

# PHILCO

## Accessory MERCHANTISER



VOL. 3

PHILCO CORPORATION

NO. 5

### THANKS A MILLION!

Yes, thanks a million to all you Philco Dealers and Servicemen all over the country for your unprecedented response to the 1950 efforts of the Accessory Division.

Last Christmas we remember "sticking our necks out a little" and predicting that, despite the usual seasonal slump and a few slow months here and there, business for '50 would average quite a bit better than last year. Well, we were slightly optimistic, but the way Philco Dealers and Servicemen rolled up their sleeves and pitched in to make this year the BIGGEST in Philco history, was nothing short of sensational! Previous sales records in all lines just fell by the wayside due to your enthusiastic support and co-operation throughout the entire year.

Through your efforts Fabulous Fifty became more than a mere name—it became a reality. Without a doubt, it was truly a fabulous year for every Philco Dealer and Serviceman.

And despite the fact that 1950 proved to be an all-time record breaker for sales of Philco products, there is every indication that 1951 will be just as terrific. In fact, the Accessory Division is already laying the groundwork and planning for another series of outstanding promotions that will enable you to have a bigger, better, and more profitable year than the one just ending!

Again in 1951, you will be able to take advantage of tremendous bargains and amazing savings on Philco Accessories, all brought to you through colorful promotions as characterized by

Illustrated on page 4





# 4 out of 5

Yes, in Philadelphia four out of five leading department stores choose the best—Jerrold MUL-TV Antenna System!

And all over the country, wherever there are television showrooms and departments, alert executives and dealers are installing Jerrold MUL-TV Systems for the most efficient solution to perfect television reception on any number of sets.

In past issues of the *MERCHANDISER* you have read that many Philco Dealers all over the country have installed the MUL-TV Antenna System in their showrooms, and how enthusiastic they have been about its performance. Now, an increasing number of dealers are adopting Jerrold MUL-TV and are finding out like the Philadelphia dealer Mort Farr, and Norfolk's Harry Price, just what this system can do for them saleswise. And it can do the same for you, too!

Not only does the Jerrold MUL-TV System offer you increased sales due to more TV sets operating on your floor for customer viewing, but you can also make additional sales installing the Jerrold System in a host of public and private buildings.

It's being done every day! Just read this impressive, but by no

means complete, list of Jerrold installations: Lake Shore Drive Apts., Chicago; Mayflower Apts., Virginia Beach; Rittenhouse-Claridge Apts., Philadelphia; Blatt Department Store and Chelsea Village, Atlantic City; Davega Stores, New York City; and May Company, Cleveland. All users of the finest multiple antenna system available today—Jerrold MUL-TV.

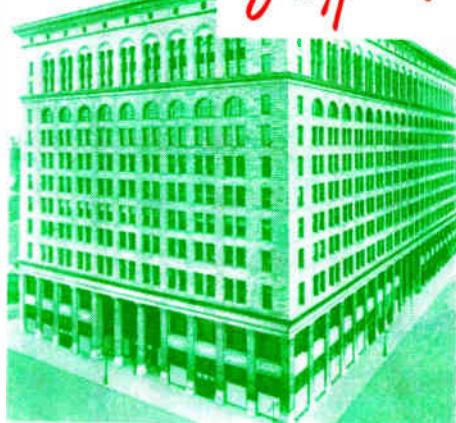
You can start developing sales in your territory for the Jerrold MUL-TV Antenna System right now. Philco, in cooperation with Jerrold, has prepared the most up-to-date sales literature and promotional material to help you develop a comprehensive sales presentation to tell and sell the story of this great new antenna system.

Whether you are interested in the Jerrold MUL-TV System for your own showroom, or desire to promote sales of it to apartment house owners or local builders of apartment houses and other private buildings, you'll want literature that tells the complete story.

