

PHILCO

Accessory MERCHANTISER



VOL. 2

PHILCO CORPORATION

MAY, 1952

NO. 5

REVOLUTIONARY NEW RADIO DEVELOPMENT! PHILCO "Private Listening"



"Amazing"—"Terrific"—"A real advancement"—that's the word on Philco's revolutionary new radio unit—"Private Listening." Philco's exclusive new "Private Listening" unit makes possible completely private radio listening anytime—anywhere! And your customers will go for this "newest of the new" in the Philco line!

For hospital patients who like to listen to the radio, even after curfew hours, without disturbing other patients—

For people with sub-normal hearing who want to listen to a favorite program without annoying the rest of the household—

For sports fans who like to listen

to the radio while they watch the game—

For these people, and many many more, Philco has the ideal solution to their radio listening problems . . . in "Private Listening"!

Philco's "Private Listening" is a featherweight unit, acoustically engineered much the same as the finest hearing aids. It comes complete with a flesh colored cord and earpiece which fits a special socket included as standard equipment in the 1952 Philco Portable (Model 642) and the Philco Clock Radio (Model 550).

When Philco "Private Listening" is inserted in its built-in jack, the radio speaker is automatically shut

off, enabling only the person with Philco "Private Listening" to hear the program.

Here's a "real advancement" in acoustic engineering that will be a real advancement in your profits when you start to show it in conjunction with your radios. "Private Listening" offers Philco Dealers the jump on competition in selling to a profitable market that's just waiting to be tapped!

Order sensational Philco "Private Listening" units from your local Philco Distributor real soon. You'll find they are easy to sell and you can start counting on profits made over and above the sale of radios.

Order today!



OVER 18,000,000 PROSPECTIVE CUSTOMERS!

During the past few weeks, over 18,000,000 people have read about Philco's exclusive new All-Direction Antenna in such magazines as "The Saturday Evening Post" and "Better Homes and Gardens." That means over 18,000,000 prospective customers who are looking for the best TV reception possible for their sets!

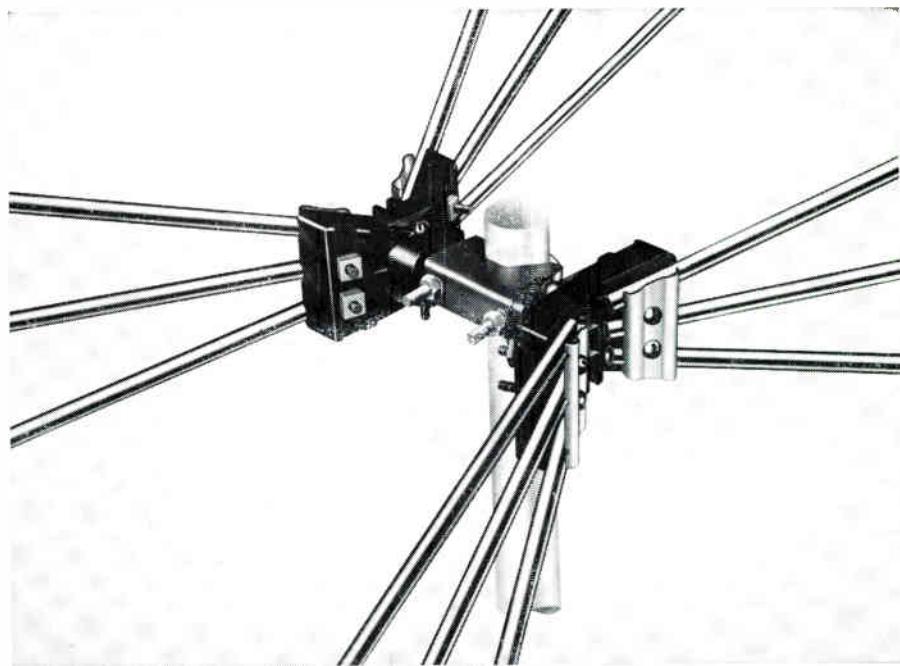
And you can turn these *prospective* customers into *buying* customers by showing and selling Philco's All-Direction Antenna.

