

PHILCO



Accessory

MERCHANDISER

VOL. 5 PHILCO CORPORATION MARCH, 1955 NO. 3

SHARE AND PROFIT IS BACK!

BIGGER AND BETTER... MORE PROFITABLE FOR YOU!

GOOD NEWS! Response to last year's Share and Profit program was so tremendous, we're once more repeating this sensational opportunity to profit in 1955.

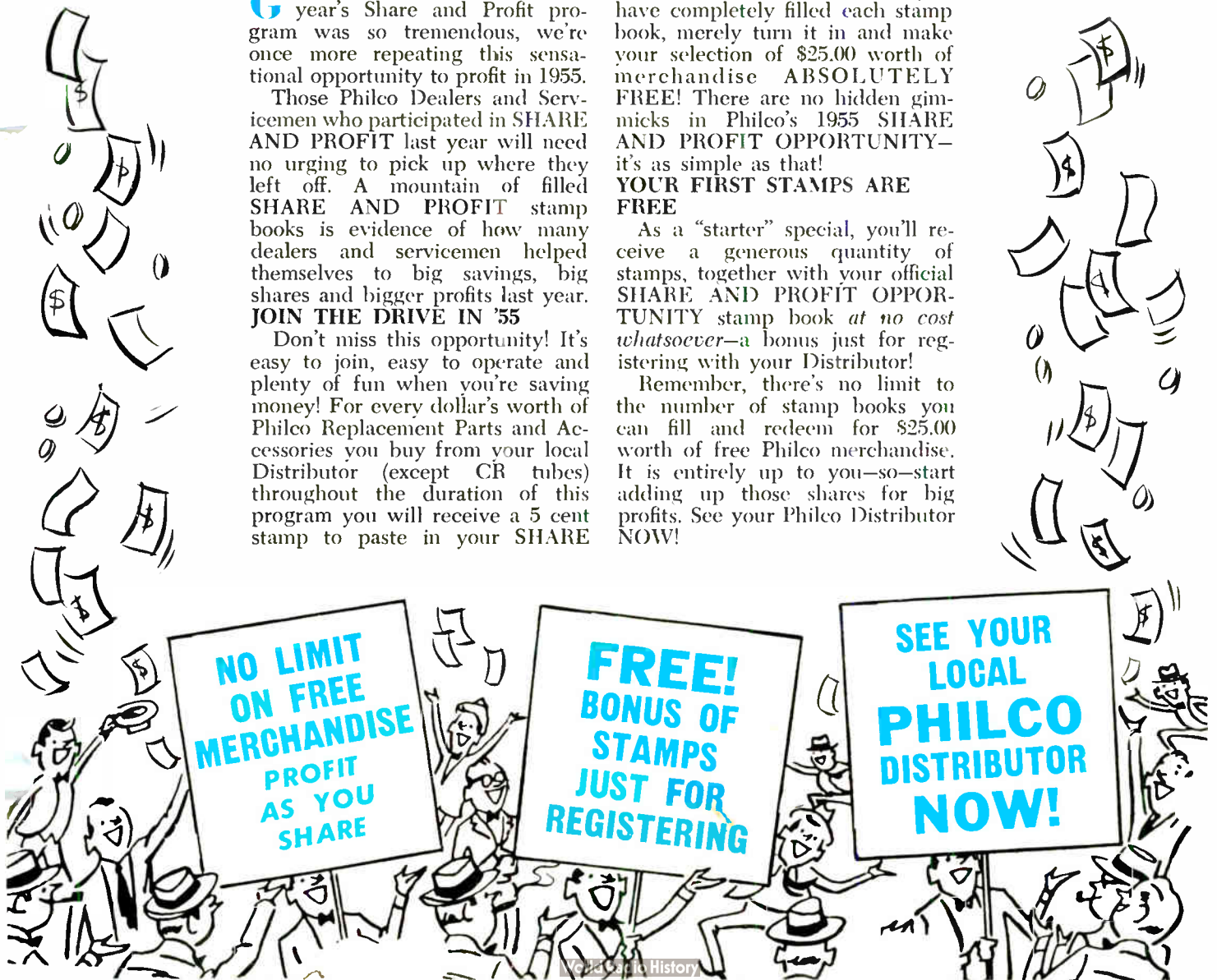
Those Philco Dealers and Servicemen who participated in SHARE AND PROFIT last year will need no urging to pick up where they left off. A mountain of filled SHARE AND PROFIT stamp books is evidence of how many dealers and servicemen helped themselves to big savings, big shares and bigger profits last year. **JOIN THE DRIVE IN '55**

