

# PHILCO

## SERVICE and ACCESSORY

# Merchandiser



VOL. 1

SEPTEMBER, 1948

NO. 2

### YOUR IDEAS ARE WORTH \$ \$ \$'s

We want to make the PHILCO SERVICE AND ACCESSORY MERCHANDISER just as interesting to you as possible—and we are really willing to make it interesting for you, if you know what we mean. Yes, we'll pay \$ \$ \$'s for your contributions.

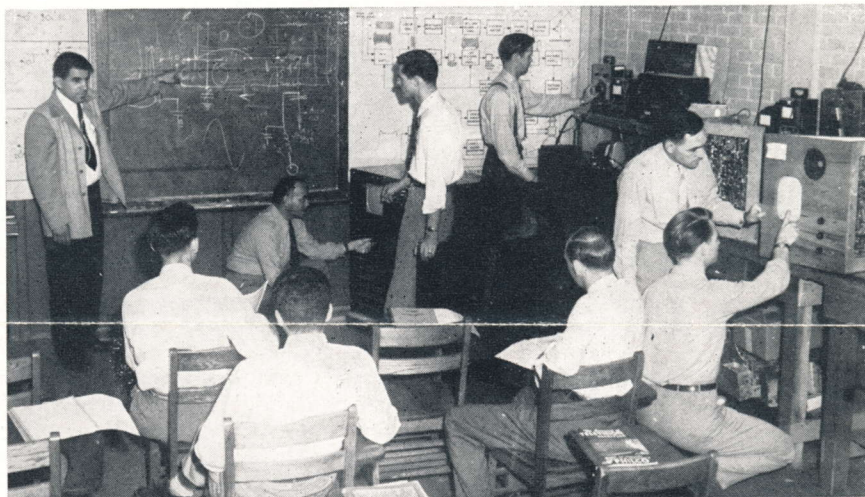
You probably have all kinds of proven ideas on successful service or accessory promotions. Possibly you may have something different in the way of service and repair procedure. Don't worry if you aren't a good editor, because all we want are the facts, preferably with suitable photographs or snapshots.

For every story of this kind published in the PHILCO SERVICE AND ACCESSORY MERCHANDISER we will pay \$10.00. Material submitted becomes the property of Philco Corp.

Put on the old thinking cap, and let us hear from you soon.



## COMPLETE TV COURSE Offered Free to All PHILCO SERVICEMEN



For the first time, servicemen all over the country can get in on the ground floor of TV service work. Philco, anticipating the tremendous need for qualified TV servicemen, is now embarking on one of the greatest training programs ever presented by private industry.

The plan, already in operation in many centers throughout the country, is being extended to nationwide activity to give Philco servicemen a head start on TV sales and expansion in their territory.

Although Philco distributors will conduct all phases of the program, Philco Service Headquarters in Philadelphia will handle many of the details. For instance, the first phase of training consists of home study of a series of ten lessons, "Television Trouble Shooting by Philco." This series is especially designed to present the theories and practice of television so that any radio serviceman may not only read and understand, but actually enjoy studying this new field.

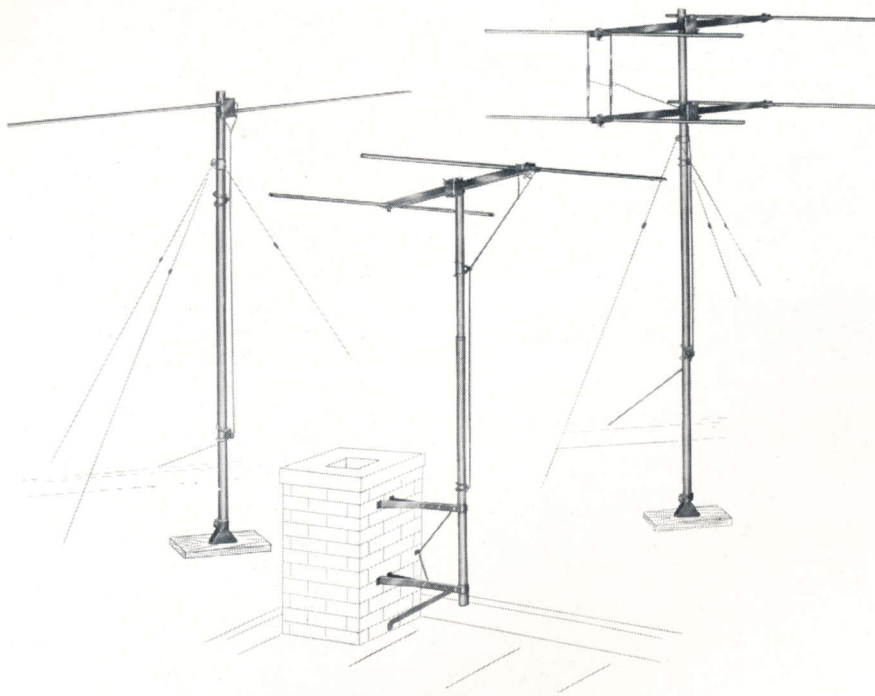
After studying each lesson, the serviceman writes his answers to the examination questions printed separately, and mails these to Philco Service Headquarters at Philadelphia. Here the papers are reviewed, graded, and returned in a few days, together with individual comment or constructive criticism. The questions are especially prepared for this course, and are not the same as those printed in the lesson books.

