

PHILCO



Accessory **MERCHANDISER**

VOL. 1

PHILCO CORPORATION

NO. 1

NEW YEAR'S RESOLUTIONS THAT PAY OFF!

Along about this time of the new year, most everyone sits down with a twinge of conscience to write out those New Year's resolutions they never did get around to keeping last year.

This year we hope it will be a different story. Sensible resolutions, particularly those regarding your business, are not hard to live up to, especially when they can mean a steadier ringing of your cash register through the long months ahead.

Here at Philco, we've come up with a set of resolutions for dealers and servicemen that are not only sensible, but downright good business as well. It's so much easier to break a resolution than keep one, but there is a warm feeling of satisfaction that goes with unbroken promises to ourselves. And, if it pays off in cold cash, why so much the better! Here goes:

"In my role as Philco Dealer, Serviceman, or ordinary citizen, I resolve in 1951 to put my best foot forward by being courteous at all times to whoever comes into my store and whenever I go to a customer's home. That a little common politeness never hurt anyone, and it's what my customers expect from me just as I expect it from them."

"Whether I am a Philco Dealer, or Serviceman, or both, I resolve in 1951 to be a credit to myself, my company, and my community by really "dressing up" my shop windows, by keeping my store clean, my stock in order, and my displays continually pleasing to look at—because that's what my customers expect me to do and appreciate my thoughtfulness in doing it."

"As a member of the electrical appliance field, I resolve in 1951 to keep myself as fully informed as possible on new developments in the industry in which I earn my liv-

ing—because self education is a benefit to myself and those I intend to serve. This I shall attempt to do by more intensified reading in my spare time, by exchanges with suppliers and field representatives, and by meetings and discussions with my fellow dealers and servicemen. Thus, by digging a little deeper and scratching a little harder I'll learn more about my work, enabling me to do a better job."

"As a Philco Serviceman, I resolve in 1951 to start the year right by taking inventory of all my test equipment and evaluating its usefulness. I further resolve that whenever I discover worn out or obsolete equipment, I will replace it with new, modern Philco test equipment. And that throughout 1951, I will continue to replace my test equipment as needed to assure both myself and my customers that they are receiving the best in service with the best in equipment."

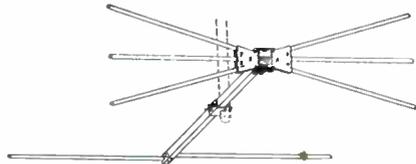
"And finally, as a Philco Dealer, I resolve in 1951 to put my Philco Accessory merchandising and sales aids to their fullest advantage, by serious thought of where to place displays and which displays to emphasize at the psychologically right times. To try and make both my own and Philco's advertising pay off with real dividends. And to push just a little harder those accessory items such as flashlights, batteries, needles and polish, that result in small individual sales, but require so little effort to sell and add up to substantial profits at the end of the year."

With very little effort your 1951 resolutions can do a lot for your peace of mind as well as your profits. Why not make a mental note to sign these resolutions or some similar to them, first chance

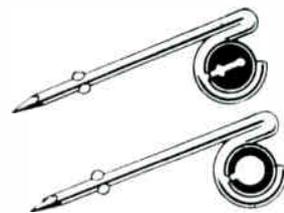
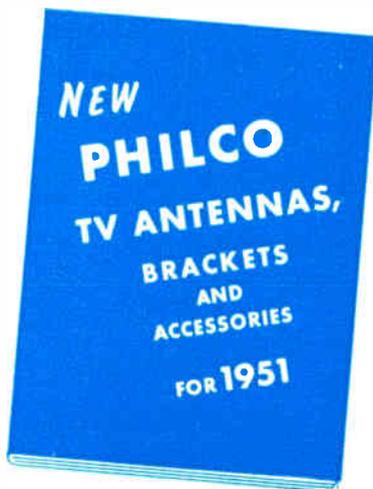
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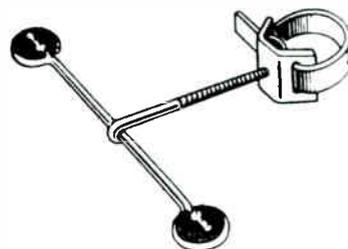
1951 TV INSTALLATION ACCESSORIES AVAILABLE FROM PHILCO



FAN LINE ANTENNA



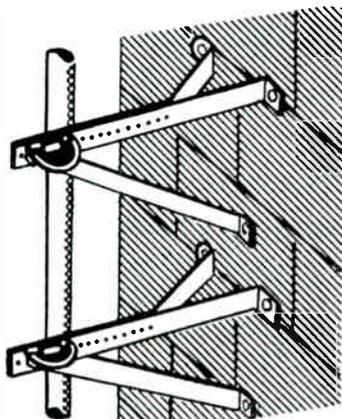
NAIL "DRIVE-IN"



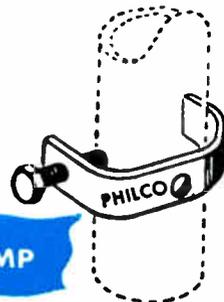
DOUBLE STAND-OFFS



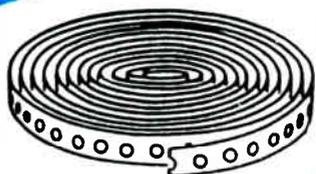
PLATED GROUND ROD



ADJUSTABLE WALL MOUNT



GROUND CLAMP



HANGER STRAPPING



TURNBUCKLE

Here's the easy answer to the problem of how to order television installation hardware—use Philco's new booklet covering TV antennas, brackets and accessories for 1951.

