

PHILCO



Accessory

MERCHANDISER

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Season's Greetings!



Gentlemen! It's All Yours!

That's right . . . 1952 is reserved for Philco Dealers and Servicemen all over the country! For you're entitled to it, considering the bang-up job you did in 1951. What's more, if the past year is any indication of things to come, 1952 will go on to be the greatest year in the history of the Accessory Division!

Christmas is like an election when all sorts of promises and resolutions are made. But at Philco, Christmas is always a time for reflecting on past accomplishments and of looking forward to better things to come.

Right now, how about lifting the curtain for 1952? Who knows? There just might be something behind it for you!

The first things in sight are the many spectacular promotions being planned for you by the Accessory Division. Despite rumors of parts shortages and the curtailment of critical materials for manufacturing, the Philco Accessory Division has a tremendous program worked out for all Philco Dealers and Servicemen. If you'll remember, we were faced with the same shortages last year but the Accessory Division came through in sensational style. Last year's promotions raised the roof on sales and profits all over the

country, and not many of us will soon forget "HOW" and "PLENTY"!

But that's not all! Coming in '52 are bigger and better merchandising plans to help you move further up the ladder of success immediately after the first of the year. With these tricks up your sleeve your turnover will be terrific and your profits will jump! Of course, future editions of the ACCESSORY MERCHANDISER will contain helpful hints for everyone and we'll continue to advise you of the many "specials" being designed to help you sell and sell and SELL!

1951 has been a year worth remembering for everyone concerned with Philco Accessories. And the reason it's been so successful is that every one of you pitched in and stood side by side with us and the products we released in 1951. Without you we could never have accomplished the tremendous task of selling the public on Philco and Philco Products.

Once again we're faced with a new year and it's going to be a year packed with opportunity for all of you. There's no need to tell you that the Accessory Division is behind you 100%.

Gentlemen, Season's Greetings to all of you and remember, 1952 is all yours!

Portable 3" Scope Latest Development in Profitable Parade of Philco Test Equipment

Continually developing test equipment loaded with service appeal, the Accessory Division has come up with a natural for Philco Servicemen and servicing dealers. And there's always a tremendous demand for test equipment by Philco!

DOUBLE-DUTY SCOPE . . .

The latest in precision test equipment is the 7020 three-inch oscilloscope and what a versatile piece of equipment it is! It's an easily portable unit weighing less than 13 pounds and is adaptable for either use around the shop or for field servicing. Not only is it portable but the new scope features a host of new developments not found in any other piece of test equipment.

PRECISION PARTS . . .

The vertical deflection amplifier is a wide band, dc coupled, highly sensitive amplifier of excellent stability. In addition to its variable sweep ranges, the sweep oscillator has four pre-set sweep frequencies for black and white and frame sequential color television servicing.

Other features include a variable calibration voltage with an accuracy of $\pm 5\%$, a frequency compensated vertical input attenuator, and a low capacity (9 mmf input capacity) probe which also provides an additional 10:1 attenuation. Included is a 60 cycle sine wave sweep with phasing control for use in sweep alignment. The sync circuitry permits selection of internal (positive and negative) or external sync voltage.



A SERVICE NATURAL!

If there was ever an item loaded with efficiency this is it! There's only one way to make sure that you cash in on the parade of Philco test equipment and that is to handle this versatile scope.

In the past the Accessory Division has come up with a line of high-quality test equipment and you know that the reaction to these items was terrific. And they were all naturals for the many servicemen who look for equipment that helps them do a better job on their service calls.

Remember, it's model 7020, Part Number 45-1754, and it's at your Philco Distributor. Make sure you order now!

TV Sales Zoom With Multiple Antenna Systems

For the past few months you've read of the opportunities provided by Philco Multiple Television Antenna Systems.

But while the sale of these systems can expand a dealer's business, his own showroom should not be neglected in utilizing the Philco Multiple Television Antenna System.

To accommodate large crowds and show a greater variety of television sets, in operation, a Philco Multiple Television Antenna System fills the bill in every respect!

CUSTOMER SATISFACTION MEANS BIGGER SALES

Profits are what you are mainly interested in and that's what a Philco system can get for you! For a steady flow of customer traffic you've got to have a crystal clear picture on every available set, no confused antenna switching, and no walkouts before you've had a chance to make your bid for a sale!

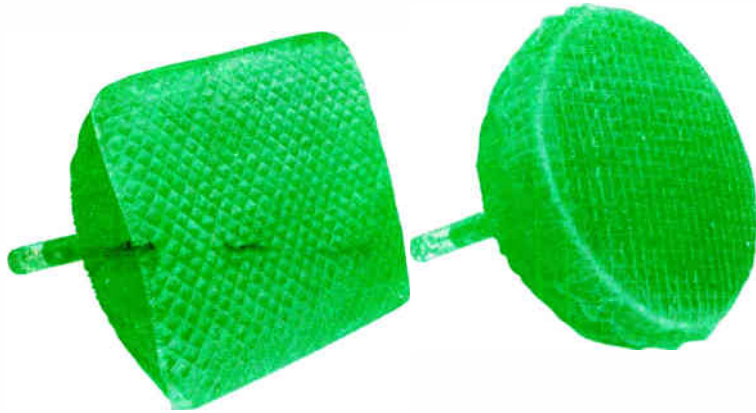
KEEP UP WITH AND AHEAD OF COMPETITION

With the Philco Multiple Television Antenna System you have only one master antenna delivering signals for perfect performance on an unlimited number of television sets. That's a necessity today with so many competing dealers adopting multiple antenna systems. The aggressive dealer, intent on building a greater TV volume for himself, will realize that a Philco Multiple TV Antenna System can guarantee an edge over competition!

