

PHILCO

SERVICE and ACCESSORY

Merchandiser



VOL. 1

APRIL, 1949

NO. 9



Complete Store On Wheels.

NEW MOBILE MERCHANDISER ENABLES FRONT DOOR BUYING Many Servicemen Can Make Parts Purchases With No Time Loss

The old line about "If the mountain won't come to Mohammed" has now proved true. Because many a serviceman "Mohammed" can now expect a mountain to park regularly at his front door.

Mountain of Parts

Actually, it's a mountain of Philco universal and replacement parts and accessories to be carried by brand new Philco Mobile Merchandisers.

It's all based on a new, convenient service soon to be instigated by most Philco distributors for servicemen in outlying districts who find it difficult or inconvenient to stop in regularly for replacement parts.

Many servicemen will appreciate the elimination of work stoppage because of the service which the Philco



Truck Interior. Walt Fieldsa at left, selling a replacement part to a serviceman.

Mobile Merchandiser will render. And time saved means more profits.

Complete Store on Wheels

So again Philco comes to the rescue—this time with a complete serviceman's supply house—on wheels!

Containing a complete line of Philco universal and replacement parts and accessories, the interior of the new Philco Mobile Merchandiser Truck is custom-built with display counters and shelves, so that every serviceman visited can actually go in and shop—just as he would if he traveled the miles into town.

Convenient? You bet! And you'll really appreciate it when you yourself save the time it saves, giving you more time for more profits.

UHF Tests Made By Philco Exploring New Television Band

Ultra-high frequency propagation tests by Philco engineers indicate that commercial UHF television, now under consideration by the Federal Communications Commission, is unlikely for several years and when it does come will not obsolete present television sets, it was stated recently by David B. Smith, vice president—research and engineering, Philco Corporation, under whose direction the tests were made.

Full Details Given

Full details of the investigation of UHF television reception were presented in New York by Joseph Fisher, Philco Research Division, at the winter meeting of the Institute of Radio Engineers. The report is particularly timely because the FCC is now considering proposals to open the UHF band to commercial television.

Philco tests of UHF television reception were made at 60 locations in the area of Washington, D. C., at distances from 1.5 to 23 miles from an experimental UHF station operating in the frequency channel from 504

to 510 megacycles. Results showed major advantages and disadvantages of television service in the UHF band.

Less "Ghost" Trouble

Advantages found in UHF television were that both man-made noise, such as from automobile ignition systems, and multi-path transmission, cause of "ghosts," have less effect on picture quality than at the present lower television frequencies.

A prime disadvantage, however, is that power requirements in the UHF band appear to be much greater than on the lower channels to achieve comparable coverage. The Philco tests indicated a need for UHF transmitters with four or five times as much power as the most powerful present television stations. Also it was found that the shadowing effect caused by obstructions such as hills, buildings and trees is much greater in the UHF band, thus requiring added height for the transmitting antenna as well as greater power.

Present TV Will Stay

It is considered probable that it will take at least three years or longer to develop commercial UHF television transmitters with the power output shown to be necessary by the Philco investigation. Another result of these tests was to indicate that the present television frequencies will continue to be the mainstay of television service to the public for many years to come, because of problems inherent at high frequencies.

In making the UHF tests, Philco engineers found that they could obtain satisfactory reception by using a simple three-tube converter attached to a standard Philco television receiver. Thus, when UHF television service does come, it will not obsolete current television sets.

Special No-noise 1N34 Crystal Used In Model 7008

Special noise-free 1N34 crystals are available for use in replacing the crystal in the marker-oscillator section of the Philco Model 7008 Visual Alignment Generator.

A 1N34 crystal is also used in the probe of the Model 7008, but this may be replaced by the standard 1N34 crystal, Part No. 54-6001.

The special noise-free 1N34, Part No. 54-6001-1, should be used for replacement in the marker-oscillator section to keep the extra-high level of stability for which the circuit was designed. The Philco Model 7008 is regarded as the best all-around piece of television test equipment in the field today.

