

PHILCO



Accessory

MERCHANDISER

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AUTO RADIO SERVICE SEASON ON THE WAY!



Make way for spring—the time of the year when green things start to sprout again. And by green things we mean grass and trees and dollar bills!

As the glorious spring season draws nearer you'll find many of your auto radio customers digging out of one of the worst winters in history, and looking forward to enjoyable driving weather. Their thoughts are now turning to repairing and rejuvenating auto radios as ideal weather starts again.

Auto radio service at this time of the year will naturally be at its peak. Replacements, realignments, and all sorts of servicing are the order of the day. And this is the right time to order your auto radio service needs—to start getting your share of the green stuff!

In the months past we've given you the scoops on auto radio sales and aerial sales. Now your big opportunity is to put forth a similar effort in auto radio servicing.

Make sure you are well stocked up on vibrators, which are going to be a big item for spring servicing. Remember the two outstanding features of the Philco vibrator line: four types replace more than 1000 types in use; and

driver contact system for instant starting. You know from past experience that these vibrators are top quality—and that there's no quality like Philco quality!

Now, as the piece de resistance to your auto radio service advertising and display, the auto radio service sign illustrated is really the way to draw them in! Big (19 inches high by 70 inches wide) and rugged, this outdoor metal sign with its attractive coloring, is the practical way to advertise your auto radio service.

Then there's the outdoor duck-ine banner, also illustrated, made of durable canvas-like material. Just the thing for the spring and summer months.

Get set up now for the big spring rush. Call on your local Philco

Distributor and order what you require. Don't put it off until the last minute when supplies may be scarce. The early bird catches the worm—the wise, wide-awake dealer makes the profits!

YOU KNOW "HOW" SO DO IT NOW!



STARTLING STATISTICS ABOUT YOUR BUSINESS!

Ever thought of what a really big business you are operating in? Sure you have—and you know it's pretty darn big. But we think the following figures will really make you sit up and take notice!

In 1950, 14 million radio sets were manufactured for a total value of over \$650,000,000!

Total civilian radio reception equipment is valued at the tremendous sum of \$2,800,000,000!

At the close of 1950, over 90 million radio sets were in use in the United States!

380 million radio tubes for civilian use were manufactured and valued at \$615,600,000 in 1950!

Radio-Television Distributors and Dealers have a total investment of \$500,000,000 in the industry and an annual gross revenue of 2½ billion dollars!

The industry, in 1950, produced television antennas and accessories valued at \$125,000,000 at the retail level!

And here's how your country stacks up against the rest of the world radio and television-wise. Of the 193 million radio and television sets in the entire world, 101 million are owned and operated right here in the good old U.S.A.!

Big business? Heck, it's tremendous!



NEEDLE MERCHANDISER CONJURES UP EXTRA PROFITS!



CONVENIENT DRAWER AT REAR OF MERCHANDISER HOLDS 48 NEEDLES!

Back in the Dark Ages many men searched in vain for the "philosopher's stone," that strange, magic process rumored to turn base metals into pure gold.

Well, we're not interested in philosopher's stones these days—they're definitely out of style. But we do have a bit of magic we know you'll definitely be interested in! That is the electrifying new Philco Needle Merchandiser we unveiled last month as the first, exciting KNOW "HOW" promotion of 1951.

This self-dispensing needle merchandiser is no philosopher's stone by any means, but it's pure magic and worth its weight in gold!

You can sell your needles right out of the back of this handy little dispenser. No need to traipse all over the store filling your customers' needle requests—just open the convenient rear drawer and in a jiffy take your pick of whatever the customer wants!

It's real magic all right, but, of course, you are going to have to do some work too. Yessir, you are

just going to be forced to cart those dollars over to the cash register yourself! That's the only thing this first-class merchandiser can't do for you!

"HOW," the little Indian boy with plenty of savvy can lead you to a bumper crop of profits in 1951. Follow his lead and get yourself a Philco Needle Merchandiser for displaying and selling the top quality line of needles in the field.

You'll have to be "sharp as an injun" this year to stay ahead of the game, so make plans now to acquire one of the 1951 sales stimulators the Philco Accessory Division has prepared for your use.

Don't let the golden opportunity of this first KNOW "HOW" promotion pass you by. Every week's delay means a loss of sales—a loss of profits.

