

PHILCO

Accessory MERCHANDISER



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NO. 9

PROFIT PACKED FALL POW-WOW HEADED YOUR WAY!



Shades of Hiawatha . . .

Here, without reservation, is the greatest promotion ever put on by the Philco Accessory Division!

Indian Summer is right around the corner and the harvest moon is on the rise; you made hay in the sunshine of the summer months, but now is the time for you to reap a spectacular harvest of parts and accessory profits!

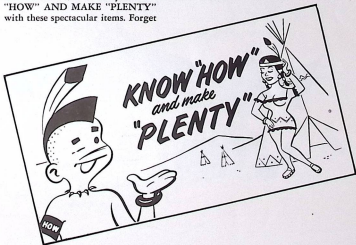
During the big FALL POW-WOW your distributor will show you the most astounding offers on a tremendous list of Philco Parts and Accessories. September 4, to November 30, is positively your last chance in 1951 to really KNOW "HOW" AND MAKE "PLENTY" with these spectacular items. Forget

about those rumors of shortages on parts and accessory items! . . . Philco has 'em and together with these items and the sizzling fall promotion you will have the greatest parts and accessory sales in history! We're really goin' after scalps on this one!

Pass the peace pipe and step into the tepee for a look at a few of the many profit-making parts and accessories being offered by your Philco Distributors during the big FALL POW-WOW. This is by no means the full list . . . there will be more and more all the time, so you better check with your distributor

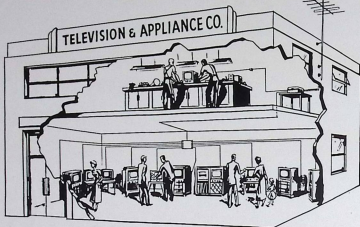
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THROW A DART
FOR A PHILCO PART



KNOW "HOW" AND MAKE "PLENTY"

A TRIPLE THREAT TV MIRACLE . . . PHILCO'S NEW MULTIPLE TELEVISION ANTENNA SYSTEM!

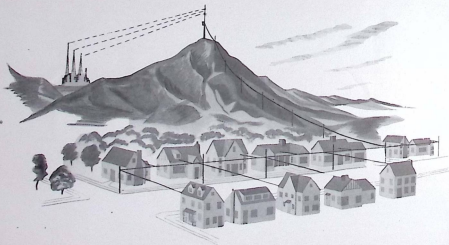


It's unsurpassed for rural TV reception . . . tops for demonstrating sets . . . and sales dynamite for apartment house prospects! And it's yours, exclusively yours, from Philco!

This development of a multiple television antenna system, engineered and manufactured by Philco, is big news for Philco Dealers and

Servicemen! The kind of news you stand to profit by from many ways!

Two vast markets are now wide open for your sales efforts with Philco's MULTIPLE TELEVISION ANTENNA SYSTEM.



RURAL AREA MAGIC

Hundreds of communities throughout the country are blind spots, incapable of receiving a viewable signal from the nearest transmitter. To the potential customers in these areas television is still something to wish and wait for. But they need not wait any longer! YOU can bring it within the range of whole towns to your lasting credit and prestige! Philco's MULTIPLE TELEVISION ANTENNA SYSTEM is the medium through which grateful customers will establish a repeat sale business with you that will be the key to many years of profitable operation.

MORE SURE-FIRE PROSPECTS

The wave of building activity that has swept the country in recent years has provided Philco Dealers and Servicemen with still another profit-gaining potential. Hundreds of apartment houses, containing thousands of prospective customers, are without multiple antenna systems to provide perfect television reception from only one roof antenna. Individual antennas set up in these buildings are not only an eyesore, but provide barely suitable reception because they are so close together and create hazards and interference. Apartment house owners in many locations will not even permit individual outdoor antennas to be erected on their roofs. This means that many potential customers are without television due to a situation which can be corrected. Not only apartment houses, but hospitals, hotels, schools, and office buildings need the efficient, one antenna reception provided by Philco's MULTIPLE TELEVISION ANTENNA SYSTEM. You can offer crystal clear reception on these structures—convenient for the tenants—profitable for you!

USE IT YOURSELF!

In your own store you can demonstrate as many sets as needed, continuously, all with the same peak performance you've got to have to sell television receivers. And your prospective building customers will be practically sold on the spot when they see twenty-five or fifty receivers

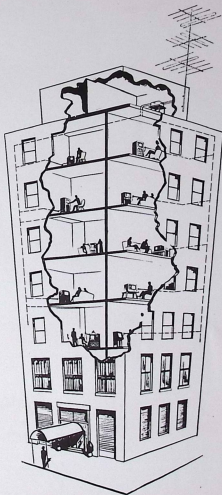
producing the reception they should be getting in any public or private building.

For Philco Servicemen, installing and servicing Philco MULTIPLE TELEVISION ANTENNA SYSTEMS is big business! Dealers and Servicemen alike, you are in an ideal position to enlarge your operations to cover the diversified opportunities presented by this significant development—another great Accessory Division product to boost your sales!

The whole Philco organization is at your service to help you plan

your Philco Multiple Antenna installations. Start right now selling this sensational system. Place your order today for immediate shipment of your multiple television requirements. Remember, the television situation is definitely favorable to the rapid acceptance of an efficient, reliable multiple antenna system—and don't pass it up!

And watch the MERCHANDISER in the months to come for interesting and profitable tips on making Philco's MULTIPLE TELEVISION ANTENNA SYSTEM your sales leader!



YOUR LAST OPPORTUNITY TO KNOW "HOW" IN 1951!

PROFIT PACKED FALL POW-WOW HEADED YOUR WAY!

(Continued from page 1)

at least once a week and learn all about his surprising offers—

Philco Frost-Control Defrosters . . . takes care of a messy job on refrigerators, a natural with the womenfolk. Philco Easy-Out Ice Cube Trays . . . no more sticking, straining or swearing with these; lift the handle and you have ice cubes whenever you want them. Philco Flashlights . . . two cell, sharp focus lights used in homes, shops and everywhere. Philco Flashlight Batteries . . . plastic clad, long-life and powerful; go hand-in-hand with the flashlights. Philco Portable Radio Batteries . . . always a market for these for football games, fall hay rides and home listening.

Philco Homemaker Kitchen Sets . . . six of the most needed kitchen tools in choice of two colors. Ace Barbecue Sets . . . a real sizzler for those outdoor affairs; makes steaks, chops and meats taste twice as good. Philco Rear Seat Speakers . . . back seat listening is a pleasure with this speaker; for use in any model car. Philco "V" Type Antennas . . . pulls in those far away stations bright and clear.

Included with this is an array of Philco test equipment which is a "must" for any shop or Serviceman.

Philco Circuit Masters, Circuit Testers, Television Aligners, Boosters, Tube Testers, and Oscilloscopes. Add this to the stock of parts and accessories your distributors have and you can get a fair idea of the sales and profit-making potential of the POW-WOW.

No doubt about it, this is the greatest promotion you've ever seen! Sales, profits and new customers are waiting for you during the next few months. Follow through with this promotion and you'll see how easy it is to KNOW "HOW" and MAKE "PLENTY" with Philco!



*You can't miss
for the rest of the year
if you Know "How"
and Make "Plenty"*