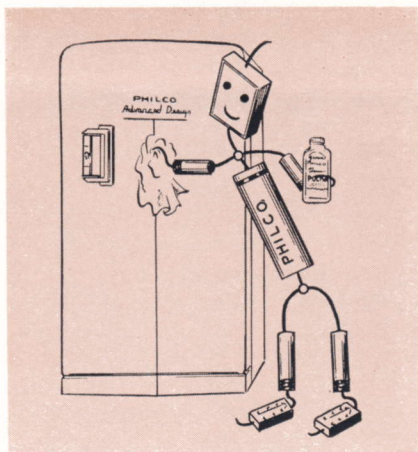
Servicemen Sell M-15 Players By Playing Them

Latest reports show that servicemen and dealers are going "great guns" on sales of the Philco Model M-15 Album-Length Record Player.

The consensus is that this profit-making item is hotter than a fire-cracker, and is snapped up by customers who *hear it*. And they're especially pleased with the handsome, modern cabinet, and the ease of connection to practically any recent make radio or radio-phonograph.

Most servicemen have found terrific profit in taking one along on repair jobs. When the radio is fixed, they play the Model M-15 on it. This way the customer can compare the old-type and the new—usually resulting in another Model M-15 sale.

MIKE FARAD Says:



"Women talk. And I give them a topic when I use Philco Refrigerator Polish on their new refrigerators."

SEATTLE DEALER'S SALES BOOM THROUGH ACTIVE SERVICE DEPT.

The wide-awake Melang Bros., Philco dealers at 6417 Roosevelt Way, Seattle, Wash., are cashing in on appliance sales resulting from the floor traffic of service, and are paying the rent of their entire store out of the profits of their service department.

display floor. In order to reach this counter, it is necessary to walk past the complete display of new radios, refrigerators, television receivers, washers and various appliances. Immediately in back of the counter is a large test bench and panel, also brightly lighted fully equipped with



Ralph Melang explaining the features of a Philco TV receiver to an attractive customer. The service counter is seen in the store rear.

According to the Melangs, they handled over 10,000 radio service repair jobs in 1948, almost 100% of which were brought into the store and carried away by the owners.



Melang service counter.

An attractive, brightly lighted, brightly painted service counter is located all the way at the back of the

impressive-looking test instruments, and always neat and orderly. The impressive appearance of the service counter and test bench inspires confidence in the minds of the service customers. (Actually, most of the repair work is done down in the basement shop.)

Customer Given Choice

When a radio is brought in for repair, the sales-minded serviceman at the counter asks the owner if he wants an estimate or if he wishes to have them go ahead and make whatever repairs are necessary. Bob Melang says these cases are divided about 50-50. If an estimate is requested, the serviceman immediately checks out the chassis on the bench and says that the cost will be between "\$— and \$—." If the

(Continued on page 7)

Philco Engineers Design New TV Channel Adjuster

The newest development for improvement of television reception under difficult reception conditions is the Philco Channel Adjuster. Recently released by the Philco Engineering Division, the Channel Adjuster enables precise adjustment of the television picture and sound, giving improved reception in areas where TV signals are obstructed by tall structures, when receiving signals from distant stations, or where an indoor aerial is used.

Uses AFC

The Channel Adjuster makes use of the automatic-frequency-control circuit incorporated in Philco Television Receivers. This circuit automatically adjusts the oscillator frequency to compensate for any minute and instantaneous frequency changes.

The new Philco Channel Adjuster system is an extremely effective type of fine tuning, and is available in kit form, with complete instructions for installation on any Philco 49-model Television Receiver.

Complete Control

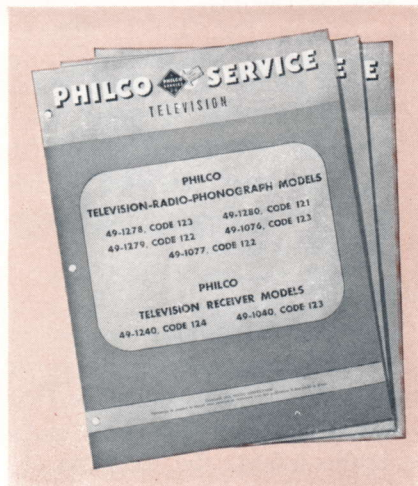
The kit consists of a dual potentiometer with on-off switch, and the necessary components for connecting to the voltage supply and a-f-c circuit of the television receiver. When installed, the Channel Adjuster can be switched in or out of the circuit, and used only when needed. If the Channel Selector switch is turned to receive a station giving normal signal strength, full advantage of Philco "Automatic Tuning" is taken by simply switching the Channel Adjuster to "off."

