

# PHILCO DEALERS PILING UP PROFITS ALL OVER COUNTRY USING No. 3 GOLD RUSH PROMOTION

The upsurge of spring battery sales is piling up extra profits for dealers and servicemen in every part of the country. And Philco, with its finger on the pulse of rising sales, has announced its great No. 3 Gold-Rush Promotion.



There are big spring profits for you in this timely Philco Accessory No. 3 promotion, featuring batteries, because springtime is battery-selling



Here's the 1903 3 Gold Rush Promotion 2000 Rush to all dealers and servicemen.

time. And to help you reach an alltime high in battery sales, Philco offers you the hottest line of new-type and standard batteries in its history.

In addition, many brand new and effective sales aids and displays are available at your Philco Distributor, to bring more customers in your store than ever before.

The outstanding new battery which has become the talk of the industry is Philco's new P-35 Plastic Clad Radio "A" Battery, for insuring longer life for flashlights. It's short-proof, and has the new 20%-more-active-material design originally engineered for improved radio battery life and performance.

Every selling point you need, and all the features which your customers desire, are incorporated in the great line of Philco batteries now in greatest demand in your community. And there's a Philco dry battery for every purpose!

So check your stock right now! And get your battery order to your Philco Distributor right away, to back up your joint campaign with Philco's giant national No. 3 Gold-Rush Promotion. See page 2 for sales aids to help your profits join the sensational upswing in spring battery sales.

# New Standard Charges Plaque Now For Every TV Serviceman

Television members of PHILCO SERVICE will soon be able to display the new Standard Charges Plaque hot off the dies and presses.

Service charges for every type of minor or major repair and adjustment on television receivers are listed on this colorful metal sign  $11\frac{3}{4}$ " x  $15\frac{3}{4}$ "!

### **Tells Price Story**

Not only does the plaque tell customers the whole story on prices, guaranteed labor, and the use of genuine replacement parts, but, in addition, gives the shop that professional appearance to make customers realize they are being given reputable service and reasonable rates.

The standard television service charges have been compiled by PHILCO SERVICE headquarters, based on time studies of servicemen throughout the country. The suggested standard charges cover service only, and include all testing required to locate trouble. Prices for materials are listed completely in the Philco catalog of parts, accessories, tubes and batteries.

### Charges Explained

The new PHILCO SERVICE Standard Charges Plaque should be displayed prominently, because it



tells in a common-sense sort of way why service charges may be higher or lower than may seem logical to the layman. Handling and transportation charges, and intermittent troubles which require additional testing over a period of time, are explained clearly and concisely.

All of which adds up to a Standard Charges sign which ties you in with PHILCO SERVICE, a world-wide organization of servicemen, and will add to your reputation and record of satisfied customers.

They're only \$.75 at your Philco Distributor.

## Newly Developed Channel Adjuster Kits Released

Two new Channel Adjuster kits are available for installation on Philco television receivers in weak or troublesome signal areas. The Philco Channel Adjuster kits work in conjunction with the automatic frequency control circuits for frequency drift compensation.

#### '48 Models Covered

The two new kits are Part No. 45-1653, which is designed for installation on the Philco Model 48-700 TV receiver; and Part No. 45-1654, designed for installation on Philco Models 48-1000, 48-1001, 48-1050, and 48-2500.

The latest 1949 Philco television sets include a channel adjuster. A Channel Adjuster kit for early 1949 receivers was released recently, and is ordered by Part No. 45-1659.

### Easily Installed

Channel Adjuster kits are installed as "Fine Tuning" controls. However, since they work in conjunction with Philco's famous AFC, it is possible to switch them out when signals are strong or steady enough, and simply use Philco's AFC "one-knob" tuning. Complete instructions are included for the easy installation of each kit.

### Three New Kits Reduce Sweating On Refrigerators

Three new Dew Point Compensator kits have been released by Philco for use in humid areas, designed to cover installation on most of the 1948 and 1949 Philco refrigerators.

The three new kits follow up the two Dew Point Compensator kits made available recently for the DV-151 and DV-301 freezers. All the kits were designed to reduce the collection of moisture on external surfaces near door seals. This so-called "sweating" results from climate or "dew point" humidity conditions.