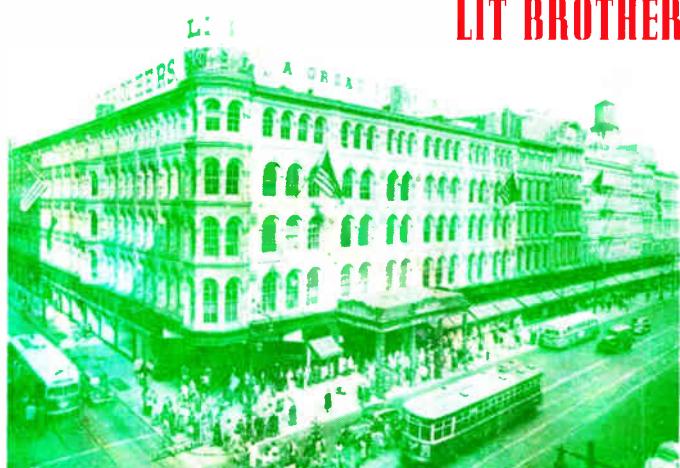
See your distributor immediately and find out how you can get this wonderful presentation material. See him right now—he's got the story of a real wonder worker for you—the Jerrold MUL-TV Antenna System!



Strawbridge & Clothier



Snellenburgs



LIT BROTHERS

# A Christmas Gift for Everybody — Philco Penlites!

The coming of Christmas can mean more than just the jingling of sleigh bells. It can also mean the jingling of profits, and lots of 'em, when you display attractive, compelling Philco Penlite Xmas Cards.

## IDEAL FOR FRIENDS

You probably know many people (and may be in the same boat yourselves!) who wish to remember their friends at Christmas-time, but who are not prepared to spend a large sum on gifts for them. What could be more ideal and useful, too, than the handy Philco Penlite with a variety of uses!

## FINE FOR THE FAMILY

And what member of the family can't make use of a pocket flashlight? From Dad right down to Junior, everyone in the family is a potential penlite customer. Placed in prominent spots throughout your store, Philco Penlite Xmas Cards become the perfect impulse buy at a time when customer traffic is unusually heavy.

## Philco Needles—A Point for Christmas Profits!



The sale of records and record players around Christmas are usually a very popular item to your customers. And here's a way to make them even more attractive—tie in Philco DeLuxe Phonograph Needles with records and record players—it's a selling combination that can't be beat!

If desired, you can also promote the sale of needles as an entirely separate item, because any of the Philco Needle dispensers are traffic stoppers. Four different counter cards are available, one for each of the four types of Philco Phonograph Needles. Each comes in a different color combination and is capable of holding a full dozen, individually packaged needles.

Philco Phonograph Needle counter cards are a compact, but big-enough-to-be-seen 13 $\frac{3}{4}$  inches by 11 inches. Sturdy and colorful, they shout, "stop and look me over" to anyone who approaches.

## DISPLAY MAGIC

The colorful penlite card illustrated, even tells its own story and ties right in with Christmas. An even dozen penlites are attached to each card. At the bottom of the display are listed people in occupations and places for which penlites are indispensable—doctors, nurses, farmers, etc. The list on the card is necessarily limited, but anyone age 6 to 60 would be happy to receive a penlite as a gift. Wouldn't you?

This looks like the biggest Christmas season in history. It's up to you to tempt your customers with the biggest variety of Christmas specials—the kind of gift items to please the most discriminating. Throughout this issue of the MERCHANTISER you will read of other suggested, fast selling Christmas merchandise. Stock up on 'em and watch the dollars roll in.

Your local Philco Distributor has Penlite Xmas Cards and other items available now, but be sure to order in large enough quantities in case there are empty shelves when you decide to reorder.



## Your \$10.00 Check Is Waiting Here

That's right! If you're a Philco Dealer you've probably used some pet idea for promoting more business in your store. Well, we want to hear about it, and for \$\$\$, too.

We're particularly interested in hearing about any promotion for selling Philco parts and accessories such as tubes, batteries, aerials, and so on, that you have utilized and which has really proved helpful.

Every letter or photograph printed in the MERCHANTISER rates \$10.00. Material submitted becomes the property of Philco Corporation. If you can use a \$10.00 bill, think hard! Come up with a good idea and then send your letters to us, right away! Address all mail for the PHILCO ACCESSORY MERCHANTISER to:

PHILCO CORPORATION  
P. O. Box 6738  
PHILADELPHIA 32, PA.

## Sales Ho!

Of the estimated 44,000,000 automobiles on the road today, 14,764,000 are now equipped with radios—an all-time record high! Yet, a simple little subtraction shows approximately 29,000,000 cars riding the highways without radios.

Need we say more?

LOOKING FORWARD TO  
'51? YOUR PHILCO AC-  
CESSORY DIVISION HAS  
GREAT PLANS FOR YOU!!

## Thanks A Million!

(Continued from page 1)

the many successes we have had in the past. Also in 1951, new sales promotional go-getters will be devised to make your store interior and exterior sparkle with real eye-catching, sales-making displays.

