

# PHILCO

## SERVICE and ACCESSORY

# Merchandiser



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## IDENTIFY YOURSELF WITH PHILCO SERVICE

### World-wide Promotions Send Customers To Your Doors

"Identify yourself with PHILCO SERVICE!" That phrase has been resounding throughout the world the past few months, with the news that more than 30,000,000 homes in the United States alone are using Philco products today.

#### Actually Pays You

That's why it actually pays you money in your pocket to identify yourself with PHILCO SERVICE. Because every customer buying a Philco product today reads, in the User's Instructions: ". . . Beyond the warranty, a worldwide organization of servicemen are factory trained to give you reputable service at reasonable prices. Look for this emblem in your neighborhood . . ."



#### Magic Name Attracts

The magic word Philco itself will increase your prestige, and attract customers to your store, because Philco's great advertising never stops! More than 71,000,000 Americans read about Philco every month. In your community, that's the equivalent of one out of every two people!

#### Use Compelling Signs

But you must push this advantage to its fullest extent! Identify yourself! And PHILCO SERVICE of-

fers you compelling signs and display material, to help you tie in with Philco's great consumer acceptance.

#### Stop In Soon

If you haven't done so already, stop in as soon as possible to get your Identification material. The new, brilliantly illuminated outdoor sign, PR-1694, is truly an eye-catching, effective salesman. And it's weather-proof from enamel to sockets, and supplied complete with mounting bracket, ready to use. It's generous

*(Continued on page 6)*





## Increased Driving Pleasure Ensures Rear-Seat Speaker Sales

The great campaign for selling Rear Seat Speakers for Philco Auto Radios is under way. And every Philco Auto Radio dealer will be pleased to learn that the same enthusiastic promotional effort that has proven so effective in other Philco auto radio promotions will be brought to the fore again.

### Yields High Profits

There's plenty of demand for—and profit from—the Philco Universal Rear Seat Speaker.

All your customers, too, will be delighted with the RS-3. They all want to enjoy the finer radio reception—the new easy-listening it offers for their rear seat riders, and the new clear, comfortable living-room sound quality for every passenger, front and rear.

This is a great new promotion opportunity for dealers, too. A real volume builder that will not only bring new profits from present set owners, but TWO PROFITS from new buyers of auto radios. The Philco Universal Rear-Seat Speaker

is, without a doubt, the auto radio accessory you want.

### Sales Aids Pictured

Pictured above are a few of the

sales-promotional pieces that your Philco distributor has for you.

A sturdy demonstration counter display in which speaker and switch can be mounted and demonstrated to your customers.

A colorful attention-compelling window streamer that tells the Philco Universal Rear-Seat Speaker story quickly to those passing your store.

The ever-popular handbill can always do a job for you, particularly with a product like the Philco Universal Rear-Seat Speaker.

Car-Door Hanger Cards are one of the most popular forms we know of in advertising to car owners. Arrangements can easily be made with car-lot owners for distribution of these cards in your neighborhood.

### Hop On Bandwagon!

If you haven't already hopped on the "Philco Universal Rear-Seat Speaker" bandwagon, don't lose another minute. Get in touch with your Philco distributor—order your speakers—and sets, too, for new car-radio prospects! Be sure to ask for the attractive counter display to enable you to demonstrate the new Philco Universal Rear-Seat Speaker. Put the window streamers up on your window to carry the message to passersby. Make use of the handbills and the effective car-door hanger cards.

If you put all this material to work for you—you just can't miss getting your share of this sensational new business. Be sure to see your Philco distributor today.

## AN OPEN LETTER TO YOU . . .

Dear Reader:

Are you proud of your local service organization? Is your local group planning lectures, confabs, or technical meetings?

We'd like to print any photos or facts of your activities, and we're sure you'll derive great benefit and satisfaction seeing your activities described in the Philco Service and Accessory Merchandiser.

So write today! Or ask your group secretary or president to send us the material. We're looking forward to it, and so are servicemen in every town in America!

Sincerely yours,

*The Editor*

## MODEL 7050 TUBE TESTER OWNERS MAILED LATEST TUBE INFO FREE

The latest tubes being used in radio and television will be included in the newly prepared tube chart to be mailed to all registered owners of the Philco Model 7050 tube tester.

Included with every tube tester is a tube chart showing settings for testing every commonly used tube on the market.

