

PHILCO



Accessory

MERCHANDISER

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NO. 3

**ALL WAVE?
ALL PURPOSE?
ALL DIRECTION?**

**YES! THE MOST POWERFUL
TV ANTENNA EVER DESIGNED!**



AND ONLY PHILCO HAS IT!

Never before in the television industry has anyone ever come up with an inexpensive television antenna providing gains as high as 15 db, or 18 db, or 20 db!

But Philco Has! And furthermore, the new Philco All Wave, All Purpose, All Direction Antenna will give you gains as high as 22 db!

We've proved this! Tests were actually made in far fringe areas where reception in the past was almost impossible to obtain. Yes, in areas where signals were received only with a yagi, and full of snow at that, this new Philco All

Purpose Antenna came through with amazing results! From 110 miles distance, signals came in as clear as if they were local programs!

The Philco All Wave, All Purpose, All Direction Television Antenna is undoubtedly the biggest antenna development yet to hit the market. In comparing gains, price, and the simplicity with which these antennas can be assembled, there can be no argument as to who is going to lead the industry in antenna sales for 1953 . . . it's going to be you, Mr. Philco Dealer!

You owe it to your profit ledger to make this very day the occasion of a special trip to your local Philco Distributor. You'll want to see for yourself what we're talking about and you'll want to check the many ways this versatile antenna can work for you right down to the end of the year.

It's sensational . . . amazing . . . colossal and best of all—by stocking a very few packages, Philco Dealers are in a position to supply any antenna installation requirement!

DEALERS! YOU CAN PILE UP MORE PROFITS WITH PHILCO'S NEW AD MAT SERVICE!

That's right, Philco Dealers! If you really want to expand your business and insure an increase in customer traffic, Philco's Accessory Division has the answer for you.

The newest Philco Accessory service to its dealers—ad mats on a wide variety of Philco Accessory Products—can mean a lot to you. Here's an inexpensive method of advertising your name, your store, and your products. All the costly preparation in these ads has been accomplished by Philco, your only outlay is the charge for the space.

These ads, created specifically for Philco Accessory Products, have all the sales appeal and attraction that will help you sell and sell and sell! Just look over the ones illustrated in this article and you'll quickly see why your customers can't fail to be impressed by any or all of them. And this is only a sample of what is available to you! In addition to these, there are red-hot selling advertisements on many other sensational selling Philco Accessory Products.

It's often difficult for a dealer to attain the coverage he'd like to by advertising. The whole package of advertising can run into a lot of money and the time involved in preparing an ad can be quite consuming. But now the Philco Accessory Division has eliminated the

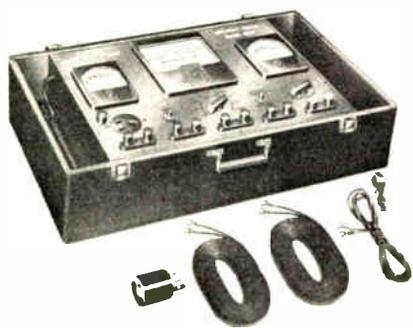


cost of preparation and is offering you attractive ready-to-use ad mats on the products you sell every day. It's a great opportunity to concentrate your advertising efforts on those Philco Accessories you've found to have particular appeal to your customers. And it is a bang-up method to introduce new products

to a line of merchandise that has many uses for every imaginable type of customer.

You can order the Philco Accessory ad mats of your choice from the local Philco Distributor in your area. Get on the advertising bandwagon yourself, for bigger and better profits!

GOOD NEWS FOR APPLIANCE SERVICEMEN... PHILCO'S 5007 TESTER!



To help Philco Dealers and Servicemen take even fuller advantage of the increasingly profitable appliance servicing field, here is Philco's newest appliance service aid!

Designated as Model Number 5007, this new Philco Appliance Tester is the last word in supply-

ing a needed and wanted tool for appliance servicing. It permits the serviceman to make a complete analysis of over-all performance on refrigerators, air conditioners, ranges, and household appliances . . . covers practically the whole range of the housewife's appliance needs!

The Philco Appliance Tester provides accurate temperature measurements in degrees Fahrenheit, from -30° to 600° , on a large, easy-to-read 6" meter; figures power requirements of appliances up to 6 kilowatts, and includes an AC voltmeter for measuring voltages up to 260 volts.