When tested through all types of weather and transmission difficulties, the All-Direction passed with flying colors—proof of its superiority over other makes. It will make the grade with your customers too!

The All-Direction Antenna brings in a clearer picture on *any* set, in any location a signal can be received—and it will bring the buyers flocking into your store to see the TV reception miracle.

You'll go for the easier installation because there are no motors, rotors or many lead-in wires to place. Less servicing too because there are no moving parts to wear out or break.

And the biggest plus of all—Philco All-Direction Antenna will



do anything a motor driven antenna will do AT FAR LESS COST!

To make selling this hot item even easier, your distributor has a colorful counter display reminding your customers of the ads they have seen and suggesting they ask you about them. There's your chance! The All-Direction Antenna can't be beat for quality, versatility, and all-round performance; so go to it—

there's plenty of profit building sales ahead.

Your local Philco Distributor is waiting for your order now. See him first chance you get. Also ask for the special introductory offer for you, the Dealer, to get acquainted with the Philco All-Direction Antenna.

AND REMEMBER, LET'S TELL EVERYONE ABOUT PHILCO ACCESSORY PRODUCTS!

HITS OF THE MONTH

It's the merry month of May and time for hits of the month from Philco's Accessory Division, another series of value-packed items as part of a continuing program.

Right off the bat with Number one—it's Philco RG-11U cable, the best cable put on the market, especially at a low price. This cable offers highest quality performance in low cost transmission. Order by Part No. AD-1705.

Hit Number two is a good partner—RG-59U cable for indoor and outdoor use when small diameter cable is needed. AD-1536, and be

sure to order enough of this utility item while it lasts.

Number three on the list—Philco Fan Type All-Steel Tubing Antenna at almost unbelievable savings. Only finest quality weather resistant materials are used to make this antenna a real bargain. Ask your distributor for AD-1741-1.

Summer weather will again bring a big demand for hit number four—Philco Ice Cube Trays (Part No. 5520-35). Here is your chance to do some profit boosting on a quick turnover item.

Hit Number five is the Philco 4-inch .68 oz. Magnet PM Speaker. A universal speaker usable in all sets, it will be a quick seller in your parts department at a next-to-nothing low price!

Rush orders to your local Philco Distributor and take full advantage of these profit building bargains for Maytime!

And remember—watch for next month's big "Hits of the Month." There's good selling ahead—so "LET'S TELL EVERYONE ABOUT PHILCO ACCESSORY PRODUCTS!"

Philco Mobile Tele-Tower Opens Up Tremendous New TV Market!

Until now the high cost of aerial installations for demonstration purposes has made television receiver sales in the rural sections and fringe areas a real problem in what should be a lucrative market. Dealers and Servicemen everywhere have looked for a way to cash in on this wide open field, but so far unsuccessfully.

DO IT THE EASY WAY

But now Philco has the answer with its new Mobile Tele-Tower! This unit operating for you makes it possible to demonstrate a television set right in the customer's home, proving that good reception is possible, and invariably the sale of a set will follow.

No fuss, no muss, and darn little work with the Philco Mobile Tele-Tower!

REALLY CONVENIENT OPERATION

The Tele-Tower is a compact trailer unit that can be hitched to a car or truck with no special hauling devices needed. An adjustable platform is built right in, insuring safe and damage free transportation of the television receiver.

