

# PHILCO



# Accessory

# MERCHANDISER

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PHILCO CORPORATION

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## Set Your Sights for '53!

We've come to the end of another year again and, as is our custom, we pause for a look back into 1952 and what has been accomplished.

Just as 1951's sales came as a surprise in the light of dark predictions for that year, so did 1952 continue to foil the gloom as Philco Dealers and Servicemen racked up another banner year with Philco products. "LET'S TELL EVERYONE ABOUT PHILCO ACCESSORIES" and "IT'S PHILCO ACCESSORY HARVEST TIME" combined to produce two interlocking promotions that spelled a successful balance in cash tills all over the country!

Once again in 1953 Philco Accessory Headquarters will have prepared for you the type of new products, combinations of existing lines, and success-slanted promotions to enable you to do another slam-bang, red-hot selling job! 1953 will have its quota of outstanding Parts and Accessory promotions which every Philco Dealer and Serviceman will participate in to great advantage!

Yes, those who are responsible for Philco Accessory Promotion programs, and for new products, are all working even now to make 1953 another year of gratifying sales and abundant profits. 'Round the calendar they go, bringing you bigger and better promotions every year!

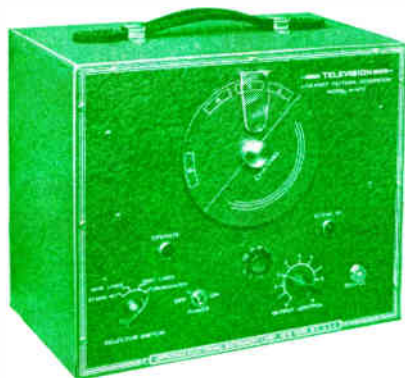
So let's set our sights for '53! Set them a little higher than last year and let's shoot for another sales breaking, record breaking twelvemonth!

THE MERRIEST OF CHRISTMASSES AND THE HAPPIEST OF NEW YEARS TO YOU ALL FROM PHILCO'S ACCESSORY DIVISION!



# TAKE STOCK OF YOUR TEST EQUIPMENT ... IT CAN MEAN EXTRA DOLLARS FOR YOU!

Did you ever stop to realize that your television and radio service is only as effective and as profitable as the equipment you use to make your customer installations? And naturally most good service departments have test equipment which is right up to snuff when it comes to doing a job efficiently and quickly. Meters that fail to function correctly or 'scopes that do not give an accurate reading can mean lots of time wasted right on the job and even in the shop. There's no need to miss out on service dollars because your test equipment is fouled up!



In line with providing its Dealers and Servicemen with fine equipment, Philco has available two pieces of test equipment which are needed by nearly everyone in television servicing.

## RUGGED, RED-HOT SPECIALS

When you are at your Philco Distributor take a look at the new TV Linearity Pattern Generator.



With it you don't have to wait for a station test pattern . . . you can generate your own pattern on the screen . . . horizontal, vertical or crosshatch. This generator uses 105-125 volt, 60 cycle power supply. Has a crystal control line frequency oscillator, and 100-6,000 MV output voltage. 50 ohm output impedance, matches 72 or 300 ohm inputs.

Another magnificent piece of equipment is the TV Field Strength Meter which accurately measures picture strength of all channels receivable in your TV reception area without the expense of a complete television installation. It's a simple one-man job with full scale sensitivity from 30-20,000 microvolts. Has a self-contained power supply, 115 volts, 60 cycles, is easy to read, and is really rugged.

This and other new test equipment is waiting at your Philco Distributor for your inspection. It will pay you to drop in on him and look over this impressive array of fine Philco Test Equipment, today!

profitable year 'round business! It's the new 6" Rear Seat Speaker . . . the auto radio accessory you've long wanted . . . and a product that all car owners want!

Here is a real business getter and a profitable item which is truly worthy of a full scale promotion. The Philco Auto Radio Rear Seat Speaker is packed in an attractive colorful display box, and includes the 6" speaker, metal grill, cable and 2-way switch assembly. Also included are the mounting hardware and installation instructions.



## "LIVING ROOM" SOUND . . .

Now you know why they all want this finer radio reception which the new 6" Philco Speaker affords! New clear, comfortable "living room" sound quality for every passenger. To make sure they'll buy, you have to go out and tell them about it. And your Philco Distributor has all the colorful promotion material to help you do it!

Starting off is the window streamer printed in red, yellow and black colors . . . a powerful traffic stopper. Handbills come next, printed on brilliant yellow paper ready to distribute or mail. And for a real attention getter, jumbo car door tags which you can place right on the doors of as many prospects as you can handle. Right here is everything you need for a red hot year 'round promotion. Order the above store traffic builders from your Philco Distributor today and get in on the endless line of profitable Philco Auto Radio Accessories brought to you by the greatest manufacturer in the business!

# 50,000,000 POTENTIAL CUSTOMERS THROUGHOUT THE NATION!

Fantastic as it may seem, this figure represents the number of automobiles in use in America today! And each owner of these millions of automobiles in use across the nation is a logical prospect for every Philco Auto Radio Accessory Product which the thousands of Philco Dealers sell in their stores. Divide this fabulous figure by geographical locations and you'll soon

see that you can be in line for your share of this business provided you offer something to the automobile owners which is different, and offers value beyond the original purchase price. And fellows, Philco has it ready for you right now!