The versatile Philco Appliance Tester provides for rapidly tracing shorts or open circuits on appliances under test and comes equipped with all the necessary

"pick-up" elements for temperature determination. Compact and easily portable, it weighs only 9 pounds and is 12" wide x 8" high x 6" deep.

With the field for appliance servicing becoming steadily more lucrative, it is to the advantage of all servicing Philco Dealers and Servicemen to consider this source of year 'round profits. The more appliances in a customer's home, the greater becomes the need for service. It's something no one in the business should pass up!

Why not make a trip to your local Philco Distributor to preview this latest piece of Philco Test Equipment? Remember, the Model Number is 5007, and it can be ordered by Part Number 45-1879. Your distributor has the Philco Appliance Tester—he'll be glad to show it to you!

PHILCO'S DYNAMIC TUBE CHECKER . . . ANOTHER DELUXE MODEL!

Meet another triple threat performer that joins the never-ending parade of Philco Test Equipment . . . here's the Model 7052 Dynamic Mutual Conductance Tube Checker!

From its front panel, which has been functionally arranged for maximum ease of operation, to its built-in storage compartment for replacement tubes and operating accessories, the Philco Dynamic Tube Checker is a serviceman's "dream"!

Featured in the 7052 is a roll chart which eliminates the need for individual cards that have a habit of getting lost, strayed, or mislaid.

Actually simulating tube operating conditions, it also provides a means for forecasting remaining



tube life which in itself is a sensational time saver!

The Philco Dynamic Tube Checker has a meter scale which provides a rapid and accurate check of tube characteristics as either "good," "doubtful" or "replace." And it tests and measures

mutual conductance of tubes including miniature, sub-miniature, and low power transmitting tubes.

To add to this versatile tester—shorts and leakages between elements of tubes under test can be checked as well as have their noise characteristics determined.

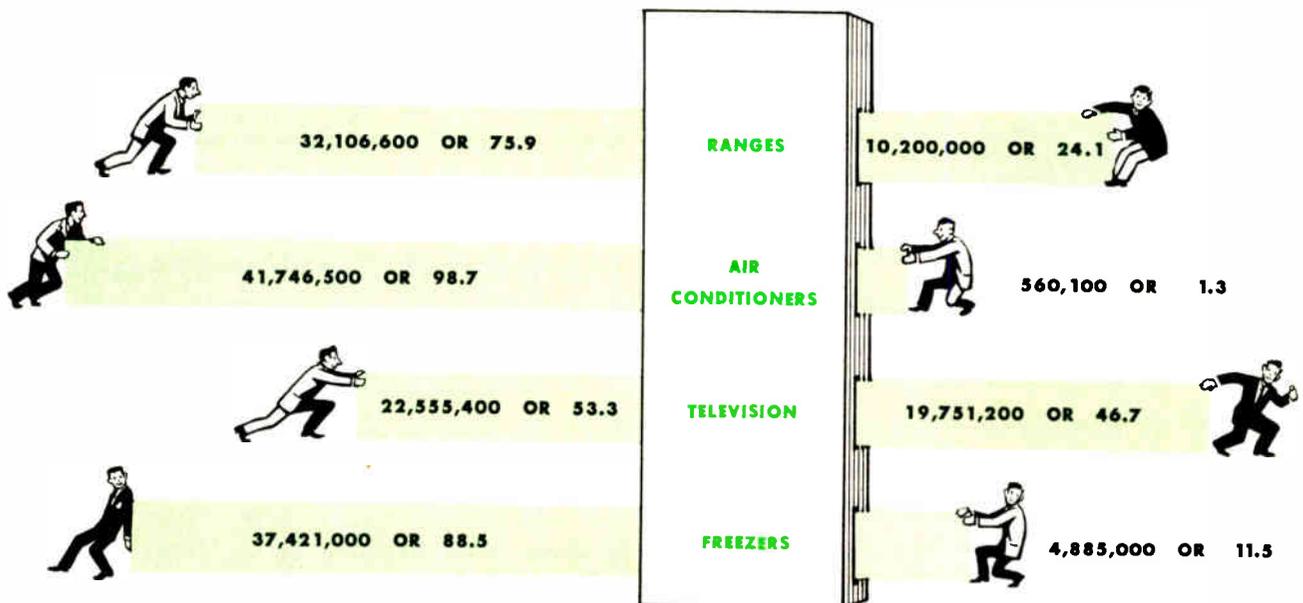
The Philco Dynamic Tube Checker is attractively finished in a blue leatherette carrying case, operates at 105-130 volts AC and weighs only 22 pounds. It's yours for a better servicing job all-around and a real cinch for taking care of all tube testing problems that arise so frequently in a variety of servicing duties.

