

PHILCO



Accessory MERCHANDISER

VOL. 1

PHILCO CORPORATION

JULY, 1951

NO. 7

HOT AS A FIRECRACKER FOR FRINGE TV

THE NEW PHILCO ANTENNA FRINGE AREA KIT

We've been talking about "boom" in the fringe areas for the past few months—but the biggest "boom" is just beginning now!

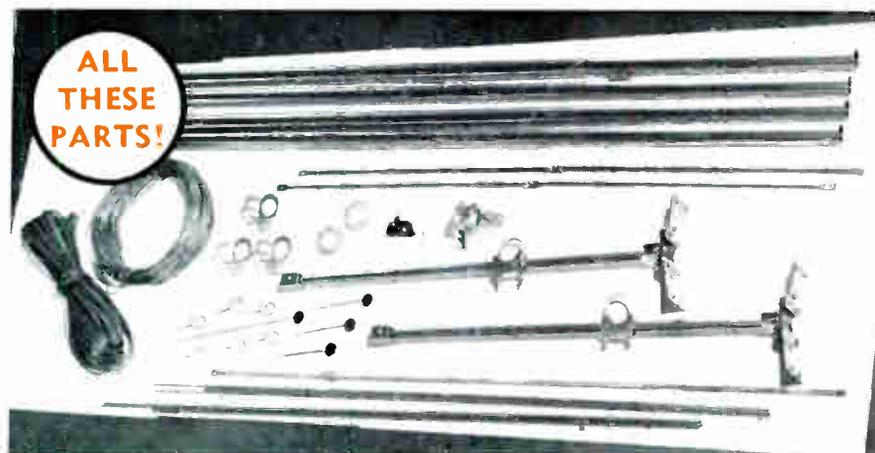
It's the smashing, shattering impact Philco's new TV Antenna

offered to dealers and the public for the most satisfactory answer to clear fringe area reception. And both you and your customers will benefit immensely from it!

Remember, first, last, and always,

Just take a look at the array of Philco television antenna parts in this package that are ready to go to work for you selling the big TV market that has hardly been touched as yet.

- Four 5 ft. Steel Masts
- One 200 ft. Guy Wire
- Six Guy Wire Hook Eyes
- Two Guy Rings
- One Roof Mount
- Three Standoff Assemblies
- Four Screw Standoffs
- 100 ft. Twinex



**PLUS
PHILCO
BOOSTER!**



Fringe Area Kit will have on fringe TV sales, as well as the terrific sales potential of the kit itself.

Population in the fringes no longer accept poor television (or none at all) as a matter of course. They've become TV conscious in a big way and are demanding better sets, better pictures, from the industry all the time.

Never before in television history has so complete a package been

when you sell Philco you're selling TV that will outperform all competition, *particularly in the fringes!* That's an exclusive selling point no other manufacturer can match or overcome. So the battle is half won right there!

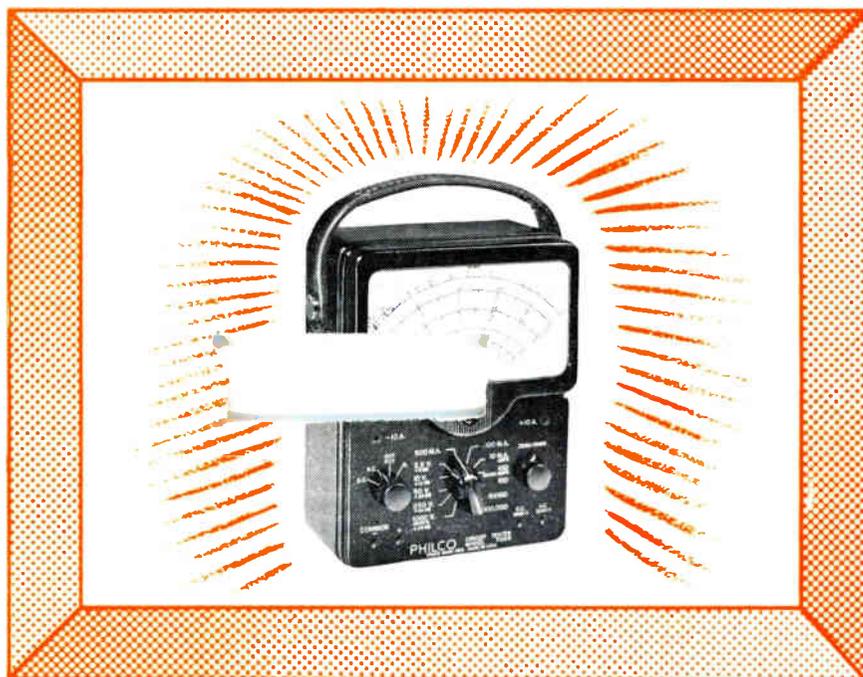
And when we say "package" in featuring this kit, we mean package—it's all complete; every last part you'll need—and nothing extra to buy!

- One Booster
- One Stacking Bar
- One Lightning Arrester
- Two Antennas
- One Lightning Rod
- Two Cartons

(Continued on page 2)

ANOTHER MASTERPIECE UNVEILED . . . THE PHILCO CIRCUIT TESTER!