### Register Protection Free

The first page of this chart is a business reply card which should be mailed in for the many benefits which such registration will give. In addition to serial number registration, which offers protection against theft, registration also entitles the owner to permanent membership on the mailing list, through which he receives the latest tube information as new tubes are put on the market, and the settings necessary for testing them.

### Latest Tube Info Mailed

All the mailings are free. As the owner receives new information, all of which is on loose-leaf card form,



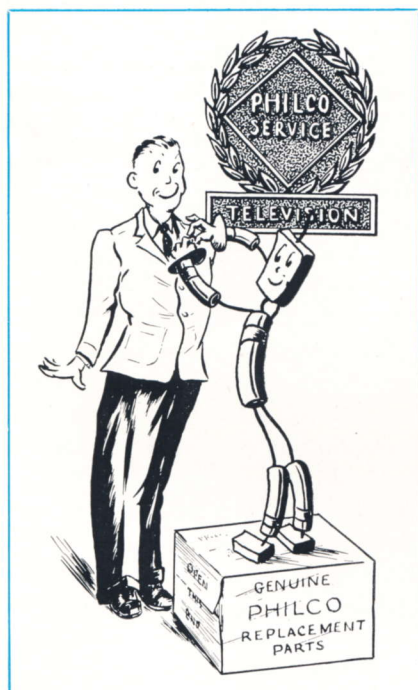
it is a simple matter for him to insert the new cards on the protected metal loose-leaf binder at the side of the Philco Model 7050 tube tester. This device enables owners of the Philco Tube Tester to keep their instrument up to date at all times.

### Kits Keep Tester Modern

Older models of the Philco Model 7050 tube tester are brought right up to date by installing a socket for 9-pin miniature tubes. The socket

*(Continued on page 6)*

### MIKE FARAD sez:



*"Identify yourself with PHILCO. The Television lapel pin is available to members of PHILCO SERVICE for only \$.75."*



*Mrs. Marion Edelstein, of Detroit, secretary for a TV service department, is shown testing tubes for a customer when the boss is out. "I can check tubes easily on the Philco tube tester, and learned practically by myself. The boss spent a half hour explaining how to use another tester we have, but I still can't. Too many buttons to do the same job."*

## Battery Dispenser Includes Glamour Attachment

We're hoping you've seen the new Philco Battery Dispenser, because without a doubt, it's one of the handiest and most attractive merchandisers we've come across in a long time.

### Displays and Sells

It displays and sells the new Philco Plastic Clad Radio "A" Batteries on sight, and also displays the Philco Penlite Batteries, which are reaching new heights in battery popularity.



The Philco Battery Dispenser is designed for effective counter selling, and includes a small tester and bulb for on-the-spot checking. This attachment is effective not only because it enables the customer to satisfy himself as to the condition of the batteries he buys, but it also satisfies a psychological trait which makes the customer want to "see the light go on." Just an added bit of glamour for added profits.

### Brightly Colored Steel

Made of steel, and solidly constructed, the Counter Dispenser is an eye-catching counter salesman, with bright, permanent colors which cannot fade.

It's available at your Philco Distributor. Ask him about it today!

**Identify yourself with Philco!**

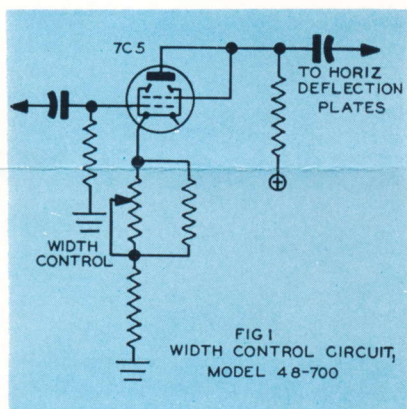
## Methods of Picture Width Control Offer Interesting Design Problem

Among the interesting circuits in television are the several types of circuits used for controlling the width of the picture, so that the picture can be made to horizontally fill out the entire mask of the picture tube.

### Older Circuits Simpler

The Model 48-700 contained one of the simpler arrangements, whereby the gain of the horizontal-sweep-output tube was varied by adjusting the variable resistor in the cathode of that circuit (figure 1), thus changing the amplitude of the sawtooth voltage.

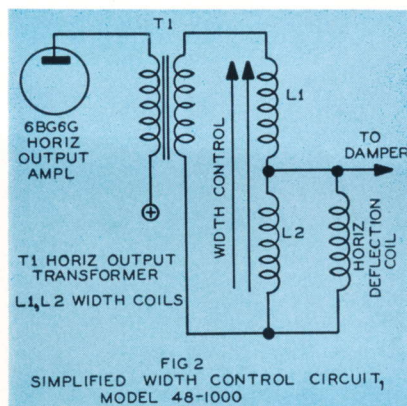
In the larger sets, using electro-magnetic deflection, the width control



operates somewhat differently; since the high voltage is also derived from the horizontal output amplifier, the tube gain cannot be varied to control the width, as it will affect the high voltage.

