

PHILCO



Accessory

MERCHANDISER

VOL. 2

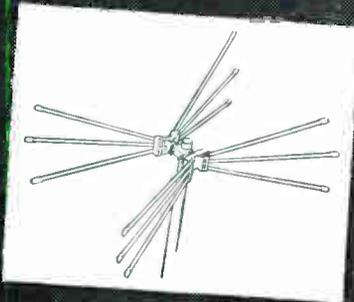
PHILCO CORPORATION

JULY, 1952

NO. 7

TIE-IN WITH NATIONAL ACCESSORY ADVERTISING CAMPAIGN

*Beams your TV set
direct to the signal*



PHILCO

**MOTORLESS
ALL-DIRECTION AERIAL**

Flick the switch to bring in best possible signal... clear, free from ghosts... on any set, any location. Does all a rotor can do, without moving parts, at far less cost. See it work!

**DEALER'S NAME
AND ADDRESS**
Store Hours Telephone

**HEADQUARTERS FOR
PHILCO ACCESSORY PRODUCTS**

- TV Boosters
- Auto Radios
- Flashlights
- Phono-Needles
- Cabinet Polish
- Philco Ice Trays

Philco's new accessory advertising campaign is going full force with hard selling ads featuring profitable Philco Accessory products. Published monthly in leading national consumer and trade magazines, these advertisements are solid selling messages reaching out to an audience of millions!

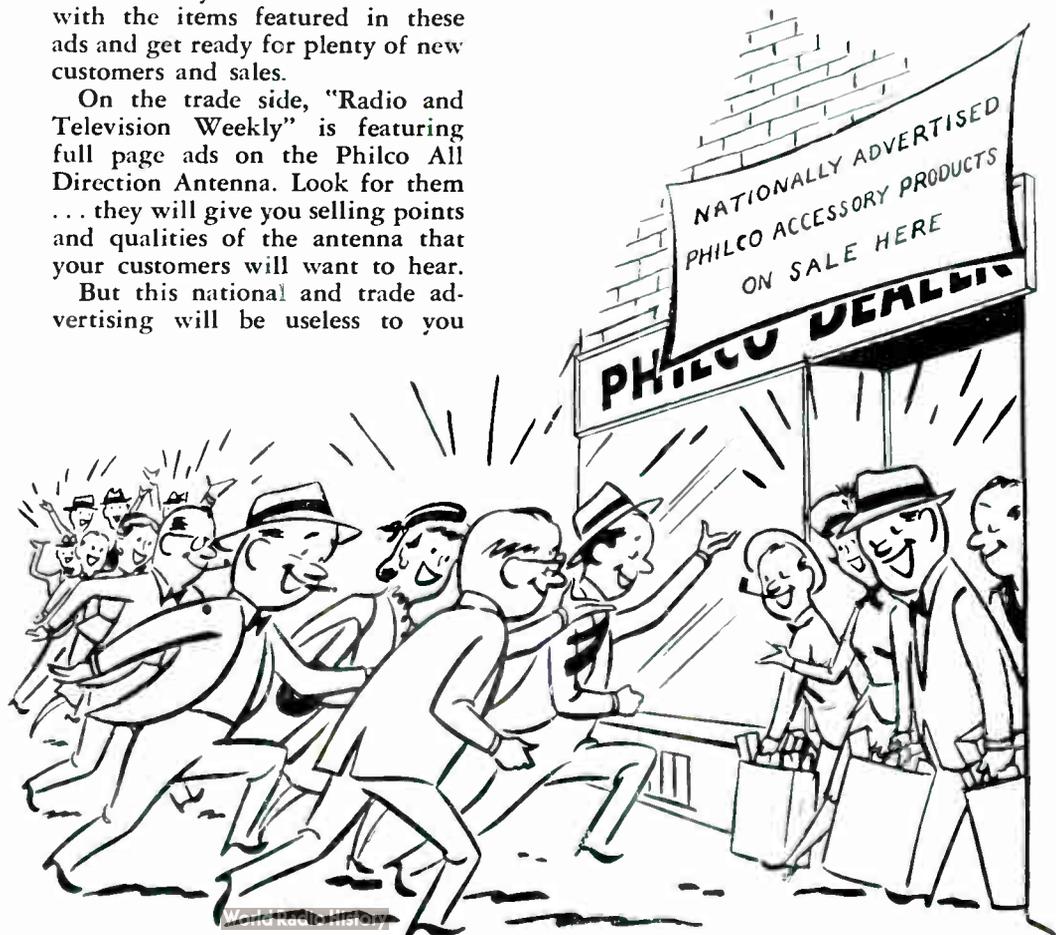
In the consumer field, ads with plenty of sale-ability are being shown in the "Saturday Evening Post" and "Better Homes and Gardens"—magazines with a combined circulation of over 7½ million readers! Think of the potential sales that are on their way in your Philco Accessory Department. Make sure you are well stocked with the items featured in these ads and get ready for plenty of new customers and sales.

