

NOW! Convert 10"-12½"

Quickly, Profitably, Easily with

NEW! NORELCO DUO-VUE
world's first dual-purpose TV offers
3' x 4' picture — \$199.50 list*

NEW! PROTELGRAM "CONVERSION PACKAGE"
makes possible huge 234 sq. in.
picture for trade-in buyers



This 2½" 3NP4 is smallest projection tube on market, is lowest in cost (\$19.50 retail), produces largest home picture (3'x4').



PROTELGRAM

North American Philips has really **BIG PROFIT NEWS** for you—and **BIGGER, BETTER PROTELGRAM** TV pictures for your customers, up to 3' x 4' in the sensational **NORELCO DUO-VUE** now making its world premiere at \$199.50 — more television picture for less money than ever before offered!

What is there in it for you? **PROFITS** from **PROTELGRAM'S** Four-Way Plan described on the right.

Philips makes it easy and profitable for you to—

1. Sell **PROTELGRAM** to set builders interested in bigger pictures — 13½" x 18".

2. Sell **PROTELGRAM** for custom-built, large-screen installation, up to 3' x 4' for homes, clubs, bars, hotels, etc.

3. Sell **NORELCO DUO-VUE**, television's newest, finest and biggest picture used with the customer's direct-view table set to produce 3' x 4' pictures on a home-movie screen. A flip of a switch selects either picture, and you can connect **DUO-VUE** to almost any table-model receiver in less than an hour.

4. Sell **PROTELGRAM** in a conversion cabinet to customers wanting to convert their 10 or 12½" direct-view receivers to a picture larger than a 20" tube gives. And you can make the conversion in less than one hour following the simple, straightforward instructions provided.

Right **NOW** is the time to make extra profits with **PROTELGRAM**. Read every word of this ad. Then get in touch with your distributor or send the coupon now for all the facts.

*Prices slightly higher west of Rockies. Connection charges extra.

NORTH AMERICAN PHILIPS COMPANY, INC.

100 E. 42nd Street, New York 17, N. Y.

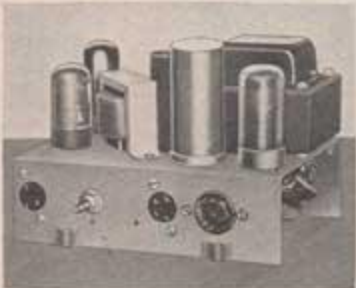
16" Sets to BIG PICTURE TV

PROTELGRAM



PROTELGRAM UNIT

Projection box measures only 8½" x 9" x 13", contains optical system and alignment assembly, is designed for quick easy service and adjustment. The 2½" 3NP4 projection tube is long-lived, extremely low in cost. Compact 25KV high-voltage unit is only 8½" x 4½" x 7".



AUXILIARY CHASSIS

New auxiliary chassis fills additional electrical requirements essential to adaption of TV chassis to PROTELGRAM; makes change-over quick and easy. Measures only 8" x 12" x 4".



CONVERSION CABINET

Console cabinet measuring 22" x 27¾" x 46½" provides space for installation of customer's 630 Type TV chassis, comes equipped with complete PROTELGRAM system, auxiliary chassis, cabinet mirror and viewing screen.



NORELCO DUO-VUE

Beautiful cabinet contains PROTELGRAM unit. Only 23½" high. 20" x 26" top holds most any 10" or larger direct-view table model. Concealed ball-bearing casters make it easy to pull out from wall for 3' x 4' viewing on external screen. Offers customers choice of two picture sizes for small and large group viewing.

FOUR-WAY Profit Plan

Sell PROTELGRAM to the man who builds his own!

Thousands of TV kits have been sold to the man who likes to build his own equipment. These handymen are ripe for PROTELGRAM, because they can combine it with a TV chassis, get life-size TV at a reasonable cost.

Sell PROTELGRAM to custom set buyers

Clients who want built-in installations in walls or cabinets are perfect prospects for PROTELGRAM. Huge picture size, plus compactness and flexibility, makes it the answer for this type of user.

Sell PROTELGRAM to trade-in customers

PROTELGRAM sells itself to customers who want bigger pictures, but are reluctant to take a trade-in loss. You can now use their present TV chassis, connect it with PROTELGRAM in a cabinet such as shown at (3) left. They get a 234 square-inch picture, 13½" x 18".

Sell NORELCO DUO-VUE for largest home-TV pictures

Only with NORELCO DUO-VUE can you offer both direct-view and 3' x 4' movie-size TV . . . and at a reasonable price. This is the newest thing in television for your customers who want the best. Lots of sales opportunities in bars, clubs, institutions and hospitals, too.

CONTACT YOUR DISTRIBUTOR OR SEND COUPON TODAY

• NORTH AMERICAN PHILIPS COMPANY, INC.
• Dept. PG-4, 100 East 42nd Street, New York 17, N. Y.

• Gentlemen: Please send full information as checked
• PROTELGRAM SYSTEM NORELCO DUO-VUE unit
• PROTELGRAM SYSTEM PROTELGRAM SYSTEM
• with auxiliary chassis for conversion console

• NAME..... POSITION.....

• FIRM NAME.....

• ADDRESS.....

• CITY..... STATE.....

• Check here for Dealer Information on
• Norelco Electric Shaver Lady Norelco Electric Razor