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

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 in-
terested in bigger pictures — 13½”
x 18”.
2. Sell PROTELGRAM for cus-
tom-built, large-screen in-
stallation, 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 con-
nect DUO-VUE to almost any table-
model receiver in less than an hour.
4. Sell PROTELGRAM in a conversion
cabinet to customers wanting to con-
vert their 10 or 12½” direct-view re-
ceivers to a picture larger than a 20”
tube gives. And you can make the con-
version in less than one hour following
the simple, straightforward instruc-
tions 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 cou-
pound now for all the facts.

NORTH AMERICAN PHILIPS COMPANY, INC.
100 E. 42nd Street, New York 17, N. Y.
16" Sets to BIG PICTURE TV

PROTEGRAM

PROTEGRAM 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 PROTEGRAM; makes change-over quick and easy. Measures only 8" x 12" x 4".

CONVERSION CABINET
Console cabinet measuring 22" x 27½" x 46½" provides space for installation of customer's 630 Type TV chassis, comes equipped with complete PROTEGRAM system, auxiliary chassis, cabinet mirror and viewing screen.

FOUR-WAY Profit Plan
Sell PROTEGRAM 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 PROTEGRAM, because they can combine it with a TV chassis, get life-size TV at a reasonable cost.

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

Sell PROTEGRAM to trade-in customers
PROTEGRAM 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 PROTEGRAM in a cabinet such as shown at (3) left. They get a 234 square-inch picture, 13½" x 18½".

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

NORELCO DUO-VUE
Beautiful cabinet contains PROTEGRAM unit. Only 23½" high, 20" x 26" top holds most any 10" or larger direct-viewable 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.

NORTH AMERICAN PHILIPS COMPANY, INC.
Dept. P0-4, 100 East 42nd Street, New York 17, N.Y.

Gentlemen: Please send full information as checked

- PROTEGRAM SYSTEM
- PROTEGRAM SYSTEM with auxiliary chassis
- NORELCO DUO-VUE unit
- NORELCO DUO-VUE unit for conversion console

NAME............................................. POSITION.............................................
FIRM NAME..........................................................
ADDRESS..........................................................
CITY........................................... STATE...........................................

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

May, 1950

Radio & Television News, May 1950