

PHILCO

SERVICE and ACCESSORY

Merchandiser



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NO. 3

PHILCO SERVICE OPENS TV MEMBERSHIP

PHILCO SERVICE has recently inaugurated the television branch of this world wide association of appliance servicemen. Qualified television servicemen who are members of this rapidly growing new group receive all of the new Philco television manuals directly from PHILCO SERVICE headquarters in Philadelphia—and it's free to members of PHILCO SERVICE.

Qualifications Needed

Membership in the television branch of PHILCO SERVICE is open to qualified radio servicemen who have successfully completed the Philco television training schools conducted by Philco distributors. It is also open to those who are technically qualified to service modern television receivers as a result of other technical television training and practical television experience. It is open to Philco dealers who maintain qualified television service departments.

Complete technical service manuals on Philco television receivers, special service and installation manuals, replacement parts information, television service signs and promotional material—all are sent regularly to members of this new group.

Join Now

Membership application forms for the television branch of PHILCO SERVICE can now be obtained from your Philco distributor's Service Department. If you want to advance with the times, if you want to be among the best-informed television servicemen in the country, if you want to forge ahead with Philco the leader, join PHILCO SERVICE television branch NOW. See your Philco distributor for full details.

PHILCO LAUNCHES PARTS AND ACCESSORIES FALL ROUND-UP

Big Event Offers Sensational Bargains in Parts And Accessories



Well, pod'ner, it looks like there's going on right now a rootin' tootin' big time for Philco dealers and servicemen. Them thar Philco Accessory boys are continuing the Fall Roundup promotion that you know by now is the hottest thing you've ever seen in these parts.

Truer words were never spoken. Every Philco dealer and serviceman will recall the memorable Philco Accessory Country Fair held last fall. It was an event that brought with it a veritable harvest of parts

and accessories bargains. This year the Philco Accessory Fall Roundup is greater by far than those unforgettable harvest days of last year.

Beginning on September 13th, and lasting until October 16th, every Philco distributor in the country is holding his Philco Parts and Accessories Fall Roundup. You are told about it from the time you approach your Philco distributor's accessory store, for you see the large colorful Fall Roundup

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PARTS HANGER CARD BIG HELP TO DEALERS ALL OVER COUNTRY

Philco dealers throughout the United States are really enthused about the convenience afforded by the Parts Hanger Card. One Philco dealer says,



"These post cards, self-addressed to my distributor, simplify my ordering problems. What I especially like about it is that, in cases of rush orders, using the Parts Hanger Card means 'rush order' from start to finish. My service department is very pleased with it."

This is just one example of the favorable comments Philco distributors are hearing from their dealers. Every dealer who has a service department should keep a fresh copy of this Hanger Card handy at all times. Ask for copies from your Philco distributor.



Philco aerial system being installed and oriented by a television serviceman. Two Philco aerials are mounted on the mast. At the top is a dipole with reflector, and at the center is a simple dipole.

TELEVISION REVIVES EARLY RADIO AERIAL PROBLEMS

Television has brought back to us many of the old aerial problems of the early days of radio. An understanding of the need for good aerial installations and of the problems involved is important in attaining satisfactory television reception.

In television, it is necessary to have a strong but simple aerial system which is high enough for the aerial to "see" the transmitter. Buildings or hills in the "line of sight" between the receiving and transmitting aerials can effectively block or interfere with the reception. Hence, it is necessary to have the aerial installed at the highest possible level, so that it will be as free as possible from such obstructions.

Reflections Cause Ghosts

For example, many installations may experience "ghosts" which are caused by a portion of the television signal being bounced off adjacent buildings or other structures; these reflections reach the receiving aerial a fraction of a second later than the direct portion of the signal. Orientation or repositioning of the aerial itself will usually correct this trouble. It is important that the television aerial be high,

so as to receive the maximum amount of signal from the transmitter. In most instances, the stronger signal is desirable for producing a better picture with the least possible interference.