Don't miss this opportunity! It's easy to join, easy to operate and plenty of fun when you're saving money! For every dollar's worth of Philco Replacement Parts and Accessories you buy from your local Distributor (except CR tubes) throughout the duration of this program you will receive a 5 cent stamp to paste in your SHARE

AND PROFIT Book. When you have completely filled each stamp book, merely turn it in and make your selection of \$25.00 worth of merchandise **ABSOLUTELY FREE!** There are no hidden gimmicks in Philco's 1955 SHARE AND PROFIT OPPORTUNITY—it's as simple as that! **YOUR FIRST STAMPS ARE FREE**

As a "starter" special, you'll receive a generous quantity of stamps, together with your official SHARE AND PROFIT OPPORTUNITY stamp book *at no cost whatsoever*—a bonus just for registering with your Distributor!

Remember, there's no limit to the number of stamp books you can fill and redeem for \$25.00 worth of free Philco merchandise. It is entirely up to you—so—start adding up those shares for big profits. See your Philco Distributor **NOW!**



REAR SEAT SPEAKER

A NEW rear seat speaker kit has been announced as available to Philco Dealers. This kit, Part Number 425-0021 (C or G), is available with either a chrome or gray grill. It has the popular size 6" x 9" oval speaker with a 2.15 magnet. A switch and cable kit is included . . . completely assembled, ready for installation. The three-position switch permits operation of either the front or rear speaker separately, as well as both together.

ANTENNA ROTORS

ALL PHILCO antenna rotors, except the new automatic models, have a motor control switch to control the direction of rotation. It is spring loaded and returns to the center or OFF position when released.

Several control boxes recently returned for repair were severely damaged by overheating, apparently because the switch spring had been removed so that the rotor would run without holding the switch in the ON position. When this is done and the customer forgets to turn the switch off, the power transformer will overheat and will burn out.

NEW ACCESSORY CATALOG OFF PRESS

THE 1955 PHILCO Parts and Accessories Catalog, featuring the "new look" in catalog design is now available at your local Philco Distributor.

Here is the most convenient reference of its type in the industry. Whatever you may be looking for—parts or accessories, ordering information, prices, technical data, display material—you'll find it all in this new, expanded edition. And the possession of this catalog entitles you to quarterly supplements that will keep your price information always current.

We'd like to extend an invitation to send us your suggestions on how we can further improve the catalog information you require.

Be sure to get a copy from your Distributor and put it to work right away!

VISUAL SELLING (IT PAYS OFF!)

GOOD DISPLAY is aggressive selling. Any dealer who has followed this rule will agree that it does pay off.

Many dealers take great pains to train their salesmen in the techniques of good selling, yet often ignore the one salesman who can help to swing the customer into action—and that is their store!

Let your store be your star salesman for actually it is. Everything about the store reflects the personality of its operating personnel.

To keep your store selling aggressively, no better method has been devised than dynamic displays. Colorful, effective displays lend a busy air to the store, help to keep your customers on their toes looking at your merchandise with interest.

For instance, window display is an all important factor. People are attracted to a store interior by effective exterior display—and remember, these are often cold prospects with no previous intentions of buying.

One highly successful window display device has racked up scores of sales on small items with hardly any effort. Why don't you try it and watch interest grow into action. . .