DEALER CIRCULATES NAME—WINS \$10.00 AWARD



It won't win an art award, but servicemen all over the country will acclaim it another Philco masterpiece!

Introducing the #7005 Circuit Tester—Philco Accessory Division's latest quality test product—a fit companion piece to the #7004 Circuit Master, described in the April **MERCHANDISER**.

The Circuit Tester is another in the series of Philco test equipments that we're positive will make your service work easy as pie!

With the Circuit Tester *and* the Circuit Master in your shop, you'll be able to whip through tough service jobs in nothing flat—and leave yourself plenty of time to do additional jobs.

Quicker service means more jobs—more jobs mean more profits! It's a natural and you can't afford to pass it up!

The new, lightweight Circuit Tester is encased in an attractive bakelite cabinet measuring to the same functional dimensions as the Circuit Master—5 $\frac{3}{8}$ " wide x 7 $\frac{1}{8}$ " deep x 3 $\frac{1}{2}$ " high—and operates on a dry-cell battery ("A" size).

Other specifications include: DC

VOLTAGE RANGES—(20,000 ohms per volt) 2.5, 10, 50, 250, 1000, 5000 volts. **AC VOLTAGE RANGES**—(1000 ohms per volt) 2.5, 10, 50, 250, 1000, 5000 volts. **VOLUME LEVEL**—-12 to +55 db (5 steps). **CURRENT RANGES**—100 microamperes; 10, 100, 500, milliamperes; 10 amperes. **A. F. OUTPUT**—2.5, 10, 50, 250, 1000. **RESISTANCE RANGES**—RX1-12 ohms center, 2000 full scale; RX100-1200 ohms center, 200,000 full scale; RX10,000-120,000 ohms center, 20 megs. full scale.

Your local Philco Distributor will be more than happy to let you look over these far-advanced test equipments. Drop in to see the #7005 Circuit Tester right away.

And while you're there, don't pass up a look at the #7004 Circuit Master—remember, you received a mailing on it a few days ago. Look at both and you won't want to leave your distributor's without the two of them!

The Circuit Tester at a Dealer Net of \$38.75 can spell greater success for your service departments!

SEE YOUR DISTRIBUTOR IMMEDIATELY!

The July Idea Award goes to Curtis Crouch, Rockwood, Tenn., Philco Dealer for the following idea:

"I don't know if anyone else uses this form of advertising or not, but I have found it to be very effective."

"The idea is simple. I just have some business cards printed with whatever message I wish to get across to the public and give them to the paper boys on the various morning and evening papers. The boys put a card in each paper before they leave it on the porch. When the resident picks up the paper, the card falls out and human nature being what it is, it will cause them to pick up the card to see what it is."

"I find the cost small but it results in a large circulation."

That's a simple but effective way to get your business cards into prospective customers' hands Philco Dealers.

We're still paying \$10 for each idea that's published—so keep 'em coming and we'll keep on paying!

ANTENNA FRINGE AREA KIT

(Continued from page 1)

Yes, that's a famous Philco Booster included as part of this sensational kit!

And all of these parts are the famous Philco accessories you can depend upon. An installation made with this kit will be a permanent installation—guaranteed to last and perform the way your customers expect Philco quality and workmanship to perform!

Get on the bandwagon and start covering the territory where TV is king!

See your Philco Distributor **TODAY**—ask him to show you the new Philco TV Antenna Fringe Area Kit, Part No. AD-1721. And be sure to notice the sensationally low price for this wonder worker!

We repeat, it's as hot as a fire-cracker! So see him **NOW** and start profiting hand over fist!

BRAND NEW *Frost Control* REFRIGERATOR DEFROSTER



...BRINGS YOU 30 MILLION POTENTIAL CUSTOMERS!

Think of it, Mr. Philco Dealer, 30 million refrigerators, old and new, without automatic defrost of any kind!

That's your potential market—and what a market!

And now, here's the device that's going to bring this potential right into your sales book . . . the sensationally new Frost Control Refrigerator Defroster!

AUTOMATIC DEFROST

Yes, you can bring automatic defrost to scores of refrigerator owners. Pegged at an attractively low suggested list price of only \$12.95, the Frost Control has all the buying appeal necessary to become one of your 1951 sales stars!

BUILT TO LAST

The finest materials available incorporated into the Frost Control make this unit tops in quality and

wearing efficiency. Rather than an open switch, a completely enclosed micro-switch, hermetically sealed, is used, and the motor is also completely enclosed, operating on a one-revolution per day cycle.



Simple to install (the purchaser himself can easily make the installation!), only three steps are required to set the Frost Control up for continuous operation:

(A) Completely defrost the refrigerator; (B) Plug refrigerator cord into Defroster and Defroster cord into AC outlet; and (C) Set control for time to start defrosting.

Now Philco Dealers, take advantage of a truly spectacular money-maker! And be sure to get the attractive display illustrated on this page. It'll make your selling job much easier.