Classroom and shop training follow the home study, with qualified instructors expanding on the basic information in the ten lessons, and giving personal supervision on shop work—work with standard TV receivers.

Upon completion of the training course, the serviceman receives a certificate signifying the training and ability to service modern television receivers.

Whether the serviceman is or is not in an area with television fa-

(Continued on page 3)



*Television Aerials: At the left is the Philco Dipole Aerial on a 6-foot guyed mast; in the center is the Philco Dipole Aerial with reflector on a 12-foot self-supporting mast; and at the right is the Philco High-Gain Array on a 6-foot guyed mast.*

## PHILCO TELEVISION AERIALS FOR IMPROVED TV RECEPTION

With the experience of more than a quarter of a million television installations behind the radio industry, it is now an accepted fact that from 20% to 80% of a dealer's service calls are due to faulty aerial installations.

This somewhat amazing percentage is due to the fact that many servicemen are not familiar with the technique of installing aerials for operation on the very high frequencies. Special techniques *must* be considered because of the special characteristics of the very high frequencies and the wide band widths used in television.

Philco engineers have developed a group of television aerials, each of which is designed to meet a specific need. By recognizing these needs and satisfying them with the proper aerial-system installation, the serviceman can eliminate a large number of needless service calls.

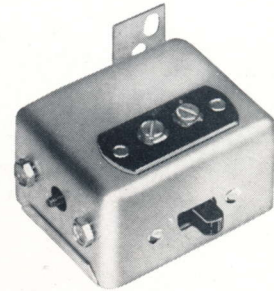
The Federal Communications Commission originally authorized 13 channels, or frequency allocations, for use by television transmitters. Recently Channel 1 was eliminated. Thus Channels 2 through 6 may be considered the "Low-Frequency Band," and Chan-

nels 7 through 13 the "High-Frequency Band." The Philco Broad-Band Aerial is designed for effective operation on all of the channels. However, when additional pickup is needed on one of the high-frequency channels, 7 through 13, the Philco High-Frequency Aerial is recommended.

Directivity, or the ability of an aerial to pick up signals coming from a certain direction and reject those coming from another, can be used to great advantage in eliminating much of the noise and "ghost" interference which distorts the television picture on a receiver, resulting in service calls. Directivity is increased by using a "reflector," or metal rod, mounted parallel to the aerial. Maximum directivity is obtained with an aerial "array," using more than one aerial-and-reflector combination.

Aerial-system installations are discussed simply and completely in lessons 9 and 10 of the series, "Television Trouble Shooting By Philco." The new Philco Parts and Accessories Catalog is an excellent place to get information on specific television-aerial, mast, and transmission-line systems.

### NEW PHILCO AERIAL COUPLER PEAKS LONG-DISTANCE PERFORMANCE



For people in outlying areas and city people desiring long-distance reception on the broadcast and short-wave bands, comes this new Philco product for use with any 1949 loop-operated Philco FM-AM radio, except the Model 905.

By using the Philco Aerial Coupler with an outside aerial, such as Philco Part No. 45-1494, impedances are matched and the transfer of energy from the aerial to the loop-operated radio is a maximum.

