

PHILCO



Accessory

MERCHANDISER

VOL. 4

PHILCO CORPORATION

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HOMES OWN PHILCO PRODUCTS!

A VAST MARKET IN WHICH YOU

SHARE *and* PROFIT



ON EVERY DOLLAR'S WORTH
OF GENUINE PHILCO PARTS, ACCESSORIES
AND RECEIVING TUBES YOU BUY...

SEE YOUR PHILCO DISTRIBUTOR

Yes...

SEE YOUR PHILCO DISTRIBUTOR

... Today!

SELL . . . SHA



THROUGH POPULAR PHILCO POLISHES

YES, POPULAR! In fact, so popular that it is smart business to stock these three sensational Philco Polishes for the sake of easy sales, quick turnover and steady profits.

POLISH TWINS A NATURAL

There have been many successful products in the Philco Accessory line, but few have become as completely accepted by the customer as the twins—Philco Refrigerator and Philco Furniture Polish!

Time after time customers have come back to their dealer's store with glowing reports about the truly wonderful effectiveness of these polishes. Originally made for the beautification of Philco Refrigerators, Radios and Television Receivers, homemakers throughout the country have found them more than useful for a great variety of other household pieces.

SURFACES SIMPLY SPARKLE

All porcelain enameled surfaces are a whiz to keep clean and sparkling with Philco Refrigerator Polish. Whites never looked whiter or more attractive when this wonder polish is applied.

Furniture of every kind takes on a new glow, new beauty with the famous Philco "Gleam All" Furniture Polish. Not only does everything look better, but the fine woods of all furniture are protected for years by steady use of Philco's quality polish.

SELL CAR OWNERS, TOO

Hey! We almost forgot about Philco Auto Polish—but believe us, your customers will not, once they have tried it on their cars, whether old or new. It's good, really good! Polishes, waxes, protects—easy to use, even easier to sell!

ALL UNDER SHARE AND PROFIT

You will really be surprised how quickly sales of Philco Polishes add up to more **SHARE AND PROFIT DIVIDENDS!** Small items, true, but as we said before, quick turnover means more and more sales to help you fill your stamp books to the limit.

Full stamp books are no rarity around the country these days. Many dealers are cashing in completed books every day for \$25 worth of their own personally selected merchandise. A lot of them are using these same Philco Polishes, in quantity, to help achieve the goal of even still more full stamp books, for a greater share of free merchandise. Follow these polish leaders along the road to bigger bonuses of free Philco Parts and Accessories. **SHARE AND PROFIT!**

CASH IN ON RECORD-BREAKING RECORD SALES!

Seems as though every week sees another popular platter breaking into the fabulous magic circle of one million copies sold. Imagine one million people buying a record? Add to that figure additional millions buying old favorites, new releases and complete albums every day!

Yes, people enjoy listening to records, that's why they buy so many. But they don't enjoy 'em when accompanied by rasping, grinding surface noises, scratching and assorted sounds that distort tone or drown out the melody. That's your cue to step in, Mr. Philco Dealer!

EVERY PHILCO NEEDLE A DELUXE

For every customer preference or requirement you need only stock one line—Philco Exact Replacement Needles. That's right, one line gives you over 70 direct replacement phono needles that will fit every popular cartridge, practically all makes of phonographs!

The now famous sapphire tip used in Philco needles, a synthetically produced engineering triumph, is designed to produce the top quality of listening enjoyment with an absolute minimum of record wear.

STOCK AND SELL EASILY

It's simple to keep track of and sell Philco Needles. A really

handy counter display has been put at your disposal to provide, not only extra sales push, but a convenient supply drawer to stock a quantity of these special needles. From one small, compact unit you can sell Philco Needles all year around—steady profit items with no stock problems to worry you!

NEEDLE SHARES MEAN PROFITS

Under Philco's **SHARE AND PROFIT** program, these needles can contribute to extra profits above and beyond regular sales. Stock up at your local Philco Distributors on Philco Exact Replacement Needles—each purchase means more **SHARE AND PROFIT** stamps for bigger Shares and heavier Profits.

... PROFIT!

WITH PHILCO UNIVERSAL PM SPEAKERS

IN HOME or auto radios and television receivers, a good speaker is one of the most vital factors in providing the type of performance pleasure every set owner demands.

FEATURE PACKED SPEAKER LINE

Every Philco Dealer and Serviceman who has had experience with Philco Universal PM Speakers need not be reminded of the many features found in these speakers—features that have put them at the top of the list (and on the shelves) of the dealers and servicemen who always give quality service with quality replacements.

All Philco PM Speakers incorporate dust-proofing, alnico V magnets for far less weight and increased strength, and the most rigid inspections and tests to insure a more rugged and longer lasting speaker of the highest quality.