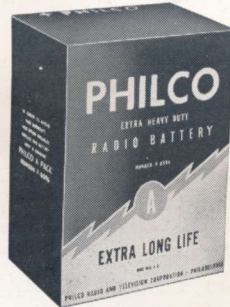
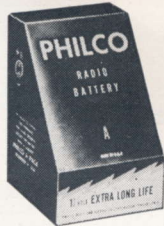
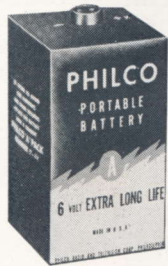
Find out from your local Philco Distributor what you have to do to get one of these red-hot needle merchandisers and make your store the center of attraction for needle customers in your territory!

SURE IT'S EASY WHEN YOU KNOW "HOW!"

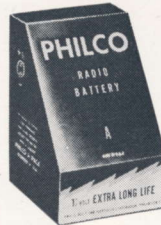
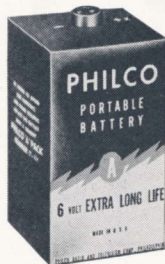
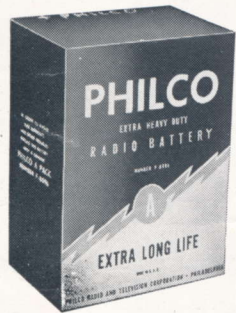
PHILCO DRY BATTERIES . . . FOR EVERY PURPOSE!

Attention Philco Dealers! Time to start selling dry batteries—springtime is on its way in!

When the battery season rolls around, Philco Dealers are in an enviable position. They are selling the best dry batteries made, bar none! And that covers the entire industry!



The Philco line of dry batteries is designed to fill every requirement for original design and replacement purposes, and have the many fea-



tures that have skyrocketed Philco batteries to the top o' the heap!

Now, here's why it is vitally important for you to start considering your battery needs well in advance.

Our tremendous war production effort is putting a high priority on many needed materials. Specifically, the Accessory Division is still able to make shipments at the present time on dry batteries of all types. BUT—how long the supply of zinc, so essential to the manu-

facture of dry batteries, will last is anybody's guess.

So try to gauge your dry battery requirements for the months to

come and make arrangements to contact your local Philco Distributor about them.

Smart dealers look ahead—be smart and play it safe!

MORE GOOD NEWS ABOUT MUL-TV!

MUL-TV equipment has recently been developed which provides better performance and cuts costs of installations for multi-unit structures such as apartment houses, and for community antenna systems servicing entire towns (such as the Panther Valley installation recently featured in the Merchandiser).

The new equipment makes it possible to provide a constant level signal to all apartments with considerable savings both in distribution units and cable. This is accomplished by means of a new amplifier and master control unit which gives much higher amplification and also has automatic gain control, where needed.

In addition, a new technique has been developed so that *as many as 200 television sets can be fed from one ADO-10 distribution box, instead of 10 sets from the one unit.* The savings in cable, installation labor, and other costs are substantial. The new Jerrold MUL-TV equipment for community antenna systems has similar advantages.

An interesting and highly important feature to all Philco Dealers interested in master antenna setups, is the acceptance by the Federal Housing Administration of Jerrold MUL-TV equipment as part of the mortgage security in all areas where television can be received.

This approval means that all builders wanting to include MUL-TV in their construction can now add the equipment to their total mortgage loan secured by the FHA. Thus, it becomes unnecessary for the builder to put up the cash otherwise required for this approved master antenna system.

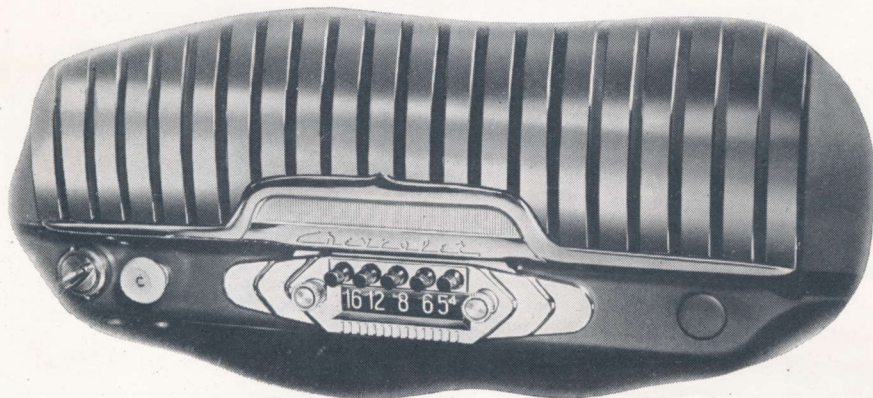
By this time all Philco Dealers should be well acquainted with the advantages of MUL-TV. Any information you require on this system can be obtained through your local distributor—why not see him right away—MUL-TV is a great "profitunity" for you!