The aerial coupler increases the signal-to-noise ratio and rejects image signals. The coupler contains a special circuit, which includes an image-trap coil, a short-wave choke, an I-F trap, an adjustable, slug-tuned shortwave coil, and an FM transformer, all mounted in a small aluminum can. A switch is provided to select either local or long-distance reception. The coupler is equipped with a 4-prong plug connector and an aerial terminal strip.

The aerial coupler, Part No. 45-1598, has a list price of \$4.95.



**NEW LAPEL BUTTONS  
POPULAR WITH  
PHILCO SERVICE  
MEMBERS**



PHILCO SERVICE members all over the country are proudly wearing their new lapel buttons, proclaiming the fact that they are members of Philco's world-wide association of appliance servicemen.

During the Philco distributor convention in Atlantic City every distributor and every one of his sales people attending the convention wore these PHILCO SERVICE buttons on the famous boardwalk. Everyone who has seen this new identification insignia for members is pleased with the attractive combination of the Philco wreath with the well-known blue diamond and gold lettering of PHILCO SERVICE.

The idea of identifying themselves with PHILCO SERVICE has caught on like wildfire with the members. Orders for imprinted sales helps, such as letterheads, business cards, and mailing pieces are being received daily from distributors in all parts of the nation—and Philco's fast delivery in filling these orders has become welcome news to members.

The men everywhere are finding out that this printed material and the new PHILCO SERVICE signs, thermometer, decalcomania, etc., are doing an effective job in identifying them with PHILCO SERVICE and thus bringing in more business.

**TV Course . . .**

*(Continued from page 1)*

ilities, it is definitely to his advantage to ask his distributor when the Philco television school will be scheduled in his territory.



**TV SALES IN NEW AREAS REQUIRE  
STUDY OF INSTALLATION PROBLEMS**

In the present day rapid growth and development of the television industry, there are many problems that arise, and in order to successfully solve these problems it is necessary to have a fundamental understanding of what is needed and what can be done to successfully introduce this "new" industry to the many areas which are yet to be opened.

In anticipation of "T" day, the day television is introduced in your area, and of the time when you begin to handle the servicing of Philco Television Receivers, it is a good idea to consider some of the most important factors involved in the successful installation of television receivers.

It must be remembered that no two television installations are alike; therefore, each installation must be treated as an individual case, both electrically and physically. After the location of the television transmitter is learned, a survey of the installation site should be made to determine what is needed to give the best possible reception. Is the home located in a

low area? Are there surrounding obstacles of greater height? Is the roof suitable for a normal roof-top installation? These are just a few of the physical problems to be anticipated. A little time spent in preliminary checking will prevent a large number of service calls later.

A very important electrical factor is signal strength. Is the signal strength high or low? It cannot be expected that a receiver will operate satisfactorily with too weak a signal at the receiver input. Using the Philco Model 48-1001 as an example, it has been found that the signal strength is adequate if the output of the detector is at least 1 volt peak to peak, although an output of approximately 2 volts is desirable. In residential, low-noise areas, a detector output of 1 to 1 1/4 volts will give an excellent picture. A very strong signal will cause the picture to tear out. A 2-volt peak-to-peak detector output on the weakest station is an ideal condition. It is to be expected, generally speaking, that the signal strength

*(Continued on page 6)*



From Bogate, Colombia, comes this picture of Senorita Elba Estrada, radio technician in the Service Department of Distribuidora Philco, S. A. Miss Estrada was formerly employed by the U. S. Army at Albrook Field, Panama, during the war, repairing aircraft transmitters and other army radio equipment.

## UNDERSTANDING OF ADVANCED DESIGN IMPORTANT

Here are some well-known refrigerator facts, but an occasional reminder like this might save you the cost of a service call.

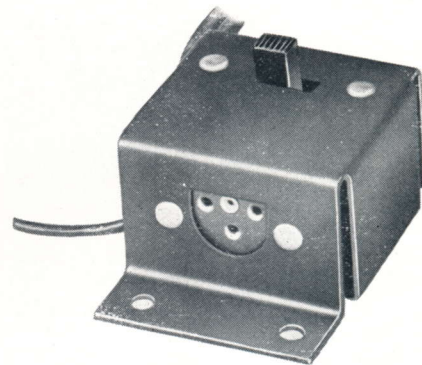
A good door seal is important to prevent warm, humid air from entering a refrigerator. The air in a refrigerator is at a lower temperature than the air outside, and a poor door seal will allow warm air to enter the interior of the refrigerator in the same manner as when the refrigerator door is opened. Make sure that the refrigerator has a good door seal.