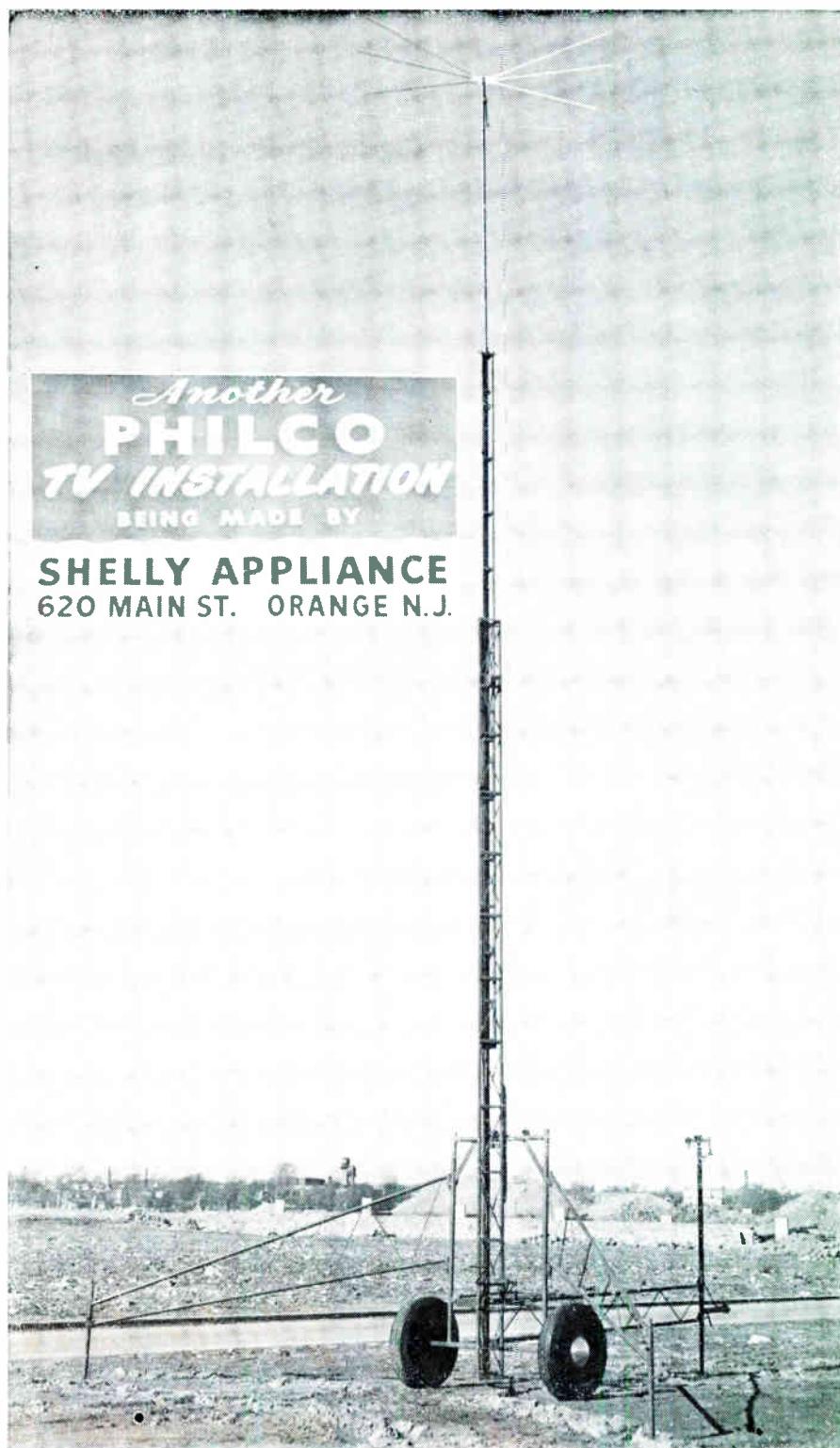
The antenna is mounted before the tower is raised; one end of the tower is weighted for easiest possible erection to a vertical position. It can be quickly elevated to a full height of 50 feet and is easily adjusted to get the strongest reception. Out-riggers give perfect balance to the unit regardless of terrain.