For All 49- Models

The new Philco Channel Adjuster Kit for all 49- model Philco Television Receivers, is available at your Philco Distributor. Ask for Part No. 45-1659.

3 New Manuals Released By PHILCO SERVICE

Latest, up-to-date information on all the newest Philco Television Receivers is being released in three new Philco Service manuals, now in final process for distribution to TV mem-



Freezer Basket For Model DH-81 Making Plus Profits For Dealers

The success of the new Philco Freezer Baskets for the Model DH-81 Freezer is really making news. As most dealers and servicemen probably know, the new freezer basket was designed and introduced at their request.

bers of PHILCO SERVICE throughout the country.

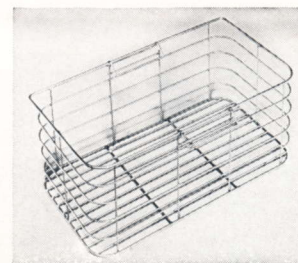
One manual includes complete servicing information on Philco Models 49-1040, 49-1070, and 49-1240.

The second manual describes fully Philco Models 49-1150, 49-1175, 49-1450, and 49-1475.

And the third manual supplies complete data on the new 50-702.

With the release of these manuals, the latest information on all the Philco television receivers is now available to Philco dealers and servicemen throughout the country. It is all part of Philco's well-known policy to help dealers and servicemen in every way possible to enable them to sell and service Philco products with a minimum of time and a maximum of profit.

It has long been the policy of Philco to work right along with the wants of members of the Philco family throughout the country. And af-

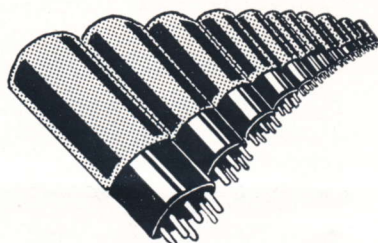


Philco Freezer Basket

ter many of the sales of the famous Philco Model DH-81 Freezer had been signed and sealed, consumers said they liked the unit so much they wanted to enlarge the assortment of foods kept.

Thus the desire of consumers was reflected through dealers to distributors, right back to the giant Philco

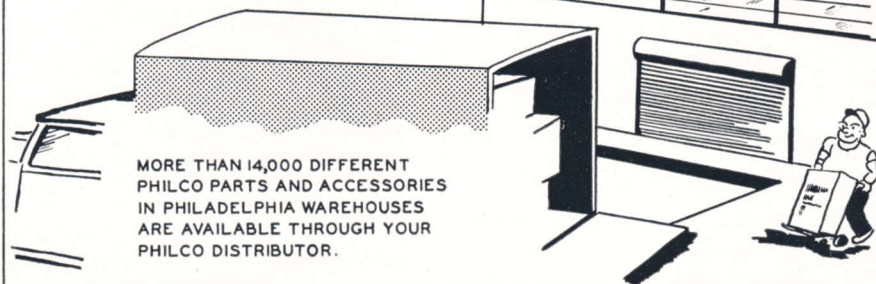
Philco Facts



46 MILLION ELECTRON TUBES ARE ESTIMATED TO GO INTO 1949 TV INDUSTRY PRODUCTION, WITH PHILCO A LEADER IN THE QUALITY CLASSES.



DIODE A.V.C., THE COMMON SYSTEM TODAY, WAS INTRODUCED IN PHILCO'S FAMOUS MODEL 95, TWENTY YEARS AGO.



MORE THAN 14,000 DIFFERENT PHILCO PARTS AND ACCESSORIES IN PHILADELPHIA WAREHOUSES ARE AVAILABLE THROUGH YOUR PHILCO DISTRIBUTOR.



Freezer Baskets in Philco Freezer Model DH-81.

plants in Philadelphia. Here, after designing and testing the new freezer basket under extreme moist-cold and dry-cold conditions, the new basket was released.

And now the Philco freezer basket is making profits for dealers throughout the country. Make them available through you by ordering Part No. 8040-80 at your Philco Distributor.

Philco TV Has Bigger Picture, No Distortion

Many servicemen have asked for larger masks to be made available to convert older television sets to the new expanded picture sizes.

The new Philco Television Models 49-1150, 1175, 1450, 1475, and 1480 include a new development, the "Field of Vision" expanded pictures.

