

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

OCTOBER, 1953

NO. 10

PROGRAM

PHILCO ACCESSORY "BIG SHOW"
ACTS BY THE HUNDREDS  THREE GREAT PERFORMANCES

EXTRAVAGANZA OF BARGAINS

Philco TV Antennas,
Towers, Masts and Ac-
cessories



Sensational offers for
all!

Air Conditioner Covers,
Selenium Rectifiers,
Rotors and Couplers



Efficiency at new low
prices!

Universal Speakers,
Universal Horizontal
Output Transformers



Greatest assortment
under one roof!

The "one and only"
Philco Test Equipment
Line



Internationally famous,
designed specifically for
the serviceman!

Philco Accessory Prod-
ucts for the Home



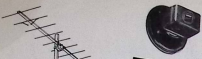
Bargain appeals for the
whole family!

The
"STAR PERFORMER"



Most fabulous offer in
Philco Accessory His-
tory!

THE "BIG SHOW" IS GOING ON NOW AT YOUR LOCAL
PHILCO DISTRIBUTOR! SENSATIONAL DEALS . . .
WEEKLY "SPECIAL" OFFERS . . . BIG BARGAINS!
HURRY, HURRY! DON'T MISS A SINGLE MINUTE OF IT!



THE "BIG SHOW" IS ON!

And how . . . the "BIG SHOW" is really on! In a colorful background of circus activity, hilarious clowns and fast-talking barkers, Philco Dealers and Servicemen are beginning to take part in the Accessory Division's most colorful extravaganza . . . the "BIG SHOW"!

For practically three full months, from August 31st to November 28th, a steady stream of Parts and Accessories bargains for dealers, servicemen and customers will be leaving Distributor Parts Department shelves for shops, showrooms and homes all over the country!

GET YOUR TICKETS?



Recently each Philco Dealer and Serviceman received the colorful program announcing the Philco Accessory "BIG SHOW." In each program there were enclosed a number of tickets—one for each week of the "BIG SHOW." Don't lose these tickets whatever you do! They are your entry into one of the biggest features of the "BIG SHOW"! With each of the 13 tickets you can take advantage of all the weekly Special Offers being featured by your Distributor. Different ones will appear each week at his Parts Counter and they will all represent the kind of savings that mean money in the bank for you!

EVERY BARGAIN IS BIG!

Once again the Philco Accessory Division has prepared a carefully planned list of "hot" offers to enable you to save on your parts and

test equipment, as well as passing along savings to your customers . . . and with equally big profits for yourself!

In the merchandise being shown at the "BIG SHOW" you will also find TV towers, antennas, speakers, transformers, test equipment, needles, batteries, polishes—and dozens more—all part of the greatest accessory show you have ever seen!

YOU'VE GOT A DATE!

Every week at your local Philco Distributor's parts counter there is going to be more excitement than a three-ring circus! Yes, every week in addition to the regular sensational merchandise, a Special Offer will be unveiled that you can purchase at the greatest savings ever. Think of it—thirteen times during this "BIG SHOW" you will have the opportunity to pick up the kind of items you need for practically "peanuts"! Be sure to fill out your "BIG SHOW" tickets correctly and present them during the week for which they are to be used!

LADEES AND GENTLEMEN!

In the center ring, under the big top—the most stupendous array of accessory products ever assembled for your use, enjoyment and profit! All the "stars" of the great Philco Accessory line brought to your distributor's place of business to entertain you with bargains and more bargains!!! Laddees and gentlemen, may we present . . . the "BIG SHOW" . . . going on now!





INTRODUCING THE "STAR PERFORMER" OF YOUR "BIG SHOW"!

... it will be the hit of '53
with the kids of the country!



Never, no never, have you had a three-in-one opportunity such as this in all parts and accessories history! For the very first time you can: 1) buy all the universal parts you need for business, 2) make a tremendous savings on these parts, and 3) GET THIS SENSATIONAL PHILCO TELEVISION TRUCK FOR THE KIDDIES . . . AT NO ADDITIONAL CHARGE!

Let us tell you a little about this wonderful truck. It is not a flimsy inexpensive toy! Nosiree, this sturdy vehicle is made of heavy gauge steel and can support over 200 pounds—it's built for wear and tear! The smart baked enamel finish comes in brilliant colors. It includes rubber tires, sliding doors, precision steering, a realistic grille and trim, and has two removable ladders. Overall size is 22" and each truck is individually boxed. It's new, it's different and

just the thing your children will get a big bang out of!

