

**Now! Remington easy terms : ...open your door to every man... / Remington Rand Limited.**

**Contributors**

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**YOUR FREE SALES AIDS**

**LOCAL PRESS STEREOs**  
 to link your store name to Remington's vast National campaign—bring demand to your counter. Ready for your nameblock, stereo are FREE in the following sizes:  
 \$115 4" Double Column  
 \$118 4" Double Column  
 \$117 4" Single Column  
 \$118 4" Single Column  
 (Please quote reference No. when ordering. Single sheet LEAFLET version of aids are also available for your own printing and enclosure in packages, postage, etc. Please request these as "115-LEAFLET".)  
 Half the cost of each newspaper insertion is reimbursed you when you forward receipted newspaper invoice and cutting of the advertisement concerned to Remington.



**DEALER AIDS**  
 An attractive range of colourful dealer aids is available FREE on request. This eye-catching point-of-sales material pinpoints you as a Remington Easy-terms dealer; shows customers the way in.

**THE REMINGTON EASY TERMS CAMPAIGN WILL BE BACKED BY THE HEAVIEST ADVERTISING IN ALL MAIN NATIONAL PUBLICATIONS**

**NOW!**  
**REMINGTON**

**EASY TERMS**



... open **YOUR** door to every man...



TELEPHONE: CHANCERY HOUSE  
TOLLERS LANE  
ALBEMARLE STREET  
LONDON

**Remington Rand.**

COMMONWEALTH HOUSE 1-19 NEW OXFORD STREET LONDON W.C.1

Dear Mr. Dealer.

Here is undoubtedly the greatest sales winner yet!  
EASY PURCHASE FACILITIES FOR THE REMINGTON 60 - already  
outstanding as the fastest moving electric shaver on the market.

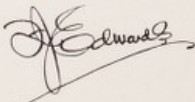
Since its introduction, demand for the '60' has clearly  
proved that this is the one shaver which is way ahead of all  
other makes in public demand and profit to the stockist. Now add  
easy terms and every man in your town can be a customer!

Backing this promotion will be a tremendous and sustained  
National Press campaign, reaching all the 18,000,000 men of  
shaving age in the British Isles. This powerful coverage will  
start the huge wave of demand towards the counter of every  
Remington stockist - ensuring sales at an unparalleled rate.

Yes, very acceptable terms will most certainly result in a  
far greater turnover than any yet seen in the rapidly growing  
electric shaver field.

Study the simple procedure shown briefly on the opposite  
page and read the easy-to-follow instructions in the enclosed  
reference booklet. Have a look at the publicity support. You'll  
see how you can really 'cash in' on the vast business to come -  
WITH LITTLE OUTLAY OR EFFORT.

We know you will be ready to join us on this greatest of all  
Remington promotions, and enjoy your share of this immense sales  
expansion.

Yours faithfully  
  
F. J. EDMONDS  
General Sales Manager.

As simple as



- 1** Using the applicable Remington Agreement Form (as specimens enclosed in the separate reference brochure), the customer's section and your own should be completed.
- 2** After completion, collect 30% deposit payment and give purchaser a Remington 60 shaver from stock. The 30% is retained by yourself at **PART** profit on the transaction.
- 3** Send completed Agreement Form to Dept. CS, Remington Rand Ltd. All subsequent accounting with the purchaser will be handled by Remington—you have no risk of bad debts.
- 4** On receipt of the form, Remington will send direct to you a free replacement stock Shaver to replace the one given to the purchaser under **2** above.
- 5** When Remington receive the first monthly instalment from the purchaser you will be sent a further 12% where a Regular model '60' was involved or 16.3% for a Dual/Volt model. This is in addition to the 30% deposit payment already retained by yourself.
- 6** Complete, simple details and official Agreement Forms are given in the enclosed reference booklet which **SHOULD BE KEPT BY YOURSELF FOR PERMANENT REFERENCE.**

THE £2 TRADE-IN ALLOWANCE FOR OLD  
ELECTRIC SHAVERS WILL STILL OPERATE IN  
THE FOLLOWING MANNER.

Exactly the same procedure is followed on the completing of the form and the deposit of 30% as shown. When sending in this completed Agreement Form to Remington, the old Trade-in model must accompany it. The balance of profit sent under **5** above will be adjusted by the same amount as for ordinary Trade-in cash sales. The purchaser's instalments are subsequently reduced to cover the £2 allowance.

**WITH A MINIMUM OF ONE REMINGTON 60 SHAV-  
ER IN STOCK . . . YOU CAN DEVELOP BIG BUSINESS**

*NOTE: Easy terms facilities apply only to the Remington '60' models.*

DEPT CS, ELECTRIC SHAV-  
ER DIVISION, REMINGTON RAND LIMITED  
26-40 KENSINGTON HIGH STREET, LONDON, W8