The summer-winter baffle controls and temperature controls should be adjusted according to the existing weather conditions under which the refrigerator is operating. If the weather is warm or humid, make sure that the temperature control is turned to a colder temperature setting and that the summer-winter baffle control is in the summer position.

The problem of defrosting should be given more attention in hot, humid weather than in cool, dry seasons. A refrigerator with a clean evaporator is more efficient, runs less, and maintains better temperatures. A noticeable decrease in sweating will be noted in a refrigerator with the evaporator *not* coated with ice. Defrost whenever the coating of frost or ice reaches the thickness of  $\frac{1}{4}$ " , and empty drain bottle frequently.

It is necessary for good preservation of food to have moisture in a refrigerator—otherwise the foods will be dried out. Philco Advanced Design Refrigerators are designed to retain moisture in the food-storage compartment, which is necessary for the proper storage of food. Advanced Design models are also designed to operate at temperatures sufficiently low to preserve frozen foods, ice cream, etc., over longer periods of time than any previous Philco refrigerators.

### ADAPTER KIT NOW READY FOR MODEL M-15 RECORD PLAYER



The Philco Model M-15 Album-Length Record Player, which plays the Columbia Long Playing Micro-groove Records, can be connected to any radio or radio-phonograph combination.

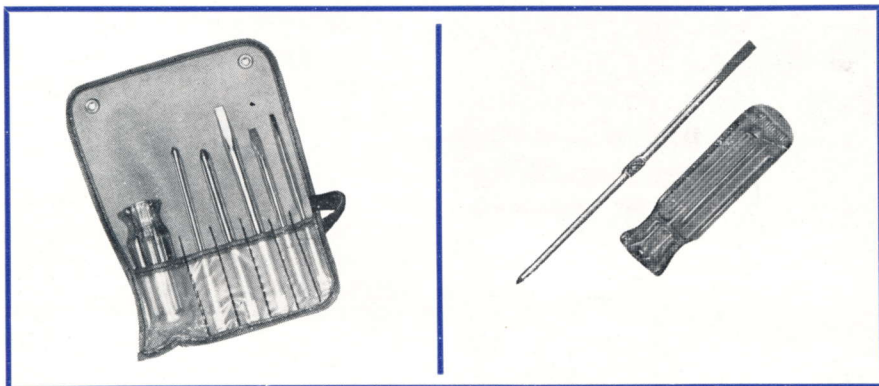
For convenient connection and switching facilities, Philco has developed an adapter kit which may be used with any radio, although a plug and socket are supplied for ease in connecting to radios which have a plug-in or terminal-panel type of phonograph connector.

The Philco Adapter Kit has a switching circuit which, when properly connected, controls the input to the audio amplifier of the radio, selecting either the output of a standard record player, or the output of the Model M-15 record player, depending upon the switch position.

A metal bracket houses the adapter assembly, as shown in the illustration. The Philco Adapter Kit, Part No. 45-1594, has a list price of \$2.00. Complete instructions for making the simple installation are included with each kit.

### ON TV INTERFERENCE

A recent analysis has shown that outside interference on television reception is not the serious problem that many people have thought it to be. Of 1,872 television service calls made in homes in 7 cities, only 8 calls or .43% were due to diathermy interference and 5 calls or .26% due to amateur or commercial interference. Ignition interference was experienced on 30 calls or 1.6%, and all other external interference accounted for 20 calls or just 1%.



## NEW TOOL KITS DESIGNED FOR RADIO SERVICEMEN

Here's news of special interest to radio servicemen who have had difficulty for years with the large wood screws in old-type radios, and more recently with the midget screws and nuts in midget radios.

Philco has released three tool kits which are made to order for radio servicemen who run into all types of cabinet and chassis bolts and nuts in their service work.

One kit contains five detachable screwdriver blades and one handle that can hold any of the blades. The blades are just what radio servicemen have always looked for. They are heavily plated for easy cleaning after pushing rosin-chocked solder joints, and they have a working edge that fits firmly in screw slots without tearing or burring the screw head. Each blade has a lock-niche which seats securely in the plastic handle. The handle can't come loose, and is actually unbreakable. There are no conducting surfaces anywhere on the handle to give the user a jolt when his other hand is on the chassis.

