

PHILCO

Accessory **MERCHANDISER**



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PHILCO CORPORATION

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A stylized illustration of Santa Claus in a red suit and hat, holding a reindeer. Several other reindeer are flying in the sky above him. The background is dark green with white snowflakes. A red banner with white text is on the right.

PHILCO DEALER

1954

PHILCO ACCESSORY "RED HOT" PROMOTIONS

The sky will be the limit in 1954 gentlemen, because we're gearing for action right now!

Be on the watch for plenty of red-hot activity from Philco's Accessory Division in the form of exciting new products and big, better promotions for the new year!

The entire Division wishes you a very merry Christmas . . . and we know yours will be a profitable and prosperous New Year!

THIS YEAR BE SANTA CLAUS TO YOURSELF!

Make Yourself a Present of Year-Round Servicing Ease and Efficiency!

Pouring pesos out for gifts for everyone else this Christmas season? Why not fill your own Christmas stocking with a few badly-needed, much wanted Philco Test Equipments.

The available selection of Philco Test Equipments is outstanding—you'll probably have a tough time deciding which to get first! Every item in the Philco line is newly

tomers the extra service of tube life forecasting (and save yourself a preventable call-back) the Model 7052 Mutual Conductance Tube Checker is the gift for you! Not only does this terrific unit forecast tube life (accurately!)—any tube—but it checks shorts and leaks between tube elements, and determines noise characteristics and gas content of tubes!

If your game is ap-



designed, styled for good looks and usefulness, precision built for extreme accuracy, adaptable to many uses—and patterned to the service technician's needs and wants!

Perhaps your first choice will be the G-8002 UHF Auto-Level Sweep Generator, the most up to date

sweep generator on the market! Using the G-8002, it is possible to check sweep alignment with any test oscilloscope, troubleshoot and test low level units such as UHF tuners, boosters and converters quickly and efficiently!

A newly designed, rugged oscilloscope might be the big need on your test bench. The 5" high gain oscilloscope offers highest gain and widest frequency range at a popular price! The practical 3" scope designed for easy portability or sure-fire bench troubleshooting makes servicing a breeze.

Tired of stumbling in the dark about tubes? The 7053 Cathode Ray Tube Checker tests *all* picture tubes used in home television sets. No more troubleshooting guesswork to find the failure.

Or if you like to do your cus-

pliance servicing, there's no need to miss out on the "Christmas gift for yourself" festivities—the Model 5007 Appliance Tester is the appliance serviceman's dream come true! Completely versatile, it tests refrigerators, ranges, air conditioners and other household appliances, with efficiency, speed and accuracy.

And there's no need to break the camel's back with another bill at Christmas gift-buying time! All Philco Test Equipment is available on a new payment plan that's easy to keep up.

So, give yourself a Christmas present—and give your servicing business a boost at the same time. Faster, more accurate pin-pointing of trouble that is the result of good test equipment will lead to faster repair and more time for other profitable service calls!

PROFIT POINTER No. 1



Many sales operations have found that offering Gift Wrapping at no extra cost (and advertising it by signs in the window, on the counter, etc.) is an inexpensive but effective way to increase business. Christmas time would be a good time to start this service!

DISPLAY AND SELL FOR XMAS

(And Every Month of the Year!)

While the customers are waiting in your store, do they stare at blank walls, wasted counter space, unsightly boxes and crates?

Put that space to good use and make it work for you. It can be a valuable extra salesman with a high quota—and no commissions to pay! The silent salesmen we're talking about are the displays and dispensing units designed to sell, Sell, SELL Philco Accessory Products!

Many spur of the moment sales come from point of purchase re-



mindings that get the customer to buy *now*. Battered and worn displays, or those that are put away to collect dust aren't doing a single thing for your business—and neither is that blank wall!

Your Distributor has a new supply of sparkling displays that practically reach right into your customer's pocket and take the money out (we're only kidding of

course—they're not that good). See them!

And while you're decking walls and counters in a shining new face, don't forget your store window! A dirty fly-trap or a catch-all for odd parts never sold anything. But a gleaming window with colorful, inviting displays—that's different! A good window will really pull the buyers in!

The Christmas season is a good time to start your silent salesmen working. For customers who are looking for different gifts you can fill the bill—but you have to let them know you stock the merchandise!

Take the "Private Listening for the Hard of Hearing" display for instance. Many people are interested in buying this wonderful new unit. Let them know that *you* carry this boon to better hearing in stock, and sales are sure to result.

Your service technicians and servicing dealers have a display "natural" in the toy PFSS television truck featured in our recent "BIG SHOW" promotion. Use it to advertise your service specialties!

Philco television antennas are another item high on your customers' "want" list, both for old



and new sets. This colorful sign will encourage your buyers to "ask about it now" and another sale is on its way!

Housewives have heard their friends discussing the like-magic cleaning powers of the Philco polishes and when they see them on display in your store will decide to try these Philco work savers in their own homes.

