

PHILCO



Accessory

MERCHANDISER

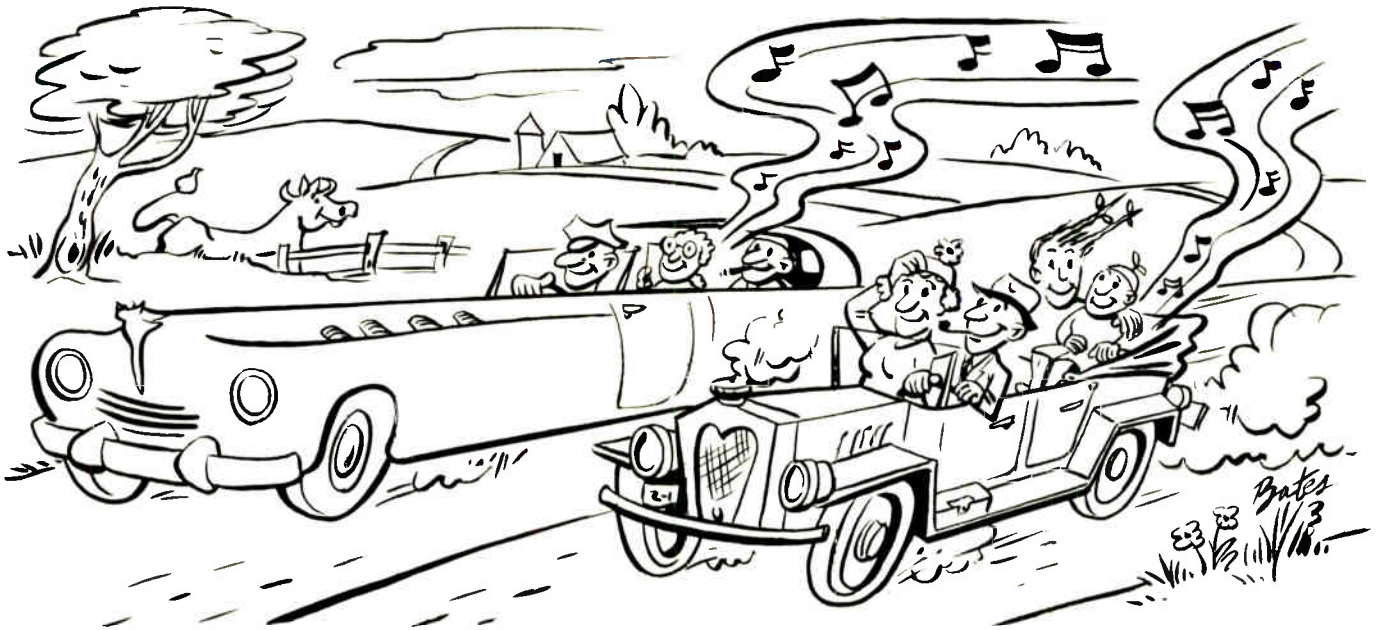
VOL. 3

PHILCO CORPORATION

APRIL, 1953

NO. 4

PHILCO REAR SEAT SPEAKERS SPEARHEAD SPRING AUTO ACCESSORY PROFITS!



They say that in the spring "a young man's fancy lightly turns to thoughts of love". We'd like to put a twist on this and say, "in spring a car owner's fancy turns to thoughts of country drives and vacation trips"!

Now—how to cash in on these thoughts? It's as easy as pie when you sell Philco Rear Seat Speakers! And how to break records selling speakers? That's easy too—advertise directly to your prospects!

A DELUXE ATTRACTION

Increased use of cars on the highways in recent years has generated terrific interest in accessories to add pleasure to long trips. No accessory yet devised can top the sales appeal of rear seat speakers—they're definitely "plus" items for the seller as well as the buyer!

Philco Rear Seat Speakers are available in complete kit form, packed in an attractive, colorful display box. This includes a brand-new 6-inch speaker, metal speaker grill, cable and 3-way switch assembly, as well as all mounting hardware and easy-to-follow instructions.

