

PHILCO

SERVICE and ACCESSORY

Merchandiser



VOL. 1

JULY, 1949

No. 12

NEW GOLD RUSH PROMOTION UPS SUMMER SALES

'Summertime Refresher Set' Great Gold Rush Promotion For July And August

Philco's great No. 4 Gold Rush Promotion for July and August has been announced to dealers throughout the country. It features the Summertime Refresher Set, an attractively colored carton containing three famous Philco Easy-Out Ice-Cube Trays, *plus* six iced-drink glasses, and six stirrers, *all priced to sell at less than the cost of the three trays alone!*

Everyone's talking about the hot weather in July and August. And they'll think about you and come to you to buy, when you offer them the Philco Accessory Summertime Refresher Set.

Discussing the temperature is natural these months, and the Philco No. 4 Gold Rush promotion is a "natural" too at this time.

Of course, you won't want this terrific offer to go unheralded. So Philco has also made available promotion material with a punch! And it's all planned to push your summer sales higher than they've ever been!

Ad mats for newspaper advertising, a colorful window streamer for your store, postcards to tell your customers by mail, and a powerful counter card to match the Summertime Refresher Set, all are ready and able to give your summer sales the "pickup" that the iced-drink glasses suggest.

There's no need to explain the advantages of Philco's famous Easy-Out Ice-Cube Trays. Every refrigerator

(Continued on page 4)



Performance BUILT-IN ... Use It!

Your Philco Refrigerator—the Refrigerator that was designed to be COLDER and designed to stay COLDER—will outperform all competition ESPECIALLY in hot, humid weather because of BUILT-IN FEATURES.

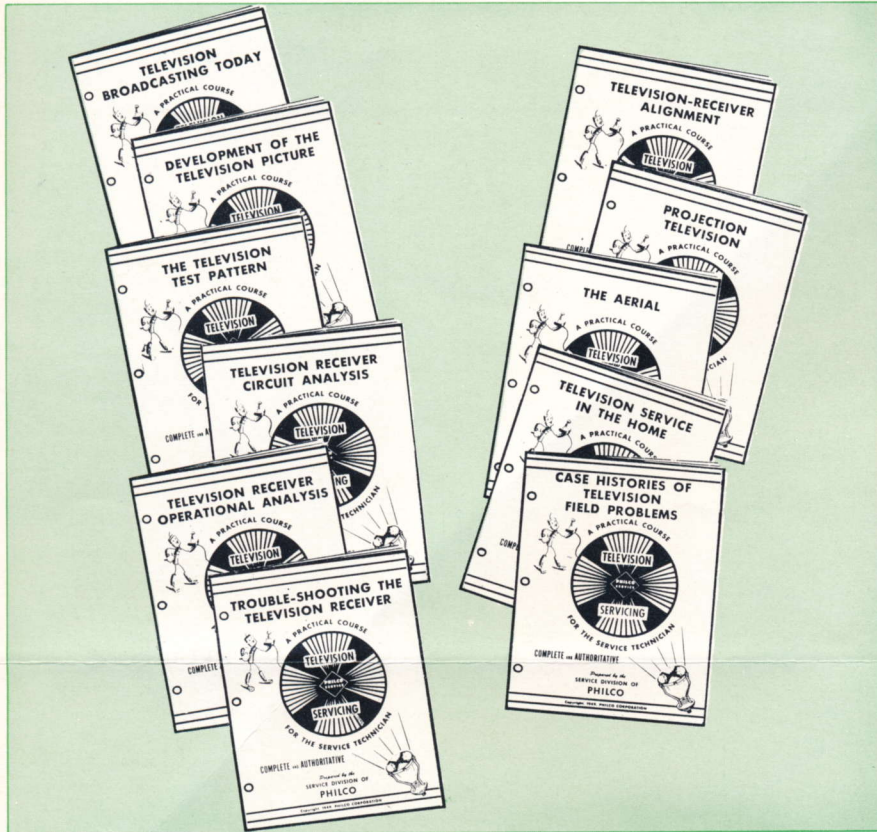
Just give your Philco half a chance to deliver the performance that was BUILT-IN by reminding the user of these three simple steps:

- 1—Set the handy temperature control to 3

(Continued on page 4)

PHILCO ANNOUNCES NEW TV LESSON BOOK SERIES

Authoritative Treatment Covers Every Phase Of TV



A brand new series of lesson books offering the latest and most complete information on practical television work has just been announced by Philco.

Each lesson book covers a specific phase of the television field, and each offers the television technician and engineer authoritative and thorough information, prepared from a practical point of view.

Drawings Tie-In Facts

Not only is television explained clearly and concisely from the fundamentals up, but in addition, drawings and pictures tie the facts in consistently with present-day practices.

