

PHILCO



Accessory MERCHANDISER

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OPPORTUNITIES UNLIMITED WITH PHILCO MULTIPLE TELEVISION ANTENNA SYSTEMS!

cash register! You've got to take action to make that potential a reality!

DESIGNED AND BUILT TO SELL

Philco engineers, among the finest in the country, have created the ultimate in multiple antenna systems for use by Philco Dealers and Servicemen.

Thorough research and testing has proved conclusively that the Philco system, designed to operate at "a low system signal level" yields the maximum in economy and technical performance.

COMPETITION CAN'T TOUCH YOU!

And, in addition to a host of advantages no other system can claim, the PHILCO MULTIPLE TELEVISION ANTENNA SYSTEM'S cost is competitive or less than any other system on the market!

MAKE HAY WHILE THE SUN SHINES

Everything, even the weather, is in your favor right now! During this beautiful fall weather is an ideal time to be installing community antenna systems. You won't be hindered by rain or snow, and the faster you lay them out, the more time there will be for additional installations.

Philco's Accessory Division is going on record when they say this is the chance of your lifetime . . . the chance to build lasting customer satisfaction for years to come.

Remember the Philco Dealers who created the Panther Valley installation (MERCHANDISER, January, 1951)? They are still reaping a profit bonanza for their far-sightedness, and will continue to for a long time!

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For many, many months we've been talking about and stressing the need for Philco Dealers and Servicemen to extend themselves into newer, lucrative markets.

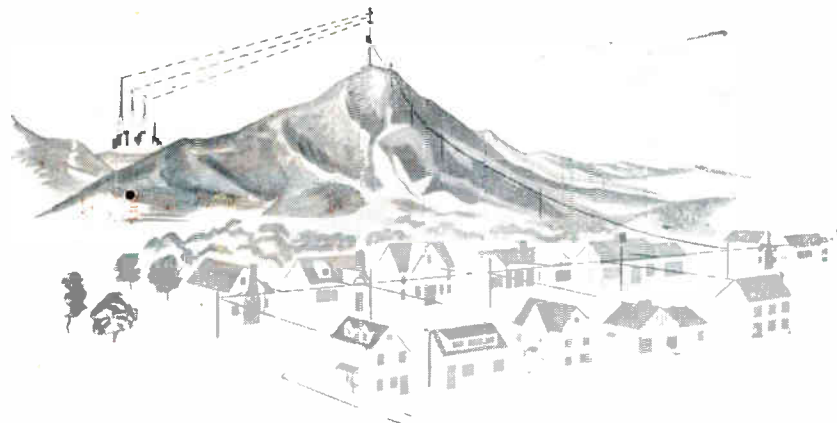
And last month we handed you the key to just about the best market available since television made the big time . . . community antenna installations with Philco's outstanding new MULTIPLE TELEVISION ANTENNA SYSTEM!

UNUSUAL AND UNLIMITED

Just stop and think a minute about the potential scope of community installations. Visualize a town presently out of range of the nearest TV transmitter . . . a town completely isolated from television entertainment. Take a mental count of the number of homes, the number of families, and the number of sets that would be bought by these families if television were made available. Now, multiply this by the number of other towns in the vicinity that are in the same boat!

Staggers the imagination, doesn't it?

But just having a potential around isn't going to fill anybody's



NEW PROBES DESIGNED FOR USE WITH 7004 CIRCUIT MASTER

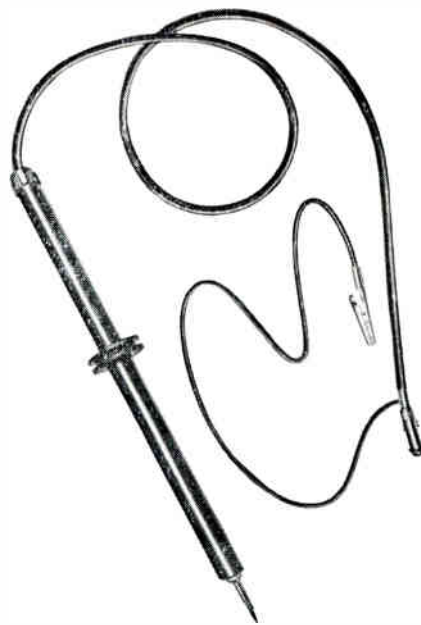
Servicemen are always on the lookout for that extra something in Philco high-quality test equipment. With the development of the Philco Circuit Master (V.T.V.M.) Model 7004, Philco delivered to the service engineer the last word in precision-built test equipment.

Now with the advent of the new high frequency probe, Part Number 45-1752, the range of the circuit master can be extended from 1 megacycle to 100 megacycles. The probe may also be used to extend the range of any other DC vacuum



tube voltmeter of suitable characteristics, if the proper connections are made.

Another probe development is the new high voltage probe which will serve to give accurate readings of high voltage circuits in television receivers. These circuits are usually of very high impedance and voltmeters used in checking these circuits must be of extremely high impedance to avoid loading



the circuits, thereby causing inaccurate readings on the meter. The new high voltage probe, Number 14-1753, when used in connection with the 7004, meets this requirement. The new probe will measure DC voltages from 10,000 volts to 25,000 volts.

