

PHILCO



Accessory

MERCHANDISER

VOL. 2

PHILCO CORPORATION

JUNE, 1952

NO. 6

SELL PHILCO ACCESSORY PRODUCTS RIGHT IN YOUR CUSTOMER'S HOME!

While the primary purpose of the Philco Political Convention Promotion is to sell more Philco TV and Radio Sets, there is no reason to forget Philco Accessory Products in the rush for this type of business. The dealer who does not plug his accessory items during this promotion will be missing out on plenty of sales and plenty of extra profits!

As a matter of plain ordinary financial thinking, the promotion is a logical tie-in for *greater* accessory sales . . .

For the next few months the public will be extremely Philco conscious. Everywhere there will be overwhelming evidence of Philco's sponsorship of the two great political conventions. The promotion is so beamed that the public will want to buy a Philco TV or Radio Set for the convention or else have their present models serviced. And here's where the smart dealer can raise his sales and profits of accessory items!

When your servicemen go out on calls for television or radio service, make sure that they are in a position to sell Philco Accessories to your customers! It's easy, it's logical, and brother, it's profitable!

There is no better place to sell a customer than in the surroundings of his own home. And when one of your servicemen is out on a call, there is your entry for accessory sales!

And the selling is relatively simple. All the serviceman does



is to carry some of your accessory items in with him and then have his sample case open during his call. The customers will automatically start to perk up and ask questions, and it's just a matter of minutes before the sale is closed. Simple as that!

This is your chance to bang home extra accessory sales through your service department. It's an added service for your customers and it can mean extra profits for you when you sell Philco Accessory Products

on your service calls, right in the customer's home!

Your Philco Distributor has all the information you need for this type of in-the-home selling. He'll tell you how you can get your share of this type of business with the unique kit pictured here. Time is short so better drop in at your Distributor's as soon as possible. The next political convention won't be until 1956 . . . it may be too late by then!

NEW COUNTER DISPLAYS MAKE SELLING EASIER!

Here are two new accessory displays which will help you to pull in extra sales for Easy Off Oven Cleaner and the Philco All Direction Antenna!

Naturally, you can sell these two marvelous products, and for that matter, any Philco Accessory Product, without displays. But your sales potential is limited and depends to a great extent upon the

efforts of your sales personnel. In the rush to sell larger items many of the profitable accessories are forgotten, and profits go out the window.

Customerwise, many of the people entering your store hesitate to ask for items that are not on display. In fact many of them have no idea that you carry the very thing they wish to purchase. But once they know that you do have these items, the customer will usually spread the word and your store traffic increases.

These displays take up little space on your counter but they're outstanding and attractive enough to call attention to these products. They've been designed to do a selling job on your customer and they've been designed to add more profits to your accessory profit sheet!

The display for the oven cleaner has been constructed so that you can insert a jar of the cleaner in the rest! This cleaner was a hit all over the country before we had this display and now it should sell better than ever before. It's a natural for all display-minded dealers.

The other display piece is an easel back heavy board card which really pounds out a selling message

to your customers who have been reading and hearing about the All Direction Antenna through Philco's nation wide advertising. It lets one and all know that you handle this red-hot antenna, and it does a thorough job sales-wise. It's perfect for convention tie-ins!

You better order these attractive counter displays from your Philco Distributor right away and then sit back and watch them sell these two profitable accessory items for you!

HITS OF THE MONTH

It's time for sensational savings on some fast moving Philco Accessory items—your June Hits of the Month.

The All-Direction Antenna is sweeping the market, and to make its installation even more economical for you, our AD-2096 four wire rotor cable is being offered as the first "Hit." For best results, this cable should be used in every installation of these antennas, so here is your chance to stock it at a very low price.

"Hit" Number 2 is another item that is going to you at big savings

—the Philco 45-6652 Steel Mast with one end swedged for greater rigidity. Order a large stock to have on hand for future needs.

Yes, June is "busting" out all over—and so are barbecue parties, camping trips and the like. The Philco Barbecue Set (Part Number AD-1731) is a big customer interest "Hit" right now. Feature them in springtime sales for your "outdoor" customers while the price is so low.

An always popular item is Philco two cell flashlights. Both the closed and open end models are featured as "Hits of the Month." These

flashlights are beauties—constructed of all brass with a highly polished chrome plating. They have 3 position action, shock absorbers and perfect focus—finest quality flashes available. Order them as Part Number 45-9557 for the open end, and 45-9558 for the closed end model.

Don't delay in sending your order to your local Philco Distributor, do it now while you are thinking about it. These values are too big to pass up!

And watch for more "Hits of the Month" soon, they'll bring you big savings on Philco Accessories.