A similar type of unbreakable, plastic handle is in the hexagonal wrench kit. This kit contains five

wrenches of alloy steel, which are precision-made to prevent stripping and rounding delicate radio bolt heads and threads. The wrench sizes are adequate for practically all radio work—7/16", 3/8", 11/32", 5/16", and 1/4".

Servicemen will find these kits perfect for television work too. Both the screwdriver kit, Part No. 45-9514, and the wrench kit, Part No. 45-9515, are supplied with leatherette bags, as illustrated, and each kit has a list price of \$3.33.

The reversible screwdriver kit shown also has the unbreakable plastic handle, with a special blade, either end of which can be inserted and locked in the handle. This kit combines two screwdrivers in one, with one end of the blade a Phillips-type screwdriver, and the other end a standard-type screwdriver. The reversible screwdriver kit, Part No. 45-9516, has a list price of \$1.00.

### QUALITY CHECKED BY PHILCO IN THE FIELD

Occasionally you may find one of the stickers, reproduced below, on a Philco radio, television set, refrigerator, or air conditioner.

It's all part of the Company program to follow the quality through

### PHILCO

#### SERVICE DIVISION

THIS PHILCO PRODUCT HAS BEEN INSPECTED AND REPACKED BY AN AUTHORIZED PHILCO FIELD REPRESENTATIVE AS PART OF PHILCO'S REGULAR FIELD QUALITY CONTROL. THE EFFORT TO PROTECT YOU BY MAINTAINING A CONTINUAL CHECK ON QUALITY HAS MADE PHILCO "FAMOUS FOR QUALITY THE WORLD OVER."

PR-1590

Printed in U. S. A.

### GROSS SHIPPING WEIGHTS RELEASED FOR NEW RADIOS AND TV RECEIVERS

For the convenience of dealers and servicemen who have occasion to know the gross shipping weights of Philco home radios and television receivers, the following list is supplied. Clip it out and keep it for handy reference.

| Model     | Gross Shipping Weight (lbs.) |
|-----------|------------------------------|
| 49-1613-M | 126                          |
| 49-1613-L | 126                          |
| 49-1611   | 98                           |
| 49-1609   | 107                          |
| 49-1609-L | 107                          |
| 49-1606-M | 85                           |
| 49-1606-L | 85                           |
| 49-1604-M | 81.5                         |
| 49-1604-L | 81.5                         |
| 49-1602   | 81                           |
| 49-1600   | 69                           |
| 49-1405   | 42                           |
| 49-506-M  | 9                            |
| 49-506-W  | 9                            |
| 49-505    | 10.5                         |
| 49-504    | 8                            |
| 49-504-I  | 8                            |
| 49-503-E  | 7.5                          |
| 49-503-G  | 7.5                          |
| 49-501    | 7.5                          |
| 49-501-I  | 7.5                          |
| 49-500    | 6.5                          |
| 49-500-I  | 6.5                          |
| 49-1101   | 60                           |
| 49-1100   | 56                           |
| 49-909    | 23                           |
| 49-906    | 9                            |
| 49-905    | 10                           |
| 49-904    | 10.5                         |
| 49-902    | 10.5                         |
| 49-901-G  | 10                           |
| 49-901-I  | 10                           |
| 49-900-I  | 9                            |
| 49-900-E  | 9                            |
| 49-605    | 7.5                          |
| 49-607    | 11                           |
| 49-602-G  | 7                            |

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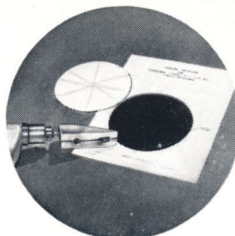
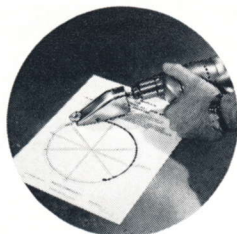
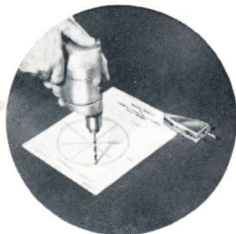
### PHILCO ANNUAL RADIO SALES TOP INDUSTRY 18 YEARS

A significant fact brought out during the recent Philco Distributor convention in Atlantic City, N. J., is that Philco leadership in radio sales for 18 straight years has built a market for Philco replacement tubes, phono needles, and other parts far exceeding that of any other brand.

from the raw material to the installation in the customer's home.

