

# 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

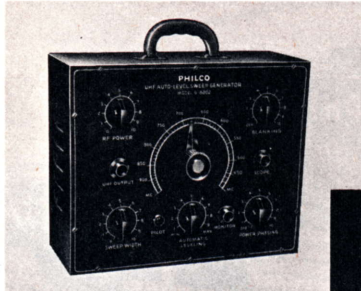
Just as with Philco Auto Polish, Easy-Off is another quality-plus product that your customers are always on the look out for. They've probably tried half a dozen other brands searching for the ideal cleaner for a messy chore. Well, they need look no longer. This is really it!

Pay your Philco Distributor a call

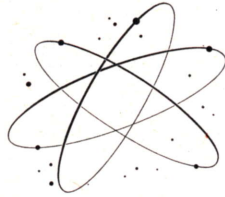


for some Easy-Off and from then on your customers will be paying you for this sensational cleaner!

# Specifically DESIGNED FOR THE SERVICEMAN



**UHF Auto-Level Sweep Generator**  
**Model G-8002.** The newest, most modern, most inexpensive UHF sweep generator on the market. Checks sweep alignment with any test oscilloscope. Its output is controllable... makes possible over-all trouble shooting and testing of low level units such as UHF tuners, boosters, converters, etc.

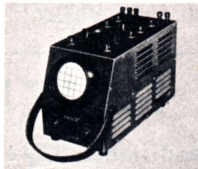


## PHILCO Test Equipment



**Field Strength Meter**  
**Model M-8104.** More features than any other unit at this popular price. Reads signal strength directly from the dial from 10 to 100,000 microvolts. A serviceman's time saver to measure actual TV picture signal strength.

**NOW YOURS ON NEW EASY PAYMENT PLAN**



**3-inch TV Oscilloscope**  
**Model S-8200.** The most practical portable unit available for bench or field servicing. Preset horizontal and vertical sweep rates take the guesswork out of trouble shooting. Ideal for television because of its high sensitivity and wide response.



**Cathode Ray Tube Checker**  
**Model 7053.** Tests all picture tubes used in home TV receivers. Special cathode-ray tubes are easily checked by using plug-in adapters. Eliminates trouble shooting guesswork. Neon lamp indicates shorts and open elements in the electrodes of the gun.



**Dynamic Signal Tracer**  
**Model 7031.** An extremely versatile instrument... this unit is designed for fast diagnosis of radio trouble by audibly monitoring RF and AF circuits. Can be used to accurately check P. A. systems, microphones and phonograph pick-up circuits.



**Mutual Conductance Tube Checker**  
**Model 7052.** Tests more different type tubes than any unit on the market, from subminiature to screen low power transmitting tubes... Forecasts tube life... employs roll chart instead of cards... for use as a portable or counter top unit.

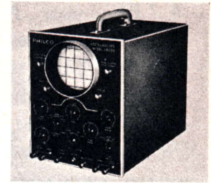


Model M-8100



Model M-8102

**Model M-8100.** The rugged PHILCO CIRCUIT MASTER is one of the finest vacuum tube voltmeters ever designed. With its companion unit the famous...  
**Model M-8102.** PHILCO CIRCUIT TESTER you have a combination engineered to meet the most rigid specifications for reliability, durability and accuracy of design.

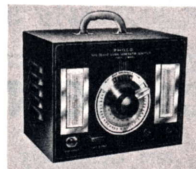


**5-inch High Gain Oscilloscope**  
**Model S-8202.** This outstanding scope is built to the highest standards of test instruments... It features the highest gain 10 millivolts/inch, and widest frequency range at its popular price. Wide sweep ranges allow flexibility in sweep circuit trouble shooting.

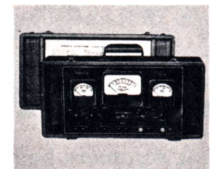


**Visual Alignment Generator**  
**Model 7008.** Combines in one economical instrument functions that can be approached only in a cumbersome collection of costly devices. No special scope connections are required for the most accurate visual alignment that is possible to achieve.

For new FREE BOOKLET fill out and mail this coupon OR SEE YOUR PHILCO DISTRIBUTOR



**VHF to UHF Signal Generator Adapter**  
**Model G-8000.** The most economical system yet designed to produce UHF signals for TV receiver tests. Through a conversion process this unit produces from an input VHF signal, UHF signals having the same characteristics as the VHF signal.



**Appliance Tester**  
**Model 8007.** The ultimate in versatility. A one package, all purpose, portable appliance service unit. Permits over-all analysis of refrigerators, ranges, air conditioners and household appliances. With "pick-up" elements to determine temperature.

PHILCO CORPORATION  
 Accessory Division  
 Allegheny Ave. & "A" St.  
 Philadelphia 34, 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.....

YOU'LL SEE THIS AD IN THE NATION'S LEADING TRADE MAGAZINES ON THE NEWS-STANDS. AND YOU CAN SEE THE WHOLE GREAT PHILCO TEST EQUIPMENT LINE AT YOUR PHILCO DISTRIBUTOR'S SHOWROOM RIGHT NOW!

IT'S COMING...



WATCH FOR IT!

What is it?  
**IT'S THE GREATEST!**