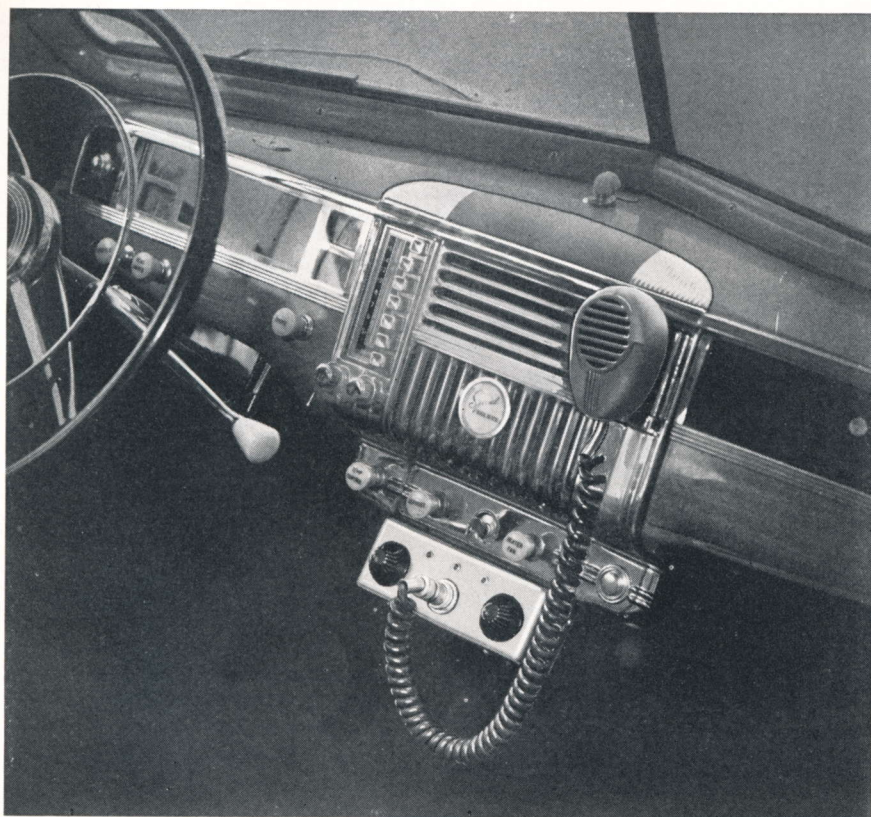
Although the TV aerials of today have a physical appearance which is entirely different from that of the old-time radio aerials, just as much time and effort is required to produce an installation that will not sag or fly apart in the first strong wind. The use of "plumbing," or metal tubing, is desirable in TV aerials because of three important requirements.

Simplicity Required

One requirement is simplicity. Since TV frequencies are very high, only a short aerial is needed for a resonant length. The element of tubing requires only one support point, whereas wires, as in the old outdoor radio aerials, require support points at each end.

Another requirement is suitable band width. A TV carrier requires a band width of six megacycles as compared with ten kilocycles on standard broadcast carriers. If the diameter of an aerial is increased, its resonant frequency becomes broader and since copper or aluminum tubing has a much greater diameter than ordinary wire, the use of such tubing is desirable in TV aerials.

(Continued on page 6)



New Mobile FM Communications Equipment Developed By PHILCO

Philco has developed new mobile FM communications equipment which, by actual tests in the field, is proving itself far superior to other similar types of equipment.

Recently, a long distance phone call, between an Argentinian in his automobile in Philadelphia and his superior in Buenos Aires, proved the efficiency of this new Philco radio system—today, the Philco distributor in Argentina is licensed to build this equipment.

Three Frequency Bands

Philco Mobile FM Equipment is supplied in three types, for operation on 30 to 44 mc, 72 to 76 mc, and 152 to 162 mc. The low-frequency band includes police and fire departments, taxicabs, forestry, and press services. The high-frequency band is for the same services, with the addition of automobile telephone. The middle band, 72 to 76 mc, includes experimental work. Philco has supplied equipment recently adopted by the entire Colorado State Police System.

