

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

AUGUST, 1953

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Save 59¢

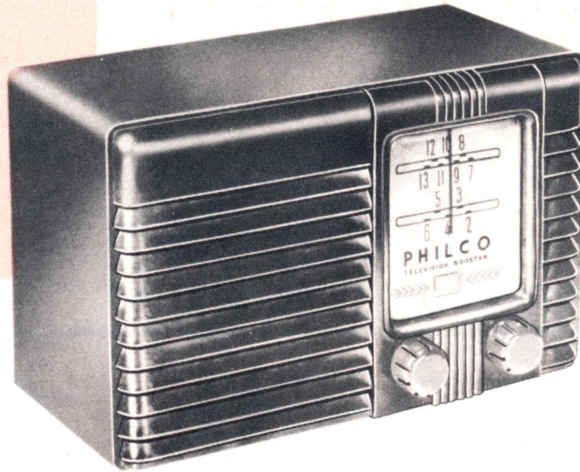
**PHILCO Special
Introductory Offer**
YOUR CHOICE **\$1.98**



Are You Cashing
In on the Greatest
Philco Accessory
Offer of the Year?
... better start now!
You can sell your cus-
tomers TWO PRODUCTS
FOR THE PRICE OF ONE!
This is a strictly limited
offer—you only have a
short time ... ACT NOW!

**On Page 4 You'll See How Much You Can Actually Save
Your Customers With This Great Profit Program!**

PHILCO TELEVISION BOOSTERS



... Boosts Signals ... Boosts Profits

It has been quite a few years now since the Philco TV Booster hit the market with a bang but it's still going great guns! Customers all over the nation are enjoying the better reception and clearer picture that these boosters provide.

And now, more and more fringe areas are opening to the wonders of television—no blur, no snow—but crystal clear, perfect reception thanks to Philco Television Boosters. As each new station opens up the TV horizon widens and so does the TV sales market!

A WONDER WORKER

It's popular — it's profitable! Every television customer is in the market for a Philco TV Booster. And when people see the wonderful reception possible with a Philco TV Booster on the job, they're in the

market for a television set—it works both ways, and to your advantage.

STYLED FOR MODERN LIVING

The modern trend in interior decoration is to the light woods in furnishing the home, and that includes television sets. To keep you abreast of the times, Philco designed an ivory cabinet for the TV Booster to fit right in with the most modern decor. It blends well with any of the lighter woods used in the manufacture of television cabinets. How's that for increasing your market—putting you out in front of competition! While the casing is different on these ivory boosters, the mechanism is the same quality-engineered, signal-pulling power house found in the first TB-3 introduced by Philco.

The proof of the pudding is in the eating, they say—and the proof of the Philco TV Booster's superiority is in its popularity with the customers. It has out-distanced every other booster in its price range in providing clear reception even in the most-out-of-the-way fringe areas.

QUICK SALE "PLUSES"

Here are a few of the outstanding features of the Philco Television Booster to show you why it outperforms all others . . .

- Band pass characteristics are broad enough to ensure maximum picture detail, restricted enough to reduce adjacent channel interference
- One knob tuning
- Low insertion loss antenna and band switch
- Two neutralized 6J6 triode tubes to prevent oscillation
- Operates on AC current
- Easy to install because there are no adapter plugs or cables
- Illuminated slide-rule dial
- Easy to operate

For a real boost to your television business contact your local Philco Distributor soon for your supply of Philco Television Boosters in ivory or mahogany. Prepare for a big season ahead!

Portable Battery Demand Continues Strong!

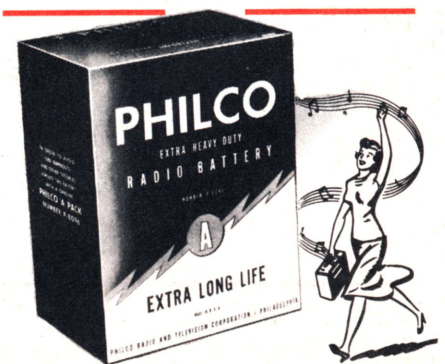
This is the time the public wants 'em! The high quality, popular Philco Portable Batteries are in great demand all during the summer and even after Labor Day. Are you getting your share of this business?

