

PHILCO



Accessory

MERCHANDISER

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PHILCO FALL POW-WOW A NATION-WIDE SUCCESS... DEALER SALES SOAR ALL OVER THE COUNTRY!

Philco Dealers and Servicemen all over the country are sharing in one of the biggest sales and profit promotions ever put on by Philco's Accessory Division. With the campaign steadily gaining in momentum and scattered reports starting to roll in, all signs indicate that the last Accessory promotion in 1951 will be a smashing success!

NATION-WIDE INDIAN RESERVATION . . .

Since the start of the Philco Fall Pow-Wow on September 4, many distributors have been turning sales rooms and parts stores into what to all intents and purposes are Indian reservations for their dealers. The result? Philco Dealers and Servicemen are taking advantage of a promotion which has an enormous profitmaking potential! You're really getting a chance to "KNOW HOW AND MAKE PLENTY"!

Through your Philco Distributors you are getting an opportunity to buy parts and accessories at unheard-of prices, which will make it possible for you to score a big hit with your customers.

FAMOUS PHILCO QUALITY

These Philco Parts and Accessories are the same merchandise you've sold with such outstanding success in the past. And they are the same Philco quality items that will help put you well over the top for this year.

Both Philco Dealers and Servicemen alike stand to benefit im-



mensely from the Fall Pow-Wow. The great assortment of parts and accessories waiting for you at your Philco distributor is success insurance—don't pass it up!

DEALERS SURE TO PROFIT . . .

The most important part of this entire promotion is the extra sales and profits you stand to make as your share in the Pow-Wow. Preparations for this Pow-Wow have been

(Continued on page 4)

PHILCO FLASHLITES AND POCKET-LITES... "BRIGHT" CHRISTMAS GIFTS!

Remember the big hit these Philco Flashlites and Pocket-Lites made last year? Well, here's news that will make them an even bigger hit this Christmas!

FLASHLITE MAGIC!

First we'll take the flashlites. The accompanying illustration shows what your customers will be looking at this Christmas season with a



lot of enthusiasm. Yes, the famous Philco Flashlite, batteries included, for one low, low, price!

These are the same rugged, efficient Philco Flashlites being used today by thousands of people all over the country. Here's a self-contained counter display to set your customers thinking; for flashlites (from Philco) make a swell Christmas gift, one with loads of utility!

And, last but not least—you can offer the attractive gift box shown here with every sale you make!

POCKET-LITE PROFITS!

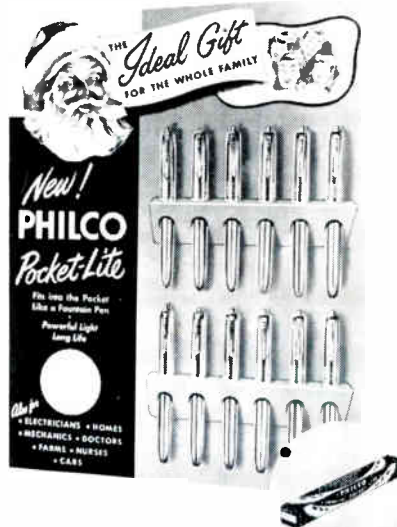
Now for those little handy Philco Pocket-Lites! Not a novelty item by any means, but a real honest-to-

goodness powerful, long life light that fits the pocket like a fountain pen. Attractively mounted twelve to a card, you've got another dynamic display to liven up your counter! The genial Santa shown on the display is actually selling Philco Pocket-Lites for you as ideal gifts for the entire family!

And to top off this wonderful little salesman, a Philco Pocket-Lite in a gift box (shown in the inset) to every customer at no charge!

You just have to offer gift boxes for impulse items to make Christmas sales today and Philco now makes this possible for you!

Get a BIG order in to your local Philco Distributor without delay and cash in on the Christmas rush! Remember, when you order Philco Flashlites you get the batteries, gift boxes and counter cards in addition. Philco Pocket-Lite orders net you counter display cards, batteries, and individual Christmas boxes.



THIS IS SURE-FIRE SALES MATERIAL. SEE YOUR DISTRIBUTOR NOW!

PHILCO'S NEW TELEVISION FIELD STRENGTH METER CUTS SURVEY COSTS!

Since many Philco Dealers and Servicemen are wisely augmenting their income with television installations in fringe areas, the latest product announcement from Philco's Accessory Division means good news to the cost-minded.

Ideally suited to survey antenna locations without the expense of a complete TV receiver installation, the purchase of a Philco TV Field Strength Meter actually saves you money.



SAVINGS ALL THE WAY AROUND . . .

Frequently television receiver installations are made in fringe areas where it is impossible to receive an adequate signal. Use of the Philco Television Field Strength Meter will enable you to determine whether signals are available and whether it is advisable to install a television receiver. The savings in time and labor alone over a short period of time will make this meter your most economical test instrument!

A VARIETY OF USES . . .

In addition to measuring picture signal strength, the Philco Television Field Strength Meter can accomplish orientation of antennas quickly and precisely by greatly increased meter movement on "high" scale. Various antenna combinations can be checked with this meter, as well as an accurate check on television receiver radiation from local oscillator, a check on interfering signals and an efficiency check on TV Boosters.