We TELL 'em
You SELL 'em

PHILCO

Accessory Products



**Now Nationally
Advertised to Millions
of Readers of
Outstanding Consumer Publications
Throughout the Nation!**

NATIONAL advertising for Philco Accessory products! That's the program we're sweeping the nation with to create tremendous new interest and demand for the Philco products you sell.

These striking ads are reaching your customers in the magazines they read habitually—the high circulation consumer magazines where they are most receptive to advertising of home products.

You'll want to take immediate advantage of the millions of favorable impressions these Philco Accessory ads are creating. And you can do it by featuring a complete line of Philco Accessories in your store—displaying them in your window—suggesting them to your customers at every opportunity.

Philco Accessories can become a profitable contribution to your overall store volume. The line is

diversified and appealing—for the home, for the car, and for out-of-doors use.

The ads already published, and those to be released in coming months, feature the Philco Accessories your customers need and want—auto radios and accessories, kitchen aids, radio and TV tubes, boosters, polishes, and a host of other sure-fire sellers.

Consult the Accessory Catalog and survey your complete requirements; see your local Philco Distributor and examine for yourself the fine quality built into Philco Accessories; the same quality Philco puts into its major products.

**There Are Extra Profits On
Philco Accessory Products
Waiting for You . . .**

**NOW AT YOUR
PHILCO DISTRIBUTOR**

IT'S PORTABLE TIME AGAIN

That popular portable pastime is sweeping the country again!

Ballgames, picnics, all sorts of outdoor activities are being taken up as summer approaches and the portable radio is king of the season!

Fresh, power-packed Philco Portable Batteries are your cue for this month's sales efforts. As people steadily migrate to the great outdoors they naturally take along the old portable for listening enjoyment. And you'll want to sell them the reliable EXTRA LONG LIFE contained in Philco Portable Batteries for uninterrupted summer radio enjoyment.

Here's an added feature for this year; one that'll put you up on competition and aid the sale of new portables. The Philco Model 642 Portable for 1952 is equipped for "Private Listening" installation, the device we featured in last month's MERCHANDISER and which brings to portable radios new advantages and ease of listening. It's a sensational development designed to increase portable sales and give you an exclusive selling feature.

With "Private Listening" and the best batteries made anywhere you're fully equipped for summer sales of a popular and wanted item.

Don't wait for the demand to catch you in short supply. Call your local Philco Distributor and stock up on "Private Listening" units and the incomparable line of Philco Portable Batteries!

AND AUTO RADIO TIME, TOO!

Here's your second cue for the summer months ahead, Philco Dealers! Auto Radios, Aerials, Vibrators, Rear Seat Speakers, and Auto Polish, all ready to be sold as America takes to the open road!

And the wisest thing you can do now (if you haven't already) is to set aside a portion of your floor space as a Philco Auto Radio Headquarters featuring quality products from the world leader in auto radio.

Four million auto radios produced last year—more to come in '52—and think of the thousands on the road today in need of service and accessories too.

All Philco Distributors have Philco Auto Radio Accessories in stock—see yours now!

\$10.00 to the Man from Chicago

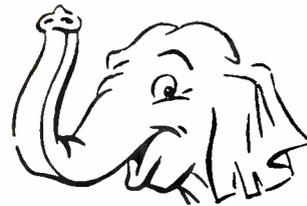
This month's prize merchandising award goes to Edwin J. Manikowski of the Veteran's Radio Service, 1624 North Paulina Street, Chicago, Illinois. He's found the answer to the aggravating problem that most of you face when your window displays fade in strong sunlight. We are quoting from his letter below:

"I have a dealer sales idea that I use and have found that it works. Usually when advertising signs are put on display in a dealer's window, they fade out in about a week or ten days. To solve this problem I spray Krylon Plastic Spray on all the signs that I have and use in my windows. This type of spray is obtainable at any radio parts jobber.

After the use of a plastic spray, when signs are dusty, only a dry rag is needed to clean them. No soaps or powders are needed to clean signs and they will not fade out, but have a gleaming appearance."

Ed Manikowski is the type of man who knows the value of display advertising and how it can boost up any service business. The fact that Ed was interested in keeping his window displays looking top-flight at all times is testimony to the pulling power of Philco's advertising when used to best advantage. A dirty or obscure display sign can often be negative advertising since it offends passers-by and gives them the wrong impression of your efficiency.

It is gratifying to note that in this case the signs and displays did double duty . . . not only did they pull business in for Ed, but they also pulled in that \$10.00 award, too!



PHILCO SETS THE STAGE FOR AMERICA'S GREATEST POLITICAL SHOW



This wide-awake Chicagoan is the lucky winner of the Philco \$10.00 Award for this month—how about you next month? Any merchandising or servicing ideas that you use in your everyday business can put your bid in for the \$10.00 award. Send your suggestions today to:

Idea Award
P. O. Box 6738
Philadelphia 32, Pa.

*Cash in on
Philco's Pre-Convention
Accessory Promotion!*