New Chassis Design

It is important to remember that this is not a result of simple revisions in existing sets, but that each of these television receivers has an entirely new chassis, totally different from preceding models.



The expanded pictures are the result of a great deal of work in research and engineering, requiring the development of new circuits, especially those used for horizontal and vertical sweeps. In addition, of course, there are other circuit refinements not directly associated with the expanded picture.

Resolution Preserved

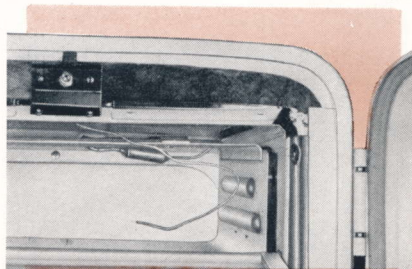
The main problem in "Field of Vision" expanded picture has been that of getting maximum picture width and height, and, at the same time, preserving focus, contrast, and resolution. Also, the problem of electronic shadows on the face of the tube has been a quality factor.

These problems have been met and eliminated to a degree not yet attained in other television receivers.

1949 Philco Refrigerators Solve Many Dealer-Serviceman Problems

Quality Highest, Service Easiest

The new 1949 line of Philco Refrigerators incorporates advancements for the benefit of every serviceman, in addition to features that are mak-



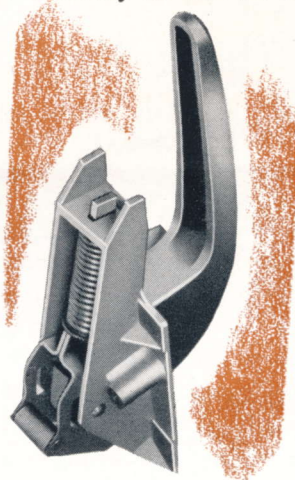
Simple Temperature Control replacement.

ing them outstanding in the eyes of buyers in every part of the country.

In many models these refrigerators have been so engineered that the temperature control can be removed by simply removing some screws and a few pieces of trim. This enables the serviceman to replace temperature controls with a minimum of time and effort. And a real saving comes in not having to remove any of the food or shelves in the refrigerator.

Few Tools Needed

The few service operations which might be necessary on the new 1949



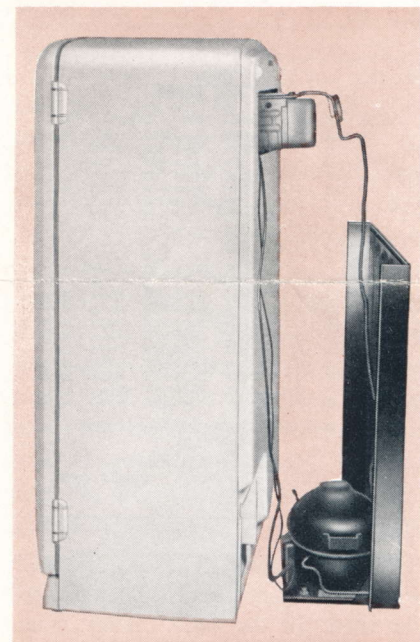
Self-Closing Latch Handle.

Philco refrigerators were predetermined to require only a modest investment in tools and equipment.

New handle and latch mechanisms are designed and constructed to allow maximum adjustment in all required directions, and to permit easy replacement should the need arise. All of the new models have cocking-type, self-closing latches, assuring easy closing of the door, and perfect door seal. The latches are designed to automatically pull the cabinet door shut upon contact with the cabinet strike assembly.

Increased Storage

Many models include a rear-mounted unit, enabling unit replacement with a minimum of difficulty



Rear-Mounted Unit partially removed.

and no disturbance of food and shelves. The rear-mounted units also incorporate a "plate-type" condenser having the two-fold function of condenser and flue. This space-saving feature allows the design of full-length refrigerators, with a great increase in refrigeration storage space, and no increase in over-all size.

Installation Quick

Installation is made simply and quickly, and if properly made, will give every customer the satisfaction which is making the 1949 line of Philco Refrigerators the talk of the industry. Leveling feet are provided on all models, to allow a firm rest on

(Continued on page 7)

Printed Card Wins New Business — Idea Wins \$10.00

From Perry, Iowa, comes the idea of a card listing the stations which can be received in that area on any radio in good operating condition. Floyd Crum, owner of Crum Radio Service, had the cards printed with a punchline at the bottom saying: IF YOU CAN'T GET THESE (STATIONS) ON YOUR RADIO, CALL FLOYD CRUM.