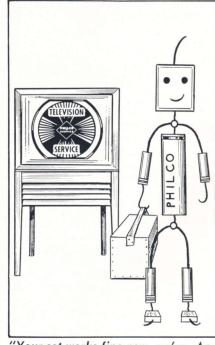
Philco Dew Point Compensators are insulated heating elements engineered for installation on Philco freezers and refrigerators. Models D-793, D-794, D-891, D-892, D-893, D-895, D-991, C-781, C-782, C-882, C-883, C-885, and C-887 use Part No. 8040-87.

Models C-1085, D-1087, and D-1100 use Part No. 8040-88.

Models D-1093, D-1095, and D-1191 use Part No. 8040-89.

All Dew Point Compensator kits are available at your Philco Distributor

### MIKE FARAD Sez:



"Your set works fine now, ma'm. And thanks for keeping the kids out of the way."

## PHILCO DRY BATTERIES FEATURED IN GIGANTIC NO. 3 PHILCO ACCESSORY GOLD RUSH PROMOTION

You can make your profits join the tremendous upswing in battery sales by simply taking advantage of Philco's great No. 3 Accessory Gold-Rush Promotion! Terrific values and plus profits are yours for the tak-

Be sure to ask your Philco Distributor about the brand new, colorful counter dispenser, which displays and sells the new Philco Plastic Clad Radio "A" Batteries on sight. It also displays the Philco Penlight Batteries, and contains a small tester and bulb for on-the-spot customer check-



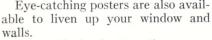
Right now, your Philco Distributor has available for you colorful and informative promotional material which is especially prepared to be of great value in battery sales and replacement.

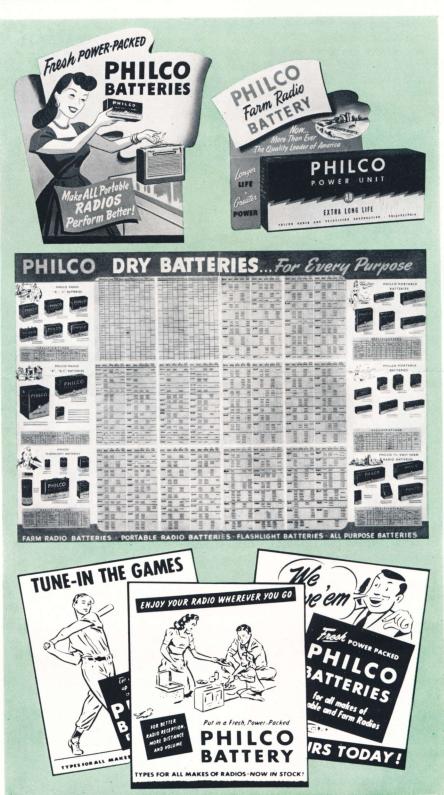
For instance, there's the Philco Dry Battery Wall Chart, a king-size easy-to-read cross reference, containing all the up-to-date battery replacement information for Philco and other makes. And its colorful layout gives your wall that businesslike, attractive appearance.

Then there are the attention-getting Philco Battery Displays which are powerful window "magnets," attracting passersby to your store and suggesting their need for portable battery replacement.

And if your street traffic contains rural shoppers, you can really use the Philco Farm Radio Battery display, because every farmer is a prospect for a Philco Farm Radio Battery

Eve-catching posters are also available to liven up your window and





Above are some of the red hot promotional aids waiting for you at your Philco Distributor.

# New Products Sheets Describe Six New Philco Accessories

Have you seen the Philco Accessory NEW PRODUCTS sheets? These sheets illustrate and describe six new products available at your Philco Distributor—every product engineered and manufactured under the most exacting specifications.

Then there's the new Philco "V" type television indoor aerial, which looks beautiful in any living room, and is easily connected to any TV receiver for excellent reception in strong signal areas. Ask for Part No. 45-9538 at your Philco Distributor.



For instance, there's the new Philco TV Booster, which comes complete with connector plug and installation instructions, and makes any television receiver in a "fringe" area perform as if it were in a strong signal area. Order it by Part No. 45-1622.

And if you've had difficulty adjusting those tiny slug screws on FM and TV oscillator coils, then stop in right away at your Philco Distributor for the new Philco screwdriver wrench, Part No. 45-6506.

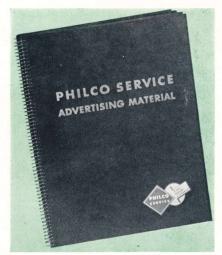
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### Want More Business? See This Book

Be sure to ask your Philco Distributor salesman to show you the book entitled, "PHILCO SERVICE Advertising Material." It contains samples and photos of extremely effective service sales aids which your Philco Distributor has available for you, to help you in every phase of your work.