During the past few years, and even during the past few months, a number of new developments have been introduced. Circuits have been modified to improve receiver performance, and many engineering developments have grown out of the problems of multiple-images, multiple-channel reception, and interference difficulties.

All of these new developments are described and explained in the new Philco lesson series, "Television Servicing."

For Every Serviceman

It is important for every serviceman to "be in the know," with the latest hints and kinks, and basic theory on how new circuits and new developments are affecting television today. The demand for television receivers is meeting every expectation, and the demand for good servicemen is exceeding expectations.

However, good service can be rendered quickly and efficiently only by the serviceman who is well trained, and who is keeping in step with the latest improvements in the field. It is with this thought in mind that Philco has compiled a series of practical television lessons—each with its own cover, and in loose-leaf form.

These lessons explain all phases of television, as can be seen by the lesson titles listed on this page. When the books are placed together in a binder, such as the Philco Binder (PR-1313), they serve perfectly as a complete home-study television course, written by the Philco Service Division expressly for the serviceman, in the serviceman's own language.

Lessons Personalized

Each lesson has been personalized for you by including a set of test questions, to provide a check on the results of your study.

Present plans also include supplementary sheets, to be made available for insertion in the present series, to keep your course up-to-date with the latest developments.

In addition to its basic design as a home-study course, the new Philco Television Lesson Series is being adapted as the actual text, or as reference, by many schools and colleges.

The prices of individual lesson books are indicated in the following list. All of the lessons will be available shortly in a handy, money-saving kit, ordered by PR-1745, with a Dealer Price of \$2.85.

Order Today!

Be sure to order the new Philco Lesson Books on Television Servicing at your Philco Distributor today!

Television Broadcasting Today—PR-1745(A) Dealer Price \$.20

Development of the Television Picture—PR-1745(B) Dealer Price \$.20

The Television Test Pattern—PR-1745(C) Dealer Price \$.20

Television Receiver Circuit Analysis—PR-1745(D) Dealer Price \$.35

Television Receiver Operational Analysis—PR-1745(E) Dealer Price \$.30

Trouble-Shooting the Television Receiver—PR-1745(F) Dealer Price \$.20

Television-Receiver Alignment—PR-1745(G) Dealer Price \$.35

(Continued on page 3)

EXTRA DOLLARS FOR YOUR SERVICE CALLS

Needle Wallet Makes Effective Merchandiser For Serviceman



Many people believe that the best place to sell is in the customer's home. And if that's true, then certainly the serviceman is in an excellent position to point out what the customer needs, acting in the manner of a technical adviser rather than a high-pressure salesman.

Means Extra Dollars

This means that you can make extra dollars on your service calls. And to help you push this opportunity to the hilt, be sure to get the brand new needle wallet at your Philco Distributor. It's an attractively colored folder wallet that fits conveniently into any pocket, and

opens up to display quality Philco phonograph needles.

Philco Announces . . .

(Continued from page 2)

Projection Television—PR-1745(H)
Dealer Price \$4.40

The Aerial—PR-1745(I)
Dealer Price \$4.40

Television Service in the Home—
PR-1745(J) Dealer Price \$3.35

Case Histories of Television Field
Problems—PR-1745(K)
Dealer Price \$2.20

Enthusiastic Approval

The idea has been enthusiastically approved by dealers and servicemen throughout the country, and you'll want to join right in by using this money-making merchandiser. And again Philco comes through with a sales aid and quality merchandise to give you that professional touch for extra dollars on your service calls.

The back face of the wallet tells about other Philco accessories, such as tubes, polish and other items.

Each wallet contains four needle packages:

The Philco Ruby Needle, longest life and best quality. List Price \$3.50.

The Philco Sapphire Needle, gives brilliant performance. List Price \$2.50.

The Philco Long Life Needle, a lasting investment for record lovers. List Price \$1.50.

The Philco Hi-Quality Needle, a permanent needle at a popular list price of \$.75.



Slots on an inside face of the wallet enable secure mounting of Philco needles in their original, airtight tamper-proof containers.

See your Philco Distributor today for this attractive Needle Wallet. It will mean extra dollars for your service calls.

PEAK AUTO RADIO SEASON PUSHES SERVICE PROFITS

The *peak* auto radio season is right now! It's at just this time that auto radios are being used by more people . . . listened to by more people . . . and *worn out* by more people, than at any other period of the year.

It has been estimated that one out of every two auto radios in use requires alignment, and one out of every four requires replacement of some parts, for satisfactory reception.

These figures mean that, at any moment you think of it, one auto radio out of every three in your vicinity—and one out of every three customers you've had in the past—are probably in need of an auto radio serviceman.