This book covers the complete line on television installation accessories. From the sensationally new "Fan" and "V" Line Antennas right down to the smallest screw eyes, Philco is providing you with one source from which to fill any of your TV installation hardware needs.

What are your requirements? In addition to the antennas mentioned above, there are listed Philco antenna arrays, indoor antennas, television antenna mounts of all types, lightning arresters, V-bolt brackets, ground wire, hook eyes, steel strand guy wire, hanger strapping, mast connectors, ground clamps, floating guy rings, and many others that make the most complete assortment of hardware needed for the most difficult installation. Included with each individual item is the part number and list price for your convenience in ordering.

Philco has provided its distributors with the finest, most complete line of this type of accessory equipment ever offered by any manufacturer. Every item in the book has been designed with your interests in mind—to make your television aerial installations easier while satisfying your customers completely.

Be sure to ask your Philco Distributor for a copy of Philco's 1951 TV installation accessory booklet. And when you do get one, why not sit right down and make an order out for the items you'll be needing for 1951's growing television installation business.



WANT MORE WAMPUM IN '51? THIS LITTLE INDIAN KNOWS "HOW" TO GET IT—AND HE'LL SHOW YOU IN THE FEBRUARY MERCHANDISER!

TV Comes to the "Hidden Fringe" — Courtesy of Philco and Jerrold!

Recently, the first "community TV aerial" operation in the country served by three stations, was installed in Lansford, Pa., with the assistance of Philco engineers working in conjunction with the Jerrold Electronics Corp. This pioneer installation opens a wide new business potential for Philco Dealers and Servicemen in and around "hidden" fringe areas, while providing large portions of the population with adequate television facilities.

Actually, the Lansford installation extends the apartment house principle of master antenna systems to a whole community. Situated in the heart of Panther Valley, more than 70 airline miles from the nearest TV station in Philadelphia, and surrounded by mountainous terrain, Lansford was a blind spot incapable of receiving visible signals.

This new community installation utilizes an 85-foot tower with double stacked yagi antennas (one for each station being received) erected on the top of a mountain near Lansford where good TV reception from Philadelphia was possible. A Jerrold MC-1 Master Control Unit and amplifier is mounted on the tower. Thus, the signal is amplified as close to the antenna as possible. Additional amplifiers spaced every 1000 feet periodically reinforce the strength of the signal. From the tower, RG-11/U cable, bound to steel messenger cable, is strung on poles down the mountain, into the town, and right up to the individual homes. Everyone receiving the signal utilizes the same aerial.

Legal clearance for the Lansford installation was procured from the Pennsylvania Utility Commission and the FCC. This was accomplished quickly and without red tape because the system only amplifies and distributes signals, but does

not transmit. No utility or communications licensing is required for this or any other similar setup where transmitting does not take place. FCC clearance on the installation establishes a happy precedent, removes another possible legal barrier, and hastens the day when such "blind" areas will be a thing of the past.

An interesting lesson in close cooperation was demonstrated in Lansford when all dealers in the community pitched in and backed the aerial plan 100 per cent. A group of four dealers, including Robert J. Tarlton, George Bright, William McDonald, and Rudolph Dubosky, formed the Panther Valley Television Company, which operates the Lansford aerial. The company set up charges of \$100 for an installation, plus \$25 for each additional outlet. Residential service is charged at the rate of \$3 per month, plus \$1.50 per month for each additional outlet; and there is a commercial service charge of \$5 per month, plus \$2.50 per month for each additional outlet.

Plans are currently under consideration to enlarge and extend the present system, using the same antenna tower, to include the town of Coaldale, adjoining Lansford. Similar systems are also planned for the nearby towns of Tamaqua, Nesquehoning, and Mauch Chunk in Panther Valley, using other hills and antenna towers. Eventually it is hoped to serve some 30,000 residents of the valley.

The success in Panther Valley is proof of the superiority Jerrold Electronics holds in the master antenna field. The producer of more amplified master systems in operation than all others combined, Jerrold is making new strides and new

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Left to right, the "brain trust" of Panther Valley TV Co., Rudolph Dubosky, George Bright, Wm. Z. Scott, Robert Tarlton, and William McDonald.



Tapping off leads to individual homes from ADO-10 box mounted to pole. Ten homes are serviced by each box.



View from Summit Hill looking down into Panther Valley. Note power company poles along which the cables are strung into town of Lansford.