Major components consist of two-way radio systems for installation

in vehicles, a central radio station for operation in the home office, and all accessories, such as remote control devices and selector or telephone dialing units. Thus any person in an area where mobile telephone facilities are available may have a telephone installed in his car by simply contacting his nearest Philco distributor, who will make available the use of the Philco Engineering Consultant Service, the most complete engineering service in the communications field.

Circuits Interesting

Of special interest to technical men are the Philco developments which make the Philco FM Communications Equipment far superior to other similar types. The Philco FM detector gives the fine performance which is characteristic of FM systems, and does this without the use of limiters and other complicated circuits. In addition, the Philco Phase Modulator gives a greater percentage of phase modulation than heretofore obtainable with a simple modulator.

PHILCO SERVICE GOES POETIC

All the way from South Africa comes this enjoyable and amusing Philco poem written by Robert Verner, Philco dealer in Cape Province.

FROM PHARMACY TO PHILCO

*O, listen, listen, Cathcart folk—
No news of drugs or pills I
bring—
The spell of Pharmacy is broke!
Of PHILCO RADIO I sing!*

*To learn the news, to hear the
great,
To keep au fait, whate'er befall;
For entertainment, morn till late,
For music—swing or classical;*

*For all these pleasures on the spot,
You must a PHILCO set bespeak.
(Alas, that PHILCO sets are not
Arriving here in scores each
week!)*

*And you, who've purchased sets be-
fore,
And find reception growing
faint;
The tone less mellow than before,
The short-wave dim, or other
plaint—*

*Just bring those sets along to me,
Their valves to check, their
wrongs adjust:
A PHILCO SERVICE guarantee
Returns with each job you en-
trust.*

*I think I've said enough to show
The benefits, and fun beside
In ownership of Radio—
And PHILCO is my joy and
pride!*

CORRECTION

In the September issue of the MERCHANDISER, the prices for the Metal Cutter and blade were given as list prices. The correct prices are:

| | Part No. | Dealer Net |
|--------------|----------|------------|
| Metal Cutter | 45-9525 | \$15.95 |
| Blade | 45-9526 | 1.00 |

Crystal control, with 100% modulation capability (equivalent to a deviation of ± 15 kc. at 3000 c.p.s.) make Philco FM Communications Equipment extremely effective. The output carrier, which is held within $\pm .005$ percent, attains a new high in frequency stability.

New Record Player And Automatic Record Changers Play Microgroove Records

MANY PHILCO MODELS HAVE 2 TONE ARMS FOR STANDARD AND LP RECORDS

The Philco Balanced Fidelity Reproducer and tone arm, used on the Model M-15 Album Length Record Player and on Models M-9C and M-12C Automatic Record Changers, is especially designed to meet the requirements of the new microgroove records. The needle is much narrower, to exactly fit the microgrooves of the new records. The tone arm operates with a vertical pressure of 5 grams (less than one-fifth of an ounce), as compared with conventional "light weight" tone arms which operate with a vertical pressure of at least $\frac{3}{4}$ of an ounce.

Spring Mounted

The Balanced Fidelity Reproducer is mounted in a spring carriage which retracts automatically to compensate for warpage of the records. With ease of servicing in mind, the reproducer and carriage have been designed to permit easy removal and replacement without the need for removing screws or bolts. The reproducer may be removed easily by grasping it with the fingers and pulling downward. Guide slots permit it to be replaced with similar ease.

The reproducer itself is a vertically mounted crystal cartridge of the Rochelle salts type. The crystal is protected by waterproof layers of metal foil, waterproof shellac, rubber cement, and more shellac, to permit its use in areas of high humidity.