The sticker shown is placed on items which have been checked by Philco field service representatives after the items have been packed and shipped to warehouses all over the country.

Following through in this manner results in constant development of better methods for packing and maintenance of Philco products, and in addition, indicates to both the dealer and the customer that the product bearing the sticker has been again rigorously inspected after leaving the factory.



## NEW METAL CUTTER TOOL AIDS INSTALLATION OF REAR-SEAT SPEAKERS

More enjoyable automobile trips have been made possible by rear-seat speakers, so that radio entertainment can be enjoyed equally well by both front and rear-seat passengers.

The installation of rear-seat speakers usually requires drilling a hole in the panel behind the rear seat, large enough to insert and mount the speaker. Such a hole can be made easily and quickly by using the new Philco metal cutter tool.

Used with any standard electric hand drill, the metal cutter cuts steel, brass, aluminum, plastics, and plywood up to .040" thick. It is possible to cut practically any type of design, and follow any pattern which uses straight lines, circles, or compound curves. The tool cuts cleanly, leaving no burrs or other obstructions on the edge, thus eliminating any need for filing afterwards.

The photographs illustrate how the tool is used to cut a circular hole inside the edge of a panel. The template shown is supplied with Philco Model RS-3 rear-seat speaker kits.

A 1/4" pilot hole is necessary to start the tool, when the hole is inside the edges of the panel, as shown. Of course, if the cutting is started from the edge of the panel, no pilot hole is necessary.

The Philco metal cutter consists of a tool-steel blade, and tungsten-carbide shear blocks.

The metal cutter, Part No. 45-9525, has a list price \$15.95 and the blade, Part No. 45-9526, has a list price of \$1.00.



### SOME "COURTESY CHECKS" FOR PROFIT INSURANCE

Many dealers have found that they can have insurance on their refrigerator sales at practically no cost to themselves. And they say the five checks for the insurance are so simple that they have no difficulty following them through in every sale:

First: CHECK THE DOOR SEAL

Second: LEVEL THE REFRIGERATOR

Third: CHECK FOR RATTLES

Fourth: POLISH THE CABINET

Fifth: CHECK INTERIOR LIGHT OPERATION

### TV Sales in New Areas . . .

(Continued from page 3)

is inversely proportional to the distance between the transmitter and receiver, i.e. the greater the distance, the weaker is the signal. Hills and buildings absorb and attenuate television signals considerably. Occasionally, a receiver located not far from a transmitter may receive a much weaker signal than expected because of signal absorption.

A second important electrical factor is noise and interference, which is largely man made. Some important sources are vacuum cleaners, automobile ignition systems, trolley cars, electric trains, motors, elevators, electric shavers, arc welders, diathermy machines, and many other kinds of electrically driven apparatus. Interference resulting from these sources is quite noticeable when looking at a picture. Of course, the type of noise will determine the distance at which it is effective. Another type of disturbance, which is easily recognized on some television screens, is the "double image" or "ghost." Ghosts are caused when a portion of the transmitted signal is reflected by a building or some other object, and arrives at the receiving aerial a small fractional part of a second later than the direct signal to the aerial.

#### First of Series

In successive articles, there will be discussions of other problems of prime importance in the field of installation, such as tools needed, aerial types and how to select the correct type, transmission lines, etc.

# NEW PHILCO TONE ARM DEVELOPED; PLAYS COLUMBIA MICROGROOVE RECORDS WITH FINEST QUALITY



Columbia and Philco have jointly contributed the most important development in the field of recorded music since the perfection of the automatic record changer. The new Columbia Long Playing records and the new Philco Balanced Fidelity Reproducer for playing these records are creating a complete new era in the record and phonograph business.

Playing at a turntable speed of 33-1/3 RPM and having nearly 300 grooves per inch, as compared with conventional records which play at 78 RPM and have only approximately 100 grooves per inch, the new records will permit the recording of up to forty-five minutes of music on a single 12-inch record. Thanks to the "microgroove" process and Vinylite, the new records represent a tremendous improvement in tonal range and balance, with almost complete elimination of surface noise. The Long Playing records will do much to eliminate the old problem of record storage, since a complete symphony, concerto, or the entire score of a musical comedy may be recorded on a single record.

