

PHILCO



Accessory

MERCHANDISER

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PREPARE FOR A BIG SERVICE YEAR WITH PHILCO TEST EQUIPMENT!

With the profits of a successful 1951 tucked neatly away, servicing Philco Dealers are looking forward to a bigger and better service year in 1952.

And it's going to be a big year, service-wise! As your customers' confidence in the Philco service organization continues to grow and grow, increased business is sure to come your way!

TEST EQUIPMENT A BIG FACTOR

No service organization can operate for long without up-to-date test equipment. And servicemen, no matter how efficient, cannot work with outmoded and unreliable test equipment.

That is the big reason you'll want to survey the condition of your

AN ALL-STAR LINEUP

In past issues of the *MERCHANDISER* you read the introductory articles on Philco's sensational #7004 Circuit Master and #7005 Circuit Tester. When these two outstanding test instruments were developed, everybody predicted a great future for them. Well, both have been sold in large quantities and have lived up to their advance billing in sensational style!

And another important point—you save valuable time with Philco test equipment . . . time that en-



YOU NEED PRECISION FOR PROFITS

You are in a highly technical field of endeavor and your test equipment has to operate precisely and efficiently. The Circuit Master and Circuit Tester insure accurately performed service operations every time. Where competition is concerned, *and this is vitally important*, this point is of paramount concern to you. Just as you have to sell better products than the next fellow, you have to out-perform him on service jobs!

ables you to accept more work and make more dollars! There's really no limit to the service you'll get out of the Philco Circuit Master and Circuit Tester.

CIRCUIT MASTER PROBES, TOO

Both a High Frequency Probe (Part No. 45-1752) and a High Voltage Probe (Part No. 45-1753) for use with the Circuit Master are featured as part of the Philco test equipment line. These probes add new uses and new power to the Circuit Master, providing one of the finest, most versatile test instruments ever developed for servicing complicated electrical appliances.

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equipment and look over, at the earliest possible time, Philco's complete line of quality test products.

PILE UP PROFITS IN '52 WITH "EASY-OFF" CLEANER!

Last month we mentioned some of the profitable items headed your way from the Accessory Division, and we said they would come thick and fast!

Leading off the profit parade in '52 is an amazing new oven and grill cleaner—Philco Easy-Off, an item tailor-made for housewives in your area. And what a terrific job it does!

Easy-Off, in paste form, is a quick-acting chemical compound that cuts dirt and grease without scouring, scrubbing, and scraping. And it's not just restricted to ranges alone. It can be used on any enameled or steel surface, and there you have a tie-in with refrigerators and freezers. What could be more convincing than that? Versatile, easy to use, and what a profit-maker!

Handling accessory items is the smart dealer's way of piling up profits and also a slick way of promoting store traffic when sold in conjunction with the larger appliances you handle. And Easy-Off is an accessory item which is red hot!



It's a natural when you have a stock of this miracle cleaner piled up right near your Philco Electric Range display, and it's smart merchandising, too!

This new cleaner comes in 8 oz. and 16 oz. jars. The part number for the smaller jar is 45-9632, and the larger jar can be ordered from part number 45-9633.

Play a happy tune on your cash register this year with Easy-Off. It's just one of the many new Accessory items slated to reach you in the coming year. Your Philco Distributor has Easy-Off in stock now so order a supply right now!

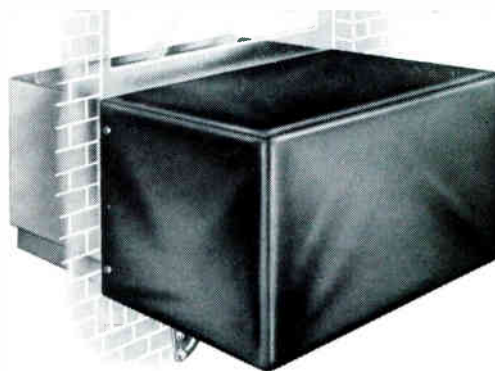
WINTER BLOWS A STORM OF PHILCO PROFITS YOUR WAY!

Cold winds are blowing East and West now, rattling windows and sending chilly blasts through all those unprotected air conditioners. Think of all the thousands of potential customers right under your nose, just waiting to be shown those wonderful Philco Air Conditioner Covers . . . rugged covers which protect exposed air conditioner parts in all types of winter weather!

Made of heavy gauge weather resistant Vinylite, they protect the entire exposed portion of the unit. This protection keeps out dust and dampness, chilly blasts, and saves wear and tear on the mechanism. There's a selling point for you . . . save your customers' repair bills resulting from unprotected units!

A COVER FOR EVERY AIR CONDITIONER

Philco Air Conditioner Covers



THE TIME IS NOW!

Many of your customers who already have their air conditioning units perhaps don't have covers for them and will need them in a hurry. Many of your customers will welcome the chance to be told of a cover of this type for their own units which may not be Philco models. Philco Air Conditioner Covers will fit all types of window air conditioners, no matter who sold the units!

are available in two sizes: Part No. AD-1688, which can be used on all 1950 and 1951 Philco units. For all older Philco models and for competitive brand units, the Part No. is AD-1689. Display these covers and stress their money saving and protective points, and you have a natural money-maker!

Stock up on Philco Air Conditioner Covers and cash in on new profits. Your local Philco Distributor has them in stock—so order now!

PREPARE FOR A BIG SERVICE YEAR WITH PHILCO TEST EQUIPMENT!