Card Really Works

Floyd says: "I had the card printed to help promote and adver-

NEWS TIME					
Time	Station	K.C.	Time	Station	K.C.
5:30 A.M.	WMT	600	12:45 P.M.	WOI	640
6:15 A.M.	WMT	600	2:45 P.M.	WMT	600
7:00 A.M.	WOI	640	3:00 P.M.	WNAX	570
7:00 A.M.	KSO	1460	4:30 P.M.	KRNT	1350
7:00 A.M.	WHO	1040	5:00 P.M.	WHO	1040
7:00 A.M.	WNAX	570	5:30 P.M.	WMT	600
7:00 A.M.	WMT	600	5:45 P.M.	WMT	600
7:00 A.M.	KMA	960	6:00 P.M.	KRNT	1350
7:30 A.M.	WHO	1040	6:30 P.M.	WHO	1040
7:45 A.M.	KRNT	1350	6:30 P.M.	KMA	960
8:00 A.M.	KRNT	1350	8:00 P.M.	KRNT	1350
8:30 A.M.	WHO	1040	8:30 P.M.	WNAX	570
8:45 A.M.	WHO	1040	8:30 P.M.	WMT	600
9:00 A.M.	WMT	600	10:00 P.M.	KMA	960
9:30 A.M.	KMA	960	10:15 P.M.	WHO	1040
12:00 Noon	KSO	1460	11:00 P.M.	KMA	960
12:00 Noon	KMA	960	11:00 P.M.	WMT	600
12:15 P.M.	KRNT	1350	11:00 P.M.	KRNT	1350
12:15 P.M.	WMT	600	11:30 P.M.	WHO	1040
12:30 P.M.	WHO	1040	Midnight	KSO	1350
12:30 P.M.	WNAX	570	Midnight	WMT	600

IF YOU CAN'T GET THESE ON YOUR RADIO CALL FLOYD CRUM
PHONE 1158J 1916 - 5th PERRY, IOWA

tise my business. These cards really worked for me, because people asked for them all the time. They would stick the cards up in their cars and on their radios at home.

"In fact, the first day I got them, I started walking down the street, giving them to people I met, and placing them in the stores where they would be seen. Before I had walked two blocks, I had four people tell me they had seen my card and wanted me to pick up their radios for repair."

Information Good

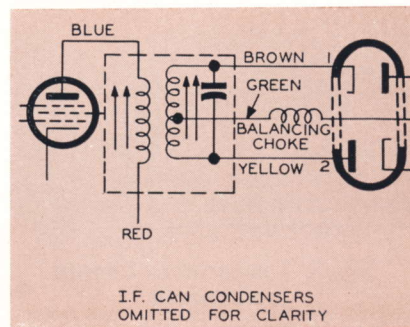
The good thing about Floyd's card is that it not only promotes himself and PHILCO SERVICE, but also has worthwhile information of interest to every mature radio owner.

And so, a \$10.00 check is on its way to Floyd Crum, of Perry, Iowa.

TV Discriminator and Osc. Drift Easily Eliminated With New Fix

Weak Signal Areas May Need This Fix

The automatic frequency control used in Philco television receivers is designed to compensate for oscillator drift automatically.



Original Discriminator Circuit.

In weak signal areas the combination of local oscillator drift and discriminator drift may be in such a direction and of such a magnitude that the a-f-c system cannot compensate for the change. This is usually indicated by a periodic need for readjustment of the oscillator coils.

That's Right . . .

\$10.00 checks are waiting to be mailed to every dealer or serviceman who simply writes a letter which we print describing any successful promotion for increasing service business, or increasing sales of Philco parts and accessories. Gadgets or systems for better, quicker service work are also fine. Every idea printed rates a \$10.00 check in the mail. We're looking forward to hearing from you.