### New Player Needed

Of equal importance is the development by Philco of equipment to play these new records. By now, Philco and Columbia dealers throughout the country are familiar with the Philco Album-Length Record Player, and the two-speed, two-tone-arm automatic record changer which is designed to play both the new Long Playing records and the standard 78 RPM records. One tone arm is standard, and the other is the new Philco Balanced Fidelity Reproducer. This is the new automatic record changer which is included in many of the 1949 Model Philco Radio-Phonograph combinations. However, few dealers, servicemen, and retail salesmen are familiar with the technical requirements which made this

equipment necessary, the problems encountered in its development, and the ways in which these problems were solved.

### What Is New?

Turntable speeds of 33-1/3 RPM are not new. They have been used by commercial recording studios for radio broadcast purposes for many years. Their chief advantage has been their long-playing characteristic, permitting the recording of an entire half-hour broadcast on two 16-inch-diameter discs, using conventional but expensive commercial recording and playback equipment. But in the past, they have not proven satisfactory for home use because of the technical difficulties encountered in producing both the records and the equipment to play them. These problems have been chiefly (1) limitations of upper frequency response; (2) distortion and rumble due to uneven turntable speeds; (3) the fact that even at 33-1/3 RPM, the slight increase in the amount of music which could be recorded in a given space with conventional width grooves, did not offset the increased cost of production due to the other problems which were introduced.

### Permits More Grooves

The microgroove process, by permitting a greater number of grooves per inch, has not only made it possible to record more music on a record, but because of the much narrower groove width of .003 inch, as compared to .01 inch on conventional records, makes it possible to record much higher frequencies. The upper frequency response of a record is limited by the fact that, as the frequency of the recorded sound increases, the linear distance between the lateral wiggles of the groove decreases. Thus, it is evident that, above a certain frequency, the wiggles will overlap and no note will be produced. At slow turntable speeds, this upper frequency limit is lowered. However, the use of narrower grooves on the new Long Playing records permits a smaller distance between the lateral wiggles. Consequently, higher frequencies may

be recorded on the new records without fear of overlapping.

### Leightweight Arm Needed

The narrower groove and the greater number of grooves per inch, however, have meant that the walls between adjacent grooves must be thinner, and therefore a pickup much lighter than the conventional "light-weight" type is required. The lighter weight pickup, in turn, requires that the tone arm have much less horizontal and vertical drag to permit the needle to follow the grooves without jumping out, particularly in the more heavily recorded passages. The new Philco Balance Fidelity Reproducer was developed to satisfy this need.

*(To be concluded in the next issue.)*

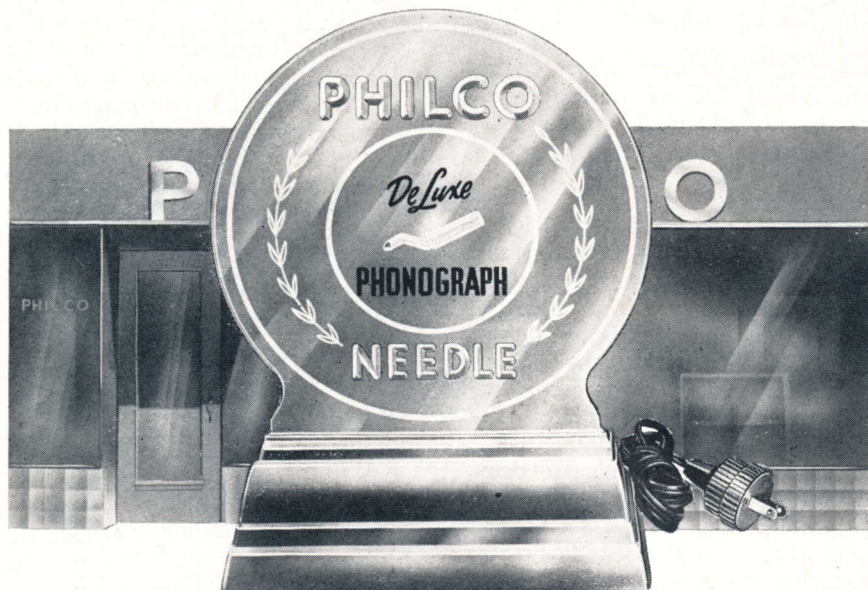
### Gross Shipping Weight . . .

