

PHILCO



Accessory

MERCHANDISER

VOL. 2

PHILCO CORPORATION

OCTOBER, 1952

NO. 10



It's **PHILCO**
ACCESSORY
"HARVEST
TIME"



GET SET FOR A BUMPER CROP OF PHILCO PROFITS!

Oil up the cash register, get your empty shelves ready for tons of new merchandise, spread out the welcome mat, and stand back . . . here comes Philco's biggest and best fall accessory promotion!

From September 29th and continuing through the cool, crisp days of October, straight through November 22nd, your Philco Distrib-



utor will offer you the greatest array of profitable Philco Accessories and Philco parts that you've ever seen! Brand new merchandise just waiting to be picked off his bulging shelves will be waiting for your selection. Red hot "deals" together with famous Philco "specials" have

been lined up for you and we're positive that you won't want to miss out on the excitement . . . or the profits!

BARGAINS GALORE!

"IT'S PHILCO ACCESSORY HARVEST TIME" all over the nation and during the big fall program Philco Dealers and Service-

men can really reap a bumper harvest of profits by stocking up on many of the specially priced Philco items. These items are at your Distributor's now and they can be identified as Philco Harvest Time merchandise by their special "Harvest Time" price tags. And not

only is the merchandise identified, but at your local Philco Distributor the parts counter men will be all decked out in Harvest Time regalia waiting to serve you at any time.

As an extra added attraction this year your Philco Distributor is featuring the LUCKY PUMPKIN! This special feature will be prominently displayed somewhere in the store and the activities surrounding the PHILCO LUCKY PUMPKIN will be of interest to all Philco Dealers and Servicemen. Keep your eye on the LUCKY PUMPKIN! AND KEEP INFORMED!

Of course, every issue of the PHILCO ACCESSORY MERCHANDISER will keep you informed of the up and coming new products and parts which will be introduced throughout this huge fall promotion. Each month new and bigger bargains will make their debut at Accessory Headquarters and you'll get an advance preview through the pages of the ACCESSORY MERCHANDISER.

But the important thing to keep in mind throughout this promotion is that your local Philco Distributor is the main center of attraction.

(Continued on page 4)

NEW PHILCO TEST EQUIPMENT MAKES Harvest Time DEBUT!

In line with Philco's policy of providing the best test equipment for its thousands of Philco Servicemen and servicing Dealers, here are three additions to the always sensational and impressive line of Philco test equipment!

Leading off the parade of rugged compact equipment is the Model 7021 Philco 5" Oscilloscope, a cathode-ray precision scope perfect for use around the shop or out on a call. If there ever was an item loaded with efficiency this is it!



Another profitable item for servicing Dealers and Servicemen is the Philco Tube Checker Model 7053. This device is a must around radio and television shops and cannot be beat for efficient readings. Take the guess work out of C-R tube



checking with the Philco Cathode-Ray Tube Checker and both you and your customers will benefit. Easily portable, the unit is perfect for use out of the shop as well as in the shop. When your customers see you use this equipment right in their home your stock as an efficient technician will soar!

Next on the list is the Philco Signal Tracer Model 7031. This precision built tracer makes troubleshooting an easy operation in both radio and television service work. Its operation is sure and its performance is terrific. The Philco Signal Tracer is the only tracer on the market which has quality built into every component right down to the cabinet itself!

Smart servicemen and dealers realize the need for test equipment which is faultless in its operation. They know that their service work is judged by the extended customer satisfaction which comes from a thorough job done either in the home or in the shop. The Philco Accessory Division has always offered test equipment which has no peer on the market and which contains more desirable features than any other. In continuing this policy Philco offers these three new test instruments as testimony to its servicing personnel.



Your Philco Distributor has this equipment waiting for your approval now. "IT'S PHILCO ACCESSORY HARVEST TIME"—so get on the ball and see your local Philco Distributor now!

PHILCO

Private Listening Unit Reaches New Heights in Radio and TV!

Philco has done it again! That's right, we've come up with the greatest device in listening pleasure since the advent of radio back in the roaring twenties! The profitable, sales-packed Philco Private Listening Unit can now be used by up to four people simultaneously . . . and what's more the new unit can now be used for television receiver operation as well as for radio. It's new, it's better, and it's a sales natural!

EXCLUSIVE VERSATILITY

The truly amazing feature of the new multiple Private Listening Unit is the ease of operation. From any position in the room it is possible to control the volume of the unit and switch from set speaker to the lightweight ear unit without leaving your chair! And if your customers won't double up on this profitable item then they are passing up the greatest remote control sound device ever offered the public!

But here is the clincher. Here is the crusher that knocks down any sales resistance you may encounter! The new Philco Multiple Private Listening Unit can be used with any radio or television set being



sold on the market today! No other listening device with so many outstanding features even approaches Philco's Private Listening Unit for these sensational features. "IT'S PHILCO ACCESSORY HARVEST TIME" and a perfect time to plug this unit.

PHILCO'S FAMOUS QUALITY

Philco Dealers, well aware of the integrity of Philco Accessory Products know that nothing else on the

market comes close to the quality of this Private Listening Unit. The same quality found in all Philco major products is built into this unit and it's a source of pride to inform your customer that he is not only getting the best listening device on the market, but that he is also getting Philco quality. And with the development of new TV stations the market for this profit-

(Continued on page 4)

FOUR OUNCE POLISH GIVEAWAY A HARVEST SENSATION!