And now, from all of us here at the Accessory Division of Philco, heartiest congratulations for a wonderful job, wonderfully done. But, even though this year was definitely a "Fabulous Fifty" in every way, let's not sit back and relax yet. Remember, we all have a high goal to reach in '51—and that is to eclipse the astonishing mark made in 1950, and to go on to new and even greater successes next year. LET'S SHIFT INTO HIGH GEAR FOR THE NEW YEAR!

Season's Greetings to you all, with the happiest of New Years and the brightest of futures . . . from PHILCO!

## Your New Accessory Merchandiser

This month we are instituting a new policy concerning the Merchandiser.

From this issue on, the "Philco Service & Accessory Merchandiser" becomes the "Philco Accessory Merchandiser," and will be the exclusive organ of your Accessory Division.

### WHAT LIES AHEAD

As in the past, the Accessory Merchandiser will continue to present to you, new promotions and tips on how to best utilize the advertising aids and displays designed by the Accessory Division. New products and literature about them, will be announced in these pages, as well as plans and promotions you and your fellow Philco Dealers are carrying out in successfully selling Philco Accessories.

### YOUR REACTION

As you read the Philco Accessory Merchandiser in the months to come, we would really appreciate any comments, criticisms, or bouquets you'd care to send us. Don't forget, it is your publication, printed for your benefit, and we want to please you 100%. So, why not drop us a line? We're doing business at the same old stand—P. O. Box 6738, Philadelphia 32, Pa.

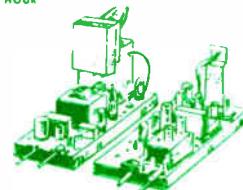
## PHILCO FACTS



ON THE RADIO FOR OVER FIVE YEARS, IN 1300 BROADCASTS, THE COUNTRY'S TOP SALESMAN, DON MCNEILL, HAS BEEN PLUGGING PHILCO REFRIGERATORS, FREEZERS AND OTHER PRODUCTS TO TREMENDOUS AUDIENCES EVERY DAY IN THE WEEK



EVEN IN THE PIONEERING DAYS OF THE EARLY THIRTIES, PHILCO ACCENTED QUALITY BY ROAD-TESTING AUTO RADIOS ON THE INDIANAPOLIS SPEEDWAY FOR A DISTANCE OF 500 MILES AT SPEEDS UP TO 80 MILES PER HOUR



WITH THE SPLITTING OF THE TELEVISION CHASSIS INTO TWO BASIC ELEMENTS, THE VIDEO AND POWER UNITS, PHILCO HAS BEEN ABLE TO INCREASE PRODUCTION, MAINTAIN QUALITY, AND LOWER PRICE

## Philco Auto Radios — A Christmas Natural!

And speaking of really unusual Christmas gifts—what could be nicer than one of the sensational Philco Auto Radios?

Think of the tremendous impact you can create with the promotion of these auto radios as a Christmas special! Definitely not the run-of-the-mill type of gift, every automobile owner without an auto radio would be genuinely thrilled with a present of this kind.

Point out to your customers the many benefits of owning an auto radio. How they never need miss a favorite program when they are "on the road." What a welcome companion an auto radio is on long, lonely trips.

Not only are Philco Auto Radios an excellent gift suggestion, but you've got a natural selling advantage over your competitors accruing from the fact that Philco has held undisputed supremacy in the auto radio field for many, many years. Just as in every other electrical appliance manufactured by the company, the name Philco is synonymous with top quality.

With the demand for auto radios predicted to continue unabated through the winter, now is the psychologically right time to give ample publicity to them as ideally suited Yuletide gifts. Then, after the holiday season, you'll probably find customers coming in and asking to see, "one of those swell Philco Auto Radios so-and-so got for Christmas."

Here's one of your grandest opportunities to go to the top of the most successful year in history with added sales of a really "hot" item. "A Philco Auto Radio for Christmas" can be the slogan that will really carry you over the top for 1950.

These items can be very useful in good will for you, too. Customers are always grateful to salesmen for hints and suggestions of what to give for the holidays. Make yourself some appreciative friends and loyal customers by suggesting Philco Auto Radios—the unusual and welcome gift.

## Looking Forward to '51?

Your Accessory Division  
Has Great Plans For You!  
Watch The MERCHANDISER  
For Future Developments