In fact, it's smart to keep up your promotion of portable batteries by means of the many window, floor and counter displays Philco has to offer you. Remember, your customers have probably been playing their portables for all they're worth these past months. Many are ready for replacement batteries as sum-

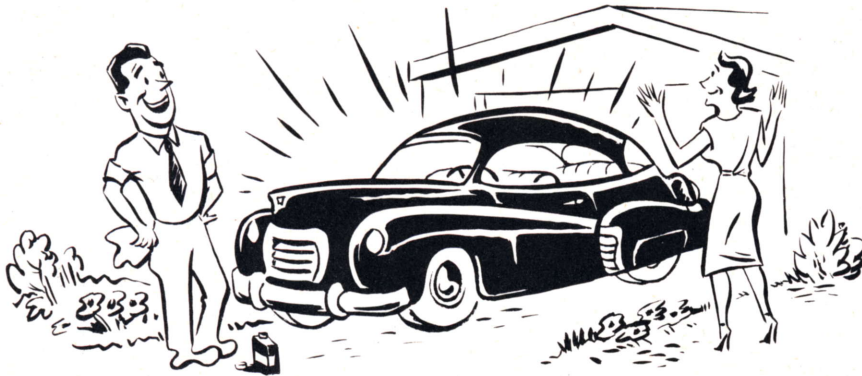
mer's end is in sight. These Philco Portable Batteries are a quick turnover, right price item—plug 'em for all they're worth.

Summers are getting longer, stretching right through September and October. Nobody thinks of hibernating for winter until well into the year. And then football's right around the corner. More portable battery sales in the offing!

Think about it and then see your local Philco Distributor for a late summer supply of Philco Portable Batteries.



Profits A'Plenty With Philco Auto Polish!



Here's a satisfied customer! And why not—look at that sparkle and shine! In a jiffy too . . . with Philco Auto Polish!

Philco Auto Polish does a terrific job in less time than it takes to tell about it. You all know the drudge and grind of cleaning a car and then waxing it to a lustre—that's just plain hard work! Not with Philco Auto Polish! It cleans and waxes in one operation, and with no hard rubbing. Just apply with a soft cloth, let dry, and buff

lightly to a dazzling finish that lasts and lasts!

AND THAT'S NOT ALL

Philco Auto Polish protects as it cleans. It gives a hard wax surface that repels dust, dirt, grime, and damaging stains. A whisk of the polish and cloth and the car is like new again.

IT'S SAFE TOO

Philco Auto Polish is so safe for paints and enameled surfaces that

milady can use it on refrigerators, freezers, washers, and ranges without a worry . . . gives the "indoor" items the same protection from grease and acid stains that is required by automobiles in the worst weather conditions.

YOUR CUSTOMERS WANT TO KNOW

What a sales story you have to tell—features found only in Philco Auto Polish to fill a universal need—the easiest way to do a tough job—in a hurry!

The cartoon above shows just one satisfied customer, but there can be plenty when you display and sell Philco Auto Polish. And satisfied customers come back! Then it's your golden opportunity to show the many other Philco Accessory products designed to put your sales right over the top.

Have a supply of Philco Auto Polish on hand. Order it now from your local Philco Distributor by Part No. AD 1846.

PHILCO CR TUBE COVERS



Help Public Relations Pay Off!

Customer confidence is a term applied to the service business time and again. Webster defines it as "that in which faith is put or reliance given," but no matter how you say it, it is the backbone of the service business—without it, there is no business!

It's reasonable that customers deal with the people they can rely on to do a good job without damage to their appliance. The service technician who gets second and third service calls is the one who shows he is careful in handling someone else's property.

Every TV service technician has run across the problem of removing the picture tube from a customer's set and taking it into the shop for examination. It's the careful service technician who uses Philco CR

Tube Covers to protect the tube the whole time it is in his possession.

Accidents can happen as every one knows and tube faces can get scratched or chipped in transit. With Philco CR Tube Covers that's a thing of the past! These sturdy covers are made of heavy quilted rayon and lined with polythylene to afford maximum protection. They have bound edges and cotton sleeving with elastic self-closing necks to make them easy to use—just slip them over the tube and they fit snugly all the way around.