Watch for the April MERCHANDISER for more complete details of the above story!

PHILCO BEZELS FOR '51 CHEVROLET IN STOCK

Your Philco Accessory Division has just announced that it now has available a distinctive bezel plate for installation in 1951 Chevrolets.

Contact your local distributor for ordering procedures on these attractive bezels designed exclusively for Chevrolets now coming off the production line.



Jump the Field With Philco Outdoor Aerials!

All over the country this year we've had our share of bad weather. In every region storms, sleet, ice, and wind have created heavy property damage. This means that many outdoor aerials have been either damaged or destroyed, because there is no protection from the elements for even the finest quality aerial.

The Philco pre-fabricated outdoor radio aerial kit offers your customers the opportunity to purchase a completely packaged outdoor aerial—nothing else to buy—for a really rockbottom price.

Your potential aerial customers will very soon be thinking of replacements. In just a few more weeks damaging winter storms will be a thing of the past. Then your prospects will start considering new outdoor aerials without danger of further loss this year.



You can be Johnny-on-the-spot by calling their attention to Philco's convenient and practical aerial kit—so easy to install and ready to bring high fidelity reception. This kit contains fabricated joints, high strength solid wire, approved lightning arrestor, and safety strain insulators, all at an extremely low price and compactly packaged for effective display.

Get your order in now to your local distributor and anticipate the many requests sure to come for new aerials as the balmy weather sets in. In fact, why wait for your customers to come to you—you go to them! How? By asking your distributor about the hard-punching promotional literature available for you free of charge. See him today!

KNOW "HOW" IS THE THING TO MAKE YOUR CASH REGISTER RING!

Wifely Assist Wins Philco Man \$10 Award

As the March 1951 Philco Idea Award winner, we have to thank Mr. Howard A. Young, 1828 State Street, Quincy, Illinois, for a really useful suggestion in servicing radios.

"Many times when servicing radios, the speakers (especially in smaller sets) become loose around the edges causing bad quality. In some cases the remedy would be a new speaker, but usually in most cases a little cement applied along the loose part will cure the condition."

"From my own experience, it has always been difficult to find something to clamp the edge while the cement is being dried. I found the ideal solution for clamps in my wife's clothespins (the spring type) which have plenty of tension, yet

are of soft wood which does not bite into the cone or edge. It should be noted, however, that speaker shims should be used if the cone is loose too far around."

Well, there it is—another good useful idea—another ten dollar bill!

And that can very easily mean a ten spot for you Mr. Philco Dealer or Serviceman! Any of your practical or successful service or merchandising ideas stand an excellent chance of copping a future award.

Don't put off sending your entries in until tomorrow. While you are reading about this month's lucky winner, start thinking about which one of your pet short cuts to service or merchandising success is going to take the cake next time!

DOLLAR\$ FOR DEALER\$!

Yes, Philco Dealers, we've got dollars just sitting here waiting for you!

For the past few months your pet promotional and merchandising ideas have been scarcer than hen's teeth. Yet, we're still offering ten dollars in cold hard cash to any Philco Dealer who comes through with an idea that is published in the Merchandiser's Idea Award Department.

Why not take an inventory right now of those successful schemes you've used at one time or another to push Philco Accessories—write 'em up in your best style—then send them along to us c/o Philco Corporation, P.O. Box 6738, Philadelphia 32, Pa.

We want you to take advantage of making easy dollars the easy way—by the very same innovations that have made money for you in the past. At the same time you can be helping your fellow Philco Dealers in other parts of the country who can put your ideas to good use.

There's no limit to the number of times you can hit the \$10.00 jackpot—if you keep at it! Send in as many suggestions as you like—there's no rule against repeats (one wide-awake dealer has hit the jackpot three times!). You won't get rich doing this, but ten bucks is nothing to sneeze at.

DON'T DELAY—DO IT TODAY—FOR PAY!

**KNOW "HOW" AND FOLLOW
THE TRAIL TO THE HAPPY
HUNTING GROUNDS WHERE
PROFITS ON PHILCO ACCES-
SORIES ARE B-I-G!**