Model M-15 Inexpensive

Model M-15 Album Length Record Player is an inexpensive record-player attachment designed to be attached to any radio or radio-phonograph combination. It has a single speed 33-1/3 r.p.m. turntable, rim-driven by a self-starting synchronous motor through a dynamically balanced rim-idler-wheel assembly. The motor and idler wheel are so mounted as to provide smooth and constant power to the turntable without variation of speed (which might cause rumble



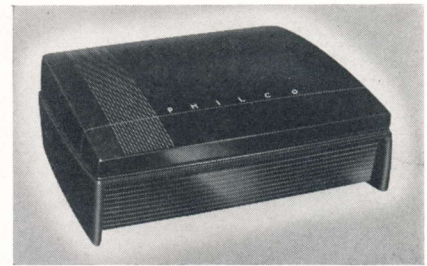
JANETTE DAVIS, singing star of CBS' "Arthur Godfrey Show," plays the newest thing in records, the L-P Microgroove record, on the newest thing in radio-phonographs, the Philco 1615.

The 1615 has two tone arms: one, the newly developed Balanced Fidelity Reproducer for the long-playing discs, which will play up to 45 minutes of music from a single 12-inch record, and the Philco Super-Silent reproducer and record changer to play standard records automatically.

or distortion). To prevent flat spots (which might cause uneven speed) from forming on the idler-wheel tire when the player is not in use, a link assembly pulls the idler wheel away from the motor drive shaft when the tone arm is placed on its rest.

Mercury Switch Control

The tone arm of Model M-15 actuates a mercury switch and trip assembly. When the tone arm is placed on its rest, it resets the trip mechanism, which is attached to one mercury switch, and at the same time, trips another mercury switch to its off position, opening the circuit to the motor. When the needle is placed on a record, the second switch moves to its on position, completing the circuit to the motor. When the tone arm reaches



The New M-15 Adapter

the end of the record, a trip finger, riding on a ratchet bar, trips the first switch and breaks the circuit. To restart the motor, the tone arm must be returned to its rest position to reset the trip mechanism.

Model M-9C Automatic Record Changer is a two-speed, two-tone-arm automatic record changer, designed to play the new Long Playing records and to play and change conventional 78 r.p.m. records. It is equipped with the Philco Super Silent Reproducer for standard records and the Philco Balanced Fidelity Reproducer for the Long Playing records. The turntable is rim-driven through a speed-changing mechanism and a dynamically balanced motor-and-idler-wheel assembly. The speed-change mechanism consists of a control lever and a pulley-wheel assembly. In the standard, or 78 r.p.m. position, the motor drive shaft drives directly against the idler wheel, which in turn drives the turntable. In the long playing or 33-1/3 r.p.m. position, the idler wheel is driven by a pulley wheel which is belt-driven by the motor drive shaft. The idler wheel, as before, drives the turntable.

Philco Launches . . .

(Continued from page 1)

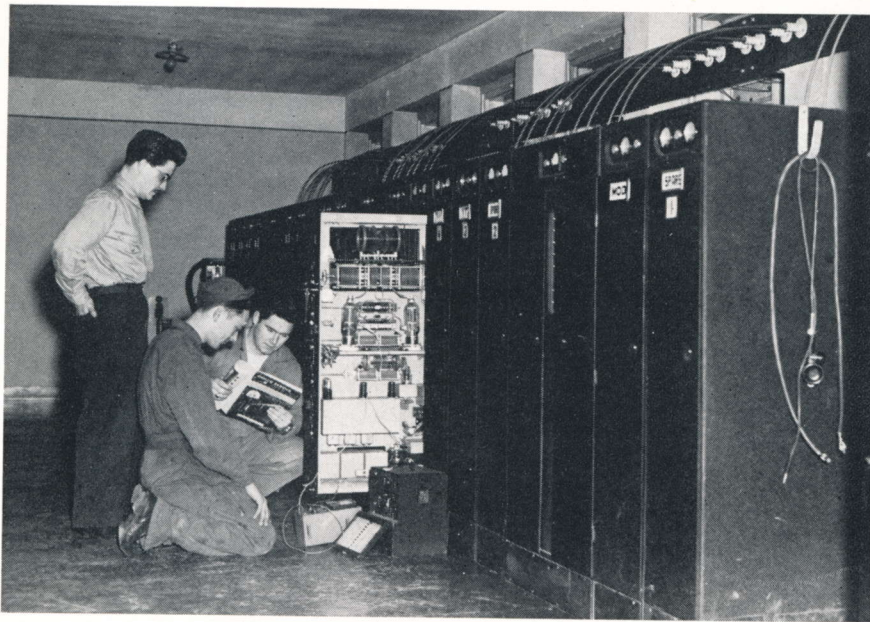
banner inviting you to come in and take advantage of the Big Savings and Big Bargains being offered.

