

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

SEPTEMBER, 1953

NO. 9

COMING TO YOU
FROM PHILCO!



WATCH YOUR MAIL FOR THE MOST STUPENDOUS

PHILCO ACCESSORY NEWS IN YEARS!



IT'S BIG

IT'S GREAT

IT'S GREAT

**THERE WILL BE
THOUSANDS OF STARS
IN THREE GREAT
PERFORMANCES**

WATCH FOR IT!

YES, you Mr. Philco Dealer! We'd like to suggest a demonstration that will prove beyond a doubt that Philco Auto Polish is one of the most saleable items in the Philco Accessory Line!

YOUR CAR WILL SPARKLE

Get hold of a can of Philco Auto Polish and follow the simple directions. Just wipe it on, then wipe it off. You'll marvel at the way hard-to-get-off dirt, road haze and tree sap are whisked away like magic!

On older cars, the finish takes on a completely new lustre, and when Philco Auto Polish is applied to new cars, well, the results are out of this world!

PUBLIC ACCEPTANCE HIGH

You all know how the American male is continuously searching for the best in car polishes. If you are anything like us, you probably have

Have You Tried PHILCO AUTO POLISH?

a garage loaded with half-filled auto polish bottles. We tried 'em all until, that is, Philco Auto Polish came along.

DO A SELLING JOB ON YOURSELF

Honestly fellows, it won't take but a few moments to convince you this polish has got it—because that's as long as it takes to do a professional car cleaning job the Philco way!

Of course, you'll be happy too, with the way Philco Auto Polish turns over for you. It's quick to sell, and easy too. And you can't belittle the profit per bottle!

Remember the outstanding feature of Philco Auto Polish. . . it cleans as it polishes as it protects your car finish. Tell your customers all about it. But before you do, bet-



ter arrange with your local Philco Distributor for a substantial supply to meet the demand for America's premier auto polish from Philco!

SELL AIR CONDITIONER ACCESSORIES NOW!

TWO blazing hot summers have made the public realize that air conditioners are out of the luxury class and are an honest-to-goodness necessity! There's no doubt that the future will see a steady and meteoric rise in air conditioner sales. And you should be prepared for it!

No, fellows, September is not too soon to start thinking about your air conditioner accessory requirements. Many of your air conditioner owners are prospects for both covers and replacement filters right now.

First, there are the older units that

are definitely in need of filters to continue the job air conditioners are designed for. And many of these owners have not heard of Philco Air Conditioner Covers. These people are almost sure sales since their units are left exposed to be marred and battered by the elements. Complete protection is necessary and your customers realize that.

Then you have the new air conditioner owner. He's probably gotten blessed relief from his unit this summer and he'll probably be ready to shut it off for the winter and forget it. But . . . he'll surely buy

a Philco Air Conditioner Cover once you tell him they are available!

Yes, the air conditioner is here to stay. That means a constant effort is indicated to bring every owner into your store for the key to long life operation and guaranteed protection in the form of Philco Air Conditioner Covers and Filters.

See your Philco Distributor and stock up on both of these Philco Accessory Products. They're part and parcel of the new and exciting sales picture in the fastest growing industry in the country!

WHENEVER the American housewife is faced with a dirty, hard-to-do job, she usually has the choice of any number of quality products that fill the bill. But in the case of cleaning ovens when one product stands head and shoulders above all the rest, that's popularity!

AN ALL-AMERICAN CHOICE

In all of the 48 states, Easy-Off Grill and Oven Cleaner has taken a firm foothold. In many sections there's no such thing as real competition for this unbeatable cleaner! And we know for a fact that those Philco Dealers who are stocking Easy-Off have been really surprised by its popularity. The re-orders we've received for many, many months prove this!

"EASY-OFF" A Nationwide Hit!

ANOTHER EASY SELLER

Easy-Off gets dirt and grease off your customers' appliances just as it gets easily off your shelf into the customer's home. Profits are substantial, storage is no problem, and the tremendous appeal Easy-Off has built up takes care of the rest!

