

# PHILCO



# Accessory

# MERCHANDISER

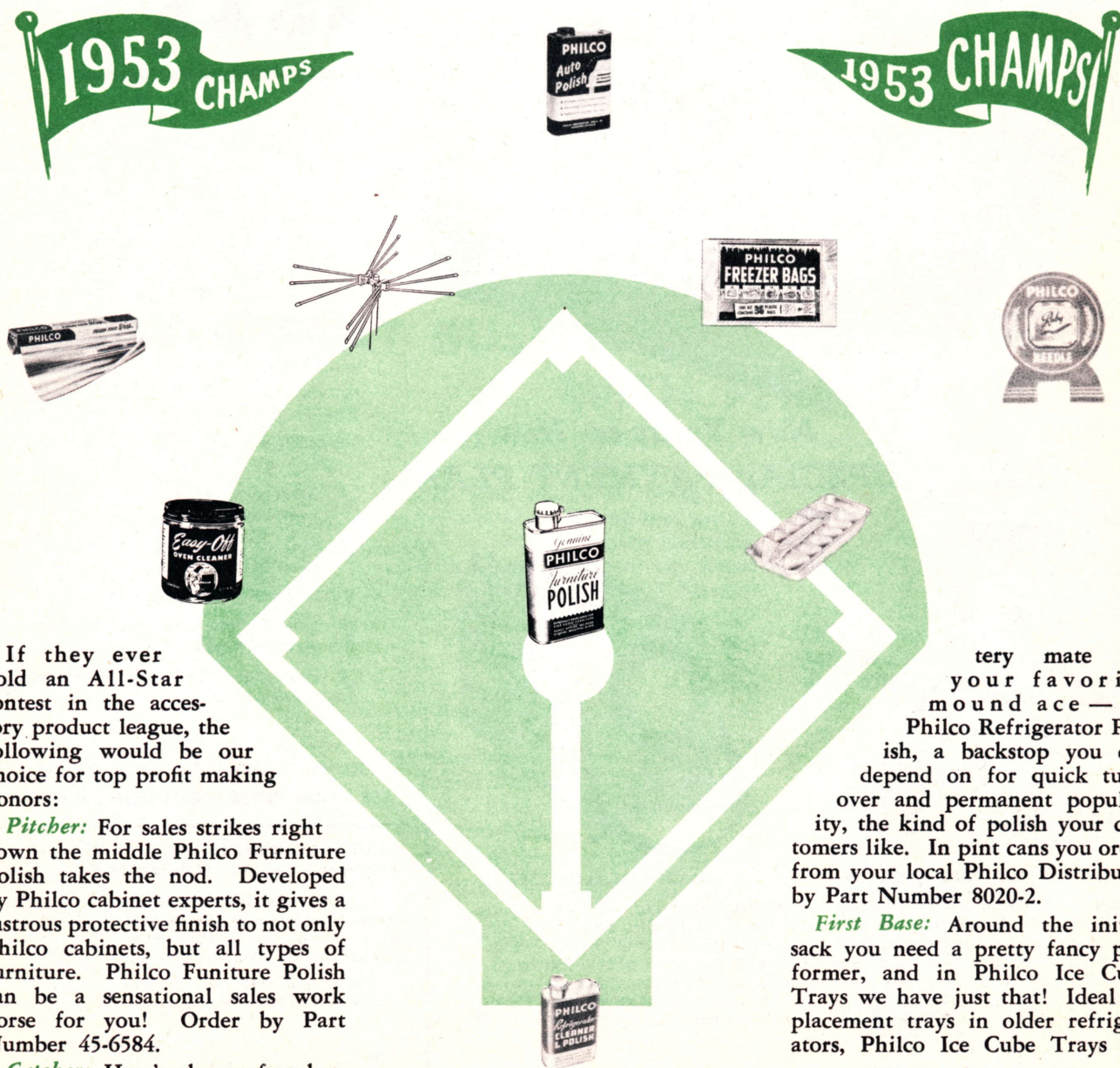
VOL. 3

PHILCO CORPORATION

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## PHILCO ACCESSORY PRODUCTS...