There are special prices on Philco tubes, vibrators, condensers, speakers, and many other items that you can't afford to miss! There are "deals" on Philco batteries, aerials, and Philco test equipment the like of which you have never seen before.

Many Surprise Offers

There are grab bags and other "surprise" offers that will make you open your eyes like a child in a toy

(Continued on page 8)



L. V. Diaz, Philco Tech Rep, supervises radio trouble shooting in Transmitter Room of Tempelhof Air Base in the American sector, Berlin, Germany.

Philco Tech Reps Carry On With Armed Forces

The Contract Field Service Division of the great Philco family is continuing to do an important job for the Armed Forces of the U. S. in peacetime just as it did during the war.

At the present time, approximately 600 Contract Field Service Engineers — we call them Philco Tech Reps — are helping the Air Force, Army, and Naval agencies of the Government to maintain and strengthen their vital communications systems at home and abroad.

Men Throughout World

Their Service uniforms with the distinctive "U. S. Tech Rep" shoulder patch may be seen from China and Korea eastward through Japan, the Philippines, and the important Pacific island groups, to Alaska, Canada, and the U. S. Philco Tech Reps are hard at work along the vital North Atlantic communications line through Newfoundland, Labrador, Baffin Land and Greenland to Germany. They are in Bermuda, the Azores, and North Africa. Wherever they are, the Philco Tech Reps carry on jointly with Armed Forces personnel the task of repairing and maintaining radio, radar, and general communications equipment. An extremely important phase of the Tech Reps' work is that of instructing officer

and enlisted personnel. In a well-integrated program of radio and radar theory coupled with practical on-the-job training, many Tech Reps spend a large portion of their working hours teaching and demonstrating.

In the Pacific area, too, Philco teams are engaged in a major job of overhauling Army refrigeration equipment, including blood bank storage.

Many With U. S. Navy

The U. S. Navy has many uses for the technical ability of Philco representatives. These men are often along on the shake-down cruises of battleships and cruisers to check out the radio and radar equipment they have helped to install. They are on experimental projects, the nature of which they cannot reveal, even to Philco. They are in electronics research labs in Washington, D. C. They are at Naval Reserve armories all over the country. The Strategic Air Command and the Air Defense Command of the Army also use Philco Tech Reps on domestic assignments.

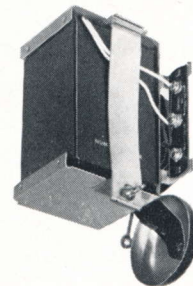
Who are these technical experts? Well, for the most part, they are young men with a background of radio service and radar training and experience. They must be willing to sacrifice close home ties, if necessary, for the reward of excellent pay and interesting work.

CLEVER BATTERY PROMOTION INCREASES DEALER'S SALES

From Houston, Texas, comes news of a really terrific sales and service promotion scheme by a Philco dealer.

Mailed Postcards

His idea was to mail postcards to all his Philco freezer customers telling them that if they would stop in at his store, he would provide them with a new battery for their Philco freezer FREE.