*(Continued from page 5)*

|           |               |
|-----------|---------------|
| 49-602-I  | 7             |
| 49-602-M  | 7             |
| 49-602-T  | 7             |
| 49-601-G  | 6             |
| 49-601-I  | 6             |
| 49-601-M  | 6             |
| 49-601-T  | 6             |
| 49-100    | 13.5          |
| M-15      | 15            |
| 48-2500   | 256           |
| 49-1275-M | 212.5         |
| 49-1275-L | 212.5         |
| 49-1075-M | 207.5         |
| 49-1075-L | 211           |
| 49-1240-M | 130.5         |
| 49-1240-L | 130.5         |
| 48-1001   | 111           |
| 48-700    | (Box) 82      |
| 48-700    | (Carton) 72.5 |



## BRIGHTEN YOUR BUSINESS OUTLOOK with this ATTRACTIVE WINDOW FLASHER



Here is just the item to help you attract more business—a handsome plastic flasher display for your shop or store window. It's a truly magnificent display which offers you a splendid opportunity to increase your Philco Needle sales, by stimulating customer interest in your services and products.

Here are the specifications and a few of the outstanding features of the Philco Needle Flasher Display. Its over-all height, 11"; width, 8"; width of base, 7¼"; depth, 3". The message part of the display is constructed of strong Plexiglass. It is engraved and printed in three colors. The base is made of aluminum casting, and is sprayed a rich metallic blue. A six-foot cord with Flasher attached outside, plus a socket and a 15-watt bulb, make up the electrical components.

And here's how you can get one of these flasher displays.

Buy one each of the following Philco Needle cards:

Part No. 45-1531, High Quality (12 needles)

Part No. 45-1530, Long-Life (12 needles)

Part No. 45-1529, Sapphire (12 needles)

Part No. 45-1528, Ruby (12 needles)

and you get the Philco Needle Flasher Display without charge!

Or you can buy one complete Philco needle merchandiser refill (48) of the following Philco Packaged Needles:

Part No. 45-1535, Hi Quality

Part No. 45-1534, Long-Life

Part No. 45-1533, Sapphire

Part No. 45-1532, Ruby

and you get the Philco Needle Flasher Display without charge!

Or ask your Philco distributor what other deals he might have for you to obtain this business-getting display.

### PHILCO EXPANDS REFRIGERATOR SALES

Commenting on the outlook for the Refrigerator Division of Philco, which includes the production of refrigerators, freezers, and air conditioners, Mr. James H. Carmine, Vice President in charge of Distribution, states, "Philco is well on the road to achieving its goal of \$100,000,000 of sales in 1948."

This fact, coupled with the release of the new 84-page refrigerator manual for servicing 1948 Philco refrigerators, paves the way for profits greater than ever for Philco servicemen.

"Public preference for Philco refrigerators," states Mr. Carmine, "has reached the point where the company is in first place in many sections of the country, and sales are limited only by the continuing shortage of essential material."

### TREMENDOUS PHILCO SALES MEANS MONEY FOR YOU

Philco has just completed the most active six-month period in its history, with sales of \$120,000,000 to \$125,000,000 in that period. And these tremendous sales tie in directly with present and future profits of Philco servicemen.

In fact, since the name Philco was adopted, approximately \$1,000,000,000 worth of civilian products has been sold, and \$68,000,000 has been spent advertising Philco and its products.

The great amount of money spent for advertising Philco is increasing the work and profits of Philco servicemen everyday.

**PHILCO CORPORATION**  
**TIOGA & "C" STS.**  
**PHILADELPHIA 34, PA.**  
RETURN POSTAGE GUARANTEED

**FOR:**

R. W. Turner  
3928 68th St.  
Des Moines, Iowa

Sec. 562, P. L. & R.  
U. S. POSTAGE  
**PAID**  
PHILADELPHIA, PA.  
Permit No. 655

POSTMASTER: If addressee has moved, notify sender on Form 3547, postage for which is guaranteed. When Form 3547 is sent, abandon this mailing. Return only if no correct address is available.