### Coil Current Increased

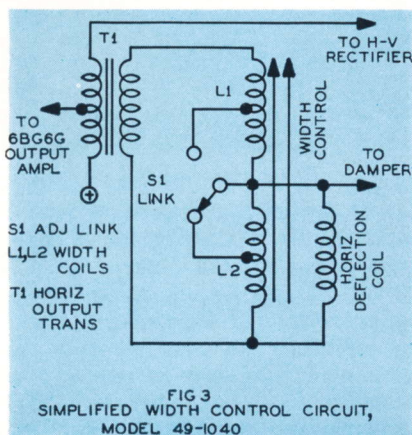
For instance, in the Model 48-1000 and similar chassis, the width control consists of a pair of inductances with an adjustable powdered iron core. The simplified circuit in figure 2 shows an example. In order to obtain a larger picture horizontally, we must have a means of increasing the amount of current fed into the horizontal deflection coils; to obtain a smaller picture, we must decrease this current. As the slug is varied, it causes the inductance of coils  $L_1$  and



$L_2$  to vary inversely. This is due to the physical location of the coils with respect to the position of the slug.

With the width control turned counterclockwise, the slug will be centered in coil  $L_1$ , causing a greater inductive reactance, and, consequently, an increased opposition to the flow of current in the deflection coils. Since the slug is out of  $L_2$  the reactance of that coil is lowered, and, since this coil is in parallel with the horizontal deflection coil, it shunts more current away from the deflection coils, resulting in a smaller picture. When the iron slug is turned clockwise, so that it is centered in  $L_2$ , the reactance of that coil increases, while the reactance of  $L_1$  decreases, resulting in a larger picture.

The Model 49-1040 and similar chassis make use of a more versatile



## Engineer Suggests Reefer Repair Tip

Refrigeration servicemen may benefit from this hint sent in by a field engineer who has serviced many makes and styles of refrigerators.

He suggests that all service personnel should keep the bakelite shaft assemblies, taken from defective temperature controls out of warranty, in order to have a replacement shaft to put on a good control on which the shaft is broken.

The engineer points out that it is necessary to use a shaft assembly of similar construction to the original when making this repair replacement. It is important to be certain that the eccentric taper on the shaft of the replacement is identical to the one being replaced.

### Identify yourself with Philco!

control (figure 3), and one that should be used for replacement in place of the older type control.

### Link Switching Used

The arrangement of the coils is somewhat like the 48-1000, except that there is a link switching arrangement available, to short out portions of coils  $L_1$  and  $L_2$ . With the link in the upper position, part of coil  $L_1$  is shorted out, decreasing the reactance of that coil, and allowing more current to flow to the parallel network of  $L_2$  and the deflection coil. Since the full amount of  $L_2$  is in the circuit, the reactance of that coil is greater, causing most of the available current to flow through the deflection coils, thus increasing the width. With the link in the lower position, part of coil  $L_2$  is shorted out, decreasing its reactance, and the entire length of  $L_1$  is back in the circuit. The increased reactance of  $L_1$  opposes the flow of current to the network of  $L_2$  and the deflection circuit, cutting down the size of the picture. By combining the use of the link and the adjustable core, a much greater control of width may be obtained.

## 'If They See It— They'll Buy It,' Says Dealer

"If they see it—they'll buy it!" That's a sales technique proven by practically every jobber in the business. And there's no reason why dealers and servicemen cannot use effective sales principles by which others are making money.

### Proven Effective

That's the whole idea behind the Philco Accessory Products Display, which has proven itself effective in every part of the country, and in every size of dealer store and radio service shop. If you haven't seen it already, you'll fall in love with it when you do.