And don't forget the Accessory Products Flasher Display, the illuminated Tube Clock, Needle Merchandiser, Freezer Bags, Easy-Out Ice Trays—dozens of hard-selling, sparkling displays as near as your Distributor. They can mean a decided increase in your business and in your profits!

PHILCO ACCESSORY GIFT ITEMS CAN MAKE A "HAPPY HOLIDAY" FOR YOU!

Street corner Santa Clauses are getting their suits out of the moth balls, kids are beginning their letters to Saint Nick, and Christmas thoughts are taking over the season for sure!

There aren't many more weeks 'till the big day rolls around—so you better get your own preparations for the big business rush underway. Check over your inventory and order needed items from your local Philco Distributor while there is still time for pre-Christmas delivery.

Perhaps you hadn't thought of the fast turnover and many profits that can be yours by featuring Philco Accessory items as gifts for your customers and your own friends—it's a good thought and one that will pay off!

A few suggestions to your cus-

tomers will start the ball rolling—and before you know it they'll be selecting a Philco Accessory product for everyone on their shopping list!

You might mention the smart looking Kitchen tools in gleaming chrome with black, ivory or Key Largo handles for the new homemaker, or as replacements for the old set. And don't overlook Barbecue Sets for the "out-of-doors" cook. Both of these markets are ready for tapping by Philco Dealers!

A new freezer owner will really go for a supply of Philco Aluminum Freezer foil (the foil of a thousand 'n one uses) and Philco Freezer Bags. The versatility of these pliable, odorless freezer bags that will store everything makes

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PROFIT POINTER No. 2



Many a sale has been lost because the salesman "wasn't sure" or had to "go and look it up" when the customer asked the price. Customers are apt to get the idea that the salesman doesn't know his business or that the price is incorrect and decide to buy elsewhere.

satisfied users and permanent customers.

Among the "always wanted but hardly ever thought of" items is the Philco Rear Seat Speaker which makes a wonderful gift for any car whether old or new. The radio listening ease and convenience provided by this unit will be much appreciated by the entire family.

A Philco television booster in a mahogany or ivory cabinet can actually become a cherished possession of fringe area viewers. The better reception and clearer picture will make viewing a real pleasure—not a fight against snow and fuzz! As a gift it can't be beaten!

Probably the hottest product to push at holiday time is the sensational Philco Private Listening Unit. The appeal is a natural! People are always on the lookout for gifts to give the older folks—and with so many of the hard of hearing, Private Listening is not just a gift, it's a godsend! Then there are the family prospects who will welcome relief from those ear-splitting kids' programs; or any of a dozen other real appeals to adults and children.

And these are only a few of the many items offered in the Philco Accessory Product line that will be suitable as gifts for friends, business associates and families. One look at the variety of reasonably priced, beautiful accessories and your customers will be sold for good! Not only that, they'll get the habit of coming to your store when they want quality merchandise. That spells repeat business and nobody can pass it up!

PHILCO TEST EQUIPMENT SPECIFICALLY DESIGNED FOR THE SERVICEMAN

AGAIN PHILCO LEADS THE INDUSTRY

Serviceman's needs seen as Philco's Engineering Goal

This new Philco VHF to UHF adapter pioneers a whole new approach to service problems and at the same time is the most economical and practical unit ever offered. Servicemen are taking full advantage of the introductory demonstrations of this amazing piece of equipment now offered by Philco distributors coast to coast.

The First and Only VHF to UHF Signal Generator Adapter

Continuing its engineering program designed to provide the serviceman with the best possible test equipment Philco Corporation now offers at a fraction of the usual cost an exclusive highly specialized adapter unit for converting the output of VHF TV servicing test equipment to UHF.



Under the trained eye of a Philco Serviceman the amazing model G-8000 VHF to UHF signal generator adapter is shown in action.



One of the Finest Vacuum Tube Voltmeters ever Designed

Facing up to the task of measuring high impedance circuits where loading effect must be kept to a minimum Philco has again designed a unit which meets the most rigid engineering specifications. All reports indicate this unit is unexcelled for complete and accurate measurements.

Practical Portable 3-inch Television Oscilloscope

The tremendous growth of television requires the most practical and versatile types of equipment to answer service needs. Philco has such equipment, particularly in its 3" scope which is 2 3/4 times smaller than other 3" units, making it adaptable to either bench use or field servicing. High sensitivity and wide response make it ideal for TV work.



PHILCO CORPORATION

Accessory Division

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

NAME _____
ADDRESS _____
CITY _____ STATE _____

PROFIT POINTER No. 3



Keeping a customer sold is a very necessary part of salesmanship. Immediately after taking the order, or while you're wrapping the package, say something good about the product, the good service it will give, or the customer's wisdom in purchasing it. It's the kind of salesmanship that brings the customers back for more!

You'll "Make More in '54"
with Philco
Parts and Accessory
Products!