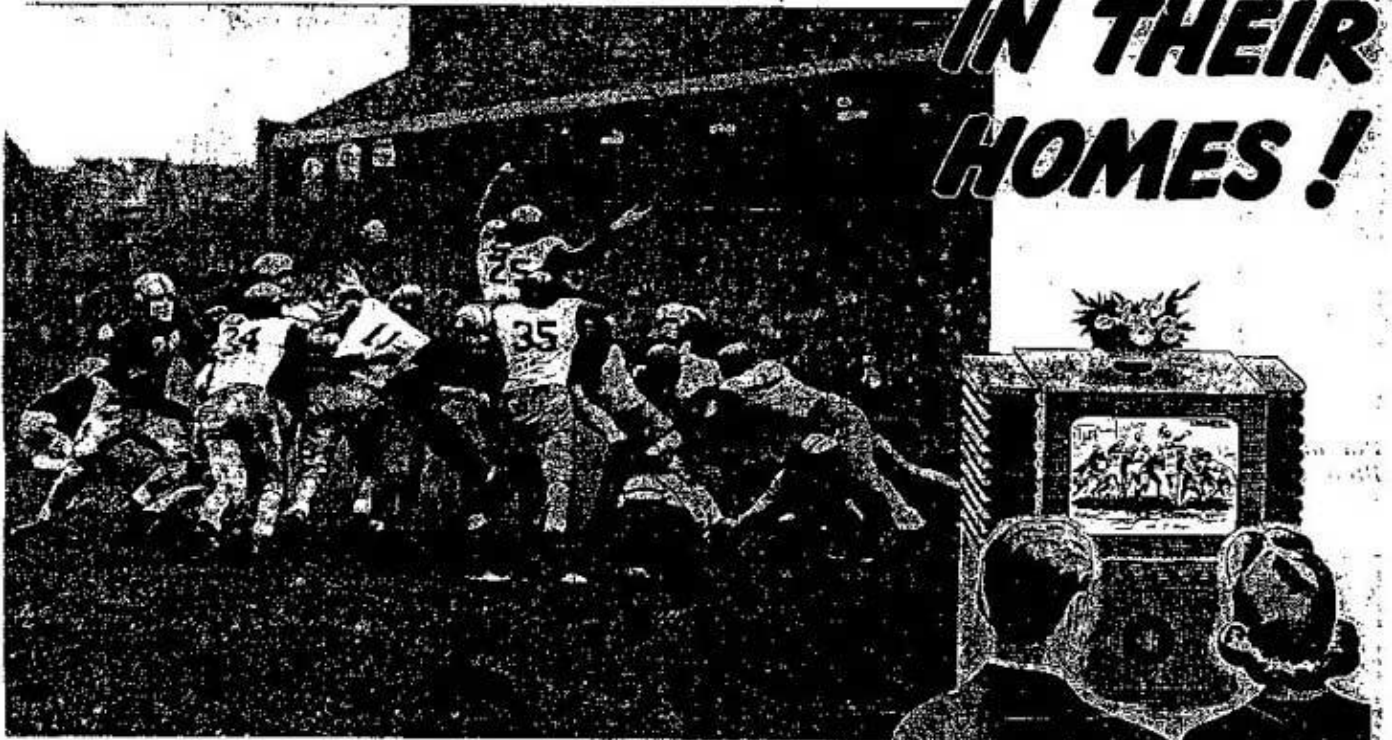


# Through Philco Television

...Philadelphians are seeing the Penn Games

## IN THEIR HOMES!



A thrilling moment in the Army-Penn Game that resulted in a hard-fought, 13 to 13 tie.

A MONTH AGO, on Franklin Field in Philadelphia, 72,000 football fans crowded the stands to see Army and Penn fight to a thrilling 13 to 13 tie. And miles away, another 2500 people saw the entire game, the excitement of every play, the frenzy of the crowd... by television in their own homes!

Thus history is being made by Philco Television Station WPTZ and the experimental television audience in Philadelphia. For three years, Philco has televised every Penn game from Franklin Field as part of its television research program. This is the first time that complete football schedules have ever been sent over the air by television.

Since 1928, Philco has pioneered in television research. Its laboratories have made vital contributions to the science of television and its future. Today, its engineers are devoted entirely to the development of highly specialized radio equipment for our armed forces. When Victory is won, they will be ready again to speed the day when television will be here for all to enjoy... and when its highest developments will be yours under the famous Philco name.

# PHILCO CORPORATION

### PREVIEW OF THE FUTURE

To enable you to see programs thousands of miles away, the development of television links is the first big assignment of television engineers after the war. Here, again, Philco Television Station WPTZ has been a rich laboratory of experience.

In addition to the variety acts, dramatic sketches and motion pictures it has sent out from its studios, the wrestling, boxing and other sports it has televised from the scene of action. Philco engineers have pioneered in rebroadcasting television programs from New York to the Philadelphia area and have made important contributions to the technique of chain television operation. In the postwar world, Philco with its pioneer research and experience, will be in the forefront of the developments that will make television nationwide.

When victory is won, Philco products will be available again in the area through your Philco distributor.

Columbia Wholesalers, Inc.  
2800 24th St. N.W.