

PHILCO



Accessory

MERCHANDISER

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GET ABOARD PHILCO'S FABULOUS MERRY-GO-ROUND FOR "FREE RIDE" PRIZES GALORE!



PHILCO ADDS TWO NEW AUTOMATICS TO ROTOR LINE

HERE'S more good news for all Philco Dealers and Servicemen. Two new Philco Automatic Rotors—Models AP-1 and AP-2.

Added to the already full line of Philco Rotors, the AP-1 and AP-2 make it that much easier for you to fill any rotor application problem in the book.

And these beauties will sell on sight! For, in addition to tremendous performance they are styled along lines for gracious, contemporary living, encased in a handsome new modern-design cabinet. Your customers will be proud to put these beautiful cabinets in their living room where they will enhance rather than detract from the fine furnishings.

Both new rotors incorporate an added feature in the form of a mechanical brake that is released magnetically. The Model AP-2 (Part No. 426-3003) is a complete, automatic rotor with thrust bearing and uses four wire cable, the AP-1 (Part No. 426-3002) is basically designed the same, but without thrust bearing.

These "AP" models, along with the popular "P" line rotors you

have been selling, give you just about all you could ask for in an antenna turning device. There's no longer a need to worry about rotor power to support and turn even heavy four stack arrays. You choose from the six rotors in the Philco Line, and regardless of the problem involved, there is a Philco Rotor, manual or automatic, to do the job over the years with maximum efficiency and minimum maintenance.

Antenna business is reaching new peaks. More and more of the public are becoming antenna conscious. There are big shares of new business and replacement business around in the antenna rotor market. Philco dealers are setting the antenna business on its ear with the new "Super Performance" antenna line—you can do the same with your quality line up of Philco Rotors. There's gold on them thar roof tops!

Here is your opportunity to gather up still more FREE RIDE tickets toward one of the thrilling ride gifts in Philco's gala fall promotion. A rotor sales campaign, properly conducted, can result in

EVERY ONE RIDES FREE

IN

PHILCO'S GALA

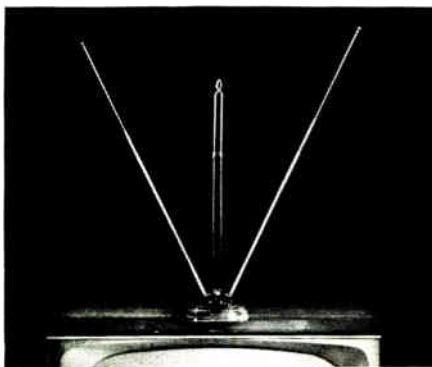


"FREE RIDE" EVENT!

a rapid turnover and plenty of FREE RIDE tickets to boot!

Your local Philco Distributor is stocking the profit packed Philco Rotor line—the line that features profits for you and satisfaction for your customer!

NEW "TUNING STUB" FEATURE ON PHILCO VHF-UHF INDOOR ANTENNA



IN KEEPING with its policy to provide the finest array of antennas ever offered to dealers and

servicemen, Philco's Accessory Division has added a deluxe "Super Tuner" UHF-VHF Indoor Antenna to its antenna line.

Exhaustive laboratory and field tests preceded the introduction of this antenna, concentrating on the problem of making UHF reception practical with an indoor antenna and, at the same time, improving VHF reception.

The "tuning stub" was created by Philco engineers to realize this difficult assignment in an indoor antenna. This "tuning stub" performs the dual function of matching the effective length of the antenna to the frequency of the desired station and of matching the antenna to the television receiver.

This advanced design antenna, complete with the sensational new "tuning stub" feature, opens up a whole new opportunity for the sale of indoor antennas. Here is a worthy addition to the already bulging Philco antenna line. We've been stressing the fact that with Philco Antennas you can meet any sales or installation problem. Now you can even satisfy those customers who insist on an indoor antenna!

Philco's Deluxe "Super Tuner" UHF-VHF Indoor Antennas (Part No. 426-0003) are available to your customers ready for easy installation and packaged attractively in individual boxes. See your local Philco Distributor.

GUARANTEED TO OUTPERFORM ANY EQUIVALENT TYPE ANTENNA OR YOUR MONEY and LABOR COSTS BACK!