### Attractive Yet Simple

It's attractive, yet simply constructed of the finest chrome pipe and polished wood, and was designed by one of America's outstanding merchandiser manufacturers. And it offers an amazing amount of space to display many of the hot-selling quality Philco Accessory products—

## Simple Adapters Universalize Philco Crosshatch Generator

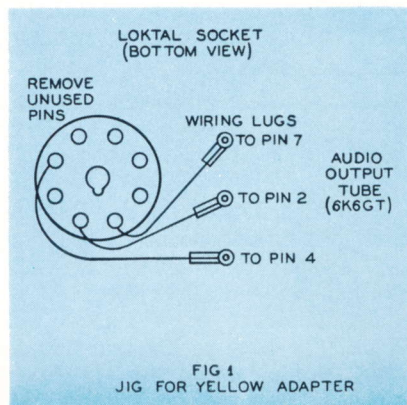
Alignment of television receivers when no station test pattern is available was made possible with the development of the Philco Crosshatch Generator, Model 5072.

### Completely Self-Contained

The unit is completely self-contained, and is furnished with adapter cables and plugs, for simple and quick connection to television receivers. The Philco Crosshatch Generator uses the power supply of the receiver under test.

### Adapts To Any TV Set

The unit is designed for connection to any television receiver, by the use of the proper adapter plugs. The Philco Model 5072 may be connected to 1949 Philco models having magnetic deflection by the use of the following adapters and the existing wiring harness.



truly surprising for the small amount of floor space it takes.

Ice-cube trays, batteries, furniture and refrigerator polish, tubes, phono needles, and screwdrivers and pliers are all easily and attractively displayed. It's the perfect varied products display, which "lets the customer browse," yet requires no unsightly bins for this great advantage.

And it's easy for you to get. Just ask your Philco Distributor about it.

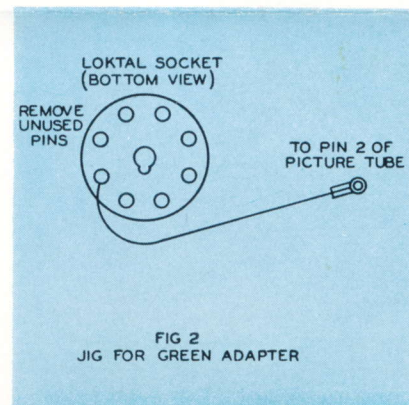
### Power Thru Yellow Adapter

To connect the Yellow (crosshatch power) adapter to the audio output stage (6K6GT octal), the adapter consists of a loktal tube socket wired as shown in figure 1.

The Yellow (crosshatch power) adapter is plugged into the above loktal socket. The audio output tube is removed, and the wiring lugs are slipped over the appropriate pins of the tube, and the tube is replaced in the socket. Dress the lugs to prevent shorts between pins.

### Green Adapter Feeds Output

The Green (crosshatch output) adapter is plugged into the loktal socket, which is wired as shown in figure 2, and is used in the same manner as the Yellow adapter.



The Red (crosshatch vertical sync) adapter is used as is.

### Black Adapter Carries Sync

The horizontal sync for the crosshatch generator is obtained by capacity-coupling the horizontal-sweep output to the crosshatch generator. This is done by wrapping the wire running to the Black adapter around the deflection cable of the receiver. Use approximately six turns.

**Identify yourself with Philco!**

## Attractive 5-Piece Window Display Makes Customer Remember Store



"I never really noticed your store was here until you put those big tube cartons in your window." That's what one customer told a serviceman in Chicago when she came in. "I've passed your store for three months, and knew it was some sort of a repair shop, but I never knew exactly what you did here."

And then the customer went on to say that she finally did remember when she saw "those big Philco tube boxes" in the window.

### You'll Hear Praise

You'll probably be hearing the same thing when you dress up your window with the new 5-Piece Window Display. It's a multi-colored, eye-catching window display featuring two GIANT Philco tube cartons; a distinctively colored decalomania, which can be used inside or out; a colorful window streamer; and a beautiful display easel. All of which will dress up your window to make it the most colorful, most outstanding one in the entire neighborhood.

### Customers Remember

And there'll be no forgetting where your store is, and what type of work you do. Because Philco tubes and Philco quality are known the world over. New and old customers alike will be sure to stop at your store, so be certain to see your Philco

Distributor and get the attractive Philco 5-Piece Philco Tube Window Display.

### Offer Variety

It is designed for a variety of arrangements, to suit small or large window spaces, and will blend perfectly with other types of merchandise and displays.

### Model 7050 Tube Tester . . .

*(Continued from page 3)*

comes as a kit, complete with parts and simple instructions, and is available at your Philco Distributor—Part No. 45-1578—dealer net \$.80.

Every buyer of a Philco Tube Tester, as soon as he mails in the business reply card, which is the first page of the tube chart, receives every mailing made in the past, to bring his tube chart right up to date.