HERE'S HOW TO GET IT!

Here's just how easy it is to get the Philco toy television truck. Philco's Accessory Division has developed ten deals on Philco Universal Parts through which you can obtain television trucks from your Philco Distributor at no extra charge! For example, Deal #5 requires that you buy only \$30 of Philco tubes, \$30 of Philco Speakers, \$30 worth of Philco Volume Controls and \$10 of Philco Selenium Rectifiers. With these purchases you obtain the free truck at no extra charge! And there are nine other deals containing the type of merchandise you always need. You can buy as many deals as you want and get a truck with each and every deal!

IDEAL XMAS GIFTS FOR THE YOUNGSTERS!

Just think how wild your "small fry" will be when he unwraps one of these Philco television trucks at Xmas time! Boys and girls both will be thrilled to receive one! Why these trucks are even effective when displayed in your store window. With a PFSS decal they make a perfect advertisement featuring your Philco service facilities! Any way you use them—whether for your own business, or to gladden the hearts of the kids—they are a great new idea that is catching on like wildfire!

And while you're buying up these Philco Universal Parts deals for free television trucks, ask your Distributor Parts Counterman to show you the other wonderful gift merchandise available with purchases of Philco Parts and Accessories during the "BIG SHOW"!

DON'T DELAY "BIG SHOW" REQUIREMENTS!

It's first come, first served for your Philco Accessory "BIG SHOW" so get on the ball and make your trips early!

Remember, not every Distributor will have every item that you want during the whole three month period of the "BIG SHOW." And you're going to have to be Johnny-on-the-spot when it comes to those Weekly Special Offers, because they are going to go like hot cakes right from the start!

There's not a moment to lose! Get down to your local Philco Distributor's Parts Department and start looking over and buying those sensational Philco Parts and Accessories. Bigger bargains that mean bigger dollar savings if you purchase in the right quantities!

Then there are those extra special features that none of you can afford to pass up! The fabulous Television Toy Truck, the popular new Philco CR Tube Checker that your Philco Distributor can tell you how to get at *no extra charge!* And a whole assortment of gifts that are guaranteed to delight your family and friends at Xmas—available for you to pick up as ideal presents when Xmas rolls around not too long from now!

You have the admission tickets that entitle you to "BIG SHOW" Special Offers and if you make it to your Distributor early each week, there's a whole package of wonderful, practical bargains in store for you!

On your mark—get set—GO!
GO TO THE PHILCO ACCESSORY
"BIG SHOW" . . . NOW!

IT'S "BIG SHOW" TIME!



Versatile!
NEW! **Exclusive!**

PHILCO Cross Dot TV Linearity Pattern Generator

More Stable Operation at
1/3 the Cost
of Comparable Generators



Model G-5204

Specifications:—Self sublinear oscillator • Variable output frequencies • Power consumption approximately 10 watts • Power supply—105-125 Volts, 60 cycles • Large easy-to-tune dial • High level output convertible with variable attenuator.

PHILCO
Test Equipment
Specifically Designed for the Serviceman

Model R-5204—TV Field Strength Meter
Offers most accurate field strength measurements in the popular price range. Super Colson tube for low noise and high gain. May be used to check TV receivers, antenna combinations, receiving signals and picture signal strength.



Model T808—Visual Alignment Generator
Combines in one instrument unit functions ordinarily found only in a number of separate units of costly design. Includes auto measure bulb in oscilloscope • AM, FM, and audio generator. Sweep output for no. within 1.05 MC.

Again . . . Philco leads the field! For the finest possible linearity adjustments without station patterns, here is the all new cross dot linearity pattern generator. This unit not only lets you make TV linearity adjustments more quickly and accurately but also permits precise receiver adjustments and trouble shooting with amazing economy of expense. . . light, rugged, portable, heavy gauge steel case . . . finished in durable gray lacquer . . . See your Philco distributor now or write Philco, Accessory Division, "A" & Allegheny, Philadelphia, Pa.

Now Yours on New
Special Payment Plan

Another Great PHILCO Test Equipment Being Featured in Leading Trade Magazines!

**EVERY PHILCO ACCESSORY
"BIG SHOW" ITEM
IS PRICED RIGHT.**

. . . Buy 'em!