

# PHILCO



# Accessory

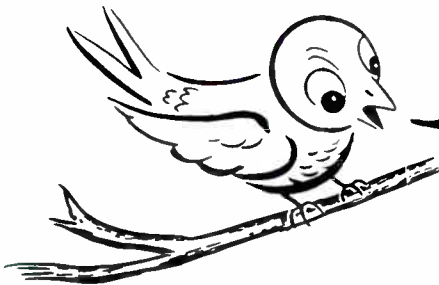
# MERCHANDISER

VOL. 1

PHILCO CORPORATION

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## HURRY! HURRY! GREAT "PROFIT" SALE BREAKING ALL RECORDS!

You're not really "in the chips" Mr. Philco Dealer if you haven't taken advantage of Philco's startling Accessory Profit Sale!

But you'll have to move fast if you want to take advantage of this tremendous sale of bargains galore in an outstandingly successful promotion.

Your Philco Accessory Division has done it again! Once more they have gathered together a bundle of fast-moving Philco Parts and Accessories for your customers' advantage and your profit!

Just feast your eyes on this lineup—Philco Flashlights and Penlights, Vibrators, Rear Seat Speakers, Polish, Ice Cube Trays, Auto Radio Aerials, Electrolytic Condensers, Output Transformers—those brand new, red-hot Freezer Bags and Ace Kitchen Tools—and dozens of terrific buys in parts items for Philco Servicemen!

And the prices! WOW! Ridic-

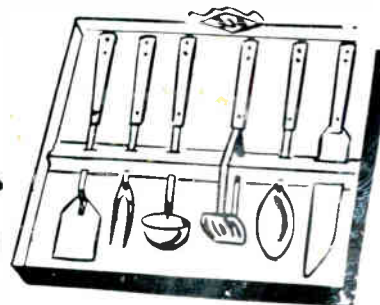
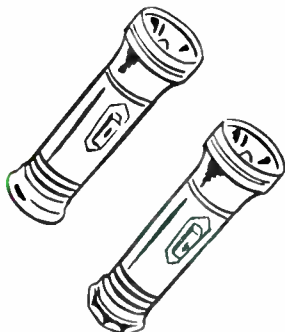
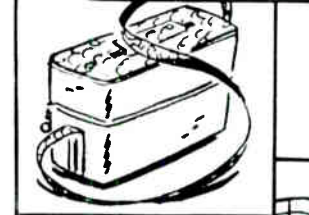
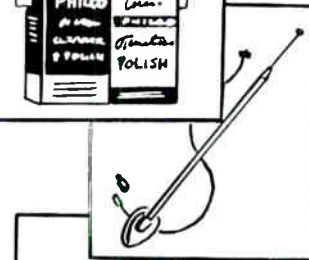
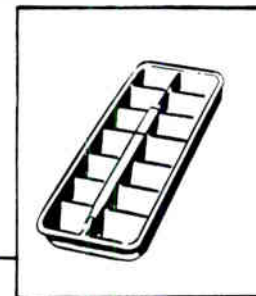
ulously low priced for Philco Dealers and Servicemen to make **HEAP BIG PROFITS** for a happy, happy time!

Warm weather is busting out all over—and that is your cue to start busting out with the kind of products your customers need to set themselves right for the coming hot months.

But hurry, hurry, because we can't keep supplying your distributor with these fabulous bargains much longer.

So don't let any grass grow under your feet! Get there "fustest for the mostest." Time is running out too fast—**RUN DO NOT WALK** to your local Philco distributor and order every one of these sensational Accessory items!

**"HOW" IS IN THEIR PITCHING ALL THE TIME FOR YOU! LET'S GET ON THE BALL—KNOW "HOW"—AND PROFIT!**



# MORE PROOF AUTO RADIO SALES BOOMING!

Proof positive of the stress being placed on auto radio sales and service comes to us in the form of an article by Lewis Winner, Editor of **SERVICE Magazine**, which we would like to quote in part.

"With 'listening-in while you ride' now firmly accepted by the nation as a four-season habit, and over 18-million involved in dial spinning, auto radio servicing has become quite a round-the-year affair, with both installation and servicing sharing the limelight."

"Installation has, of course, centered around the older cars, with or without chassis, although there have been many, many models which have found their way to the sales rooms without sets. With receiver makers now producing streamlined lines of universal mounting type chassis, featuring manual or electric push

button tuning, it is really no longer too complex a task to install the equipment."

"Around servicing, carefully conceived techniques have been adopted to simplify and accelerate repair. The use of separate speakers and rear-seat types has been found to be another source of auto radio repair activity."

"Auto radio servicing, once considered a petty chore, unworthy of any particular attention, has grown to be a striking, profitable phase of the overall Radio and Television servicing business, offering bright income-building possibilities throughout the year."