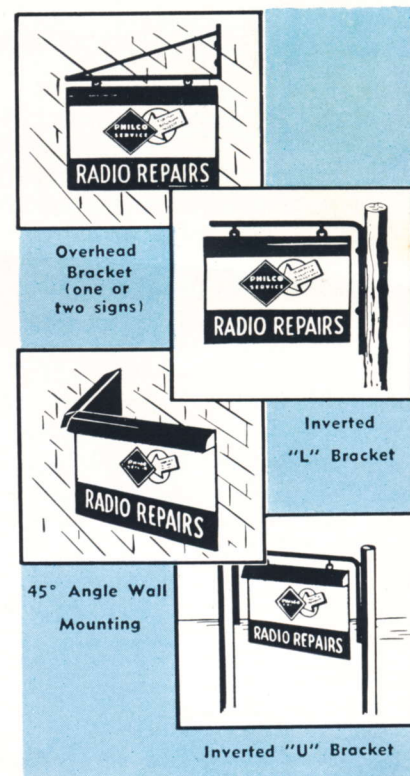
### Always Up-To-Date

Special features on the tube tester itself insure its never becoming obsolete. Multitap transformers, for any filament or plate voltage, and socket blanks on the test panel, for installing test sockets for future tube developments, all add up to the best tube-tester buy for the present and future.

**Identify yourself with Philco!**

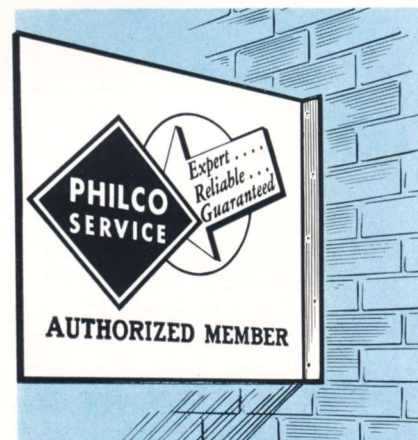
### Identify Yourself . . .

*(Continued from page 1)*



in size: 28½ inches wide, and 22 inches high. And it's supplied to you at our cost of \$7.90.

Don't forget the striking outdoor flange sign, PR-997. It needs no brackets or fixtures, and can be mounted in minutes on any solid surface. Colorful and attractive, it will withstand any kind of weather. It's 18 inches high by 24 inches wide. And it's available to you at our large-lot cost of only \$2.40.



Remember: Only qualified members of PHILCO SERVICE can display these signs. So be sure to see your Philco Distributor today!

# "Dollar" Promotion Ready For Auto Radio



Promotional material with a sure-fire idea for turning real dollars in to Auto Radio members' cash registers is now ready for members of PHILCO SERVICE.

This "seven-star" promotion, using cleverly designed "dollar" bills, will really be appreciated by your best customer—the car dealer in your neighborhood. Put the "dollars" on his counter, or mail them out.

The reverse side of the promotion "dollar" explains what you will do for a "buck":

- \*1—Check all radio controls for proper operation
- \*2—Adjust aerial compensator to aerial
- \*3—Check completely for ignition interference
- \*4—Check for tire static
- \*5—Test speaker for tone quality and performance
- \*6—Secure all mounting hardware and connections
- \*7—Adjust all push buttons for "on the nose" performance

Crisp, green one dollar bills for advertising are ordered at your Philco Distributor by part number PR-1772, and cost only \$3.35 per 500, or \$5.90 per 1000. Use this hot promotion today!

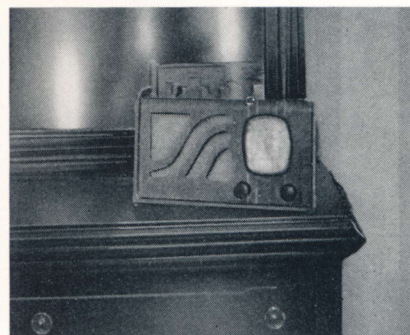
# Radio In Flood Dries and Plays

The swollen Columbia River in the flood of 1948 helped to prove the durability and quality that is built into the Philco Radio line.

Mr. Robert W. Powell of 5213 N. W. Buna St., Portland, Oregon, was a sad man when on May 30th, the swirling waters of the Columbia inundated his home, and completely submerged all his worldly possessions. There was no chance to retrieve a thing, and week after week he tried unsuccessfully to get back to what was once a very comfortable abode.