Here's your chance to make this harvest a bountiful one! Lead the crowds in with a 4-ounce sample bottle of polishing magic—Philco Refrigerator Polish—free to your customers!

Yes sir, one of the surest ways to pep up lagging store traffic and keep your customers in a buying mood is to offer free samples of a really good product. And here it is—Philco is offering 4-ounce sample bottles of Philco Refrigerator Polish at no extra cost to you! This is made possible in the Special Number 6 Philco Accessory Harvest Time Promotion. Be sure to check your Philco Distributor at once! You can display samples of this polish, advertise it, give it away—use them to build up your fall season business, then sit back and watch the results on the cash register!

JUST THE RIGHT SIZE

These big 4-ounce samples are just the right size to do a real selling job for you. Big enough to give your customers a bang-up demonstration of cleaning and polishing abilities; small enough so that they will want more Philco polish—and quick!

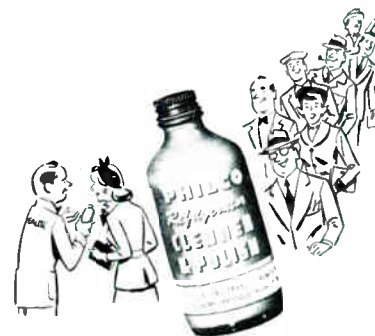
BUSINESS BUILDING IN A BOTTLE

Here's real double selling magic: the 4-ounce sample size to attract attention and lead the crowds into your store; and the regular size can in stock to act as one of the fastest selling items in your polish line.

Free samples reach right out and pull the buyers in—help them get to know your store and the many quality products you offer, build up interest, and put your customers right in the buying mood! They are good-will builders too, especially in the sale of new refriger-

ators. It will make many new friends for you—and new friends mean new business!

Start polishing up the cash register for a bright and profitable harvest! Get your free sample bottles of Philco Refrigerator Polish from your local Philco Distributor today.



And be sure to order enough of the regular size, too!

Start filling your horn of plenty now! Remember "IT'S PHILCO ACCESSORY HARVEST TIME."

FOR EASY HARVEST PICKIN'S Philco's Complete Polish Line!

If you haven't already, you better get acquainted with the most sensational and complete line of polishes ever offered to dealers by an electrical appliance manufacturer! Another bumper crop brought to you by Philco to make a bigger harvest this year!

Let us introduce you to a few old friends and a few new ones that can be a steady source of profits for you all year round: PHILCO FURNITURE POLISH.

A high-quality, hard-finish polish, developed by the Philco Cabinet Engineering Department specifically for Philco cabinets, but what a job it does on every piece of furniture in the house! Customers love it!

PHILCO REFRIGERATOR POLISH

A combined cleaner and polish for the outside finish of refrigerators, freezers, ranges, and other kitchen and laundry appliances. CHECK YOUR LOCAL PHILCO DISTRIBUTOR FOR THE SUPER-SPECIAL OFFER OF FREE SAMPLES OF THIS WONDER

PHILCO PROFITS

(Continued from page 2)

He's featuring all sorts of premiums on nearly every line of accessory items, and you certainly won't want to miss out on any of them. Much of the new merchandise has been kept under wraps and your Philco Distributor will unveil it during this promotion.

GET SET NOW!

Mark these dates on your calendar; September 29th through November 22nd! These are the months that Philco Dealers and Servicemen all over the nation will be participating in one of the biggest fall promotions ever featured by Philco.

It's Philco Accessory Harvest Time throughout America and it's a dynamic, profitable, far-reaching campaign designed to promote bigger and better sales. No one can afford to miss out on this promotion and Philco Accessory Division knows that no one will! See your local Philco Distributor right now and start harvesting one of the biggest crops of profits anywhere!

CLEANER! Customers are crazy about it!

PHILCO AUTO POLISH

A sensational new combination cleaner and wax. Easy to use—just wipe it on, then wipe it off. Even the oldest finishes come up perfectly clean and sparkling. Customers repeat and repeat on it!



OVEN CLEANER

Eliminates old-fashioned scraping and scrubbing with steel wool. Dissolves dirt, grease, even hardest baked-on drippings without harming enamel or steel surfaces. Customers want it as part of the Philco line!

The Philco line of polishes offer you easy-to-take profits from small but steady sales. Many of our dealers have experienced great success with these polishes; but we

show only one of each and sell plenty of the whole line!

Right now at your local Philco Distributor's headquarters there is assembled the most impressive stock of Philco merchandise ever gathered together. It's all yours at sensational savings, with equally valuable premiums—and don't pass up the LUCKY PUMPKIN! Don't miss the fun—steer your course for Philco and bring home the harvest!

PHILCO *Private Listening Unit*

(Continued from page 3)

packed, red-hot sales item will be growing by leaps and bounds.

Your Philco Distributor has the unit in stock now and is waiting to show you all the fine features it contains. For an extra load of Harvest Time profits see Philco's Multiple Private Listening Unit at your

Distributor's today! And ask him about the whole line of Harvest specials available to you from September 29th to November 22nd!

Don't forget to cash in on this Philco Accessory Harvest Time Promotion—it's really rolling, and you've got the red hot specials to sell!

