

PHILCO



Accessory MERCHANDISER

VOL. 1

PHILCO CORPORATION

AUGUST, 1951

NO. 8

PICNIC TIME IS PORTABLE TIME!

Every year during the summer months, thousands of people flock to picnic groves, the seashore, and mountain resorts throughout the country.

Surrounded by nature, many miles from modern facilities, they still manage to get their music, news, and favorite stories over the airways. The magic of portable radios bring this to them.

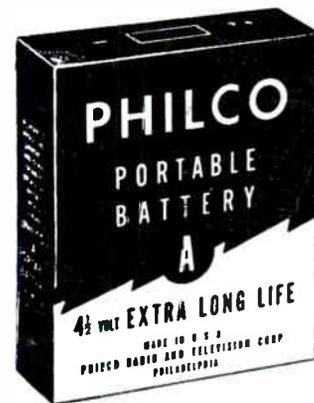
Today there is a huge portable radio audience—and that means an equally huge portable battery sales potential! And they all want Philco Portable Batteries, EXTRA LONG LIFE batteries, the kind they can depend upon!

There's a good repeat business in portable battery sales and remember, it is not just seasonal either. The old joke about the fellow who

takes his portable to the fights in order to hear a night baseball game and vice-versa, holds true! Portable radio fans carry 'em wherever they go!

And they all need batteries! The naturally heavy use of portables throughout the spring and summer months results in most batteries being run down after continuous use. It is quite obvious to the listener when his batteries become weak that he's in the market for new batteries—and that's your cue to sell Philco Batteries. You've got plenty to sell here because no battery on the market can outmatch Philco for performance!

Right now is the ideal time to merchandise batteries hard, when your customers are most conscious of them.



And while we're on the subject of self-contained radio power, don't forget to push Philco Auto Radios, long lived, perfect tone from the world's finest auto radios. And the host of accessories that help make Philco's auto radio line unbeatable represent another tidy source of additional profits. Play it for all it's worth and you'll be worth more too!

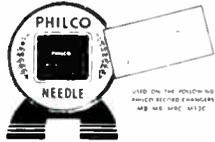
Contact your local Philco Distributor for a complete line-up of fresh power-packed Philco Portable Batteries and Auto Radios and accessories. There are many ways to turn a dollar up—make sure you are on the receiving end for the rest of the year!

Start selling NOW and begin to MAKE "PLENTY!"



PHILCO NEEDLE WALL CHART FOR INSTANT REFERENCE

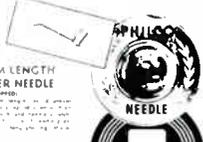
PHILCO PHONOGRAPH REPLACEMENT NEEDLES and CARTRIDGES FOR ALL MODEL PHILCO PHONOGRAPHS



PHILCO Featherweight NEEDLE
Standard Form

USED ON THE FOLLOWING PHILCO RECORD CHANGERS: MB, MB, M3C, M3C

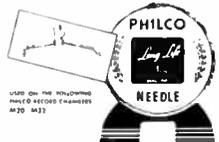
Part No. 45 9134 \$1.10 each



PHILCO ALBUM LENGTH RECORD PLAYER NEEDLE
Standard Form

USED ON THE FOLLOWING PHILCO RECORD CHANGERS: M3C, M3C, M35, M35

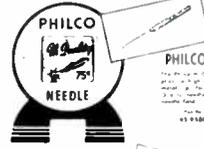
Part No. 45 9137 \$2.00 each



PHILCO DUAL TIP NEEDLE
Standard Form

USED ON THE FOLLOWING PHILCO RECORD CHANGERS: M30, M31

Part No. 45 9138 \$2.50 each



PHILCO Hi Quality NEEDLE

Part No. 45 9180 \$1.75 each



PHILCO Long Life NEEDLE

Part No. 45 9181 \$1.50 each



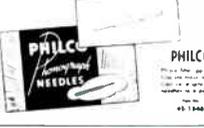
PHILCO Sapphire NEEDLE

Part No. 45 9182 \$3.50 each



PHILCO Ruby NEEDLE

Part No. 45 9183 \$2.50 each



PHILCO Filter Point NEEDLE

Part No. 45 9184 \$1.95 per package

REPLACEMENT NEEDLE AND CARTRIDGE FOR PHILCO RECORD CHANGERS

Part No. 45 9133 \$2.25 each

Part No. 45 9135 \$2.00 each

Part No. 45 9136 \$2.75 each

Part No. 45 9139 \$1.50 each

Part No. 45 9140 \$1.50 each

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Part No. 45 9199 \$1.50 each

Part No. 45 9200 \$1.50 each

As an aid to Philco Dealers, the Accessory Division has available a Philco Needle Wall Chart containing all the information you need on Philco Needles.

