

PHILCO



Accessory

MERCHANDISER

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PHILCO CORPORATION



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PHILCO DEALERS! PHILCO SERVICEMEN!

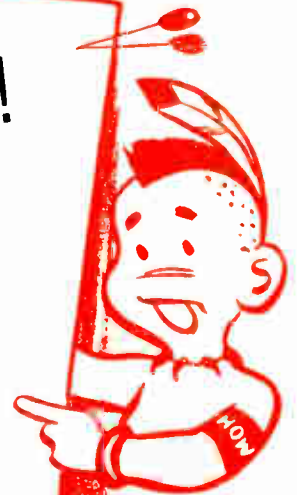
Get Ready For Another
Philco Parts and Accessories

*Special
Spring Profit Sale*

MAY 15 TO JUNE 15

EVERYBODY PROFITS!

CALL YOUR PHILCO DISTRIBUTOR
NOW FOR COMPLETE DETAILS!



RUSH ORDER PHILCO TUBES!

You have all probably read about the various shortages that have been predicted for certain scarce materials used in the production of electrical appliances and electrical accessories.

These are not idle rumors—shortages are definitely on the way!

From experience you also know that one of your most important replacement items in this business is radio and television tubes—the basis for many, many repeat sales. Yet, the increasing demand for nickel and other materials essential to tube production is quickly hastening the days of short supply of this vital product.

Philco's Accessory Division wants to assure you that there are tubes in stock and available now—BUT—no one can predict when the pinch will come.

It would be a farsighted move and good business policy on your part to take stock of your present

tube supply immediately and try to estimate for future needs as based on your experiences in the past.

It is essential that you guarantee yourself a sufficient inventory to take care of your needs and eliminate the worry and lost profits that result from inadequate planning.



Why not drag out your Philco Parts and Accessories Catalog as soon as you are through reading this story—prop it up near your tube department and start figuring out your requirements.

A few moments of checking now can save you a lot of bad moments later on when short supply forces allocations and priorities which also mean insufficient quantities to sell for everybody.

Make out your order now and get it to your local Philco Distributor fast. Tube insurance is smart business—play it smart!



As Good As His Word!



In January's issue we hinted to you about the great things in store for Philco Dealers and Servicemen in 1951.

Then, in February's *MERCHANTISER* you read about the first of Philco's spectacular 1951 promotions featuring "HOW", the wise little Indian boy with the BIG ideas on KNOWING "HOW" to make money!

Well, he's certainly shown you "HOW", hasn't he? Let's review the record and see just what the scoreboard shows up to now.

Since January, "HOW" has been working overtime in cooperation with your Accessory Division in presenting a whole series of new products, tested for wide consumer acceptance and especially designed for speedy turnover.

February brought you the colorful Philco Needle Merchandiser featuring those famous SELL-UP Philco jewel and precious metal phonograph needles.

In March we pushed off on the consistently successful Philco Spring Battery Program—always a big hit with your customers and a sure-fire money maker for you.

April saw the new Philco Freezer Bags introduced—one of the most sensational impulse items Philco has ever produced; Air Conditioner Covers that practically assure you additional sales to older customers and a terrific new selling point for 1951 air conditioner prospects; and last, but far from least, the great new Philco Circuit Master—last word in testing efficiency.

For May you've probably already read about Ace Kitchen Tools, the Homemaker Gift Set that's going to open up a new class of customer to you and provide you with an excellent leader for repeat and tie-in sales.

And now you are probably wondering what's in store for June? Well then, keep watching and reading the *MERCHANTISER* because we're just beginning to get warmed up! The rest of the year is going to be chock full of outstanding opportunities for you to make 1951 another successful year!

MAKE FRINGE

The really big television sales of today are taking place in the fringe areas. More and more fringe customers are realizing that they no longer have to do without television—that in the fringe today television is a reality.

The best indication of this situation is the way television is going over in the fringes.

Undoubtedly, you've recognized this and are already doing something about it.

But we think you'll be interested in a program being put into effect out Texas way that is paying big dividends for its participants.

Distributors in this section, cooperating with their local dealers, have been advertising FREE INSTALLATION in the fringes and

YOUR POT O'GOLD!

have created a highly successful promotion that has the full support of their customers.

In this case, the distributor furnishes the equipment and the dealer provides the labor to make the installation—while the public has been eating it up!

There's no reason why you can't dive in and take advantage of this lucrative and intriguing setup. The countless thousands of fringe area residents without television represent a staggering potential of vital importance to every Philco Dealer. Take a tip from our Western dealers and go after 'em!

And watch the *MERCHANTISER* next month for a story on a hot item to make your fringe effort a howling success!

OPEN A PATHWAY TO PROFITS WITH ACE KITCHEN TOOLS!

Lend an ear Philco Dealers—opportunity is just around the corner for you!

The opportunity to open up an entirely new potential leading to bigger total sales in the Philco products you stock!

And here it is—Ace Kitchen Tools—the ideal way to bring new customers into your store and make a wonderful conversation piece to complement the sale of Philco Refrigerators, Freezers, and Electric Ranges.

Each set includes the following utensils that set the housewife up for any kitchen operation:

POTATO CREAMER—mashes, creams, and whips in one operation.

TU-LIP LADLE—with two no-drip pouring lips for right or left hand use.

UTILITY SPOON—designed to easily remove food from hard-to-reach corners of pans.

TU-PRONG FORK—with a bulldog grip. For kitchen or table use.

FOOD TURNER—with offset handle and unique design of turner blade.

