

# PHILCO



# Accessory

# MERCHANDISER

VOL. 3

PHILCO CORPORATION

SEPTEMBER, 1953

NO. 9

COMING TO YOU  
FROM PHILCO!



WATCH YOUR MAIL FOR THE MOST STUPENDOUS

PHILCO ACCESSORY NEWS IN YEARS!



**IT'S BIG**

**IT'S SENSATIONAL**

**IT'S GREAT**

**THERE WILL BE  
THOUSANDS OF STARS  
IN THREE GREAT  
PERFORMANCES**

**WATCH FOR IT!**

**Y**ES, you Mr. Philco Dealer! We'd like to suggest a demonstration that will prove beyond a doubt that Philco Auto Polish is one of the most saleable items in the Philco Accessory Line!

#### **YOUR CAR WILL SPARKLE**

Get hold of a can of Philco Auto Polish and follow the simple directions. Just wipe it on, then wipe it off. You'll marvel at the way hard-to-get-off dirt, road haze and tree sap are whisked away like magic!

On older cars, the finish takes on a completely new lustre, and when Philco Auto Polish is applied to new cars, well, the results are out of this world!

#### **PUBLIC ACCEPTANCE HIGH**

You all know how the American male is continuously searching for the best in car polishes. If you are anything like us, you probably have

## *Have You Tried* **PHILCO AUTO POLISH?**

a garage loaded with half-filled auto polish bottles. We tried 'em all until, that is, Philco Auto Polish came along.

#### **DO A SELLING JOB ON YOURSELF**

Honestly fellows, it won't take but a few moments to convince you this polish has got it—because that's as long as it takes to do a professional car cleaning job the Philco way!

Of course, you'll be happy too, with the way Philco Auto Polish turns over for you. It's quick to sell, and easy too. And you can't belittle the profit per bottle!

Remember the outstanding feature of Philco Auto Polish. . . it cleans as it polishes as it protects your car finish. Tell your customers all about it. But before you do, bet-



ter arrange with your local Philco Distributor for a substantial supply to meet the demand for America's premier auto polish from Philco!

## **SELL AIR CONDITIONER ACCESSORIES NOW!**

**T**WO blazing hot summers have made the public realize that air conditioners are out of the luxury class and are an honest-to-goodness necessity! There's no doubt that the future will see a steady and meteoric rise in air conditioner sales. And you should be prepared for it!

No, fellows, September is not too soon to start thinking about your air conditioner accessory requirements. Many of your air conditioner owners are prospects for both covers and replacement filters right now.

First, there are the older units that

are definitely in need of filters to continue the job air conditioners are designed for. And many of these owners have not heard of Philco Air Conditioner Covers. These people are almost sure sales since their units are left exposed to be marred and battered by the elements. Complete protection is necessary and your customers realize that.

Then you have the new air conditioner owner. He's probably gotten blessed relief from his unit this summer and he'll probably be ready to shut it off for the winter and forget it. But . . . he'll surely buy

a Philco Air Conditioner Cover once you tell him they are available!

Yes, the air conditioner is here to stay. That means a constant effort is indicated to bring every owner into your store for the key to long life operation and guaranteed protection in the form of Philco Air Conditioner Covers and Filters.

See your Philco Distributor and stock up on both of these Philco Accessory Products. They're part and parcel of the new and exciting sales picture in the fastest growing industry in the country!

**W**HENEVER the American housewife is faced with a dirty, hard-to-do job, she usually has the choice of any number of quality products that fill the bill. But in the case of cleaning ovens when one product stands head and shoulders above all the rest, that's popularity!

#### **AN ALL-AMERICAN CHOICE**

In all of the 48 states, Easy-Off Grill and Oven Cleaner has taken a firm foothold. In many sections there's no such thing as real competition for this unbeatable cleaner! And we know for a fact that those Philco Dealers who are stocking Easy-Off have been really surprised by its popularity. The re-orders we've received for many, many months prove this!

## **"EASY-OFF"** *A Nationwide Hit!*

#### **ANOTHER EASY SELLER**

Easy-Off gets dirt and grease off your customers' appliances just as it gets easily off your shelf into the customer's home. Profits are substantial, storage is no problem, and the tremendous appeal Easy-Off has built up takes care of the rest!

#### **CLEAN UP WITH THIS CLEANER**

Just as with Philco Auto Polish, Easy-Off is another quality-plus product that your customers are always on the look out for. They've probably tried half a dozen other brands searching for the ideal cleaner for a messy chore. Well, they need look no longer. This is really it!

Pay your Philco Distributor a call



for some Easy-Off and from then on your customers will be paying you for this sensational cleaner!