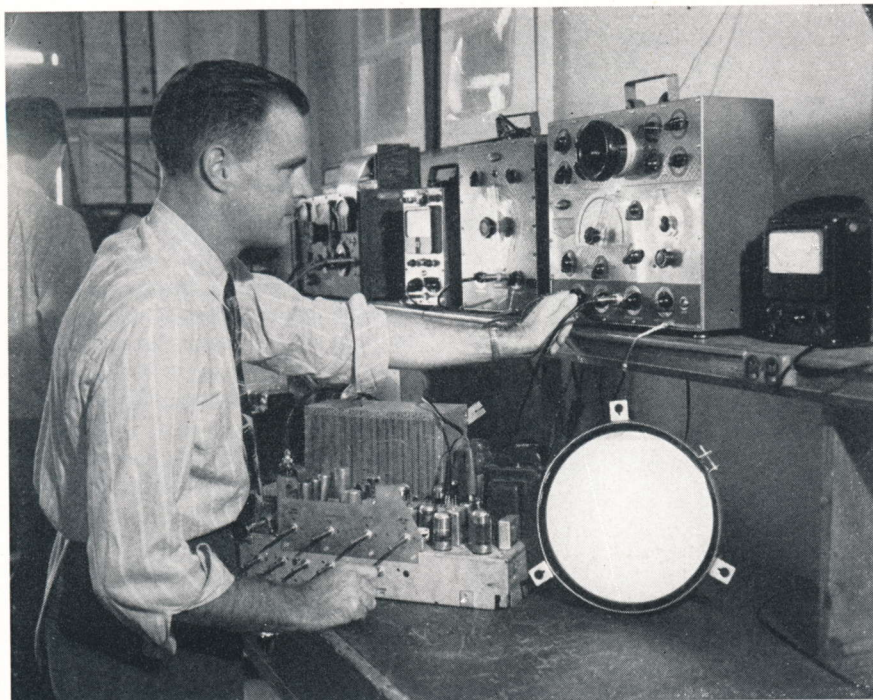
The response was excellent. Customers flowed in and out of the store for their free battery. Many of these customers requested service calls for general checking and cleaning of their home equipments. In addition these customers proved the eye appeal of the new Philco Parts and Accessory displays by purchasing various merchandise being exhibited.

Orchids of Praise

An orchid in the form of praise was given by one customer who took a two-week vacation after shutting off the electricity in his home, and came back to find the warning bell in his freezer still going strong after the two weeks. That's high praise for Philco batteries, and the warning battery in particular.

Additional mailings for similar sales promotions are planned by this dealer to increase his general sales. And it's typical of the energetic promotions by Philco dealers throughout the country.

Philco has found its Tech Rep manpower material in all walks of life. They are thoroughly trained at the Contract Field Service Division headquarters in Philadelphia for specific duties to which they may be assigned. They must have aptitude for the work and meet definite standards of personality and technical ability. They must, in short, have the makings of good Philco men.



Philco Model 7008 The Hottest Thing Yet For TV-FM Alignment

Now that the Philco Model 7008 is being acclaimed by television men throughout the country, the most accurate consensus proves that it is by far the hottest thing available for TV and FM alignment work.

And here is the reason that the supply has not caught up to the demand—Philco cannot produce them fast enough to meet the terrific demand by dealers and servicemen, now that they've seen the Philco Model 7008, and compared it with other test equipment.

"For servicing TV and FM receivers in the home," says one serv-

iceman, "I have yet to find another piece of gear that can in any way match the accuracy and simplicity of the Model 7008."

And one dealer says, "My service department test bench is neater, and allows much more and better work, now that I'm using the 7008. It avoids the confusion of cables and leads necessary with most test equipment in TV work."

These men have used the Model 7008, and compared it with other available test equipment, to find it far superior. So don't hesitate in getting your order in for earliest possible delivery.

Television Revives . . .