Included in this chart is phonograph replacement needle and cartridge information for all Philco phonographs. Every Philco Needle produced is listed by part number, price, a short descriptive paragraph of selling advantages, and the record changers each needle can be used on.

The special section on cartridges lists the cartridge part number and the record changer each fits.

The data on these charts will provide Philco Dealers with all the necessary information to quickly recommend at a glance, the correct Philco Needle for a particular changer.

Philco Phonograph Needles are without a doubt one of the best sources of repeat sales. If merchandized in an imaginative manner you can easily sell your customers solid on the many advantages of using quality needles produced by Philco.

Remember, you've got a *complete* line to sell. Not one needle cus-

tomers should ever leave your store because what he wanted wasn't in stock.

Sell the whole line, not just part of it, and eliminate lost sales. Customers have a habit of going where they know they can get every request filled. And a competitor who fills a needle request can very well pick up a TV or radio sale from the same customer. Watch it!

Call your Philco Distributor for a Philco Needle Wall Chart and order a full line of Philco Needles today!

THEY DO MORE THAN RHUMBA IN CUBA!

They sell Philco—and hard!
Your editor received a letter from one of our Cuban Philco-ites just the other day. Seemed he suggested an outdoor aerial for a customer's Philco Tropic Radio—and she started receiving the Vatican Broadcasting Station at 2:00 o'clock in the morning!
And now Senora Customer is out making mucho free promotion, not

only for our correspondent, but also for Philco Radios.
When Philco builds 'em they build 'em to last—but with quality always first! And this case is by no means unusual. Every day reports come in from all over the world about Philco performance in action. From the steaming jungles and freezing wastes where ordinary

"PLENTY"
IS
COMING
SOON!



PLENTY

(Continued on page 4)

POLISH UP YOUR PROFITS THE PHILCO WAY!



It's open season on refrigerator and furniture polish all the time because you don't have to sell them during any particular month. They are round-the-year profit items, steady as the Rock of Gibraltar!

Ever hear this? "I think Philco Furniture and Refrigerator Polish are the finest polishes I've ever used. Another can of each, please!"

That's a typical reaction Philco Dealers hear every day of the week when they stock Philco Furniture and Refrigerator Polish. It's the best—they know it and their customers know it!

These polishes put an unbelievable gleam on the finest furniture pieces made, and on all types of refrigerators and freezers. In pint cans they are used constantly by your customers and the repeat business adds up—small but mighty steady!

It has been proven by dealers who have displayed these polishes that they sell and sell well once people realize their fine qualities and know where to buy them. By stocking Philco Polishes and calling attention to them you can do a bang-up job of moving them!

(Continued on page 4)



KNOW "HOW" AND MAKE "PLENTY!" with flashlight-battery dispensers

The P-35 is not our newest jet fighter, but in a Philco Flashlight it gives the same kind of efficiency that makes our Air Force tops!

You all know enough about Philco Flashlights and Batteries—the thousands bought nationally every year attest to their tremendous popularity and fine quality. And hundreds of you have displayed Philco Flashlight Battery Dispensers long enough to know that the profits gained through them aren't to be sneezed at.

But for those of you who haven't had one of these gaily lithographed salesmen working constantly on your counter, let's get acquainted!

Here's a display that's colorfully designed, yet sits on your counter in an absolute minimum of counter space (dimensions: 19 1/4" high overall, 14" wide, and 9 1/2" deep front to back). It holds both Philco 3-cell Super-lites and 2-cell Flashlights, as well as two dozen batteries.

Philco Flashlights and Batteries combine two outstanding and desirable features for your benefit—they are profitable to sell and they move fast.