Metal outdoor signs, indoor displays, business forms, mail-promotion pieces, newspaper ad mats, and many varieties of sales material, available with your name and address imprinted, are all conveniently arranged for your examination.

Actually, the book is laid out so that a few minutes of your time will result in ideas of your own incorporating these aids for more sales



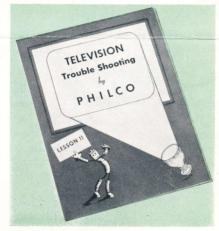
and more efficient shop records and production.

## New TV Lesson 11 Has Latest Info, Trouble-Shooting

The latest and most complete information on television trouble-shooting has been collected and arranged for easy reading and understanding in Philco's recently released Television Lesson 11—Television Service in the Home.

Latest in the popular Philco Television Lesson series, Lesson 11 is the product of the varied experiences of engineers and technicians throughout the country, and is written in clear, concise style, with plenty of illustrations.

Television trouble symptoms, and the latest methods in testing and alignment, with plenty of short cuts and hints and kinks, make the new



Philco Television Lesson 11 a complete, authoritative book for every serviceman in television. The books are supplied punched for insertion in 3-ring binders. Order a copy at your Philco Distributor today.

### Cash in—on the Philco LP Record Player!

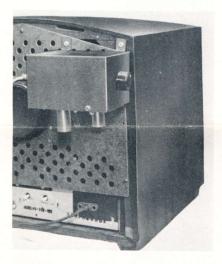
Servicemen everywhere can now sell the Philco M-15 Player. They're easily installed, and millions want them. See your Philco Distributor today.



## Photos Sent In Show TV Booster Installation Ease

Servicemen throughout the country have been kind enough to send in photographs showing how they've been mounting the new Philco TV Booster. With the photographs they've been enclosing letters of praise that are making the Philco engineering staff blush.

However, it's all for the good, and we'd like to thank all the servicemen who have sent in the photos. We're printing two pictures in this column, illustrating how simple and con-





venient it is to mount the new Philco TV Booster.

Most of the letters state how effective the unit is in weak-signal areas. Experience has shown that television signals become very weak after 50 to 70 miles, depending upon the terrain. But if there aren't too many

# "CRAFTSMANSHIP" . . . An Important Factor in TV Aerial Installations

Years ago a CRAFTSMAN was understood to be a member of a guild "constantly in pursuit of perfection." A CRAFTSMAN sought always to demonstrate his art in every phase of his work, so that the finished product was more than just another good chair, or table, or shoe. Each piece, in its silent way, proclaimed to the world that here was something extra good—over and above the usual. Both casual glance and studied inspection declared that this product contained a priceless ingredient—CRAFTSMANSHIP.

### Valuable Today

CRAFTSMANSHIP is not lost in today's scheme of things. Evidence of this "pride of workmanship" is found on every hand, and ALWAYS finds its reward. The violin maker shapes selected woods that will result in graceful design. With infinite skill, he forms the beautifully grained back, and carefully fits the hard-wood ribs to receive the soft-wood top. He blends dozens of different grains and textures of wood, from the pegs to the frog, to achieve but one thing—RESPONSE. He realizes that he has

to build into his instrument everything that the talented artist needs. A brilliant tone—a mellow tone—his violin has to respond to a vigorous passage from "Liebesfreud" as well as to a haunting, lilting tune from the "Moonlight Sonata." The violin maker realizes, more than anyone else, that his instrument must respond to every whim and every need of the artist—it has to have delicacy, and it has to have strength.

#### Used In Television

Television production has learned a great deal from the CRAFTSMAN. Cabinets have to be strongly built, yet they have to be beautiful in appearance and gracious in design. The chassis and all components have to be sturdily constructed and carefully engineered to achieve the proper RE-SPONSE. Every member of a television family is an artist. He selects the program he likes and expects to get the proper response. The response from a television receiver depends a great deal on the Aerial. No matter how fine the cabinet-no matter how perfectly engineered and aligned the receiver, the response de-

(Continued on page 7)

tall mountains blocking the signal, the Philco TV Booster makes for consistent reception at 100-mile ranges



if used with an effective aerial system.

The Philco TV Booster was described in the last issue of the Philco Service and Accessory Merchandiser. Briefly, it's an ultra-efficient preamplifier, and comes complete with connector plug. Adapter plugs are also available for simple connection to the Loktal or octal audio output tube of any television receiver.