Don't pass up a look at the Model 7052 Philco Dynamic Mutual Conductance Tube Checker on display at your local Philco Distributor's place of business.

HERE'S YOUR 1953 OPPORTUNITY FOR BIGGER ACCESSORY SALES!

NUMBER OF WIRED HOMES WITHOUT

NUMBER OF WIRED HOMES WITH



The battle of the century is on! Philco Dealers are on the march everywhere in a tremendous effort to break all past sales records!

Yes, those little figures you see above are Philco Dealers. They are engaged in the task of helping to put more time saving, entertainment-giving Philco appliances into

the American home. And they're going to do it!

The potential sales indicated by the bar chart above are as clear as crystal. The room for expansion that exists in sales of Philco Air Conditioners, Ranges, Freezers, Television Sets and related Philco Accessories is fantastic!

Don't let up for a minute this year, Philco Dealers. Let's go to work on the pleasant job of making the American public Philco-conscious and reaping the rewards for a job well done. You can do it because you're selling the greatest line on earth!

LET'S GO TO WORK
ON FAST MOVING
PHILCO
ACCESSORIES!

Yes, "Let's go to work" is a good theme to hang on to for the rest of the year. The harder we work the greater the rewards, and in this case it's profits we're talking about!

Among the many Philco Accessory Products you've sold throughout the years with great success are two that bear constant repeating due to their appeal and fast moving characteristics.

Let's take Selenium Rectifiers for instance. Philco's new Selenium Rectifiers are designed as quick and efficient replacement for rectifier tubes in AC/DC radios, AC DC battery radios, and television sets. Featuring convenient single stud mounting, clear terminal markings, and instant rectification for quick set warm-up, they have been designed to extremely rugged specifications, a policy you'll find on all products bearing the Philco name. Philco Selenium Rectifiers are built to perform efficiently over long periods with continuous efficiency.

We never get tired of talking about Philco Universal Speakers with the nationwide universal appeal! If ever a quality line existed here it is! Oval, Auto Radio, Hi Quality PM, Permanent Magnet, Electrodynamic—the Philco Universal Speaker line that is in more popular use today in television receivers, home radios, and auto radios than any other on the market. Quality, performance, and long-life all rolled up into one ball of wax to make every customer a satisfied one.

Elsewhere in this issue you will read of the encouraging forecast for the months of 1953 still to come. There are many impressive potential market figures that should set you to thinking long and hard about the business that's ahead. So, let's go to work in every way, during every day, and keep 1953 among the boom years!

You know where to get Selenium Rectifiers, Universal Speakers and the whole great line of Philco Parts and Accessories—your local Philco Distributor—and he'll be glad to see you, anytime!



Swami sees all, Swami knows all! Swami looks into future—sees many bright days ahead for Philco Dealer and Philco Serviceman. Business in 1953 will be good as, even better than 1952!

Very busy first quarter of year, little slow in middle, busy year's end. These things Swami see. Smart dealer make much money if he stock many fast selling Philco Accessories and builds quick turnover. Very smart.

Swami look back through years—sees standards of living rising because of bigger use of appliances in everyday living. Less drudgery in home, more time for recreation and education. Now, American consumer spends greater percentage of income for food and durable consumer goods than ever before.

Ahaa, future for Philco Dealer is bright!

Swami's mystic powers tell him that Defense spending will go up about \$4 billions this year—more income for defense workers to spend on appliances!

Swami sees business construction taper off but commercial building increase. More business in 1953!

Plenty of new homes (almost 1,000,000) going up—sales too! New homes mean new appliances and plenty of business!

There something else in crystal ball—it is getting clearer—it is message! It say "selective stocking, use of advertising material, plenty of good promotions will make 1953 boom year for Philco Dealer." Swami say:

May good fortune shine upon you!

SALES Z-O-O-M AND

• PROFITS SWELL

WITH

PHILCO ACCESSORY PRODUCTS !