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If you haven't already seen Philco's complete test equipment line, and your original test equipment needs revamping—drop in on your local Philco Distributor and treat yourself to new equipment, more improved servicing and bigger profits!

And while you're there, stock up on the other sensational Philco Accessories that are proving Philco the leader in accessory products that people buy and dealers sell!

USING THE 17JP4 IN PLACE OF THE 17BP4

When using the 17JP4 tube as a replacement for the 17BP4, be sure that the outer conductor coating is properly grounded. On the 17JP4 this coating is smaller than on the 17BP4 and the utmost care and precaution should be taken.

The 17JP4 is a higher voltage rated tube.

Accessory sales paying off Nationwide!



For many years Philco was known as the world's largest radio manufacturer. Then came refrigerators, air conditioners, electric ranges—and the electrical appliance industry's greatest boon—television! But now Philco is becoming known as an accessory products leader!

HAPPY DAYS ARE HERE!

In 1951, more people were introduced to the broad line of Philco Accessories than ever before. And Philco Dealers all over the country have been quick to recognize the profit-making potential this places at their disposal.

DEALERS APPROVE

One Mid-Western Philco Dealer writes ". . . my customers have really been talking about such Philco items as refrigerator and furniture polish. Many folks are coming into my shop just to buy one or the other, and often times they stop to look at my major items. It sure helps business!

From down Texas way this Philco Dealer says, ". . . the Frost Control Automatic Defroster went over in a big way here, and the Ace Kitchen Set with a gift wrapping offer thrown in has decided me on setting up a separate section in my store to feature Philco Accessories."

And one thing we all know for a universal fact is that Philco Freezer Bags have been enthusiastically accepted everywhere as a real money-saver for the customer and profit packed for the dealer!

It's not hard to see why Philco Accessories are making a hit. Every proposed Philco Accessory product goes through a long process of testing and evaluation before it is finally accepted to be sold by the company. Quality of the product, its usefulness, and its selling appeal are carefully checked, and when it meets with all these qualifications then it is accepted.

Dealers everywhere are proving that extra business *does* result from the sale of Philco Accessories. Philco Accessories are sure to please your customers because they are quality-built for long use and enjoyment.

Philco Accessories are available from your local Philco Distributor in any quantity . . . a wide variety of products specifically designed to help you sell more and more!

For Refrigerators . . .

The perfect way to make your women customers sit up and take notice of Philco Accessory products in a big way!

All you have to do is sell one can—this sensational polish will take over from there! Never before has it been possible to make refrigerators gleam the way Philco Refrigerator Polish can make 'em! No fuss, no muss, no work . . . it's the easy way to do housework, the modern way.

Get the attractive display pictured here from your Philco Distributor. Let it go to work near your white goods display for easy sales, and easy profits.

Sell Philco Accessories every chance you get!



**A Philco Double Header for You!
Double Appeal . . . Double Profits!
A Winner Every Time with Housewives the Nation Over!**

For Furniture . . .

Here's a "must" item for your sales of Philco Radios and Television Sets. When the industry's finest cabinets get a coat of this wonder polish your customers will rave about the way their Philco looks. No polish can do justice to a Philco cabinet except that polish developed exclusively for Philco's lustrous cabinets.

And wait till your customers try Philco Furniture Polish on all their other furniture! That's when the raves become cheers!

Philco Furniture Polish and Refrigerator Polish have made such a hit together that the illustrated display really sells for you.

Get your share of steady profits . . . on the double!

PHILCO SALES STIMULANTS . . . MEAN EXTRA PROFITS!

Right now, when you're in the midst of those big refrigerator and freezer sales that take place in January and February, is a perfect time to pull in customers and profits with any of the famous Philco Accessory items!

REFRIGERATOR RAZZLE DAZZLE!

Now that MANY OF THE NEW refrigerators come equipped with an automatic defrosting unit, housewives need something to convert their old refrigerator in the same manner. And the Philco Frost Control Refrigerator Defroster is just the thing!



Old style refrigerators with their cumbersome and sometimes messy defrosting systems is the main selling point for this terrific accessory item. It's so easy to use that the customer himself can install it and once installed turn it on and forget about it. Simple as that! One look at this Philco Frost Control Refrigerator Defroster and you've got your customers ready to buy! A sure sign of a wonderful accessory item from Philco.

THE HOUSEWIVES' FRIEND

Not so long ago we mentioned the Ace Kitchen Tools set and the way American housewives gave them a big run when featured in many of the Philco Dealers' shops. These versatile instruments are not only swell for kitchen cookery, but tied in with the sale of your Philco ranges, can supply you with

profits you never dreamed existed. The talking point is the stainless steel construction and heat and stain resistant catalin handles. Then too, they are packed in attractive gift packages all ready for use as shower, engagement, or wedding gifts! It's a double-barreled item with twice as much profit when you feature them with the Philco Electric Range.

FREEZER BAGS AN ITEM

Philco Freezer Bags are a perfect example! An attractive display of these food and expense saving bags

right next to your freezer display can really pile up the profits for you. And the tie-in is perfect because you reach the customer when he is interested in freezers and the items which go along with them. With food prices what they are today, and the versatility of these Philco Freezer Bags, you should have no trouble turning over an extra quantity of these red-hot items!

Your Philco distributor has all three of these sensational sales-boosting items in stock. Better put your order in now!



*Start the New Year Right . . .
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For A Big 1952!*