

PHILCO



Accessory

MERCHANDISER

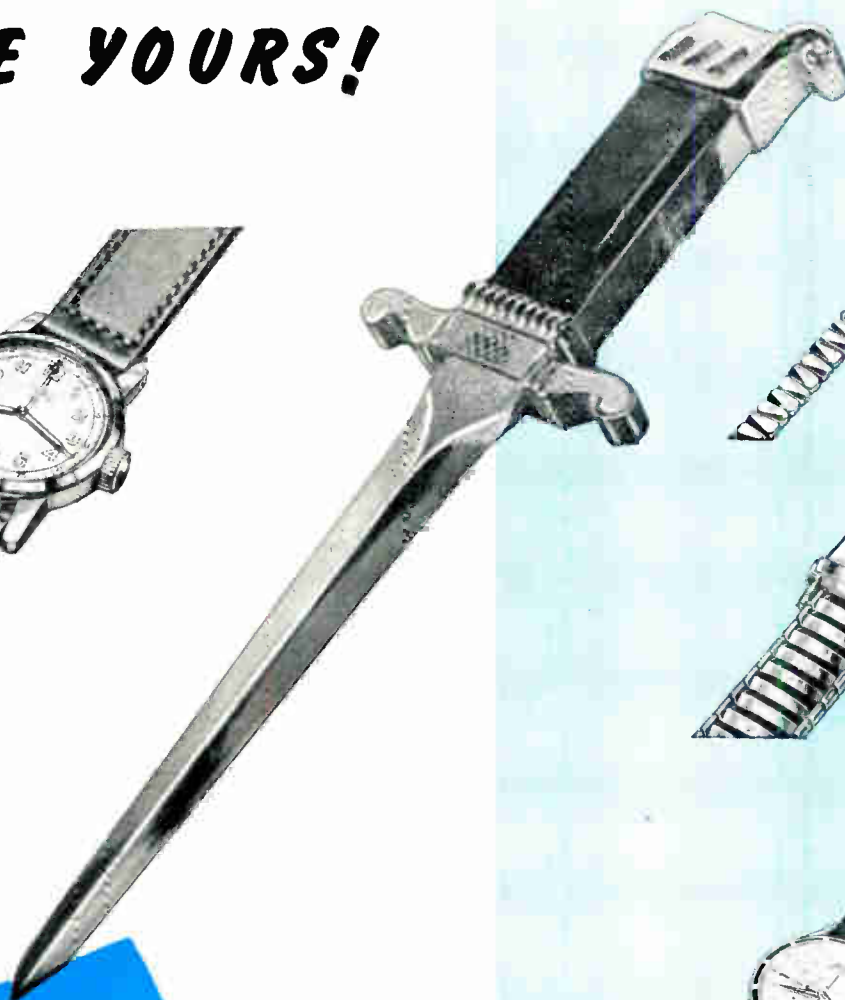
VOL. 2

PHILCO CORPORATION

NOVEMBER, 1952

NO. 11

THESE EXCITING "HARVEST" GIFTS CAN BE YOURS!

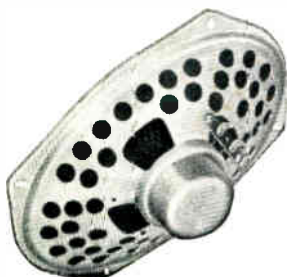
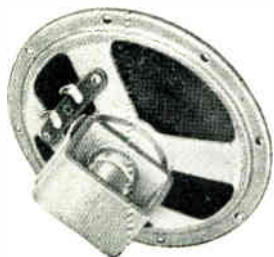


See your
PHILCO
DISTRIBUTOR
Today!

Plan A Record Harvest Yield with Philco Universal Speakers!

YES, "It's PHILCO ACCESSORY HARVEST TIME"—time to make plenty of hay while the sun shines!

And here's another great opportunity to harvest a wagon load of profits on the new, improved line of Philco Universal Speakers!