YOURS TO SELL AND SELL AND SELL

Nowhere can anyone match the features, quality and efficiency that have gone hand in hand with Philco Universal PM Speakers since the

mastery of Philco engineering and production made them possible.

The potential for speaker replacements is staggering! Out of the countless millions of radio and television receivers in operation today, hundreds of thousands are always ready for a higher quality replacement speaker to improve tone and step up listening pleasure.

Acceptance is the key to the successful sale of Philco Universal PM Speakers. They have been used for thousands of applications—they are being used right now! And, they will continue to be used as long as top quality is the byword to absolute customer satisfaction.

SHARE AND PROFIT ON SPEAKERS, TOO!

Perk up your sales through Philco PM Speakers and at the same time treat yourself to a stack of SHARE AND PROFIT stamps. You profit both ways . . . by increased speaker replacement jobs that are guaranteed to please your customers, and by adding to your SHARE AND PROFIT stamp books!



Tube Settings

Tube Type	Fil. Cur.	Short Test	Load Control	Quality Test
12B4	8	OA	1	OA
807	6	ABCD	4	C
12V6GT	8	ABCDE	5	C

Steady Parts Purchases Build **SHARE** and **PROFIT** Rewards

As a Philco Servicing Dealer or Serviceman, you have a reputation for quality service to maintain if you are to stay in business. You know a service job is only as good as the parts you use. And that's why it's smart business to use only the finest quality replacement parts—Philco's of course!

VERSATILITY AS WELL AS QUALITY

In providing you replacement parts for every conceivable service need, Philco incorporates the finest materials, newest processes and designs in a constant desire to supply you with even better parts.

Philco Transformers, for instance, have been designed especially for minimum inventory and maximum application. Just 15 types of Horizontal Output Transformers and only 8 types of Deflection Yokes will replace components in sets produced by over 80 different television manufacturers. They are easy to order, easy to stock, they require no massive lists of various part numbers, no extensive stock of seldom used parts.

Capacitors are another "must" on the serviceman's inventory. You want capacitors that will not crack or deteriorate while in stock, yet operate efficiently in the customer's set. Your requirement here is obviously Philco Moulded Capacitors—bakelite phenolic moulded, hard-cased to resist handling damage, able to withstand severe heat changes, excessive moisture and shock.

Fuses are a vital part of every serviceman's kit. Manufactured to exacting specifications, fast acting and guaranteed to protect any circuit within its current rating against overloading, Philco fuses give the serviceman just about the best in fuses and guaranteed customer satisfaction.

Throughout the pages of your Accessory Catalog are listed hundreds of Philco Replacement Parts that are prepared to play a big part in helping the serviceman provide top quality service with the absolute minimum of kickbacks. Use them for all of your service needs.

Build up your **SHARE AND PROFIT** stamp books through steady purchases of Philco Parts!

NOW! Use Your Present Signal Generator **for UHF!**

NEW! PHILCO Signal Generator Adapter (VHF to UHF)



Individually Calibrated For Extreme Accuracy

Now produce UHF signals for TV receiver tests at a fraction of the cost of a UHF generator. Individual calibration guarantees extreme accuracy of UHF frequency. Any VHF signal generator output at 60 MC is converted by the PHILCO Model G-8000-C to UHF. The VHF sweep or marker signal beats against the UHF oscillator, producing UHF signals with the same characteristics as the VHF input signal. It's economical... it's a *PHILCO* exclusive!

Look at These Philco Features...

- 1 The VHF signal generator output attenuator controls the UHF output signal level.
- 2 Precision Vernier Dial for accurate re-settings.
- 3 Each unit is hand calibrated.
- 4 Functions as an external UHF converter by connecting UHF antenna transmission line to generator's output terminal and connecting lead to TV receiver tuned to 60 MC Channel 3.
- 5 High UHF levels, excellent stability, no drift.

AVAILABLE THROUGH YOUR PHILCO DISTRIBUTOR ON A NEW SPECIAL PAYMENT PLAN



5" High Gain Oscilloscope Model S-8202. Gives rugged, general purpose performance 60 CPS phasing of sweep generator presentations. Wide-sweep range up to 100KC gives extreme flexibility in sweep circuit trouble shooting.



Take advantage of the great **SHARE and PROFIT** Program on Philco Receiving Tubes Parts and Accessories NOW AT YOUR PHILCO DISTRIBUTOR



HERE'S THE FIRST PHILCO TEST EQUIPMENT ADVERTISEMENT OF THIS SEASON. WATCH FOR IT IN THE LEADING TRADE MAGAZINES OF THE NATION!

The "SHARE AND PROFIT" Deadline Is Drawing Nearer! Don't Delay Filling Up Those Stamp Books!