Get down to your Philco Distributor but fast and look over the new Frost Control Defroster. Once you realize its tremendous selling possibilities, you'll want dozens of them!



Servicing dealers will be quick to grasp the opportunity presenting itself in the availability of ad mats promoting Philco's FACTORY-SUPERVISED SERVICE.

In line with creating greater consumer acceptance of Philco's new service program, the Service Division is offering attention-getting newspaper ad mats with ample

SERVICE AD MATS MEAN MORE BUSINESS!

space for dealers' name, address, and phone number.

The ads come in assorted sizes, ranging from the smaller announcement type ad to large, illustrated eye-catchers.

The right type of service advertising as contained in these ad mats can help snowball your service department into a real money-making operation.

See your Philco Distributor about getting these mats to go to work for you right away!

DID YOU KNOW—

that 1,427,000 electric refrigerators were also turned out by the appliance industry in the first three months of 1951?

Are you going to sell Frost Control Refrigerator Defrosters to the scores of potential refrigerator customers represented in this impressive production total?

And don't forget Philco Freezer Bags make a red-hot impulse item that can grow into substantial profits.

KNOW "HOW" AND SELL YOUR WAY TO SUCCESS IN 1951!

ICE-CUBE TRAYS A SUMMER SELLER!

Whew! It's hot now and it's getting hotter all the time!

What could be a more ideal summer leader than Philco's famous Easy-Out Ice-Cube Trays—the tray that delivers cooling cubes in a jiffy with a simple flick of the wrist!

Take quick advantage of the terrific summer demand for ice-cube trays by pushing the *different* tray—the Philco way!

Set up an attractive window display of fast-moving Philco Easy-Out Ice-Cube Trays and watch how it draws customers into your store.

Your local Philco Distributor can supply you with a stock of these easy-to-sell items.

IS YOURS IN GOOD SHAPE?



Over months of hard usage, catalogs constantly referred to, often become dog-eared and tattered.

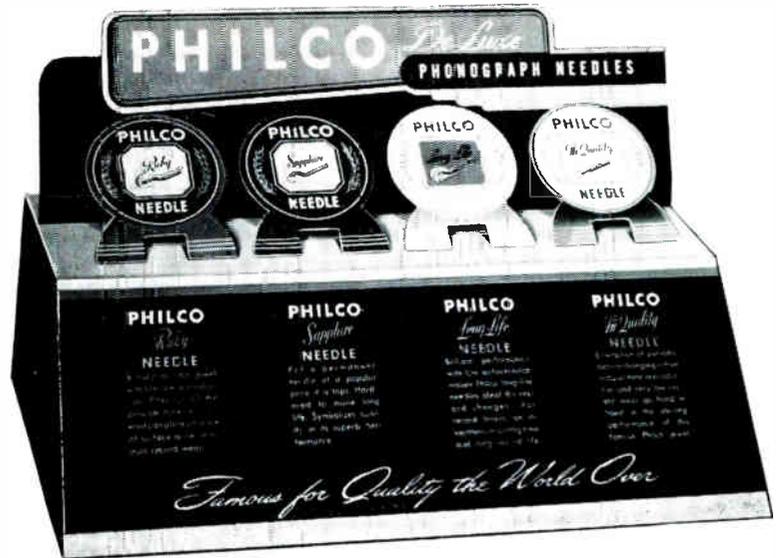
Since the Philco Parts & Accessories Catalog is still your main source of ordering reference for Philco Accessories, your Philco Distributor will be pleased to supply you with one, containing the many additional sheets on new products.

BUREAU OF VITAL STATISTICS

In the first three months of 1951, 1,596,000 passenger cars were produced by American industry.

Are *you* getting your fair share of this gigantic turnout by selling Philco Auto Radios and Accessories for the substantial number of cars produced without auto radios?

STOCK UP FOR A BIG SUMMER AND MAKE IT EASIER ON YOURSELF IN THE FALL!



COMPLETE NEEDLE DEPARTMENT



Here's the latest Needle Merchandiser ever designed! Compact, colorful, eye-catching... displays, stocks and sells a complete line of Philco Deluxe Phonograph Needles, with each needle individually packaged in a tamper-proof, clear-view container. Order now... use it to sell the finest and *only* balanced line of jewel and precious metal needles priced for easy SELL-UP!



Handy Drawer at rear holds 48 Needles

PHILCO NEEDLE REPLACEMENT GUIDE

Everything you need to know about Philco Phonograph Replacement Needles and pick up cartridges... describes and prices each item... tells which phonograph each needle fits. Size 18 1/2" high, 28 3/4" wide



See the PHILCO Exhibit
at the Music Industry Trade
Show, Palmer House, Chicago
—July 16 through 19
SPACES 3-4-5-6-7

Order Now from Your **PHILCO** Distributor

This full page advertisement appears in "Radio & Television Retailing"—July, 1951, and "Radio & Television Weekly"—July 18, 1951.

**COMBINE
KNOW "HOW" WITH "DO-HOW"
FOR SATISFIED CUSTOMERS
AND GREATER PROFITS!**