Business For You

That serviceman is you! But you've got to tell all these "one-out-of-threes." And the way to do it thoroughly, at minimum cost, is to make practical use right now of the sales-promotional material your Philco Distributor has available for you.

There's the big, long-lasting outdoor metal sign, in attractive, permanent colors, and easily mounted. Its size is 19 inches high by 70 inches wide.

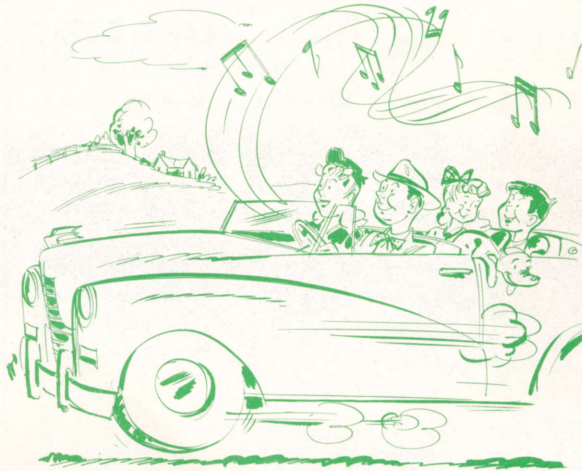
Then there's the outdoor duckine banner, made of durable canvas-like material, that's just the thing for use in summer months.

And if you want to hit the roosting spots of probable customers, and make them scramble to your store, then order the attractive handbills, which are extremely effective whether distributed at homes, on parked cars, or placed in stores with a "take one" sign.

Consolidate Campaign

To consolidate your campaign, be sure to get the reinforced Five-Unit Auto Aerial Display, which shows five gleaming chrome Philco Auto Aerials, which will sell themselves on sight. It's a "close-the-sale" salesman, that's perfect for on-the-spot comparison with the customer's rusted and bent aerial.

All of these promotional aids are available at your Philco Distributor. Be sure to get them all today, because today is peak auto radio season! And they'll help you get your share of this business activity.



Philco DeLuxe Needle Flasher Lights Way To Phono Needle Sales

All the recent publicity about phonograph records and record players has resulted in a revived interest, on the part of the consumer, in recorded music.

This revived interest is showing itself in the form of increased sales of records in every part of the country. And with the introduction of new recording stars and better recording techniques, the public is more conscious than ever of tonal quality in reproduction.

To help you let your customers know, and also passersby know, that you have the famous Philco Jewel and Precious Metal Needles in stock, see your Philco Distributor for the Philco De Luxe Needle Flasher Display. It is a handsome, colorful flasher made of engraved plexiglass,

with a cast aluminum base, sprayed a rich metallic blue.

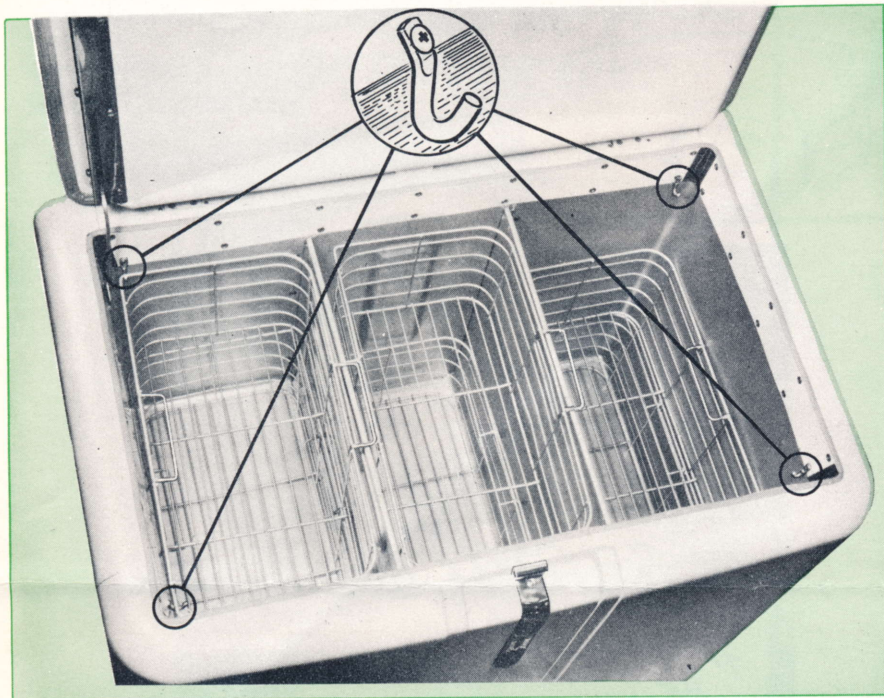


The Philco De Luxe Needle Flasher Display will work for you day or night. It's 11 inches high, and does a business-attracting job in your window or on your counter. So pick it up at your Philco Distributor.

