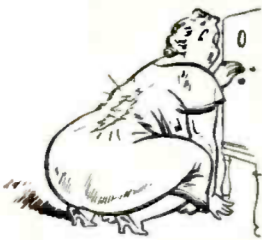


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**ALL AMERICA HAS SAID**  
**"YES!"**

**TO "NO SQUAT**  
**STOOP**  
**SQUINT"**



**A** YEAR ago Philco's slogan "Click . . . there's your station!" spread the glad tidings that Philco Automatic Tuning had arrived.

It was a great slogan then . . . and it still is . . . in the original form and in all variations.



But a new season is a *new* season with Philco! When Philco launched the 1938 line with that powerful sales-making idea "NO SQUAT...NO STOOP...NO SQUINT"...Philco felt that this was a sales appeal even more powerful than last year.

But "NO SQUAT . . . NO STOOP . . . NO SQUINT" has clicked beyond Philco's fondest expectations. Philco advertising in the magazines, in the newspapers, and on the air started the ball rolling . . . and will keep it rolling. Newspaper columnists and cartoonists have taken it up. Everybody . . . everywhere . . . knows that six-word slogan!



But more important than anything else . . . those six words *are selling* Double-X Philcos! That's why we can say that all America has said "Yes!" to "No Squat . . . No Stoop . . . No Squint!"

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**PHILCO RADIO & TELEVISION CORPORATION**

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