. . . in your front window, stack an assortment of small parts and accessories that you consider good impulse items. It could be tubes, batteries, vibrators, phono needles, spindles, antenna accessories, etc.,



or any item you wish.

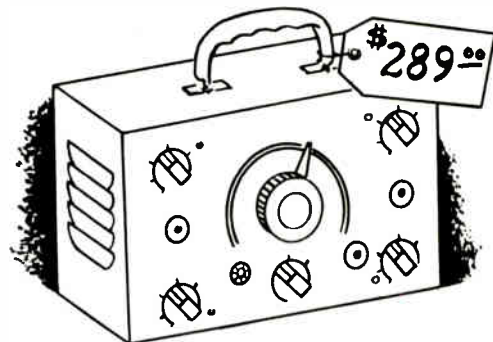
Next, place a large sign in the window that reads: "THERE IS SOMETHING IN HERE YOU NEED!"

You'll be surprised at the number of people who stop to read that

simple statement—how many will peer into the window, curiously—and how many will see something that they do need!

A display does not have to be complicated—often it is the more simply constructed devices with the direct approach that will outpull a more expensive display.

Servicing dealers in many localities have found a test equipment display an excellent way to educate the customer to accept the serviceman as a highly skilled technician. The addition of a price tag to each piece of test equipment



dramatically illustrates the substantial investment a dealer must maintain to do an efficient servicing job.

Keep your displays up-to-date, in good condition, in logical locations, and don't hesitate to change them occasionally. Use your own ideas in constructing displays. Knowing the individual conditions,

you yourself can insert local interest into a display that will hit home hard.

We will have more tips on new, novel or just plain old fashioned display ideas again for you in the future. Watch for them.

"STAR BRIGHT"

PROFIT PACKAGE FOR PHILCO DEALERS AND SERVICEMEN

AND WHAT A PACKAGE IT IS!
 You've never had so powerful a merchandising back up to sell and profit from one product before!

The Philco Star Bright 20/20 Replacement Picture Tube is the product and a double barreled advertising and store promotion program has been prepared that will knock your competition right off their feet!

ADVERTISE TO YOUR PUBLIC

Yes, go right to your customer in his home with—

... a series of red-hot newspaper ads (see February Merchandiser) designed with terrific pulling power!

... radio spot announcements to spread the great news around the town!

... a terrific series of direct mail post cards—all you have to do is address and mail 'em!

... a beautiful consumer line folder packed full of tell and sell!
AND PROMOTE IN YOUR STORE

Your store will be jumping with sales activity when you back up the above advertising support with—

... a dynamic window streamer featuring lovely Miss America!

... a colorful, jumbo Star Bright store poster!

... and a sparkling, easel backed three dimensional counter display also featuring Miss America — a point of purchase masterpiece you'll find invaluable as a sales clincher!