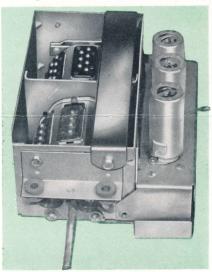
High signal-to-noise ratio results from special Philco-engineered components. It's available, with complete instructions, at your Philco Distributor under Part No. 45-1622.

# Philco Leads Television Service Industry Again

## MAKES RECONDITIONED 'FRONT ENDS' AVAILABLE

Great news in the television service field is Philco's recent announcement of a reconditioned "Front End" program, under which worn or damaged r-f subchassis on Philco television receivers can be returned for a reconditioned and guaranteed replacement.

The new replacement policy is a great step forward in Philco's giant "Beyond Warranty" plans, a major part of which has been the organization of free television training schools throughout TV areas in the country.



Philco TV "Front End"

Reconditioned r-f tuning assemblies will be as good as new in every way. In addition to all worn parts being replaced, the unit will be factory aligned and ready for installation.



R. F. Contact Panel

The service charge also includes the replacing of the old-type contact panel with the new type which is being used in present r-f tuning assemblies. The new type contact panel has double-leaf springs for greatly increased life and smoother action, and tapered rivet heads for distributed pressure. In addition, the new springs themselves are tapered for even flexing.



Osc. Contact Panel

Other improvements include a soldered drum assembly and silver soldering of the detent mechanism for solid, positive turret action.

It's all part of Philco's plans for keeping Philco television receivers in the lead with the latest, up-to-date improvements in the field. Thus Philco TV sets are planned for the future, and owners need not fear costly major repairs and replacements, because coupled with a gigantic training program and generous warranty policy, is Philco's "Beyond Warranty" growing plans for giving its customers the best in service and newest developments for years to

### That's Right . . .

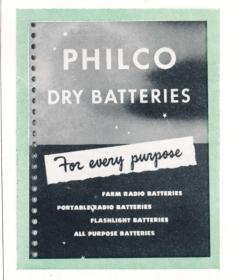
\$10.00 checks are waiting to be mailed to every dealer or serviceman who simply writes a letter which we print describing any successful promotion for increasing service business, or increasing sales of Philco parts and accessories. Gadgets or systems for better, quicker service work are also fine.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

### Philco Dry Batteries . . .

(Continued from page 3)

Timely and attractive, they are powerful silent salesmen designed to make people *ask* to buy.

No serviceman or dealer's catalog library is complete without a Philco Dry Battery Catalog, which includes



all specifications on Philco batteries, and replacement information for all makes of portable and farm radios.

And if you would like to get many of the people in your area for new customers, or remind the old ones, be sure to see your Philco Distributor for the business-getting Dry Battery Postcards—just the things to mail to



the unelectrified homes of your area. They're supplied in a variety of story and illustration styles, and are, without a doubt, the cheapest and most effective way of getting your sales message across to the public.

This is definitely the time for you to make preparations!

You probably remember the Battery Sales Graph printed in the November issue of your Philco Service and Accessory Merchandiser. This graph forecasted the present rise in battery sales, reaching a climax in May. So get on the sales band wagon now with the help of Philco Accessory sales aids, and the No. 3 Gold-Rush Promotion!

## PHILCO Service and Accessory MERCHANDISER

#### New Products . . .

(Continued from page 4)

The newest member of the Philco auto aerial family is the Philco Long Distance Top Cowl and Fender aerial, which features the well-known Philco non-rattle construction. This aerial extends to a full 100 inches, and is ordered by Part No. 45-3032 at your Philco Distributor.

If you're the proud owner of the famous Philco Model 7070 AM Signal Generator, then you want the new Philco conversion kits to make it an extremely versatile and accurate FM-AM signal generator. Order the FM Conversion Kit by Part No. 45-1575, and the Vernier Scale Kit by Part No. 45-1581, both at your Philco Distributor now.

If you service record players, you want the new Philco Gram Scale, which measures needle pressure and vertical and horizontal tone-arm friction from 1 to 20 grams. It's perfect for Long Playing tone arms. Order it by Part No. 45-1614 at your Philco Distributor.

### "Craftsmanship" . . .

(Continued from page 5)

pends upon the quality of the aerial installation.

### **Early Cautions Humorous**

In the early days of aerial installations, our first concerns were a series of don'ts.