On the trade side, "Radio and Television Weekly" is featuring full page ads on the Philco All Direction Antenna. Look for them... they will give you selling points and qualities of the antenna that your customers will want to hear.

But this national and trade advertising will be useless to you

unless you do some smart tie-in advertising on your own. To help you out, Headquarters has designed an ad mat, on the All Direction Antenna illustrated here, and allows plenty of room for your imprint. It is similar to the ad that appeared in national magazines and gives you an extra selling punch when your customers link the two together.

The sooner you get started, the sooner you can take full advantage of the added business that tie-in advertising can bring. Call your distributor right away and ask for the ad mat on the Philco All Direction Antenna.



Versatile Private Listening Unit Going Strong!

Consumer acceptance of Private Listening unit is gaining in momentum! More and more people are discovering how such a unit fills a specific need—*private* radio listening, without disturbing others.

Many people send Private Listening units to friends or servicemen living in dormitories or barracks. The person wearing the Private Listening unit is the *only* one hearing the program, a distinct advantage when others in the vicinity are trying to sleep or read.

And users of Private Listening are discovering new adaptations. The \$10.00 Idea Award this month goes to a Philco Serviceman in New York who found a new use for the unit. His idea enables him to use the Private Listening unit as he drives, eliminating continual operation of radio dials and buttons for volume control. See the story on Page 4.

The Private Listening unit is light in weight so that the wearer scarcely knows that it is on. Its design is the same as the finest



Listen while she sleeps!



Listen while she studies



Listen while the game goes on



A boon to the hard-of-hearing

hearing aid giving the wearer perfect radio reception through a comfortable ear-piece.

If you haven't seen the Philco Private Listening unit, haven't tried it yourself and heard the perfect tone and completely *private* radio enjoyment, then you are missing out on something that is sure to be a big seller in your shop. Start finding out what a boost it can give the sale of new radios and the many extra profit making sales it will bring your way.

And very shortly the Accessory Division will announce the availability of an adaptor for Philco Private Listening that will enable the unit to be used on every radio and television set made! The size of our remote control unit for television, this adaptor will be capable of allowing four people to enjoy Private Listening at the same time! Easily installed, it comes with complete instructions and is perfectly safe to use. Watch for the announcement from your Accessory Division.

A NEEDLE FOR EVERY NEED!

"Sell The Philco Needle That Fits" can be your motto with Philco's new line of Universal Phonograph Needles. Nowadays, the tone arm cartridges in different makes or models, and record speeds require different size needles. The Philco Universal Needle line now carries a needle to fit every need. The synthetic sapphire tip is produced to give the finest in record playing enjoyment. Annoying surface noises are almost completely eliminated.



You best needle salesman is often the counter display. The display designed for the new line is not only a good counter salesman, but a stock room combined.

A COMPLETE STOCK AT YOUR FINGERTIPS

The counter display holds over 70 Direct Replacement Needles—the complete line to fit all makes of phonographs.

Each needle is encased in an attractive package that acts as an individual salesman for you. The instructions for use of the needle are printed right on the package.

The counter display makes it easy for you to keep a record of your stock and needed supplies. All the types are in plain view, no more running short on a popular number. Your distributor has them now. Ask for Part No. 01-156-5001.

CROSS REFERENCE GUIDE AVAILABLE

Because there are several styles of needles, a Philco Replacement Needle Cross Reference Guide



(Part No. 01-156-5005) has been printed. This handy chart tells you just the right needle to sell to your customers. Use your chart to cut the guess work out of needle selling, and needle return because they don't fit.

There is plenty of needle business on its way—get ready for it. Order your Needle Counter Display and Cross Reference Guide from your Philco Distributor today.

SUMMER TIME IS PHILCO ACCESSORY TIME!

HOT summer weather is really here and Philco Accessory products are timed to make your sales and profits climb right with the temperature. Start plugging them now!

FOR SUMMERTIME IN THE HOME, PHILCO FEATURES:

*Philco Automatic "Frost Control"—this profitable item is hermetically sealed to keep out dust and moisture, and is so simple to install that the purchaser himself can make the installation. Give your customers worry-free food storage during the summer months—and the rest of the year, too!

*Freezer bags—especially economical to use now when food prices are lower and supplies plentiful. They are completely odorless, nontoxic and stay pliable—even at 96° below zero! Your customers will want several kits. Have a good supply on hand.

*Ace Kitchen Tools—just the right tool for every cooking need. They are made of sturdy stainless steel and their cool Key Largo Green is designed to brighten and beautify the kitchen. Black and white handles are also available.

*Easy Out Ice Cube Trays—make any refrigerator look modern, and they are a pleasure to use. There is no melting or forcing, just lift the lever and out pop the extra ice cubes that are always needed during the hot weather. National advertising has built up the interest—your customers build up your sales!