A FEATURE PACKED LINE

Dealers and Servicemen all over the country are well acquainted with the performance magic their customers get from Philco Universal Speakers. In this quality speaker line resonances are held to close tolerances for exact duplication of original speaker tone. All Philco speakers feature hum bucking coils, dust-proofed units, and in the p-m type, alnico V magnets for less weight and more strength.

WAY AHEAD OF COMPETITION

"Oval," "Auto Radio," "Hi Quality PM," "Permanent Magnet," "Electrodynamic"—these are the Philco Universal Replacement Speakers that have provided Philco Dealers and Servicemen with complete and overwhelming superiority in providing their customers with the quality instruments that make their listening enjoyment more complete. Every home or auto radio set and every television receiver is a potential sale, easy to install, and quick to gratify the customer.

Philco Universal Speakers are only one of a series of new Philco Parts and Accessory Products added to the line this year. Harvest specials are numerous and inviting, combining universally accepted Philco quality and sales appeal with the steady, year-in, year-out performance the public has come to expect from all Philco products!

YOUR BIGGEST OPPORTUNITY

Past Philco promotions have taught you of the almost unbelievable attraction these colorful themes have created. Do you remember the great promotions of the past? 1949 Fall Roundup? The Jovial Genie of Fabulous Fifty? And last year's Know "How" and Make Plenty? They all worked overtime for you with all the color and pageantry at their command!

And this year "IT'S PHILCO ACCESSORY HARVEST TIME"! What could be more appropriate for a fall promotion? You're headed for bumper profits from a bumper Philco Harvest this year!

See your local Philco Distributor today for quality Philco Universal Speakers, and find out the good news about the rest of our stupendous Harvest line for 1952.

Happy Harvest to you!

DOLLARS for DEALERS

Here we sit with a brand new \$10.00 bill in our hands, just waiting for some lucky suggestion to win it.

Is your suggestion the one?

We hope so, because any idea that has made your merchandising or servicing job easier can win that \$10.00 for you.

Just put your idea down on paper (the more you send in the better your chances of winning) and mail them to "Philco Idea Award," P. O. Box 6738, Philadelphia 32, Pa. The contest committee will decide the winners to appear in future issues of the ACCESSORY MERCHANTISER or the PHILCO SERVICEMAN.

Let's hear from you!

CRASH and CASH!

A clever radio and appliance dealer stopped crowds with a smart break-through window stunt. He cut a radio in half, stuck one part outside the glass and the other part inside to give the effect of the radio jutting out of the window!

Showmanship always pays off! The dealer that realizes this will always attract more store traffic than his less daring competitor.

During this latest gigantic promotion, "IT'S PHILCO ACCESSORY HARVEST TIME," you have the opportunity to add that dash of showmanship to your operation. You will be able to cash in on all sorts of colorful display material, such as the attractive Philco Tube Clock, Philco Tube Display Kit, Flasher Display, Needle Merchandiser and other customer drawing cards.

Don't fail to visit your Philco Distributor's Parts Department during Philco Accessory "Harvest Time" and take advantage of his spectacular fall program!

PHILCO MODEL 7051 TUBE CHECKER

Listed below are the correct settings for several tubes. Please correct the tube chart as indicated:

- 6AG5—Change Load to 4
- 6BC5—Change Load to 4
- 6AU6—"Quality", Use Toggles
- ABGNT—Load 4
- 70A7—Change—Fil. Control to 12
- 25BQ6—Change—Fil. Control to 10

IT'S PHILCO ACCESSORY HARVEST TIME!



*Thousands of Philco
Dealers and
Servicemen are
participating . . .
HOW ABOUT YOU?*

Yes, how about YOU? Are YOU one of the Philco Dealers or Servicemen who have found the PHILCO ACCESSORY HARVEST TIME PROGRAM a real profit bonanza? Have YOU taken full advantage of all the bargains that are available in this most productive of all seasons? Or are you just riding on the fringe, missing out on Philco's biggest and best fall accessory promotion!