- 1. Don't fall off the roof.
- 2. Don't drive spikes through the ceiling.
- 3. Don't try to hang the aerial on a sky hook.
- 4. Don't damage the customer's property.
- 5. Don't try to guess at the orientation.
- 6. Don't hang yourself on guy wires.

Certainly those early don'ts will provoke smiles from the men who are installing aerials today, but these men will be the first to remind us that many otherwise perfect television receivers were asked to RESPOND while attached to aerials that were leaning against the buildings or were whipping their arms about in a March wind. The installation technician of today has learned that a little pride of workmanship, along with advanced technical knowledge, is necessary on every job. He suggests that we keep the six early don'ts but add just a few refinements.

- 7. FIND OUT FIRST! It is wise to probe the roof carefully for the best aerial location. The EASIEST location may not necessarily give satisfactory results. Minutes spent now in probing may save hours later, because relocation will then be unnecessary.
- 8. Avoid chimney mounts. Though occasionally desirable, the serviceman is sticking his neck out. Should the chimney be damaged even months later by causes extremely remote, the customer's reaction might easily be "It was OK till they hooked the aerial on it".
- 9. When using guy wires, bear in mind that anchor points farther from the base of the aerial mast will give better support.
- 10. Twisting the "twin lead" transmission line a few turns will reduce noise pickup, and insure better balance.
- 11. The generous use of standoff insulators will not only secure the line more adequately, but will also indicate to the consumer a CRAFTS-MAN-LIKE installation.
- 12. No installation is complete until you have very carefully inspected the entire system from the roof to the receiver. If now you are proud of your workmanship and willing to put your name in neon lights as the man who made this installation, then you are truly a CRAFTS-MAN.



## New Model 50-925 Described As "Hot" FM Home Radio

Reports are coming in saying that the new Philco FM Radio Model 50-925 is just about the hottest FM receiver on the market. The reports state that good reception was had on more than 9 stations over 95 miles away, in addition to many stations being received satisfactorily beyond that range.

This is definitely a record for FM radios. The Philco Model 50-925 also has standard broadcast reception.



The service manual for this receiver was recently released and mailed to all members of PHILCO SERVICE—radio. Trouble-shooting charts, schematics, and complete replacement parts list are included.

### Remember!

For the months ahead don't guess or gamble—concentrate on the brand you know is first choice with radio owners — Philoo, the leader of the industry 18 straight years.

## Questions and Answers

- Q. How should relay parts, such as those in Philco stepper units, be lubricated?
- A. Clean all friction surfaces and switch contacts with carbon tetrachloride, and lubricate with fine oil and graphite. Sliding contacts on lugs may be lubricated with a protective covering of white vaseline.
- Q. Does altitude have an effect on settings of the Temperature Control?
- A. Definitely yes. At higher altitudes, for a given setting of the temperature control, the box will be kept at a lower temperature, because the "cut-on" limit for the control drops 1° F for each 1000 feet of elevation above sea level. Standard settings for the temperature control are maintained by adjusting the temperature range screw, on the temperature control, which compensates for altitude effects.
- Q. Philco Model 49-1075, Code 121, Run 1 has a broken hinge on the TV door, due to rough usage. Can I replace it with the heavier hinge used on later production runs of this model?
- A. That would be a good idea. The heavier hinge is stronger, although it is slightly larger than the hinge used on the earlier runs, and requires routing out the door and cabinet to take the larger hinge for the TV door. The early run hinge has a knife

- stop, Part No. 56-4882, and knife, Part No. 56-5522. The later run (heavier) hinge has part numbers given in the service manual.
- Q. What is the simplest way to level a Philco refrigerator?
- A. The simplest way to level a Philco refrigerator is to adjust the feet until the door remains stationary after being opened. The refrigerator should rest solidly on the floor. Philco refrigerators are assembled with four adjustable feet, a feature which simplifies the leveling procedure.
- Q. What is the cause of hum in the speaker of a Model 49-1240, Code 124 television set? When the vertical hold control is varied, the hum varies in pitch.
- A. The hum is probably due to radiation from the vertical oscillator, causing some residual hum in the sound section. It is cured by simply connecting a 470-ohm resistor (Philco Part No. 66-14783440), in series with the .1 mfd. grid blocking condenser of the 6K6/GT vertical sweep output tube, between the blocking condenser and the plate of the vertical discharge, pin 6.

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

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93

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