And how about that feller?

We hope that you have been taking advantage of this unprecedented condition by going into auto radio service and sales **BIG!**

Now is the time to set yourselves up as a complete auto

radio sales or service (or both!) organization.

The Philco Accessory Division still has available a few attention-getting signs and outdoor duckline banners featuring auto radio service for dealers and servicemen who want to hitch their wagon to this new sales star!

And be sure to place your order for Philco Aerials, Vibrators, Rear Seat Speakers—the whole line! By taking advantage of the amazing Philco Profit Sale, featured elsewhere in this issue, you will be able to pick up all your auto radio accessory and parts requirements at greatly reduced prices.

Remember, auto radio service and sales are not summer phenomenons any longer. They are steady, year-round money making propositions!

See your Philco Distributor **TODAY** and start cleaning up!

## PHILCO TOOL KITS A SERVICE "MUST"

This month's issue of the **PHILCO SERVICEMAN** carries an account of the Service Division's new "Combination Service Manual and Home Service Tool Carrier"—its proper use and the tools and instruments required to outfit it for top operating service efficiency.

The importance of this story, service-wise, provides a timely opportunity to remind Philco Servicemen and Dealers with service

departments of the complete line of Philco tools and tool kits exclusively designed for electrical system adjustments.

Pictured above are the two very popular kits that Philco Servicemen have used constantly to enhance their excellent service reputations.

The Part No. 45-9514 Kit consists of a rich looking leatherette tool bag containing three precision-made screw driver blades, two Phillips blades, and an unbreakable plastic handle. Each blade has a lock-niche which sits securely in the plastic handle and cannot come loose.

The Part No. 45-9515 Kit contains five alloy steel wrenches equipped with a similar type of unbreakable handle and leatherette roll tool bag.

Those servicemen who do not have these tool kits will be doing themselves and their service efficiency a big favor by acquiring these versatile tools with a variety of uses.

And you Philco Dealers who have new men in your service depart-

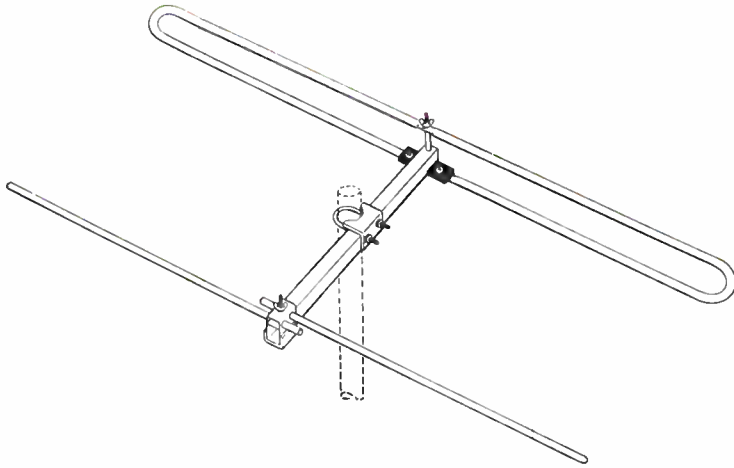
ment—a set of these kits for each man could help boost your overall service record tremendously—save your staff a big chunk of time—and make way for more service jobs; hence more profits for you!

Find out from your local Philco Distributor how soon he can get a set of Philco Tool Kits for you.

**GOOD SERVICE MEANS GOOD BUSINESS!**



# NEW ANTENNAS ROUND OUT PHILCO LINE



In many television areas throughout the country, either a high channel station or a low channel station is the only possible source of reception.

In these particular areas, instead of utilizing a fan type antenna, there has been a need for either a folded high frequency television antenna with reflectors, or a folded

low frequency antenna with reflectors.

In order to provide Philco Dealers and Servicemen with a completely diversified line of television antennas, the Accessory Division has added models of the folded low and folded high antennas.

Listed under Part No. AD-1724 will be the new Philco Folded Low

Antenna. This model will consist of a folded dipole and reflectors made of  $\frac{3}{8}$ " extruded hollow aluminum tubing with a  $\frac{3}{4}$ " square electro-galvanized steel cross-arm and "U" clamp assembly for mounting on the mast.

Where a high channel station provides the only possible reception, the Philco Folded High Antenna, Part No. AD-1725 is now available.

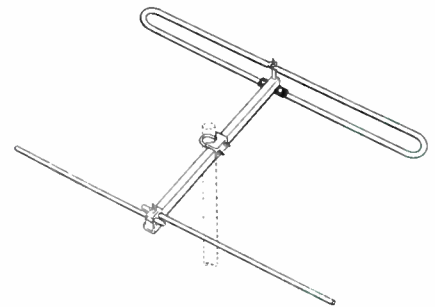
This antenna model consists of a folded dipole and reflectors, also manufactured of  $\frac{3}{8}$ " extruded hollow aluminum tubing with a  $\frac{3}{4}$ " square electro-galvanized steel cross-arm and "U" clamp assembly for mounting on the mast.