If you are, NOW is the time to head straight for your nearest Philco Distributor! Time's awastin'—let's roll!

FROM SOUP TO NUTS!

PHILCO ACCESSORY HARVEST TIME, when bargains are plentiful and big, is the ideal time to fill your shop right up to the

eaves with the many, many specially priced Philco parts and Accessory Products that your local Philco Distributor has gathered from a bumper crop—everything you need to fill those empty shelves, from needles to aerials!

If you play it smart this fall, you'll have a great deal of satisfaction this winter out of the profits and smart purchases you've made—and think of the profits and turnover figures that go along with these sensational Harvest bargains!

TIME IS RUNNING OUT

The tremendous variety of Harvest specials will continue to be at your disposal right up until November 22nd. There will be new and exciting products available until the very last days of this color-

ful promotion. Don't miss out on a single one—get down to your local Philco Distributor's parts department. You'll find hundreds of efficient and attractive Philco products at down-to-earth prices, just the type of merchandise you'll need to play the winning game for the rest of the year!

HERE'S THE PROOF!

The word has been coming in the last couple of weeks. Dealers and servicemen alike are telling us what they think of this spectacular Harvest promotion. And it's all good! The sixteen red-hot promotions, as well as the variety of new products and lines have captured the imagination of Philco Dealers and Servicemen everywhere in the country. Distributor parts departments, gaily decorated with Harvest themes, and counter men wearing their best Harvest bib and tuckers are playing host to a steady stream of customers.

DON'T WAIT FOR THE CLOSING DAYS OF THIS GIGANTIC PROMOTIONAL SHOW!

Your Distributor is not guaranteeing stocks on any of the sensational buys that may be available today, but out of stock tomorrow! Start moving in on him today, and stock up on everything you'll need to really reap profits from this great PHILCO ACCESSORY HARVEST TIME!

TELEVISION PRODUCTION in HIGH GEAR! ... Bumper Market for Accessory Sales Indicated



YESSIREE, the opportunity of your lifetime to pick up mucho profits from TV accessories is coming up right now—even as you read this!

THE BOOM IS ON

Television production has reached an all-time high! Tele-

casters are showing off really glowing profit pictures! And meanwhile, the potential market expands rapidly. At last count approved construction permits have been issued for 40 new stations—and this is just a starter since FCC has 730 more applications on file!

ACCESSORIES HIGH ON LIST

With increased television sales comes the golden opportunity to stock up and sell a whole carload of Philco TV Accessories!

Antennas, boosters, cathode-ray and receiving tubes, selenium rectifiers, transformers, all types of quick selling components, and the astounding, amazing Philco development, the Philco "Private

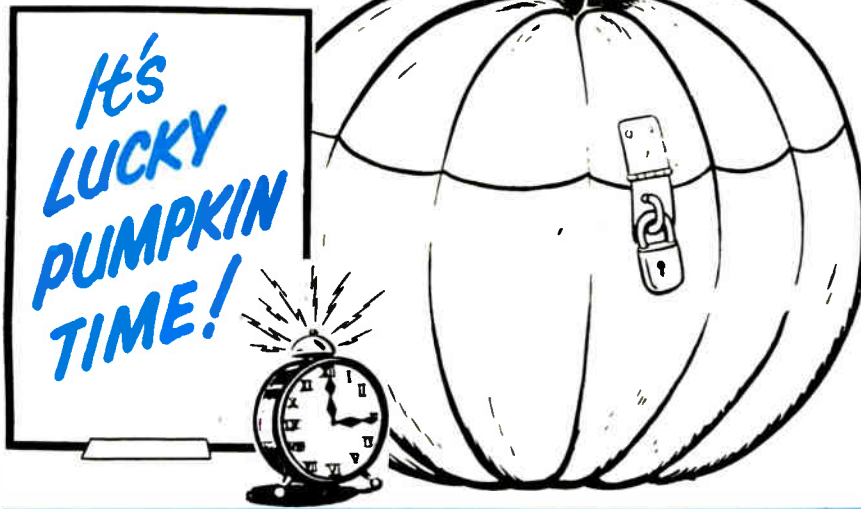
Listening" Multiple Unit!