FOR THE CAR THERE IS:

*Auto polish—keep "Old Bess" shining clean and protected from the sun. Philco Auto Polish is easy to use and will make your customers' cars the pride of their vacation trips.

*Philco Rear Seat Speakers—designed to make more comfortable radio listening for back seat riders.

FOR OUT-OF-DOORS CUSTOMERS:

*Barbecue Sets were a "Hit of the Month" for June giving you added savings. Now is the time to sell them and cash in when interest in outdoor cooking is high.

*The ever-popular Philco Portable Radios and Philco Batteries receive extra hard use in the summer months—so display and sell them for a substantial profit.

*Flashlights and batteries for out-of-doors, or for the home, but always a red-hot item because of their fine Philco quality.

And it's just the beginning. There are plenty of opportunities for you to fan profit breezes your way with Philco Accessory Products. Show them, sell them. Your customers will find that your accessory department is the place to go for summer bargains.

IT'S TIME to PROFIT with PHILCO AIR CONDITIONER ACCESSORIES!



HERE is another angle to a "Cool Comfort" story that is bound to be a big money-maker for you. Now is the perfect time to start plugging check-up and servicing on air conditioning units in your customers' homes. The idea is good, and the time to put it to use is right now!

In most cases, the customer's unit has been idle during the winter months, is a little sluggish from lack of use, needs oiling and cleaning, readjusting and repair, and a new filter to replace the

clogged worn out one. A thorough examination will assure your customer that their air conditioning unit will operate perfectly when needed, provided they take advantage of your check-up offer.

To keep air conditioners functioning at their tip-top level, the filters must be replaced at periodic intervals. Best thing to use are Philco Air Conditioner Filters. They remove as much as 95% of the dust, pollen and other particles from the air, leaving it pure and

(Continued on next page)

New Use for Philco Product wins \$10.00 Award

Since the development of the Philco Private Listening Unit, new uses and adaptations are being discovered all the time.

The latest in this line comes from Arthur L. Wechsler of King Furniture and Radio, 214 West 116th Street, New York. Art has found a way to enjoy Private Listening himself—and add to his business besides. He sent us this letter so that we could pass it on to you:

"While riding in the car with the family, I had always noticed that whenever I was listening to the radio, the women were always talking and I could not hear the program. I noticed too, that if my (the driver's) window was open, the wind would blow the sound away from the driver's side, and when I would turn up the volume, the women complained that the sound was too loud.

"The idea came to me one day, and I took a Philco Private Listening unit, hooked up a circuit to the output transformer of the speaker (exactly like a rear seat speaker) with a three way switch. Then I ran the wire to the left side, up the middle bar between the front and rear doors, putting the wire under the upholstery, drilled a 1/2 inch hole and inserted a male jack plug for the Private Listening. Now, I can listen to all my programs, by just turning the switch to EAR ONLY while the women jabber away. The three positions of this switch are EAR AND RADIO, EAR ONLY, and RADIO ONLY.

"This idea went over so big with my customers that we have several orders to install this idea in their cars."

Mr. Wechsler's idea not only won the big \$10.00 jackpot for him, but it increased his business and his own radio enjoyment, a big three star winner for a Philco Serviceman!

How about you? Have you a servicing or merchandising idea that can win you the \$10.00 jackpot next month? Jot your ideas down and mail them to:

Philco Idea Award
Post Office Box 6738
Phila. Penna.

Let's hear from you—soon!

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 MERCHANDISER or the PHILCO SERVICEMAN.

Let's hear from you!

IT'S TIME to PROFIT with PHILCO

(Continued from page 3)

free from irritants. It's a tremendous selling point to hay fever sufferers, and customers interested in the health and comfort of their families. And this selling point alone is going to make a big difference in extra cash for you.

While you are making these check-ups, you are going to find units that have been exposed to all kinds of weather conditions and have suffered for it. Rain and snow may have marred the finish, dust and dirt taken its toll internally, and cold drafts had their effect on the heating bills. During your check-ups is a perfect opportunity to bring these facts to the attention of the customer and sell Philco Vinylite Air Conditioner Covers. Expensive equipment exposed to rough treatment

by the elements puts people right in the buying mood for the weather resistant protection that these covers offer. Part numbers AD 1688 and 1689 will fit any model Philco or competitive unit. The covers are good team-mates in the sale of new units, too. Rings up a high score in the profit league for you.

The sale of a Philco Air Conditioning Unit is just the beginning. Philco Accessory Division offers you the opportunity to continue building on the original sale—for your customer's benefit as well as yours. Stock Philco Air Conditioner Filters and Covers. And check the many other accessory items carried by your local Philco distributor. You will find it smart business to feature Philco Accessory Products.

*Let's Make The
Last Half Of '52
The Big Half!*