Both of these antennas are made of the highest quality materials obtainable. Their sturdy construction provides units that will last for years despite constant exposure to the elements.

These two new antennas have been made available to you as part of a continuing policy of the Philco Accessory Division. It is the goal of this division to provide all Philco Dealers and Servicemen



GET THIS ATTRACTIVE COUNTER DISPLAY NOW FROM YOUR PHILCO DISTRIBUTOR—AND START SELLING PHILCO FREEZER BAGS!



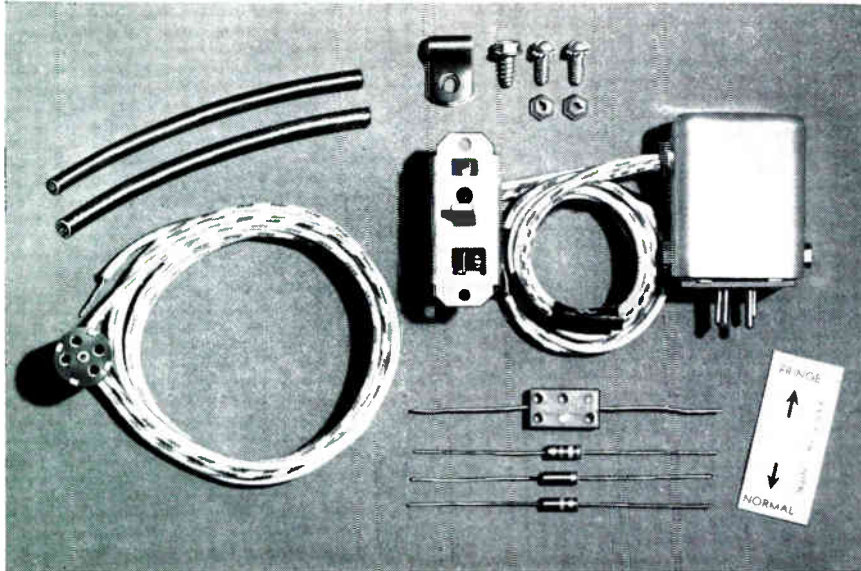
with products to meet any contingency as it arises.

And, as new applications for new problems continue to be perfected, the Philco Accessory Division will strive to supply you with newer and better products to cover every request or situation that may come up.

Here is a great opportunity for you to strengthen your loyal clientele by providing folded low or folded high antennas, as required, to customers whose sets are receiving only a low or high channel station exclusively.

Order these quality constructed, highly efficient antennas from your local Philco distributor today by part number.

# NEW PHILCO SWITCH KITS IMPROVE FRINGE RECEPTION!



You will recall how, in the past few months, the *MERCHANDISER* has stressed the important part fringe areas are playing in the overall television picture these days.

Last month we hinted about a new development regarding better fringe reception—and now here is the *first* of these (an even more startling development will appear in the July *MERCHANDISER*!).

The Accessory Division is pleased to announce the new Philco Fringe Area Switch Kit—Part No. AD-1732. Purpose: to improve overall synchronization of the 1950 and 1951 Philco Television Receivers in weak signal areas.

Or, in plain language, to pep up your fringe area sales and provide your customers with really "televivable" reception!

As you know, weak signals in fringe areas may be caused by tall buildings or other shielding or reflecting structures in the signal path; hills or mountains which shield and absorb the television signal; extreme distance between transmitting stations and the receiver; or any combinations of these conditions.

And that's where the fringe area switch kit comes in! This switch kit will enable you to appreciably improve reception on receivers where any of the above undesirable characteristics are present.

The switch is completely adaptable since, once it is installed, the set can be operated either in the "normal" position or the "fringe" position. As an aid to you, complete instructions for installation come packed with each kit.

Your customers are gonna love you for this! It will show them that you and Philco have fully recognized their television disadvantage in the fringes and have gone and done something about it!

What a way for you to build up a host of dependable customers that you know are going to keep coming back to you! Every time

you install a fringe switch, you'll make a sale for lifetime.

Contact your local Philco Distributor for additional information about this powerful little switch that can mean a substantial boost in television and tie-in sales for you. Order a quantity from him



right now and start bringing clear television reception to those customers of yours!

And don't forget to watch for next month's *MERCHANDISER* with the whole story on the complete answer to fringe reception **AND BIGGER SALES FOR YOU!**

**DON'T MISS OUT ON THE OPPORTUNITY OF A LIFETIME—PHILCO'S ACCESSORY PROFIT SALE!**

*You'll be "Sitting Pretty" at Year's End if You Know "How" Now!*