## Three Months Under Water

These weeks stretched to months, and not till Aug. 27, three months later, did Bob have an opportunity to go back to the old site with everything still waist deep in water on the first floor. With his hand, he fished around under the surface for the valuables which had been buffeted about. He recognized by feel the smooth finish of his table radio. A firm grasp, and the side of the cabinet slid off in his hand. The water had been a little too much for the fine finish, so with two hands he brought his dripping treasure to a dry place.



Here is where the miracle happened. The radio was not touched for two weeks, and when thoroughly dry, Bob plugged it in—you guessed it—the Philco played merrily on.

## Owner Amazed

Jim Cook, Philco Field Engineer, when advised of this performance over and above the line of duty, visited Mr. Powell, while in Portland, to get a statement from him. All this enthusiastic Philco owner could say was, "I don't believe any other manufacturer could build a radio like that."

## Philco Facts

OVER 75,000,000 PEOPLE ARE BEING SOLD CONTINUOUSLY ON PHILCO THRU ADVERTISING IN NATIONAL MAGAZINES

1949 PHILCO HOME FREEZERS FEATURE 60% INCREASE IN CAPACITY WITH NO INCREASE IN EXTERNAL SIZE

MORE PHILCO PORTABLE AIR CONDITIONERS HAVE BEEN SOLD THAN ALL OTHER MAKES TOGETHER

## Auto Aerial "Thief" Caught with Meter

Sometimes an auto aerial can be a thief by stealing signal strength. But a good meter can catch this "thief."

Stolen signal strength from losses in auto aerials are generally due to open circuits, shorts to ground, or, depending on the type of aerial, loss due to a high-resistance path to ground which has developed from corrosion.

When a deterioration in the performance of an auto radio has been brought to your attention, be sure to make a continuity test between the aerial and the lead-in connector to the set, and also check the aerial resistance to ground.

Such a primary check may prevent you from unnecessary labor in removing an auto radio from the car when actually the defect is in the aerial.

### Identify yourself with Philco!

## Your \$10.00 Check Is Waiting Here

That's right! If you're a dealer or serviceman, and if you've used any successful idea for promoting more business or speeding up service work, we want to hear about it. And for \$ \$ \$, too.

We're particularly interested in hearing about any promotion for selling Philco parts or accessories, such as tubes, batteries, aerials, and so on, or any gadget or system you've used in your service work that has really proved helpful.

Every letter or photograph printed rates \$10.00. Material submitted becomes the property of Philco Corporation. If you can use a \$10.00 bill, think hard! Come up with a good idea, and then send your letter to us, right away! Address all mail for the Philco Service and Accessory Merchandiser to:

PHILCO CORPORATION  
P. O. Box 6738  
Philadelphia 32, Pa.

## Questions and Answers

- Q. Is there any special equipment needed to check the electrical system on Philco refrigerators?
- A. No. The only equipment necessary is a continuity tester (which can be an ohmmeter, a test-buzzer, etc.) and a volt-wattmeter, for reading voltages at various points and for measuring the power used by the compressor motor.
- Q. What is the cause of low turntable speed?
- A. If the turntable speed is steady, but definitely less than 78 r.p.m., a simple cause might be a need for lubrication of the turntable upper bearing, motor bearings, or motor idler plate. To check turntable speed, a stroboscope disc, such as Philco Part No. 45-2900, may be used. The disc is described in the Philco Parts and Accessory catalog.
- Q. The interlock system on Philco TV receivers is fine for protection, but inconvenient when repairs in the high-voltage cage are necessary. What's the best system for getting 115 volts to the HV supply with the cage removed?
- A. There are a few tricks, some dangerous, and some expensive. The cheapest and most convenient we know is to use a "cheater cord," which is available at your Philco Distributor under Part No. 41-3865.

Caution should be observed whenever the HV section is exposed. On Philco 12" models, there is a cabinet interlock. On 10" models, there is an HV cage interlock.

- Q. What is meant by the name Philco Tropic Radio?
- A. Philco Tropic Radios are a special line of radios and combinations designed for use in foreign countries throughout the world. Main features of these models are short-wave coverage, with band-spread, and specially treated parts, to withstand extremes of climate.
- Q. Is there any way to keep unauthorized persons from opening a freezer?
- A. Yes. Keeping freezers closed as much as possible is very important. Philco freezers contain provisions for locking freezer doors. Models DV-151 and DV-301 contain locks which are built into the door handles. Philco Models DH-41 and DH-81 freezers incorporate locking levers, for use with padlocks.

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

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

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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.