TEST SURVEY YOUR SHOWROOM

Just look around your showroom right now—see how many sets you've got available for simultaneous operation. If you have any doubts about your present setup, don't wait for something to happen. Act now! Get acquainted with the overwhelming advantages and convenience of a Philco Multiple Television Antenna System!

Your local Philco Distributor will be glad to tell you how to acquire a Philco system for your showroom. Don't let the profits pile up . . . in somebody else's till! Stay ahead with Philco—see your distributor today!



New Covers Reduce Damage to Cathode Ray Tube Face!

Here is an item which not only prevents damage to cathode-ray tube faces, but is also a fine "extra" for swell customer relations!

In many service calls it is necessary to remove the picture tube from the customer's set and take it back to the shop for examination. While in transit or on the service bench the tube face may be scratched or nicked due to carelessness or accident. But the new tube covers from Philco make this a thing of the past!

SERVICE CALL SAFETY

It certainly would look nice on the part of the serviceman, if it is necessary to remove the tube from a home, if he placed a covering over the tube to prevent the face from being scratched or chipped. The thought that an expensive item like a cathode-ray tube is being handled so gently, certainly leaves a good impression with the customer. And that is exactly why the Accessory Division has designed these different tube covers in three styles!

FITS ALL TUBES

The Philco CR covers can be used on the bench or rack and will handle all types of picture tubes waiting to be returned to the customer. Made of quilted rayon, the inside of the cover has a polyethylene facing to prevent scratches on the face or surface of the tube. The covers have bound edges and cotton sleeving with elastic self-closing necks.

Incidentally, these tube covers do a double job for they may also be used as covers for electric fans either in the warehouse or shop. When fans are stored for the winter there are few things which can

keep them free from dust or fumes, but these covers fill the bill all the way around!

We are sure that once you have examined these covers you'll know at a glance why they are going to do such a swell job for servicemen and servicing dealers wherever they are used. These covers are perfect items ready to do a job for both you and the customer and they're available right now.

For round or rectangular tubes up to 14 inches the part number is AD 1735. AD 1736 covers will accommodate 16- to 20-inch rectangular tubes and, for 16- to 19-inch round tubes, the part number is AD 1737.

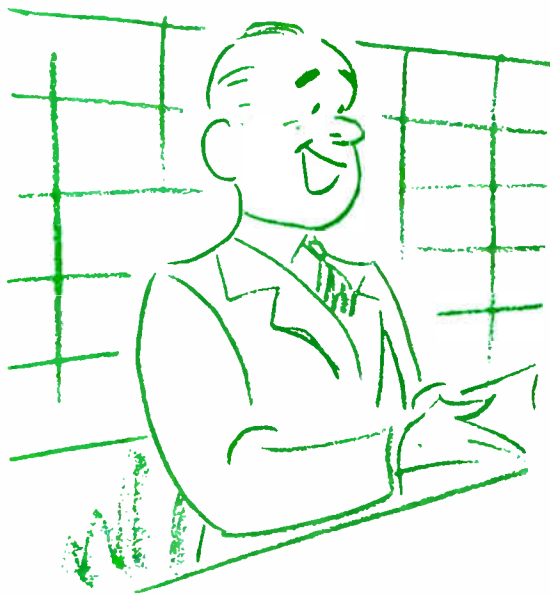
Serviceman's Idea Institutes New Policy

The December \$10 Idea Award goes to Harry H. Mease of Reiner-ton, Pa., for his suggestion.

Mr. Mease writes: "I am sure every Philco Dealer and Serviceman would thank you if you would publish in the ACCESSORY MERCHANTISER and PHILCO SERVICEMAN the new tubes and their settings for your testers."

In order to overcome this problem, the Philco Accessory Division will publish new tube settings, as they are released, in both the ACCESSORY MERCHANTISER and SERVICEMAN. Therefore, commencing this month in the PHILCO SERVICEMAN you will see a list of new tube settings for your convenience. And in the future both the PHILCO SERVICEMAN and ACCESSORY MERCHANTISER will carry the tube settings as they are released.

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*Follow
Philco
in '52—
It's Your
Year!*



Serviceman's Idea

(Continued from page 3)

As you can see from the above, your suggestions do not necessarily have to take the form of ideas and hints about your own dealers or servicing function. They can, as in Harry Mease's case, be a recommendation to Philco Headquarters for improvements that will help us to help you!

Remember, we are on the lookout for good suggestions from every Philco Dealer and Serviceman. And we're paying \$10 as usual for every one that is accepted for an award.

With the electrical appliance business becoming more and more competitive with each passing week, you must be using new promotions, store displays, and servicing techniques to save time and make money.

Send those ideas along now—we're still doing business at P. O. Box 6738, Philadelphia, Pa. Ten dollars to every winner—make yourself a winner next month!

**KEEP WATCHING THE
MERCHANTISER . . . ALL THROUGH '52!**