And when you put them on your counter in a colorful container, preferably near the cash register, you're giving the register an added incentive to ring and ring!



If you haven't done so already, you're missing a golden chance to rack up the kind of sales that take little time to make but add up to substantial end-of-the-year profits!

Stock up right now on Philco Flashlights and Batteries! And while visiting your Philco Distributor find out how to get a dandy dispenser to brighten up your counter!

TRIPLE THREAT IDEA TAKES \$10 PRIZE

When a Philco Serviceman learns of a clever dealer sales idea and sends it along, it's a classic example of cooperation.

Philco Serviceman Carl H. Schnell of Nanuet, New York, draws \$10 for some sharp observation. He writes:

"The neatest bit of selling I have heard of in a long time is being done by a dealer not too far from us. He sends a salesman to canvass for television sales in areas where there is electricity available but where the houses have never been wired.

"He not only sells a set and installation, but also has an electrician wire the house on which he

also makes a profit. The cost of wiring the house is nominal and is included in the price of the set and installation in a packaged finance plan. He is also paving the way for future sales of refrigerators and other electrical appliances.

"There must be plenty of areas like this throughout the country just waiting for some smart dealer to do the same."

This dealer was on his toes! And his idea is one that can be enlarged upon or modified to fit almost any dealer's setup.

How about you? What was your latest merchandising idea and wouldn't you like to tell it to us—for \$10?

AERIAL DISPLAYS WITH SALES APPEAL

The accompanying illustration featuring the Philco Auto Radio Aerial Display Stand makes you an eye witness to a really successful salesman.

Through the years you've seen a parade of great Philco display merchandisers to go to work for you. Well, here's another winner to take its place alongside the others.

This aerial display is made of durable, all-metal construction. It stands 52-inches high and displays five each of five Philco Auto Radio Aerials.

The front of this colorful silk-screen display contains a panel of information that serves as an aerial guide for all modern cars. The panel is especially constructed on a swivel—when you want to refer to it—just pull up and out and recommend the right aerial for the right car.

See your Philco Distributor immediately about getting a really useful addition to your floor space, the Philco Auto Radio Aerial Display Stand.



POLISH UP YOUR PROFITS THE PHILCO WAY!

(Continued from page 3)

For an added plus ask your Philco Distributor for the dynamic five color cardboard display stand illustrated, containing a can of refrigerator polish and a can of furniture polish—those sensational Philco twins guaranteed to brighten any home . . . and, "a little goes a long way!"

Stock up on Philco polishes immediately and have your local Philco Distributor show you the counter display that makes sales for you!

You'll sell polish when you KNOW "HOW" AND MAKE "PLENTY!"

THEY DO MORE THAN RHUMBA IN CUBA!

(Continued from page 2)

radios refuse to operate, Philco and Philco alone is the star performer. Yes, it happens every day!

Philco is always naturally interested in hearing about the way Philco merchandise performs. Probably you have some interesting stories like this you may want to pass along to us—we will be very glad to receive them.



WANT TO
MAKE
"PLENTY?"

WATCH FOR

Special Announcement



There's a TV Binge in the Fringe!

In the July MERCHANDISER we unveiled the hottest item to hit the fringes since television arrived—Philco's Fringe Area Antenna Kit!

Well, if performance reports are any indication of popularity, the rush is on! These kits are playing a big part in the program that's eventually going to eliminate words like "fringe" from the TV dictionary!

They are selling fast, operating efficiently, and making thousands of families cheer. TV, the phantom of the outlying areas, is coming through as clear as a mirror now!

Don't wait until some smart, enterprising dealer cuts in on you and starts taking your potential sales away. SELL and INSTALL these kits—make happier and completely satisfied TV customers as well as adding EXTRA PROFITS in your cash register!

Your Philco Distributor has all the information plus some valuable advice on how to best merchandise these sensational Philco Fringe Area Antenna Kits—see him soon!

We repeat, you can't wait if your customers are clamoring for clear television reception—and especially if they know it can be had now! Yes, see your distributor NOW!

WATCH THE MERCHANDISER

NEXT MONTH

FOR "PLENTY" GOOD NEWS!