## EVERYBODY WANTS ONE!

Yes sir, your Philco Distributor has everything you need for a big

# VERSATILE PRIVATE LISTENING UNIT READY TO PILE UP PROFITS THROUGH NATIONAL ADVERTISING!

TV  
Enjoyment  
... without  
disturbing others

**PHILCO**  
"PRIVATE  
LISTENING"

One to four people can listen privately while others sleep, read, study. A boon to the hard-of-hearing, too.  
Featherweight earphone.  
Separate volume control.  
Easily added to any TV set.

at Philco Dealers Everywhere

Portable Batteries Phono Needles  
TV Antennas Ice Cube Trays  
Refrigerator and Furniture Polish

A  
PHILCO  
Accessory  
Product

If you can picture the entire population of New York City being told of an amazing new device for increasing the enjoyment of radio and television listening in their own home, then you can get some idea of the impact of Philco's Accessory Division national advertising in December!

The combined circulations of the two consumer magazines in which the advertisement reproduced on this page will appear, is well over 7,500,000 . . . an estimated reader audience comparable to the population of the nation's largest city! And this amazing circulation figure is working for you and every Philco Dealer in America!

## THE DIFFERENT GIFT!

Philco had a darn good reason

for advertising its Private Listening Unit in the December issues of these publications because here at Headquarters we feel confident that thousands of people will be dropping into Philco Dealers all over the nation this month looking for a Christmas gift which is amazingly different . . . Philco Accessory Division feels that the Private Listening Unit will be the product they will buy!

## A RED-HOT ITEM!

Selling a product like the Private Listening Unit is relatively simple because of the many applications it has to radio and television listening. First of all, up to four people can enjoy uninterrupted listening at one time, without disturbing others in the room. And if this isn't

enough, the unit has been engineered to permit the listeners to control the volume without leaving their seats! But probably the clincher is the fact, and this is important to the customer, that the Philco Private Listening Unit can be used with any radio and television set sold on the market today! How can they avoid not buying this versatile development in listening pleasure with such fine features described here!

Here's a tip . . . stock up on Philco Private Listening Units right now . . . get ready for a rush of Christmas business and profits such as you've never seen before. Feature this profitable accessory item in your own Christmas advertising and displays and you can't go wrong. It's the business pepper upper for the last month in 1952!



## PHILCO'S ACCESSORY XMAS GIFT CORNER...

Christmas is the one time during the year when more people are sales-minded and in a better position to be sold, than any other season of the year. This is the time of the year when merchandise of all description leaves the shelves in droves because more people buy more in the way of individual items, and the amount of money they spend increases with their gift list.

## EVERYBODY BUYS!

Right now, every member of every family in your community is a prospect for added sales, and right now is the time for you to promote Philco Accessories as Christmas gifts!

Most of the regular year 'round favorites will really pile up profits now, and it's a wise dealer who stocks up on these popular items which will be on constant call during the next few weeks.

## GIFTS FOR EVERYONE . . .

Easy Out Ice Cube Trays . . . a real favorite for use in all refrigerators.

Ace Kitchen Tools . . . quality kitchen utensils for every home.

Barbecue Sets . . . does a fine job indoors or out.

Private Listening Unit . . . every member of the family will enjoy it.

(Continued on page 4)

# THERE IS STILL TIME TO GO AFTER AIR CONDITIONER COVER BUSINESS!

Right this very minute your Philco Distributor has everything you need to sell profitable Philco Air Conditioner Covers. And by everything, we mean not only the covers, but loads of effective direct mail postcards which actually go out and sell for you!

Many of your customers who have purchased air conditioners from you this past summer are probably wondering what to do about them in the days ahead. Now, you can come to their aid and supply the help they need by advising them of the merits of Philco Air Conditioner Covers . . . by using the hard selling mailers illustrated above.

For your own information, these covers come in three sizes for all model Philco Air Conditioners and all of these sizes can be used on many other make air conditioners. The part of the air conditioner which is exposed to the elements is protected by these heavy gauge, water-repellent Vinylite covers which come in a rich red brown shade. Preventing extensive damage by drafts and snow or rain, these covers keep the unit clean during the period not in use.

But you can't sell 'em if your customers don't know you handle these profitable Philco Accessory items. And now you can make sure they know all about it by using this mail campaign and making it work for you. These return mailers will bring you new business by enabling you to keep in close contact with your air conditioner customers. These cards are effective and have real pulling power!

See your Philco Distributor now and arrange to put this direct mail post-card campaign to work for you!



## PHILCO'S ACCESSORY XMAS GIFT CORNER

*(Continued from page 3)*

Philco Television Booster . . . fashioned to match any cabinet finish.

Freezer Bags . . . for economical storage of foods and out of season delicacies.

Rear Seat Speakers . . . for "living room" listening pleasure in any car.

That's a start for a real hard-selling Christmas sales campaign of Accessory items. Look over your shelves and pick out a few more to

go along with this list and you have the makings of a successful promotion!

### THE TIME IS NOW!

The current year is rapidly drawing to a close and this will be the last big drive before 1953 bows in. Make sure that you make the rest of 1952 the most profitable of the year. To make sure, see your Philco Distributor and stock up on profitable Philco Accessories.

## PHILCO ACCESSORIES

## MAKE THE PERFECT CHRISTMAS

GIFT ...

SELL 'EM!