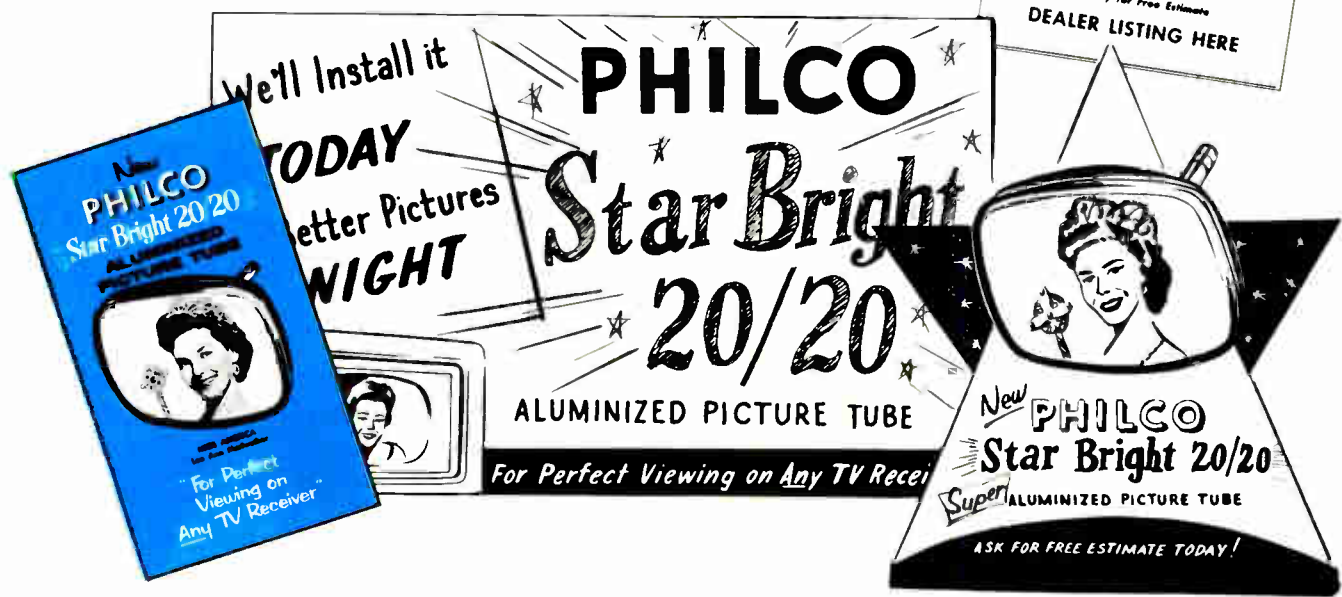
YOU ASKED FOR IT

Here's another "plus" for you ... the Philco Star Bright 20/20 Picture Tube Cross Reference Replacement Wall Chart. You'll find this colorful, easy to read wall chart mighty useful as it lists a variety of conventional tube types that can be replaced by the Star Bright 20/20.

Every one of these items has been created to assure quick turnover and l-o-n-g profits for you throughout the year. And you are being backed to the hilt with the full power of Philco's national advertising!

Put this carefully planned promotion package to work right now. Your local Philco Distributor can supply you with all the ingredients for a highly successful picture tube sales campaign.

It's going to be easy because the Philco Star Bright 20/20 is the greatest development of its kind in the industry!



PROMOTE and PROFIT!

EVERY YEAR American manufacturers spend millions of dollars on product promotions. Whether they are selling hairpins or automobiles, these producers realize that promotional material is of invaluable assistance in selling their products. Most dealers realize it, too—but not all.

Many dealers have lost sight of the fact that manufacturer promotions are not planned to sell the consumer directly. They are in fact, more closely tied in with each dealer's individual sales efforts. In other words, these promotions are designed to operate most effectively when spearheaded by the dealer.

Advertising at the national level is too costly for the dealer to tackle. But national advertising paves the way while local advertising and store display actually attains the objective . . . in this case, sales!

In another column of this issue you'll read about "aggressive selling." Well, promotions are a type of aggressive selling because you go after the sale instead of waiting for it to come into your store.

Hard sell has become the byword for this year's activity. Every Philco Dealer can sell harder and with more telling effect if he uses the potent material contained in each Philco promotion, and uses it regularly. There is no substitute for consistency. If you want to continue as a successful dealer, use every round of ammunition that is prepared for you . . . and fire it loud and often!

For example, the Star Bright 20/20 promotion package is a "natural" for really aggressive selling. The whole program has been worked out for you. Pick up the whole package at your Distributor's and let's go!

TEST EQUIPMENT TIP

MOST PHILCO test equipment is protected by fuses. Check the fuse in inoperative equipment before attempting to repair it. Believe it or not, a lot of equipment is returned to repair depots because of fuse failures.

This should be watched for, particularly on Tube Tester Models 7052 and 9100 where the fuses may be blown by the defective tube under test.

REGISTER EARLY!

... SHARE LONGER!

... PROFIT MORE!



SEE YOUR LOCAL PHILCO DISTRIBUTOR NOW!



JOIN THE DRIVE IN '55

WITH

PHILCO'S SHARE THE PROFIT OPPORTUNITY!