A REAL ECONOMIZER

The Tele-Tower will pay for itself after just a few demonstrations, but that's not it's only use. It is ideal for making multiple television antenna system surveys. A conveniently located hand winch makes it possible to raise or lower the tower to find the strongest reception conditions. This highly simplifies the installation of a permanent antenna.

And the entire operation can be handled by one man!

And as an extra added feature, Philco will provide FREE OF CHARGE with every purchase of a Tele-Tower, a sign as illustrated in the photograph on this page! By



attaching this sign to the Tele-Tower you'll have an advertisement-on-wheels that can help you sell even more TV installations!

Be among the first to cash in on the rich new markets that are now so-called "blind spots". Get right

out in front of your competition and get the full share of this profitable new sales device. Call your local Philco Distributor for further details about the Philco Mobile Tele-Tower. You'll find it a real money-maker!

PHILCO AUTO POLISH for SUMMER PROFITS!

Right now, all over the country hundreds of thousands of auto polish sales are being made, and Philco has made it possible for you to get in on this profit parade!

Auto Polish, one of the newest in the Accessory Division's bag of tricks to help you make more sales, is red-hot for auto customers. It's just what you need to boost sales during the coming spring months when auto use is on the increase.

Customers are looking for a polish that will keep their cars sparkling clean with a small amount of work on their part. Philco Auto Polish does the job perfectly with just a little rubbing. And it works wonders on refrigerators and stoves too, which increases its sales appeal substantially.

Dollars for Dealers

Here we sit with a brand new \$10.00 bill in our hands, just waiting for some lucky suggestions to win it.

Is your suggestion the one?

We hope so, because any idea that has made your merchandising or servicing job easier can win that \$10.00 for you.

You'd be surprised to know that some of the ideas you are using can be worth money to you. Of course the only way you can receive that \$10.00 is to send us the methods you are now using. Chances are, you've been meaning to do that very thing, but haven't had the time. It only takes a few minutes and it may mean extra money for you!

Just put your ideas down on paper (the more you send in the better your chances of winning) and mail them to "Philco Idea Award", P. O. Box 6738, Philadelphia 32, Penna. The contest committee will decide the winners to appear in a future issue of the ACCESSORY MERCHANTISER or the PHILCO SERVICEMAN.

Let's hear from you!



To help you promote this sensational item, Philco's Accessory Division has designed a counter card for use with the polish. It's an attractive two-color card which

slips right over the can and takes up very little room on your counter or in your window. It's attractive, it's colorful, and it can do a real selling job for you.

Try this polish yourself and you will see why the public will go head over heels for it. It's a feather in your cap because you're offering them an auto polish that does a real cleaning job on their car.

The part number of the new Philco Automobile Polish is AD 1846 and it comes in convenient 8 oz. cans.

Get into spring and summer auto polish sales right now. Better see your Philco Distributor right away and "LET'S TELL EVERYONE ABOUT PHILCO ACCESSORY PRODUCTS"!

Colorful Accessory Folder Available to Dealers

Have you seen the newest consumer literature produced by the Philco Accessory Division? It's entitled "Philco Accessories for the Home" and it's a beauty!

A four-color advertising piece, it's guaranteed to interest your customers in Philco Accessories and bring in more sales for you along these profitable lines.

You can use this folder as a counter salesman—get your customers to take them home as reminders of Philco Accessory products—or send them out with your bills or special advertising mailings.

Right now, these folders are being included in all instruction manuals and product information booklets that go out with Ranges, Freezers, Refrigerators, Air Conditioners, Radio and Television sets; building up a big demand for Philco accessories among the people that buy major Philco appliances.

Your distributor has these folders available now. Ask him today for the "Philco Accessories for the Home" folder—Part No. 01-156-5008.

AND LET'S TELL EVERYONE ABOUT PHILCO ACCESSORY PRODUCTS with this terrific sales reminder to help you!

*Philco Accessory Products
are designed to pull in those extra
dollars . . . Sell Them All!*