Since inferior materials in equipment used on extremely high voltages can be deadly, both of the new probes are made of the highest quality materials. With the use of proper materials in the probes the user is insured of not being hurt because of materials deficiency.

Philco consistently produces the best in precision-built test equipment and because of this servicemen realize that Philco test equipment is reliable. Not only reliable but up-to-date in design and purpose. Servicemen know this and

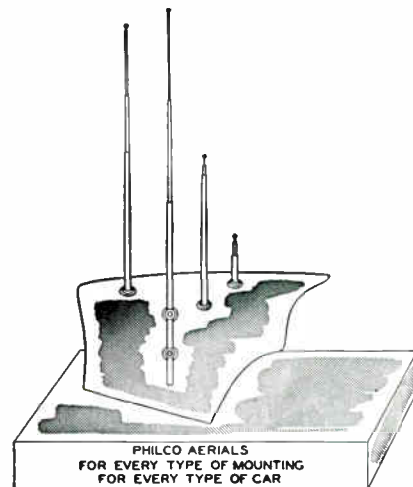
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DRAMATIC AERIAL DISPLAY MERITS \$10.00 AWARD

The Philco \$10 Idea Award for October is, to use the winner's own word, a "pip," and goes to Denny Peterson, Manager, CQ Radio, 813 Central Avenue, Great Falls, Montana.

"We are presenting you with a merchandising idea that we think is a "pip."

"In order to display our car radio antennas with realism, we have used the front fender off a car and have installed several different types of antennas on it in order that the customer may visualize what the installed antenna would look like. This also gives the customer an illustrated choice of antennas."



"Included is a drawing of our fender antenna display. We may add that we cut off the back part of the fender for convenience in our showroom."

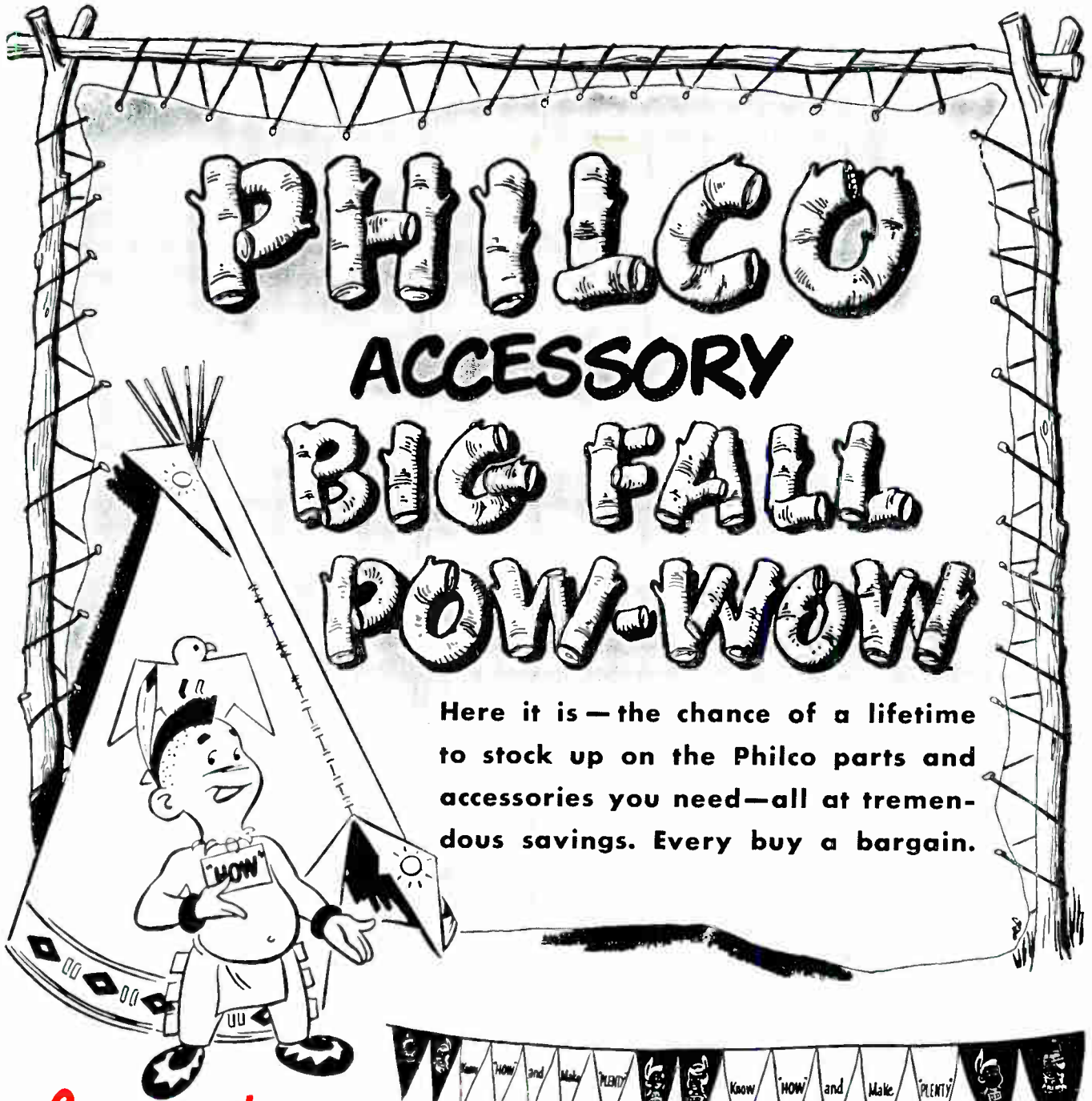
A little imagination, a flair for the dramatic and presto, out comes \$10!