Not only is the customer assured that his set is in good hands when he sees the careful handling it gets, there is a safety factor involved for you, the service technician. Suppose an accident does happen and a tube must be replaced—that is money out of your pocket. With Philco CR Tube Covers a great percentage of possible damage is eliminated and that means savings for you!

As an extra feature—Philco CR Tube Covers perform double duty as fan covers during the winter

months. The elastic edges pull the covers tightly around the fan keeping out accumulated dust and dirt that causes a great deal of damage over the winter months.

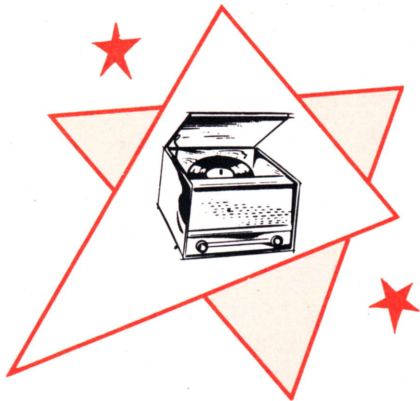
Add up these points—PROTECTION for you and the customer. CONVENIENT to use. ASSURANCE to your customers that you are a careful, thorough service technician. They make an impressive score in favor of Philco CR Tube Covers.



Order them today from your local Philco Distributor—there is a size to fit every tube.

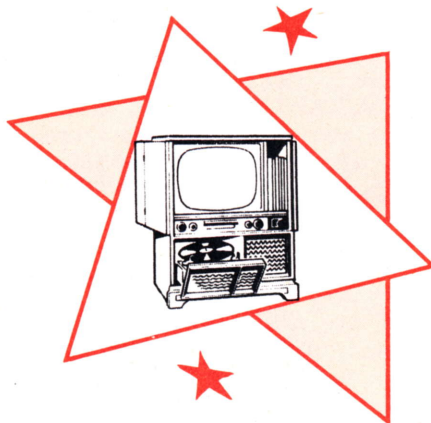
Hitch Your Wagon to the 1954 Line of Philco Stars

Never before in radio and television history has one manufacturer assembled such an outstanding array of new models! Radio and Television by Philco for 1954 is going to set new standards of performance, beauty . . . and sales!



Dramatic new features—High Fidelity Picture and Sound, Deep Dimension, the fabulous Phonorama and many more—are going to give Philco Dealers the strongest competitive advantage in the industry. Philco for '54 is unbeatable!

And so is the great line of Philco Accessories! Your customers will be buying Philco as never before. Enthusiastic customer response to Philco's '54 radio and television is practically guaranteed and that same enthusiasm will be carried over to the sparkling accessory line



all smart Philco Dealers should be carrying!

Your local Philco Distributor can supply you with every one of these saleable accessory products with the profit margin that can help carry sales up to the top of the ladder!

Order now!



YOUR CUSTOMER SAVES 59¢

IT'S PRACTICALLY A GIVE-AWAY

Yes, it is practically a give-away to your customers—something they are sure to like and will want to buy!

But it is also a grand opportunity for every Philco Dealer to increase store traffic and chalk up heavy volume on Philco Accessories!

Combining the sure-fire sales appeal used by chain drug stores with really popular and needed products, Philco's Accessory Division has created a tremendous combination offer that will sell itself! Two quality Philco Accessory Products for the price of one—the kind of bargain every consumer in America goes for!

There are "profit" and "turn-over" written on every one of these red-hot packages. Decide NOW that you are one of those dealers who will cash in on this outstanding Philco Accessory Program. Phone or call your Philco Distributor at once! And hurry! You've only got a limited time to act on this program.

Remember—your customers save and you profit—who could ask for anything more?

REFRIGERATOR
FREEZER BAGS \$1.98

REFRIGERATOR
POLISH59

TOTAL \$2.57

Your Customer Pays Only **\$1.98**



ICE CUBE TRAY \$1.98

REFRIGERATOR
POLISH59

TOTAL \$2.57

Your Customer Pays Only **\$1.98**



REFRIGERATOR
FREEZER FOIL \$1.98

REFRIGERATOR
POLISH59

TOTAL \$2.57

Your Customer Pays Only **\$1.98**

Phone or Call Your Philco Distributor Right Now!

Sell Philco Accessories

"Two for the Price of One"

For a Tremendous

Store Traffic Program