(Continued from page 2)

Ruggedness is the third requirement that must not be overlooked. In the old days, after a storm there would often be a rat's nest of torn and tangled aerials and guy wires on the roof tops, spelling the end of radio reception until these aerials were repaired. Philco has experimented with hundreds of types of aerials and installation systems to develop units which are strong and effective, yet simple to install.

There are Philco television aerials to suit all types of installation requirements.

The one guiding factor which we must bear in mind on each television aerial installation is that the aerial itself must be installed in a high, open area, as free as possible from any adjacent structural mass and from any source of interference. The best television reception will always be experienced in any given location if this rule is carefully followed.

WHERE DO WE GO FROM HERE?

The most exciting news in our industry, and perhaps next in line in the national press to the foreign situation and the November election, is television.

Never before has a new industry captured the imagination and interest of the American public quite so fast and so tenaciously. Never before has a new industry stepped so quickly into the homes of America, there to remain a powerful formative factor in the lives of our people.

Television To Exceed Radio

Philco television production already exceeds 4000 receivers a week, which represents a production rate of over 200,000 sets a year. By the fourth quarter of this year, Philco schedules call for the production of 8000 television receivers a week, or 400,000 a year. Present indications are that Philco's dollar output of television receivers to meet this demand will exceed the radio production in the latter part of the year.

Double Load

What is the significance of this mammoth new business, as far as the radio serviceman is concerned? Does it mean that television is supplanting the radio business? We don't think so, because Philco is enjoying one of its biggest radio years in history. We think that the answer lies in the fact that the public is spending more money for entertainment in the home as a result of improved radio and television programs. We believe that there will be just as much radio service work as ever, and we also believe that television, because of greater complexity and increased sales, will more than double the present load that must be carried by the service industry.

Radio To Television Service

The trend of the television manufacturer is to turn over to the service industry the servicing of television receivers just as rapidly as the men are trained for this important new work. John Pell, who was known to many of our readers as Philco's Home Radio Service Manager, and who is now Manager of Television Service, says that any good radio serviceman can, with proper training, become a good



"Your Future in Television" was the subject under discussion at a joint meeting of the Philadelphia Radio Servicemen's Association and Philco Distributors, Inc., on the night of September 16. Henry T. Paiste, Jr., of Philco Corporation, told over 300 enthusiastic Philadelphia servicemen of Philco's plans for TV training and for having TV service work done by the members of the service industry.



television serviceman. This means that the servicing of television in homes throughout the country will be done by the trained men of the radio service industry. It means that the dealer who is going to do a successful selling job on television receivers must see that his serviceman gets technical television training as soon as possible.

Television Training Now

Because of the strong pressure on the part of the public for television, new stations are going on the air faster than the service industry has been able to keep up with its training program. The result has been many growing pains, many headaches, and many needless repeat service calls. With the proper training, the problems which at first seemed insurmountable soon become routine service. The smart serviceman will start preparing himself now, even though the immediate outlook for television in his community may seem far away. Our bet is that it will come sooner than he expected—and when it breaks, as past experience has shown, everyone will be clamoring for technical help immediately. Repairing television receivers is not as easy as repairing table model radios, but the serviceman of tomorrow, next month, next year, and of the future will be called upon to do an equally good job on both.