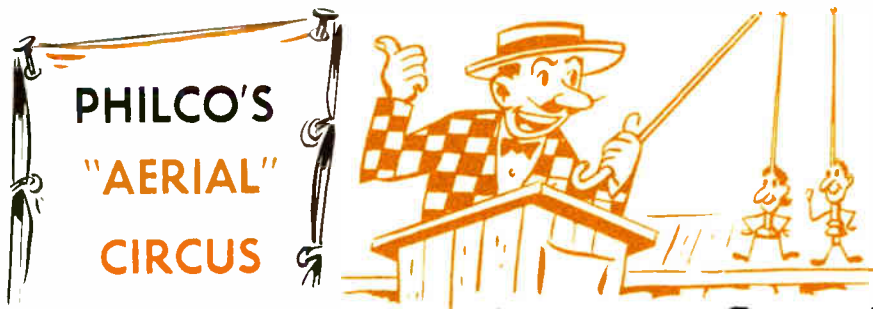
ALL AROUND THE TOWN!

And with the promotional material made available from Philco you can point that sales effort right to your most logical prospects. The car door tags and handbills that are yours for the asking can be spread around to create an effective advertising program on Philco Rear Seat Speakers. Get the handbills in the homes, the door tags on the cars, and keep a supply of both on your counter ready for customers to pick up—read—and buy!

LEAD WITH THE LEADER

To tune your rear seat speaker sales to high volume stock the top quality speaker of them all, the one and only, that value-packed 6" Philco Speaker! Twenty years of leadership in auto radio and accessories prove the point. Remember, every auto radio owner is a prospective buyer—and that means plenty of customers around waiting to be sold on the advantages and enjoyment of rear seat speakers!

Your local Philco Distributor is ready to supply you with all the essentials for a successful spring speaker promotion. You can go all out with a supply of sales slanted handbills and car door tags along with your stock of Philco Rear Seat Speakers!



Packs 'Em In for You!

"All right, all right, step in a little closer gents, it's the greatest aerial circus of all time! You can't go wrong here friends, everybody, but everybody profits—give 'em a little room folks, please! Now's the time to get set up right with the biggest aerial line around! Who's next!"

No fellows, we're not tied up with Ringling Brothers-Barnum & Bailey this year! But you'll get the idea when we say that there are "big top" profits available from the sale of Philco Auto Radio Aerials for every Philco Dealer and Service Technician!

ROUNDS OUT A COMPLETE LINE

With more effort being put on

auto radios, rear seat speakers, and vibrators, Philco Aerials are a "natural" as part of the complete Philco auto line. For maximum listening pleasure with minimum noise, these Philco Aerials just can't be beat. They're three-ring attractions for easier sales, more substantial profits!

SIX (COUNT 'EM) SIX MODELS

You've seen and heard many times how these star aerial performers have entertained and satisfied thousands of Philco customers. And they're still available for the many, many others who haven't as yet received the thrill of the top quality reception Philco Aerials bring.

The Philco Streamlined Side Cowl Antenna, Disappearing Top Cowl or Fender Antenna (in four models), and the Philco Long Distance Side Cowl Antenna—each and every one designed to blend perfectly with even the latest 1953 car models!

FEATURED ROUND THE WORLD

Your customers should be told (and you'll want to tell them!) why Philco Auto Radio Aerials are tops. Just check off the standard features of this great line—anti-rattle construction . . . moisture proof . . . dust proof . . . heavily chrome plated . . . Admiralty brass tubing . . . and "Microloss" leadin—what you're doing here is selling the exclusiveness that's found in every Philco Accessory Product!

"All right, all right Philco Dealers, tell ya what we're gonna do! Step down to your local Philco Distributor's and stock up on the amazing, the colossal, the sensational Philco Auto Radio Aerial line! Hurry, hurry, hurry—get on the bandwagon now—don't delay, it's just like money in the bank!"

ACCESSORY PROFITS for PHILCO SERVICEMEN!

Want to make more money? Sure you do—that's why you're in business. And there's a wide open market just waiting to be tapped!

You say you're a serviceman and it's only humanly possible to service a certain number of sets in a day—you've got no room for more business. But do you realize how much extra cash you are missing out on? You would be amazed at the business opportunity that you let slip through your fingers every day of your business week—it's almost like throwing money away and who can afford to do that?



How many times do you overlook the very profitable sideline in this servicing profession—selling Philco Accessory Products in the home? It's as simple as that, selling in the home! You men have an opportunity the Fuller Brush man would pay money to get!

Your daily servicing calls take you to the biggest market any salesman has—the customer's home! Right in the leisure and comfort of the home is where they are easiest to sell. There are reminders all around of the items they need and

forget to buy. And that is your chance to sell the Philco Accessory Products that fill the bill.