There's been enough words written about TV antenna performance. Now . . . *see the facts for yourself!* Compare any of the new PHILCO Super-Performance TV Antennas with any equivalent type on the market. If the new PHILCO does not give you the finest picture possible, your money back for the antenna *plus* your labor costs up to \$10.00. Ask your PHILCO Distributor for complete details on this amazing offer!

"PROOF OF THE PUDDING!"

THEY can talk about antenna performance until they're blue in the face, but look to Philco when you want the facts backed up by solid action!

Above you see a portion of a two page ad run by Philco's Accessory Division in the leading trade publications. It's become the talk of the industry, and no wonder! Here's the kind of action you want—not a lot of vague talk or claims—but proof of superiority! And only Philco can give it to you!

Notice the headline. It doesn't say "perform as well as," or "on a par with." Nossir! It states emphatically "guaranteed to *outperform* any equivalent antenna!" And it's not just a boast, because we're backing it up with the kind of guarantee dealers and servicemen can understand—the

only one that really counts. *Your money and up to \$10 of your labor costs back* if the new Philco Super Performance TV Antennas do not give you the finest picture possible!

Philco and its Distributors are really excited about the Super Performance line because Philco engineers really outdid themselves this time. Never before has such performance, such reception been attained from any group of antennas. You actually have to see them in action to believe it.

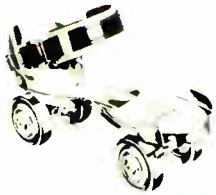
Philco's Super Performance line is a shot in the arm to the antenna industry. Set owners all over the country have soured on the puffed up claims of any number of supposedly high gain antennas. Claims are fine on paper, but if they don't produce in the living room, that's

the end of the line and there's a bad taste left all around. The serviceman who installed the antenna, the dealer who sold it, the manufacturer who made it, all suffer in their public relations and future sales. But now you can install and sell antennas without fear of call backs, and you're protected to boot!

There are steady profits to be had from quality antennas, but you have to carry the best quality line for heavy volume. Don't play it half way with your really high potential antenna business. New sales or replacement, it is still a mainstay if you're in the appliance business.

Stock, sell, install the antenna whose performance is truly super . . . Philco Super Performance Antennas . . . guaranteed all the way down the line!

SKATE!



PEDAL!



RIDE!

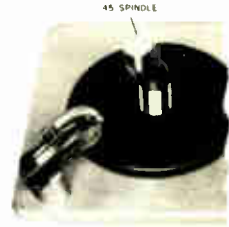


FLY!



**...YOUR WAY
TO FUN ANY
WAY YOU
LIKE WITH
PHILCO
"FREE RIDES"!**

"45" SPINDLE FOR OLDER PHONOGRAPH MODELS NOW AVAILABLE!



A NEW STYLE 45 RPM spindle has been incorporated into the 1955 Philco Phonograph line's M-26 and M-28 record changers. This spindle will allow the customer to play all three speeds of records on these phonographs with convenience and ease.

While designing the '55 phonographs, Philco engineers created this easy-to-use spindle for use with four other record changers Philco has produced in the past; namely the M-22, M-24, M24A and M-25.

Introduction of a spindle to allow more simplified operation of the record changer when using 45 RPM records has many advantages the dealer and serviceman can utilize to create extra business.

These older units with standard diameter spindles were previously required to employ inserts and drivers when it was desired to play 45 RPM records. Now, with the Philco 45 RPM Spindle, the customer himself merely slips it over the standard spindle and he's ready to play all 45 RPM recordings. To switch over to other speed records, he simply removes the 45 RPM spindle which stores easily.

There are hundreds of thousands of customers with Philco Phonographs incorporating the M-22 to M-25 record changers. A great majority of these people will be glad to know they can purchase a low cost spindle that is completely adaptable to their existing changers and that will enable them to play 45 RPM records with considerably more convenience.

Both Philco Dealers and Servicemen will find the spindle a profitable and popular item. Dealers can survey their customer lists of past record changer sales and conduct an inexpensive direct mail campaign to acquaint their customers of this spindle's availability. Servicemen, on your next call to a home that has one of the aforementioned changers, mention the spindle to your customers. In fact, you can carry a supply along and show the customer just how easy it is to use the spindle. Either way it will pay off in effortless sales.

Part Number 425-0010, Philco 45 RPM Spindles are available from your local Philco Distributor.

THERE ARE

"FREE RIDES"

FOR YOU ... AND YOU ... AND YOU

BUT HURRY!

DECEMBER 15th

IS THE FINAL DEADLINE!