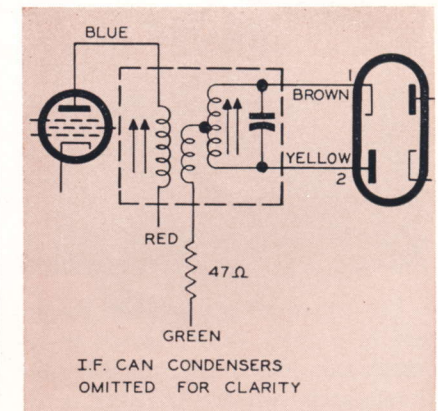
Stability Improved

To improve stability in areas where such a difficulty occurs, the new discriminator transformer, Part No. 32-4317, can substantially reduce discriminator drift. Excessive oscillator drift is reduced by replacing the oscillator grid tank condenser with a special condenser of the proper temperature coefficient, Philco Part No. 30-1224-51.

The special 10-mmf condenser should be installed only if the discriminator transformer 32-4317 is installed or already in the set.

Cures Excessive Drift

These improvements can be incorporated whenever the excessive drift problem is encountered in any Philco television receiver in weak signal areas.



New Discriminator Circuit.

When replacing the discriminator transformer replace the discriminator balancing choke with a 47-ohm resistor, Philco Part No. 66-0478340, and remove the 5-mmf condenser connected from the plate (pin 2) of the 2nd sound-i-f tube to ground.

After making these circuit changes, allow a 15-minute warm-up before adjusting the channel coils for zero AFC voltage.

Weak signal area reception is also improved by using the New Philco Channel Adjuster. See page 3.

1949 Philco Refrigerators . . .

(Continued from page 5)

uneven floors. A simple test for the proper level of the refrigerator is to open the door, and see if the door moves after being stopped in any position. If the door swings open or closed, the refrigerator is not level, and its efficient operation is impaired.



Door swing means level the refrigerator!

Also, containers filled with food will spill when placed on a shelf.

Make Cycling Test

Every dealer and serviceman should pay particular attention to *pre-delivery* inspection including the cycling test. Checking the finish and the door seal are especially important, both before and after delivery.

Seattle Dealer . . .

(Continued from page 3)

trouble is very minor in nature, the serviceman will fix it right there, and in some cases may not even make a charge. If only a tube is required to restore operation, the only charge is for the replacement. Standard PHILCO SERVICE labor charges are used for all repair work done. If a customer brings in a complete set of tubes for test, and indicates that he is ready to buy the necessary replacements, no charge is made for the test service.

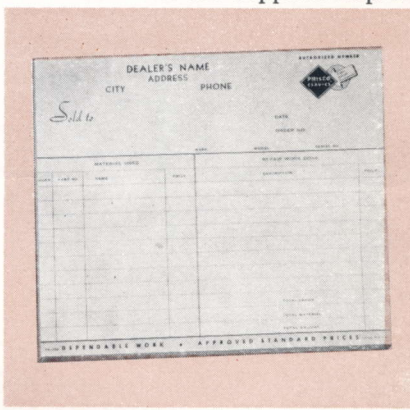
Estimates Made

On all sets over 4 years old, two estimates are made before proceeding with the work. The first is a patch job which will make the set play.

Invoice-Duplicate Pads Available

In response to numerous requests by servicemen and dealers, your Philco Distributor is now making available the new PHILCO SERVICE invoice PR-1702, in pad form, with duplicate sheets.

The invoices are supplied imprinted with your name and address, and the duplicate sheets are blank. Each pad contains 50 invoices and 50 tissue duplicate sheets.



These pads are very professional in appearance, and ultra-convenient to use. Invoice-duplicate pads, ordered as form PR-1702-P, have the low net price to members of PHILCO SERVICE of \$6.60 for 500 (ten pads), and \$10.90 for 1000.

The second is a complete overhaul, with renewal of all by-pass and filter condensers. Because of Melang Brothers' well-earned reputation in the neighborhood for integrity, a large percentage of the repair jobs are authorized for complete overhaul.

Points Out Cost

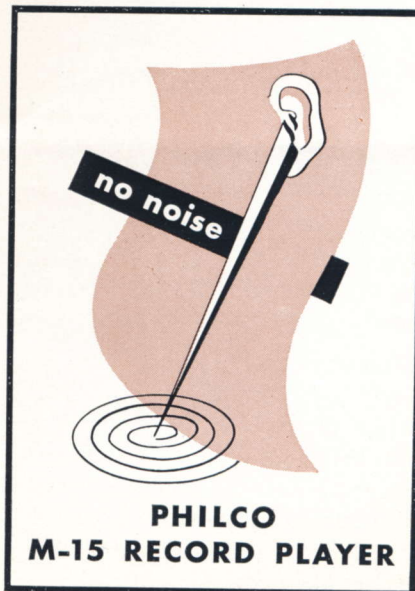
If a set is over 12 years old, Ralph Melang reports, they suggest it not be repaired. He points out the excessive cost involved, but in most cases he avoids any thought of "high pressure" by not suggesting at the time the purchase of a new set. Usually the customer will ask him about a new set, and then he goes to work.