If they ever hold an All-Star contest in the accessory product league, the following would be our choice for top profit making honors:

**Pitcher:** For sales strikes right down the middle Philco Furniture Polish takes the nod. Developed by Philco cabinet experts, it gives a lustrous protective finish to not only Philco cabinets, but all types of furniture. Philco Furniture Polish can be a sensational sales work horse for you! Order by Part Number 45-6584.

**Catcher:** Here's the perfect bat-

tery mate for your favorite mound ace — it's Philco Refrigerator Polish, a backstop you can depend on for quick turnover and permanent popularity, the kind of polish your customers like. In pint cans you order from your local Philco Distributor by Part Number 8020-2.

**First Base:** Around the initial sack you need a pretty fancy performer, and in Philco Ice Cube Trays we have just that! Ideal replacement trays in older refrigerators, Philco Ice Cube Trays are

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## WORLD CHAMPION PROFIT MAKERS!



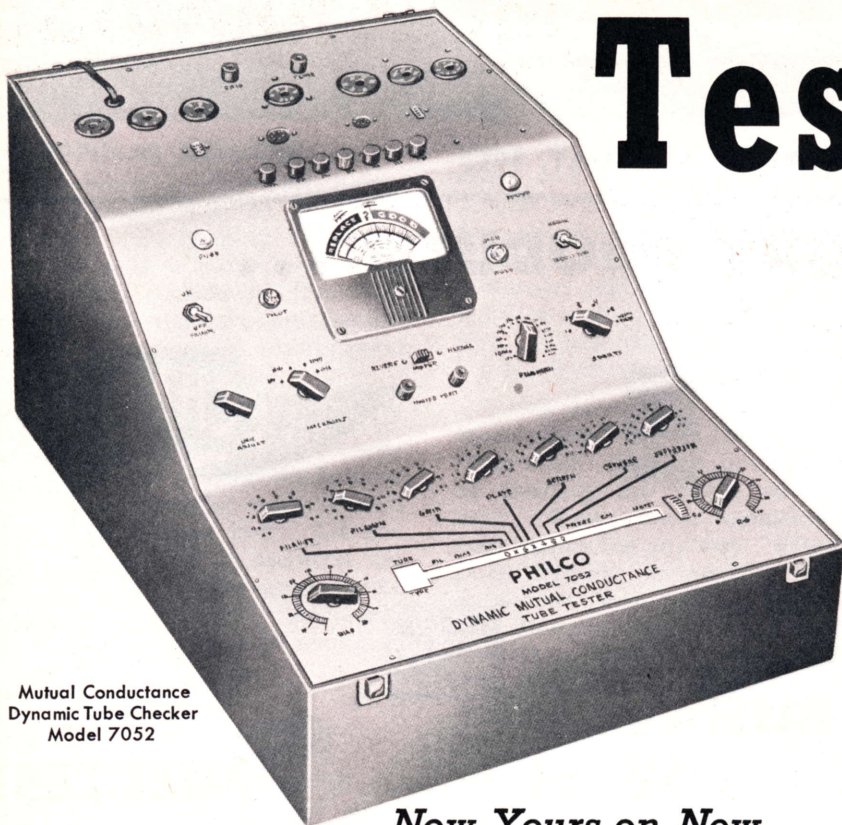


# ONLY THE PHILCO

## TUBE CHECKER

# Tests 'Em

# All!



Mutual Conductance  
Dynamic Tube Checker  
Model 7052

Now Yours on New  
**SPECIAL PAYMENT PLAN**

Here's Philco's answer to your tube checking problems... a mutual conductance tube checker that tests 'em all from subminiature to acorn low power transmitting tubes... featuring the most sensational roll chart yet designed for efficiency and speed of operation. Its compact design, finished in beautiful grey leatherette with blue panel, makes it adaptable for both portable and counter top use. *Size*—17" W x 18½" L x 10" D. *Weight*—21 lbs. (Shipping Wt. 24 lbs.). *Operating Voltage*—105-130 volts AC.

- ✓ Most complete, easiest to use roll chart ever designed.
- ✓ Mutual conductance readings given directly in Microhms.
- ✓ Forecasts remaining tube life!
- ✓ Checks shorts and leaks between elements of tubes.
- ✓ Determines noise characteristics and gas content of tubes.