CLEAN UP WITH THIS CLEANER

Just as with Philco Auto Polish, Easy-Off is another quality-plus product that your customers are always on the look out for. They've probably tried half a dozen other brands searching for the ideal cleaner for a messy chore. Well, they need look no longer. This is really it!

Pay your Philco Distributor a call



for some Easy-Off and from then on your customers will be paying you for this sensational cleaner!

Specifically DESIGNED FOR THE SERVICEMAN



UHF Auto Level Sweep Generator
Model G-8002. The latest in modern sweep scope UHF sweep generator. Sweep checks are accurate with an accuracy of 1% in comparison to other sweep generators. Its output is adjustable. Sweep possible over 100 MHz. Also used for testing of low level units such as UHF pre-amp, converters, converters, etc.



PHILCO Test Equipment

NOW YOURS ON NEW EASY PAYMENT PLAN



Field Strength Meter
Model M-8104. Most features than any other unit at this popular price. Reads signals with an accuracy of 1% to 100 dB. From 10 to 300 MHz. Also used as a receiver and a carrier wave generator. Actual TV picture signal strength.



3 inch TV Oscilloscope
Model S-8200. The most versatile and available in the field service. Probe built-in. Fast sweep. Sweep rate from 10 to 100 MHz. Also used for testing of high sensitivity TV receivers.



Cathode Ray Tube Checker
Model 7053. Test and re-tube test in home TV receivers. Set all cathode ray tubes are easily checked by using plug-in adapter. Also tests for fly-backing. A check to NE-15 cathode ray tube. It is equivalent to the electronic tube scan.



Dynamic Signal Tracer
Model 7031. A test instrument for the diagnosis of radio trouble. It is available in the RE and AL series. Can be used as a receiver, P.A. system, or a plug-in adapter for other test equipment.



Mutual Conductance Tube Checker
Model 7052. Tests more different type tubes than any unit on the market. From subminiature to extra low power transmitting tubes. Test as a tube line or employ in a short circuit of series. Can be used as a portable or counter top unit.



Model M-8100. The latest PHILCO CIRCUIT MASTER covers the most vacuum tube circuitry ever tested. With its own patent unit the famous.



Model M-8102. PHILCO CIRCUIT TESTER. It is a combination, engineered to meet the most exact specifications for reliability, durability and accuracy of design.



5-inch High Gain Oscilloscope
Model S-8202. This outstanding scope is built to the highest standards of test instruments. It features the highest gain, 10 million ohm and wide frequency range at a popular price. Wide sweep ranges allow flexibility in sweep circuit troubleshooting.



Visual Alignment Generator
Model 7008. Combines in one economical instrument functions that can be approached only in a cumbersome collection of costly devices. No visual wave connections are required for the most accurate visual alignment that is possible to achieve.

For new FREE BOOKLET fill out and mail this coupon OR SEE YOUR PHILCO DISTRIBUTOR



VHF to UHF Signal Generator Adapter
Model G-8000. The most versatile system ever designed to produce UHF signals for TV receiver tests. Through a conversion process that produces from the VHF signal UHF signal having the same characteristics as the VHF signal.



Appliance Tester
Model 3007. The ultimate versatility. A one package all purpose portable appliance service unit. Permits over all analysis of refrigerators, ranges, air conditioners and household appliances. Built-in safety checkers for determining being accurate.

PHILCO CORPORATION
 Accessory Division
 Allegheny Ave & "A" St.
 Philadelphia 34, Pa.

I am interested in the Philco Test Equipment you have. Please send me details of your SPECIAL PURCHASE PLAN for obtaining these units.

Please send FREE copy of your new booklet on Philco Test Equipment.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

YOU'LL SEE THIS AD IN THE NATION'S LEADING TRADE MAGAZINES ON THE NEWS-STANDS. AND YOU CAN SEE THE WHOLE GREAT PHILCO TEST EQUIPMENT LINE AT YOUR PHILCO DISTRIBUTOR'S SHOWROOM RIGHT NOW!

IT'S COMING...



What is it?
IT'S THE GREATEST!

WATCH FOR IT!