Here are a few examples:

In servicing a refrigerator you notice that the ice cube trays are banged up, the cubes hard to get out, so you suggest Easy Out Ice Cube Trays with their many advantages and you've got a sale on your hands!

You complete a good service job on a television set—take another minute and give it a polish job with Philco Furniture Polish—not only does the customer appreciate the extra service—the beautiful gloss with the "like new" appearance of the set puts her right in the buying mood!

There is an accessory item for every Philco Television set, Radio, Phonograph, Range, Refrigerator, Freezer, Air Conditioner, Auto Radio—any Philco product that you service! Needles to mention on phonograph jobs, a complete line of polishes to show, freezer bags—and plenty others!

Remember this on your very next service call: carry Philco Accessory Products with you and see what a profitable sideline you can build up with a little extra effort! The whole line is available from your local Philco Distributor.



ACCESSORY AD FEATURES TEST EQUIPMENT OFFERS!

Three of Philco's most sensational pieces of test equipment and an amazing, hard-to-pass-up offer . . . that's the theme of the Philco Accessory Division's current full page ad featured in the March issues of the industry's leading trade papers.

We have reproduced the advertisement in this issue to illustrate the splendid opportunity being presented to servicing dealers and servicemen with these easy-to-use, versatile test instruments.

WIDELY ACCLAIMED IN USE

As you can see, the 7052 Dynamic Tube Checker, 7008 Visual Alignment Generator, and 5007 Appliance Tester are featured in this ad. This trio of quality testers in service shops throughout the country are proving to be real time-savers while furnishing highly accurate results for a wide variety of service problems. And time saved on a job well done is the type of operation that spells repeat calls every time!

BIGGEST OFFER OF THE YEAR

Philco's Accessory Division has gone all out to make this particular offer just about the best in recent years! Read the ad and judge for yourself . . . it's the ideal way to get three of the most essential test equipments for any servicing operation! And there's no financial strain whatsoever; everything has been made ridiculously easy for you to own this equipment!



We've talked about these models enough, so there's no need to repeat what kind of a job they can do for you. But there is always a big need for reliable test devices as standard equipment in every service shop to provide Philco customers with the type of guaranteed good service they've come to expect from you.

HOT OFF THE PRESS

And as an extra added attraction, you'll want to have a copy of the

Accessory Division's newly printed booklet listing the whole fine line of Philco Test Equipment. It has all the model numbers, part numbers and spec information.

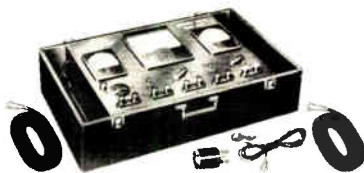
Right now is the perfect time to check up on the sensational package being offered by Philco! For more details see your local Philco Distributor who will be glad to give you the best news you've had on Philco Test Equipment in many a moon!

PHILCO TESTERS

Now Yours on

NEW SPECIAL PAYMENT PLAN

Finest, Most Up-to-Date Testing Instruments Ever Produced!



APPLIANCE TESTER • MODEL 5007

This new Philco Appliance Tester Model 5007 permits complete analysis of over-all performance of refrigerators, air conditioners, ranges and household appliances. It provides accurate temperature measurements in degrees Fahrenheit from -30° to 600° on a large 6" meter. Ascertains power requirements of appliances up to 6 kilowatts, and includes an AC voltmeter for measuring voltages up to 260 volts. Gives positive check for shorts or open circuits on appliances. Equipped with all necessary "pick-up" elements for temperature determination.

Size: 12" W. x 8" H. x 6" D.

Weight: 9 lbs.



MUTUAL CONDUCTANCE DYNAMIC TUBE CHECKER

MODEL 7052. A companion piece to Philco Model 7051 Emission Type Tube Checker. This model 7052 checks all tubes from sub-miniature to low power transmitting tubes. Checks shorts and leakages between elements of tubes. Determines noise characteristics. Ascertains gas content. Gives mutual Conductance readings directly in microhms. Permits forecasting remaining tube life. A portable or counter type tester with a beautiful blue leatherette finish. Operating Voltage: 105-130 Volts AC.

Size: 17" W. x 15" L. x 12" D. Weight: 22 lbs. (Shipping Wt. 34 lbs.)