The servicing dealer will be vitally interested in the precision line of test equipment available from Philco this year, as well as the old standbys that have given such faithful performance for years and years. With lots and lots of new television sets in the American home—service is due for a mighty big play!

NOW'S YOUR CHANCE!

Philco makes it possible for you to obtain TV accessories and test equipment with no more extra effort than participating in "IT'S PHILCO ACCESSORY HARVEST TIME" going on right now at your local Philco Distributor's!

Look for it at your
PHILCO distributors!



ANOTHER ONE FOR THE RECORD BOOK!

Here's another one of those "south of the border" performance stories about Philco Television!

This time the scene is set in colorful Chihuahua, Mexico, and it's about the wonderful Philco Television Table Model 1800, owned by the Service Manager of the Philco Distributor in that area.

Although Chihuahua is approximately 250 miles south of the border, and *at least 1200 miles from the nearest TV station*, good old 1800 pulled in the following stations: San Francisco, Omaha, Kansas City, Salt Lake City, Houston, Mexico City and Los Angeles.

Isn't that great! Where in the world are you ever going to find television receivers that perform like Philcos! And, as you well know, this is no isolated case—there have been other instances of really outstanding reception over tremendous distances!

We're not kidding when we say, "sell Philco and you sell the very best!" It's being proven every day by case histories like this one!

Sensational Sound Equipment Line a Philco Harvest Hit!

There's no "frost on the pumpkin" yet, and it's just a bit premature for the regular annual harvest—but that's no reason why Philco Dealers and Servicemen can't do some fancy reaping of greenbacks **RIGHT NOW!**

As an important Harvest special, Philco is featuring its new line-up of microphones and amplifiers designed to meet a variety of customer requirements.

WIDE POTENTIAL AVAILABLE

Cafes, clubs, restaurants, meetings, schools, conventions, and any special project become perfect prospects for the use of Philco Portable Amplifiers and Microphones. Stocking this new "plus" line will enable Philco Dealers to offer their customers even greater expansion of the bigger and better line of Philco Parts and Accessory Products.

AND IT'S A BIG LINE!

Space does not permit our illustrating all the Philco Amplifiers and Microphones available, however, for your convenience in ordering we will list them by model, description, and part number as follows:

AMPLIFIERS

- Model 6010—Portable (10 watt)
Part No. 45-1795
- Model 6017—Portable (17 watt)
Part No. 45-1796
- Model 6025—Portable (25 watt)
Part No. 45-1797

MICROPHONES

- Model D5T—Dynamic, Part No. 45-1817
- Model D4T—Dynamic, Part No. 45-1828
- Model D6T—Dynamic, Part No. 45-1823
- Model D-33—Dynamic, Part No. 45-1838
45-1830 (Stand)
- Model D7T—Dynamic, Part No. 45-1818
- Model D8T—Dynamic, Part No. 45-1826
- Model D4G—Dynamic Lapel, Part No. 45-1827
- Model R-331—Ribbon, Part No. 45-1813
45-1830 (Stand)
- Model D9AT—Unidirectional, Part No. 45-1816

- Model CL-2—Lapel, Part No. 45-1820
- Model C7H—Crystal, Part No. 45-1821
- Model C-6—Crystal, Part No. 45-1825
- Model RC—Crystal, Part No. 45-1829

Remember, the above models are a part of your local Philco Distributor's Harvest offer to you! Don't go down to him without looking these amplifiers and mikes over very carefully!



*There's still time to reap
a PHILCO accessory harvest
— but act now!*