6-PLACE WALL HANGER—complete with screws and instructions for mounting. Gracefully beveled edges and easy-to-slip-on-and-off hooks.



We're sure that once you see these sets you'll recognize their tremendous sales possibilities to every housewife in your neighborhood.

Each utensil is made of solid stainless steel with durable heat and stain resistant ivory Catalin handles. These sets will come in two attractive color combination styles. Part No. AD-1687B will have black handles, and Part No. AD-1687W will have white handles.

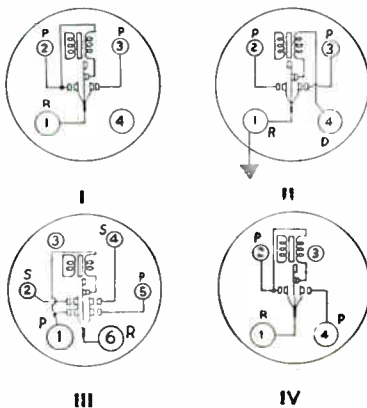
These specially designed kitchen tools in their attractive gift packages are an ideal present for wed-

dings, showers, birthdays and other festive occasions. Set in your window or on your counter, the box itself acts as a display, protecting the merchandise as well as adding to the beauty and effectiveness of the package.

See the new Ace Homemaker Gift Set at your local distributor's—visualize how it will look as part of your window or counter display—think of the enthusiastic prospects it will draw in—and **ORDER NOW!**

PHILCO VIBRATORS AND AUTO AERIALS —SPRING SELLING SENSATIONS—

Everywhere you look today you'll see automobiles and more automobiles. The convertibles have their



tops down—the sedan windows are wide open!

And what do you hear? Music, of course! Music from almost 15

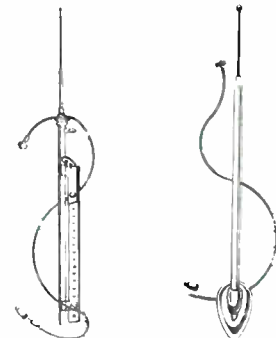


million car radios—many of which are ripe and ready for vibrator and aerial replacement.

In March we ran an article on the approaching spring season and cautioned you to stock up on auto radio requirements. Now spring is here for sure and if you haven't already, this is the time to lay in a

supply of ever-popular, fast-selling Philco Vibrators and Auto Radio Aerials.

Here's the ideal setup. The days are warm, the nights are cool—and



if you are carrying quality auto radio parts and accessories produced by the world's greatest auto radio

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CONVENIENT DRAWER AT REAR OF MERCHANDISER HOLDS 48 NEEDLES!

RY FOR PROFITS! ORDER 'EM— SHOW 'EM—SELL 'EM!

To pep up your entire spring promotional efforts, here's a prescription that can't be beat!

Take one attractively designed counter—add the spectacular Philco Needle Merchandiser—then stand by your cash register for action!

The Philco Needle Merchandiser was made to be seen! Its very design was created to stand out and attract attention as the center of a display or by itself!

Not only is it the hottest display piece Philco has ever produced—but look what it contains. Philco Hi-Quality, Long-Life, Sapphire and Ruby Needles—precision produced to play thousands of recordings for years and years!

A deluxe line is usually a good seller, and when it's the Philco Deluxe Line, you're in solid! But you've got to show 'em off! Just like a woman, they're most effective when being admired!

Your customers know the Philco quality story—and they like it. Once you show and suggest the Philco Deluxe Line Needles you'll have them sold for certain.

Show off that display! Put the needles in their attractive containers in your customers' hands. Let them see quality right up close!

And don't pass up those extra profitable, popularly priced Album Length, Dual Tip, and Feather-weight Philco Needles. A con-

plete line prepares you for every possible request.

Don't let the profit parade pass you by. Philco Needles insure a steady month-in-month-out source of cash sales that look mighty pretty at year's end.

If you haven't already ordered your Philco Needle Merchandiser with the 48 needle stock in its convenient rear drawer—call your Philco Distributor NOW and give the next six months' sales a shot in the arm!

JUNE WILL BE THE MID-POINT OF 1951. HALF A YEAR WILL HAVE GONE BY ALREADY. ARE YOU PROFITING BY KNOWING "HOW"?

PHILCO VIBRATORS AND AUTO AERIALS— SPRING SELLING SENSATIONS—

(Continued from page 3)

manufacturer—why spring's a wonderful time to be alive!

There are absolutely no vibrators that can touch the Philco line. Stock only four Philco Vibrator types and you cover more than 1000 auto-radio models!

As shown in the diagrammatic view of Philco Vibrators on page 3, the Universal 6-pin Synchronous (III) replaces most synchronous vibrators, Special Base 4-pin Interrupters (IV) replace most special-base vibrators, the Philco Standard 4-pin Interrupters (II) replace most Philco Vibrators, and just to make it "sure as shootin'"—the Universal 4-pin Interrupter (I) replaces most vibrators—period! All featuring driver contact system for instant starting.

And while you are auto radio minded, start getting those beat-up auto aerials off of your customers' cars. Offer them the wide assortment of Disappearing Top Cowl or Fender, Duoflex, Streamlined Side Cowl, and Top Cowl or Fender Aerials illustrated. When you stock these you stock just about the best made!

There will be more cars on the highways of America this spring than ever before in history. Each and everyone of you has a golden opportunity to make more profits because of it. Don't hesitate; Don't delay!

Your Philco Distributor can supply your auto-radio needs quickly and conveniently. See him now and start selling like mad!

*Let's Know
"How" Fellers!*