85-foot antenna tower at Summit Hill. Note high-band antenna for channel 10 mounted on left in center, while double-stacked yagi antennas for channels 6 and 3 are shown at left and right ends of welded cross members.

TV COMES TO HIDDEN FRINGE
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contributions toward the eventual goal of a nation-wide TV blanket. Philco and Jerrold have proved in Panther Valley that the system can be applied to many areas throughout the country having similar problems of mountainous terrain and



Line crew mounting ADO-10 box on pole, distance from the nearest television station.

Looking to the Jerrold-Philco success in Lansford, alert Philco Dealers, nation-wide, are realizing the tremendous significance of this farsighted venture and are preparing to inaugurate installations similar to it in their own territories. At present, community aerials have

PANTHER VALLEY TELEVISION CO., INC.
122 WEST BRIDGE STREET
LANSFORD, PA.
Phone 1133-W

Dear Neighbor:

We are pleased to inform you that Good Television will be available to you soon. Our installation is progressing rapidly in this area. If you wish this service, we would like to hear from you promptly so that your connection to a television set may be among the first in your area.

Our rates are as follows:

Residential	
Installation or Service	\$100.00
Monthly rental and service charge commencing the first of the month following the installation	1.00
Commercial	
Installation or Service	\$100.00
Monthly rental	5.00

In regard to the purchase of your television set, if you do not already own one, please take 1 month and 2 months of time and effort that have been put into this service at your disposal. Try to make good television possible for your neighbors, too.

Very Truly Yours,
Panther Valley Television Co., Inc.
Robert J. Tuley
President

Office Hours:
Mon. Thurs. Fri. 7:30 to 5:30 7 to 9
Saturday 1 to 6

Sample of promotional material sent to prospective customers by Panther Valley TV Co. been installed in Mahanoy City and Honesdale, Pa., Astoria, Oregon, and Bellingham, Wash. Inquiries are coming in every day from widely separated towns and cities presently beyond the fringe—Olean, N. Y., Palm Springs, Calif., Wilkes-Barre, Pa., and a host of other interested areas.

The possibilities inherent in such community aerial systems are tre-

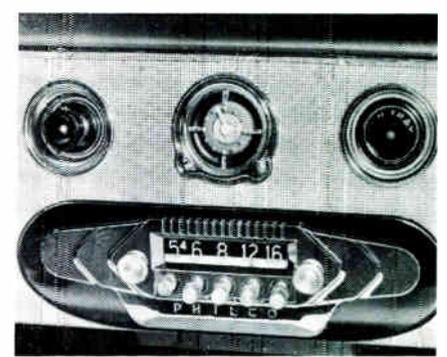
mendous. Jerrold Electronics, in cooperation with Philco, is ready to assist every Philco Dealer in setting up such systems. The Panther Valley operation has proved to be a great boon to residents of that area, as well as a tremendous boost in prestige and profits for the dealers cooperating in the venture. It's not hard to figure out the potential profits that would accrue to you through television sales and repeat business if you were to be instrumental in bringing the wonders of television to your area. Your assistance in providing television facilities for residents in hidden fringe areas in or near your territory will never be forgotten and always appreciated by your customers.

The freeze on new television station construction will probably continue for a long time because of the national emergency. But there are no restrictions on installation of community aerials since no licensing is required. The wide appeal and thoroughly enthusiastic consumer acceptance of this new method of creating television reception in fringes present you with one of the greatest post-war opportunities. Size up the situation in your territory right now. And remember, Philco and Jerrold are at your service to provide every assistance possible in carrying out your aerial plan. Your local Philco Distributor can supply you with any further information you may require.

NEW YEAR'S RESOLUTIONS
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you get? It certainly won't hurt your reputation and the prestige of your business in the months to come when you are following good common sense and modern management principles with some firm, easy-to-keep resolutions for 1951.

NEW '51 FORD BEZEL ADAPTOR KIT



Philco Corporation is now producing an adaptor kit that will permit you to utilize the 1950 Ford bezels you now have in stock, on the new 1951 Ford model cars.

Development of this bezel kit eliminates the need of scrapping your 1950 Ford bezels, since all the necessary hardware required to assemble the '51 bezel is provided. The '51 bezel is merely assembled behind the '50 bezel and installed in the car.

In a previous issue of the Merchandiser you read of the many, many cars coming off the assembly lines unequipped with radios. In the same article you read how the demand for auto radios this year will continue throughout the winter months. One of the first auto accessories the average new car buyer thinks about is a car radio. Regardless of the season or weather he wants a radio for his car.

Don't lose sales because the bezels you have in stock now won't fit the installation on the dashboard of the 1951 Ford. With the new Ford bezel adaptor kit you can insure correct installations in 1951 Ford models while using up the 1950 bezels you have on hand.

**HEAP BIG NEWS COMING ABOUT
HEAP BIG PROFITS NEXT
MONTH IF YOU KNOW
"HOW" —
WATCH THE
MERCHANDISER!**