It's a known fact throughout the electrical appliance trade that Philco Dealers are the best (bar none) salesmen. So it should be just as easy for any of you to pick up a ten spot this way.

Here's a proposition: invest a three-cent stamp and you get better than a 300% return on your investment. You can't beat a deal like this one!



WHEN YOU STOCK THESE PHILCO POLISH TWINS THEY MEAN TWIN SALES... TWIN PROFITS!!



PHILCO ACCESSORY BIG FALL POW-WOW

Here it is — the chance of a lifetime to stock up on the Philco parts and accessories you need—all at tremendous savings. Every buy a bargain.

**Come on the run
to the BIGGEST
BARGAIN SALE
IN YEARS!**

**Now going on at
your PHILCO
DISTRIBUTOR**



PHILCO SCORES AGAIN WITH PROFIT-PACKED ACE BARBACUE SET!

Another great item with twice as much sales appeal . . .

Philco Dealers did a tremendous job when they featured the Ace Kitchen Tools set. Profits, repeat sales and store traffic climbed when the sets were on sale. Philco has another fast-moving Kitchen Accessory on its way. Here's your chance to handle a truly "red-hot" sales-sizzler, the Ace Barbacue Set!

The Ace Barbacue Set is a combination of the handiest tools for use in kitchens or around that backyard grill. In this case the sales appeal is doubled because the women will want a set for the home and the menfolk need them for that weekend outdoor cookery. But that's only one angle to push your sales. When you supplement the sales of Philco Refrigerators, Freezers and Electric Ranges with these sets you're really using both barrels!



And the set is really a beauty! The three utensils are made of lustrous solid stainless steel and have extra long handles of stained hard wood. They've been designed with a sure-fit grip that makes any kind of cooking, indoor or out, a real pleasure.

Each Ace Barbacue Set includes the following utensils which help to make steaks, chops, meats and other foods taste twice as delicious:

TU-PRONG FORK—the fork with the bull-dog grip, for use in serving and testing steaks and picking up those delicious onion rings.

FOOD TURNER—the blade is offset and unique in design with slots that prevents steaks and hamburgers from sliding off. It's perfect, too, for scraping the griddle clean.

UTILITY SPOON—has a deep bowl for serving baked beans, sauces, relishes, stews and gravy.

Sound like a "hot" item? Well you can be sure these sets will move the same way the other Philco "specials" are going!

Autumn, with its falling leaves and flashing colors, is a perfect time to push the barbacue sets. Seems as if the great outdoors are specially made for barbacue pits and most men get the urge to try their skill with the skillet.

And you'll notice, too, how many sets will be sold for use as gifts for showers, weddings, anniversaries and other special occasions, because these sets are attractively gift-packaged and can easily be gift-wrapped for your customers.

The part number of the Ace Barbacue Set is AD-1731 and the set can be seen at your Philco Distributor. With an item like this you can't go wrong! — **ORDER NOW FROM YOUR PHILCO DISTRIBUTOR.**

NEW PROBES DESIGNED FOR USE WITH 7004 CIRCUIT MASTER

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are receptive to new innovations and modifications in test equipment.

These profitable probes do a job for you and they do it right. Ask your Philco Distributor to show you this new test equipment. You'll see why Philco is a profit line!

MULTIPLE TELEVISION

(Continued from page 1)

The entire Philco organization stands ready to help you plan your PHILCO MULTIPLE TELEVISION ANTENNA SYSTEM.

Act now while conditions are right! See your local Philco Distributor IMMEDIATELY for full details!

PHILCO PROMOTION REMINDERS

Profitable selling depends upon the intelligent use of many small but important sales factors. Although many dealers throughout the nation are making sales many of them are overlooking the little "extras" in selling which often mean new sales, repeat sales, extra profits and increased turnover.

Quite a few small dealers have lost sales to a larger competitor because the latter offers attractive gift wrapping at no cost to the customer. Any Philco Dealer, large or small, should also provide this service for his customers and point out in his advertising and throughout the store that this extra service is available.

Effective too in building good will is "After-sale Salesmanship." One easy method consists of two simple steps. First, after making the sale, reassure your customer by saying something good about the product and compliment the customer on his excellent choice in purchasing it. Second, make an after-sale call at the purchaser's home to see if he is completely satisfied with his purchase and if the appliance is functioning properly.

*Know "How" and make
"Plenty" by going to the
Fall Pow-Wow at Your
Distributor's Parts Store!*