(Continued on page 4)

MULTIPLE ANTENNA SYSTEMS MEAN BIG "CLOSE TO HOME" SALES!

Last month you read about the wide open possibilities for Philco Dealers and Servicemen to install PHILCO MULTIPLE TELEVISION ANTENNA SYSTEMS. We hope you looked into it!

But this month we want you to get acquainted with another tremendous source of sales—this one right in your own business location—maybe just across the street.

Public building installations—every apartment house, hospital, hotel, school, and office building in town—are fair game for enterprising dealers and servicemen.

There's no need to rehash what you can accomplish in private building installations with PHILCO MULTIPLE TELEVISION ANTENNA SYSTEMS. Your own good judgment and experience will grasp the situation existing in your own area. You know which buildings are without television or adequate television antenna systems, and which are the best prospects. You also know that there are sales galore to be found in this type of installation.

Not only are multiple television antenna systems providing a popular sales and service outlet for you, but just to make it easier, PHILCO'S MULTIPLE TELEVISION ANTENNA SYSTEMS are proving their superiority over competition in whole communities, public and private buildings and dealers' stores everywhere!

With untouched territories just waiting to be sold and the best system ever made exclusively at your disposal, *lost time can mean lost sales!* Don't let that happen to you! Play "follow the leader" with Philco and cash in on the terrific business these systems can bring you.

Call your local Philco Distributor immediately and find out how you can take advantage of the concentrated assistance Philco and its distributors are providing to help you plan multiple television antenna installations. The lion's share of multiple-television antenna installations is still awaiting you . . .

SEE YOUR DISTRIBUTOR NOW!

SELL A "PHILCO CHRISTMAS" FOR A HOLIDAY OF PROFITS!

1951 PHILCO 1951						
SUN	MON	TUE	WED	THU	FRI	SAT
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

You *can* make it a very merry Christmas for yourself business-wise just by pushing the same Philco Accessories you've been selling all year 'round! Here's how.

As the holiday season approaches your customers will again be looking for distinctive, unusual gifts and trying to get away from the same old gifts everybody buys when they're stuck for ideas. It's the same problem every year and many store managers are getting grey fast trying to figure out what the buying public wants.

But you, Mr. Philco Dealer, you have what the customer wants in unusual gifts! Stop and think of what a job you can do with Philco Needles, Auto Radios, Rear Seat Speakers, Kitchen and Barbecue Sets and others!

What man wouldn't be thrilled with the gift of an auto radio (Philco made, which means the best!) or a rear seat speaker for his car? What woman couldn't use and enjoy a set of handy kitchen tools

or a barbecue set around the house? And here's one with universal appeal! Men and women alike are music lovers and there are millions of them. Tie in Philco DeLuxe Phonograph Needles with the sale of records and record players—you can't beat a Christmas combination like this!

There are any number of ways the imaginative Philco Dealer can roll up an impressive Christmas season tally. Remember last year's slogan: "And best of all a Philco"? Customers know and appreciate Philco quality and when they see it displayed in unusual and inexpensive Christmas gifts you can count on a steady flow of sales.

You've got fast selling Philco merchandise available that is easily adaptable to Christmas promotions. Drop in to see your local Philco Distributor for a look at his array of Philco specials and don't go away without stocking up on enough to make this Christmas end up in a blaze of glory!

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(Continued from page 1)

going on since early in the year and the dealer has always been kept in mind. Now is the chance for you to see just how much you benefit!

Take quick advantage of the "specials" your Philco Distributor is offering. Get down to his parts store right away and take a look at those bargains he has for you in Philco Parts and Accessories. Notice all the new test equipment that has been specially brought out just for the Pow-Wow. Then you'll see just how much has been done to make sure you get all the extra sales and profits available to the well-stocked dealer.

LAST BIG PROMOTION IN '51...

The current Fall Pow-Wow will be the last time you'll have a chance to "KNOW HOW AND MAKE PLENTY" in 1951. This year-round promotion is going right down to the wire and soon it will all be over but the shouting. "HOW" and "PLENTY" will be a thing of the past in just a few short weeks so make sure you get down to your local Philco Distributor and share in the big profit parade.

Time is short but the profits are long! See your distributor NOW!

PHILCO'S NEW TELEVISION FIELD STRENGTH METER CUTS SURVEY COSTS!

(Continued from page 2)

AN ENDURING INSTRUMENT

The new Philco Television Field Strength Meter is housed in a heavy gauge steel cabinet, finished in battleship grey, and contains six tubes and a crystal. Ruggedly built and extremely portable (take it up on the roof... out in the weather... anywhere!) this meter is a "must" for fringe area service!

Your local Philco Distributor will be glad to show you Philco's Television Field Strength Meter, Part No. 45-1772, and what it can do to alleviate your fringe signal problems. Remember, it will actually save you money... so see him now!

LAST CALL for TERRIFIC BARGAINS



Never before—and likely never again such money-saving prices on popular, quick-turning Philco Parts and Accessory Products. Don't let others grab them all. Hurry in for *your* extra holiday needs while these unbeatable bargains last.

REMEMBER
Sale Ends
NOVEMBER 30th!

SEE YOUR PHILCO DISTRIBUTOR *Today!*

Get Down to Your Local Philco Distributor's for the Last Opportunity to Know "How" and Make "Plenty" in 1951!