Many New TV Stations

Soon To Be On The Air

Some Cities To Get First TV Coverage

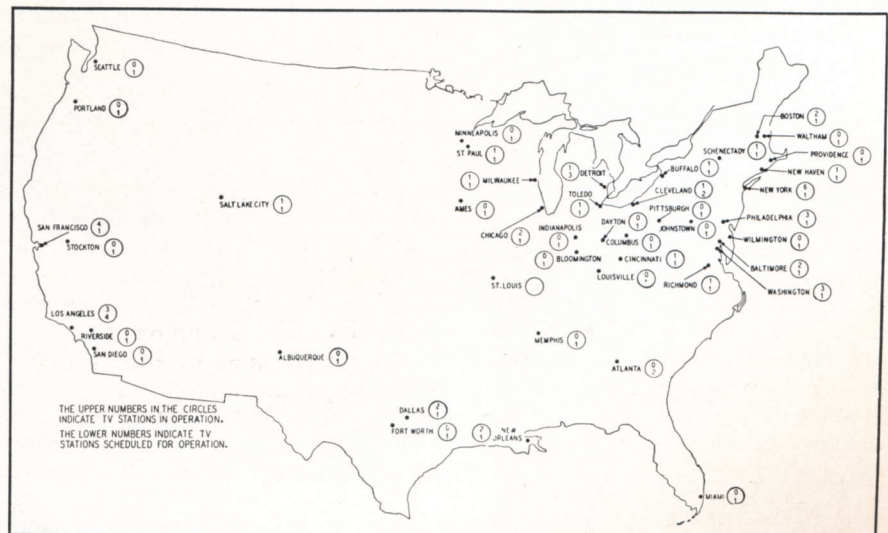
Television stations are mushrooming throughout the United States in a growth that is astounding even to most experts who foresaw the great strides in the advancement of the new art.

Most of the new stations are backed by local newspaper or radio interests, although in some areas

the new units are being built by private parties.

The largest cities of the U. S. are quickly reaching their maximum quota of 7 TV stations, while smaller cities are having their quotas of 3 or 4 stations being filled rapidly.

Below is a map which at first glance shows the beehive of TV activity throughout the country.



TV Activity in the United States

Philco Launches . . .*(Continued from page 4)*

store. All around the store there will be "specially priced for Fall Roundup" merchandise. Colorful merchandise cards and price tags will quickly call these items to your attention.

Be sure to ask the Philco Accessory counter salesman to tell you about the exceptional specials being offered during the Accessory Fall Roundup. Watch him smile as he adjusts his ten-gallon hat, straightens his bandanna and proceeds to show you the tremendous array of Philco Parts and Accessories he has for you at Special Fall Roundup prices!

Hot Deals Available

And if you think we're spoofin', take a look at just a *few* of the really hot deals which your Philco distributor is featuring for the Fall Roundup.

Philco universal volume controls, which list at \$1.25, have a special Fall Roundup price of 49¢!

Philco tubular condensers have a special Fall Roundup discount of 60%! And in addition, you get ONE FREE for every ten purchased.

Too Much to List

Of course we can't give you all the hot deals being offered at your distributor's Roundup, because they would fill this page in small print, but we should tell you, podner, that not only can you buy the best of parts and accessory items at bargain prices, but you can also save your invoices from the Fall Roundup, to get Philco Test Equipment FREE!

Close to the Deadline

By all means stop at your Philco distributor's, and get in on the Fall Roundup. Since it's close to the deadline, you better get amovin'! And while you're there, podner, check to see if he hasn't extended the closing date of the Roundup to give you more time to take advantage of the sensational bargains you've found there.

NEW PHILCO POLISH DISPLAY PUSHES SALES AND PROFITS**Designed for Attractive Counter or Window Showing**

With the coming of winter, more and more families are spending most of their time at home, and are becoming aware of the scratches and dirt which mar the appearance of their household items. These folks are prospective customers for Philco polishes.

Philco has designed a very attractive counter or window display which features one bottle of Philco Furniture Polish and one bottle of Philco Refrigerator Polish.

This Philco polish display is compact, taking up a minimum of space, and is brightly colored to attract attention. Its eye-appeal is

outstanding enough to increase your sales—and profits.

Be sure to ask your Philco distributor for some of these new displays. You'll be proud to show them in varied arrangements to brighten your store and window.

Philco Furniture Polish, Part No. 45-1175, restores the original lustre to the most delicate surfaces of fine furniture and radio cabinets. This polish has a list price of \$.50.

Philco Refrigerator Polish, Part No. 8020-3, not only cleans "kitchen film" easily, but also covers the surface of the refrigerator with a protective wax coating. This polish has a list price of \$.50.

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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.