Five servicemen and a service manager are employed full time. About 2% of the total work done is no charge, in-warranty repairs. After paying off all service salaries and the service department's allotted share of the fixed costs, there is still enough profit from the service income to pay the rent for the entire store.

Operated Repair Shop

Prior to World War II, the brothers Melang operated a strictly service repair shop, doing no selling of appliances. After the war, however, they secured several well known franchises, including Philco and went into appliance sales along with their serv-

ice business. Today they are one of the largest dealers in the Seattle area, occupying a store approximately 30 ft. x 108 ft. in one of the best shopping districts in the city. Their capable service manager, Marion Andrew, handles the service end of their business entirely, thus leaving the Melang brothers to concentrate on sales and general management of the store. They tell us that most of their customers for new radios, refrigerators, freezers, and television come from the floor traffic created by their service department. They are firm believers in the policy of service for sales for profit.



Movie Film Lends Hollywood Touch To Service Meetings

Service meetings now being sponsored by your Philco Distributor are the most interesting ever.

Movie On Installation

A Hollywood touch is being given to these meetings throughout the country with the showing of the new PHILCO SERVICE film, an interesting movie version of the installa-



tion and service of the outstanding new 1949 Philco Refrigerators.

See New Features

It's an opportunity to see the new features of 1949 Philco Refrigerators, many of which have not yet been released for public consumption. And it's the opportunity to learn all about the new advances and designs, with an enjoyable, yet complete, treatment of the entire service story, from installation to major repair.

Get Complete Confidence

For, as the announcer in the film says: "Your own practical refrigerator knowledge, together with this explanation in motion picture of the newest advancements in Philco refrigerator design, will give you complete confidence to install, maintain and service any of the new 1949 models."

Be sure to ask your Philco Distributor for the time and date of the next performance.

Questions and Answers

- Q. What is the cause of uneven turntable speed and rumble in the Philco Model M-15 record player?
- A. Rumble might be caused by looseness of one or more of the motor mounting screws, or by damaged or hardened rubber grommets on the motor frame. It is advisable to clean all dirt from the idler-wheel assembly and the inside rim of the turntable. Then examine the idler wheel and rim of the turntable for bumps or other irregularities.
- Q. Are there any bulletins or books with service information on Philco refrigerators before 1942?
- A. Yes. A complete service manual is available at your Philco Distributor, covering all Philco refrigerators up to and including 1942 models. The book is called Philco Refrigeration; Consolidated Service Manual and Parts lists, Part No. PR-94G.
- Q. A Philco Model 48-1002 has loosened oscillator tuning slugs, due to many previous oscillator adjustments. How can tension on the slug be increased?
- A. To increase tension on the oscillator tuning slug, remove the oscillator channel coil and carefully spread the Tinnerman clip which applies tension to the tuning slug. Another suggestion to secure the tuning slug is to make a rough oscillator adjustment, remove the oscillator channel coil, and apply a small amount of fast-drying cement to the slug. Then reinstall the coil, and make a fine oscillator adjustment.
- Q. A Model 48-1001 television receiver has a picture which is too wide for the screen, and can't be brought down. What could be wrong?
- A. The trouble is evidently in the horizontal sync circuits, if the low-voltage power supply is OK. Check the charging condenser, C517, for an intermittent open, which might cause erratic behavior of the picture width and quality.
- Q. A fellow serviceman told me he replaces all the filter condensers in an old radio, if just one is bad. Is that fair to his customer?
- A. The question is one of long standing. Many servicemen feel that it's cheaper in the long run to replace all the filter condensers when one goes bad in an old radio. All we can say is, the decision depends upon the experience and judgment of each individual serviceman.

Any questions? Send them in. We'll do our best for an answer. Our address is just below to the left.

PHILCO CORPORATION
P. O. BOX 6738
PHILADELPHIA 32, PA.
RETURN POSTAGE GUARANTEED

FOR:

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

93

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.