VISUAL ALIGNMENT GENERATOR • MODEL 7008

FEATURES: AM Generator (and Marker): 3.2-250 mc. • FM Generator: 4-120 mc., and 1-45-260 mc. • Sweep-frequency width to 15 mc. (Flat to within .2db/mc.) • Audio Generator: 400 cycles • Only one input and output connection • Special oscilloscope circuits • Vertical-deflection Sensitivity: 25 millivolts/inch (with amplifier) • Swiveled cathode-ray-tube housing for compact carrying size • Telescoping light shield • High-frequency probe for signal tracing • Crystal calibrator to provide check points for marker generator.

FILL OUT AND MAIL THIS COUPON . . . OR SEE YOUR PHILCO DISTRIBUTOR TODAY!

PHILCO CORPORATION, Accessory Division
Allegheny & "A" Sts., Philadelphia, Pa.

I am interested in the Philco Test Equipment shown here. Please send me details of your SPECIAL PURCHASE PLAN for obtaining these units.

Please send FREE copy of your new booklet on Philco Test Equipment.



NAME _____
ADDRESS _____
CITY _____ STATE _____

BIGGER PROFITS AVAILABLE IN PLANNED TUBE SALES!



Yes, that's a statement of fact—there are bigger profits than ever available in planned tube sales!

This statement should act as a challenge to every Philco Dealer. Now, right now, is the time to go to work and make these figures appear on the black ink side of your ledger!

PLAN YOUR PROFITS

The basic factor here is without question a properly planned tube inventory to insure a constant stock to meet any and all demands. It

only takes one disappointing experience by a customer when he needs tubes in a hurry to increase your competitor's sales and lose yourself not only the initial sale but probably the repeat too!

A planned inventory based on past experience and estimated sales is the best safeguard for customer satisfaction and repeat business. Don't get caught short! Don't over extend yourself! Make your tube survey now—get ready to sell!

AND THEN PUSH 'EM!

When your stock is in order you still can't sit back and relax because now it's promotion time!

At your disposal is a wide variety of new Philco tube display material to tell and sell the public on Philco TV and Radio Tubes. The Philco tube counter and window display kit, tube display clock, tube order book, and tube price card can all work as indispensable selling tools for you.

PACKAGED FOR "SALE-ABILITY"

In your 1953 campaign to sell Philco Tubes, display of the sparkling new packages for Philco CR and Electronic Tubes will play an important role. CR tube cartons, with their new attractively designed red, bright yellow and dark blue labels, will carry the "Famous for Quality" message wherever they go. The new and up-to-date electronic tube package also retaining the effective red, yellow and blue color scheme, is especially adaptable to effective display.

CHART YOUR COURSE RIGHT NOW!

You want to gear yourself now for the months and years of increased tube demand to come. For advice, information, stock, promotional material, and a deep understanding of the over all tube picture, your local Philco Distributor is equipped to handle your tube requirements from soup to nuts! Arrange to see him at the first possible opportunity to talk about how your tube sales can go up, up, up!

**LET'S GO TO WORK NOW . . .
AND SELL PHILCO TUBES!**

HOW ARE YOU FIXED FOR VIBRATORS?



As an auto radio serviceman, how many different types of auto radios do you service in the course of a week?

Whatever your answer is, you are faced with the problem of stocking various parts for different makes, models, and yearly design changes. Why, you practically need a warehouse to handle so many parts!

For instance, take a very necessary item to auto radio servicing like vibrators. Why take up valuable shelf and storage space stocking a hundred and one different kinds when only five, that's right five, Philco vibrators will do the job on a thousand or more makes and models of auto radios! Think of the space you save, the time saved rooting through dozens of drawers and shelves for the right one, the energy you save by having the right vibrator at your fingertips, immediately!

And, think of the costly delays you can avoid by being able to service all makes of auto radios without having to stop and order several kinds of vibrators while the set sits on your bench. A Philco will do the job!

Not only completely adaptable as to make, size, and model, Philco vibrators are Philco quality all the way. Welded contact leads absolutely defy loosening from vibration—that means longer life with fewer replacements. And only in Philco vibrators will you find the

driver contact system equipped with a separate driver contact to the battery which insures instant starting regardless of the battery voltage.

You will like the limited inventory features of Philco vibrators, your customers will go for the quality performance—an all 'round good (and profitable) deal! And check with your nearest Philco distributor at once—he's got a few specials for you on vibrators this month!

**HERE'S THE
CUE FOR AN
ALL-AROUND
BIG YEAR!**

