envelopes
PR-1959—Business Cards
Attractively designed stationery in blue and yellow, printed on crisp bond paper. Carries your imprint. Order from your Distributor today.

TAKE ADVANTAGE OF PHILCO'S QUANTITY PURCHASE. SEE SAMPLES AT YOUR PHILCO DISTRIBUTORS —AND ORDER TODAY!



3-PURPOSE SHOP REPAIR TAGS PR-1705A

Provides customer claim check—merchandise identification tag—3"x 5" record card for filing purposes... all in one! All tags consecutively numbered and furnished with string attached. Your imprint in two places.



HANDY IMPRINT RUBBER STAMP PR-2012

Now you can imprint your name, address, city and phone number on cards, letterheads, bill-headers, and other items used in your shop. 3" wide x 1½" high.

CONTACT OLD CUSTOMERS! DEVELOP NEW ONES!