**CATHODE RAY TUBE CHECKER**

**MODEL 7053.** From Philco, the *only* emission CRT checker containing a built-in neon bulb calibrator for individual calibration of bulb sensitivity... for pin point accuracy and finest sensitivity each unit is individually calibrated... tests all picture tubes.



**3-INCH OSCILLOSCOPE**

**MODEL 7020.** The ultimate in portability... this Philco scope is 2½ times smaller than other 3" units... adaptable for bench use or field servicing... now, avoid guesswork with *pre-set* horizontal and vertical sweep rates. Provide measurements accurate to within 5%.

**FILL OUT AND MAIL COUPON OR  
SEE YOUR PHILCO DISTRIBUTOR NOW**

**PHILCO CORPORATION, Accessory Division  
Allegheny & "A" Sts., Philadelphia, Pa.**

- I am interested in the Philco Test Equipment shown here. Please send me details of your **SPECIAL PURCHASE PLAN** for obtaining these units.
- Please send **FREE** copy of your new booklet on Philco Test Equipment.



NAME.....  
ADDRESS.....  
CITY..... STATE.....

**PHILCO Test Equipment**  
**SPECIFICALLY DESIGNED FOR THE SERVICEMAN**



# PHILCO BATTERY DAYS ARE HERE AGAIN!



And you'll be dancing to the merriest tune your cash register can play when you display batteries, talk up batteries, sell Philco Batteries!

## EVERYONE USES 'EM

The market for Philco batteries isn't just plentiful—it's bursting at the seams! And everyone is a part of it—the city feller, the farmer, the camper, the portable radio fan, the "flashlight-eer"—all big users and big buyers of quality engineered, quality produced Philco Dry Batteries.

## THEY'RE USING 'EM NOW

Don't miss the opportunity that this season of the year offers to Philco Dealers. Batteries are a good thing all year 'round, but now that portables, flashlights and other

SEE YOUR PHILCO  
DISTRIBUTOR FOR SPECIAL  
"BASEBALL AND BATTERIES"  
PROMOTION MATERIAL!

battery operated products are taking over in earnest, you'll need plenty of Philco Batteries on hand to keep up with the demand.

## PROMOTIONS PAY OFF

And here's one way to not only supply the demand but to step it up as well! Available NOW from your local Philco Distributor for a real attention getting portable battery sales promoter is a colorful window streamer that ties your stock of Philco Portable Batteries right in with America's favorite past time—baseball!

## EXTRA ADDED OFFER

Philco is not only providing through its Distributors this effective tie-in promotion—but—the perfect follow up! Your local Distributor will also supply you, at



your request, with a quantity of official Major League Baseball schedules for 1953 home and away games! Pass 'em out and let your customers take 'em home. Then, when they are in the market for batteries, you're Johnny-on-the-spot for sales and re-sales!

## MAKE IT A "SELLING" SEASON

Along with the beautiful spring weather you can rack up some impressive sales figures taking advantage of this promotion material that's targeted for sales bullseyes. There is a Philco Dry Battery for every modern battery radio need—and you can supply them!

See your local Philco Distributor for portable batteries, farm batteries, flashlight batteries, baseball streamers, major league schedules and bigger battery sales!

## STEADY, REPEAT BUSINESS

## WITH PHILCO NEEDLES!



## QUALITY AND QUALITY ONLY

And you never have to worry about your customer being disappointed after making that special trip—not with a Philco Universal Needle! The sapphire tip found only in Philco Universal Needles is synthetically produced to give the maximum in record listening enjoyment with an absolute minimum in record wear. A Philco needle brings out the full, rich tones while almost completely eliminating surface noise.

Sound like a lot to ask from a needle? Remember, this is a Philco Universal Needle!

## SELL AND STOCK THEMSELVES

Each Philco Needle is encased in an attractive, easy-to-sell package with complete instructions for use right on the back. There's no mistaking a Philco Needle—it produces quality performance for maximum record enjoyment.

And the handy counter display will keep your complete supply of Philco Universal Needles—over 70 of the finest Direct Replacement

Needles available—right at your fingertips! So, put the display unit where it will be the eye-catching center of attraction, you star salesman, and a perfect stock room—all rolled into one terrific package!

Order a supply of Philco Universal Needles from your local Philco Distributor now and be prepared for a bang-up selling job on this profitable, repeat business line!

Ever think that customers would make a special trip to a store for a needle? Well, they do it every day! And they want that needle in a hurry—after all, what good is the most expensive record player and the world's largest collection of records if the needle rasps and scratches, ruining the listener's nerves and the record.

That's why it pays to have a complete stock of Philco Universal Needles on hand—ready to wrap that sale up the minute the customer walks in the door!





## BIG SALES POSSIBLE WITH PHILCO FREEZER FOIL

You probably haven't been watching many daytime television shows put on exclusively for the ladies, but what they're talking about on these shows can mean more profits for you!

### IN POPULAR DEMAND

It's aluminum foil—the housewife's delight and the gourmet's discovery. Everywhere cooks are finding out how much better food tastes when cooked in aluminum foil. It holds the flavor and natural juices and makes for mighty good eatin'. Try it yourself!

### PHILCO MEETS THE DEMAND

You can appeal to your housewife customers who no doubt have heard of this wonder wrap—Philco Aluminum Freezer Foil. All you need do is suggest its use—tell 'em how much better food tastes cooked with it—how economical and clean it is to use. You can't go wrong on this item.



### A DOZEN USES

And as if this one feature isn't enough, Philco Aluminum Freezer Foil is the premium freezer food wrap of them all. It's made of best quality, heavy duty aluminum which prevents flavor loss and discoloration and is positive protection for cheese, butter, poultry, meats, etc.

### A TWO-WAY SALES THREAT

You can sell Philco Aluminum Freezer Foil for increased cooking enjoyment and for better food protection. The economy feature alone on money saved by keeping foods fresh longer will help you sell this wrap to a host of new customers as well as your old ones.

Order this wonder wrap—Philco Aluminum Freezer Foil from your local Philco Distributor by Part Number AD-2438.



## PHILCO ACCESSORY PRODUCTS . . .

**WORLD CHAMPION PROFIT MAKERS!**

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quick-release—just a flick of the lever and all cubes are released at once. Philco Ice Cube Trays, Part Number 5520-35.

**Second Base:** There's always plenty of action around the key-stone sack—that's why Philco Freezer Bags get the vote here. Besides their red-hot economy feature, Philco Freezer bags are reusable, non-toxic, odorless and pliable at temperatures as low as 96° below zero. Check your Accessory Catalog for part numbers.

**Third Base:** The hot corner—that's where Easy-Off Oven Cleaner takes over! Makes a hot job, that of cleaning the range, cool and easy! Won't harm enameled or steel surfaces in any way. Easy-Off Oven Cleaner is available in 8-ounce jars (Part Number 45-9632) and 16-ounce jars (Part Number 45-9633).

**Shortstop:** There's a big hole between second and third base and the shortstop's job is to plug it. That's the way Philco Aerials for auto and home radios as well as television, can fill in your sales picture. A complete assortment of aerials at a wide price range. Order now from your local Philco Distributor.

**Left Field:** Now for the outfield power! And to start it off we have for you a heavy slugger in any league and really hot at the plate

right now—Philco Freezer Foil. You can read all about this amazing "rookie" on the Philco team in this issue. Read it and order Philco Freezer Foil now!

**Center Field:** We're filling Di Maggio's old position with a new Hall of Fame candidate—Philco Auto Polish. Cleans as it waxes without hard rubbing and so easy to use on old cars as well as new. Philco Auto Polish can supply the spark for your spring sales pennant drive. Part Number AD-1846 for pint cans of Philco Auto Polish.

**Right Field:** Last but not least is the year-in, year-out sensation, Philco Universal Phonograph Needles! A fast starter and a fast finisher with no slumps in between. And versatile! A complete needle line for practically all makes of phonographs. Check your Accessory Catalog for part numbers!

There it is fellows, the Philco Accessory Products All-Star team for 1953. With you as the manager of this fine nine, a successful season is just around the corner. Let your Philco Distributor act as your coach and you'll come out on top of the league.

And remember sales of practically all of Philco Accessory Product champions of 1953 can be further expanded by the use of colorful, compelling, counter and window displays!

**PLAY BALL!**

*Stock Philco . . . Sell Philco*

**. . . AND YOU'LL BAT 1.000  
IN THE ACCESSORY  
PRODUCTS LEAGUE!**