Dealers Write In Describing Great Freezer Basket Successes

We'd like to thank the many dealers who have written in, telling us of the successes they've had with the recently released Philco Freezer Basket.

Freezer Basket is made of heavy-duty steel wire, with an electro-zinc coating which makes the basket completely rust-proof. Handle retainers are made of stainless steel.



To date, we've had very good news concerning greatly increased sales of the Philco Freezer Basket, due to its versatility, not only in the Philco Freezer Model DH-81, for which it was originally designed, but also in other models, and many other makes.

Dealers have written in, telling us of pleased customers who are using the Philco Freezer Basket in other make freezers.

Stainless and odorless, the Philco

In the Philco Model DH-81, Philco Freezer Baskets can be suspended by means of hooks secured by lower molding screws, as shown in the photograph. Basket handles are turned out whenever support is required.

Dealers who have not made use of this profitable item can order them by Part No. 8040-80 at their Philco Distributor.

About Our New Friend: HERBERT

Herbert is a very likeable chap but he has an unhappy faculty of getting himself into trouble. This trouble is not always the serious life-or-death type, but rather the annoying type that requires so much footwork to finish because Herbert didn't use a little headwork at the start.

We didn't send for Herbert—we don't even know where he came from, but all of a sudden we find him with us. We, in Service, are concerned with Herbert because many times we find him helping us with our service calls. Herbert isn't vicious—on the contrary, he is quite harmless, and would really be a big help IF only we could get him to think.

He's at work (?) below.



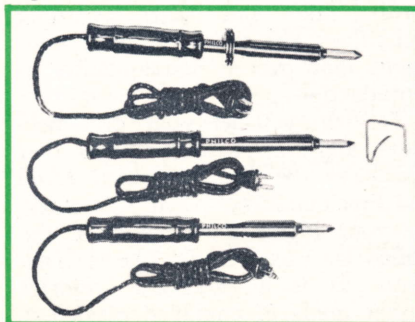
It's nice to be friendly, but—what about the job, Herbert?

Three New Philco Soldering Irons Now Available

Three new soldering irons have been introduced by Philco Accessory Division, to meet all needs in complex, delicate, or heavy-duty work.

Each soldering iron is balanced, for minimum effort in continuous

work and each has a 3/8-inch copper tip for ease in use, and ease in keeping clean.



The 80-watt iron is ordered by Part No. 45-6542, and has a List Price of \$4.00.

The 100-watt iron is ordered by Part No. 45-6542-1, and has a List Price of \$4.50.

The 125-watt iron is ordered by Part No. 45-6542-2, and has a List Price of \$5.50.

The new Philco Soldering Irons, for operation on 110-to-117 volts, are supplied complete with wire service stand. Order the ones best suited for your needs at your Philco Distributor.

Put The Heat On Your Sales With A Philco Thermometer Sign



Hot or cold, the Philco Service Thermometer will work for you in every kind of weather. And it tells your story in bright, permanent enamels that are attention-getting all the way.

You can capitalize on the "weather curiosity" which appears to be instinctive in most people, and since many of these people are appliance

owners who will some day be looking for an authorized serviceman, you can tie-in your name with the weather, to remain in their minds.

Thousands of these king-size, tough, and distinctive outdoor Philco Thermometer signs are being used by servicemen and dealers in every part of the country. As with every promotional aid, Philco has tested the "stand-out" power and "remembrance" value of this effective Philco Service Thermometer, to find it capable of doing an outstanding promotional job in every locale.

It's weatherproof, of heavy steel construction, and has a baked-enamel finish in three colors, yellow, blue, and white. It's 38¾ inches high, and 8 inches wide.

And it's available at your Philco Distributor, at the very low price of \$3.78, to PHILCO SERVICE members only. Order it by name, the Jumbo Thermometer, or by Part No. PR-1554.



Yes, Sir! I've got it ALL in there —even my new Television Lesson series! (PR 1313, Service Binder \$3.72)

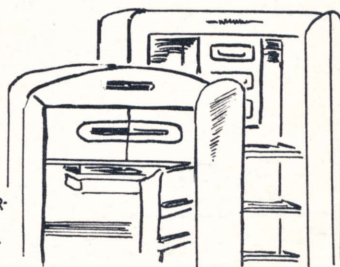
Philco Facts



THE SNACK BOX, SPECIAL REFRIGERATOR COMPARTMENT FOR CHEESE AND SIMILAR FOODS, STORES PREPARED SANDWICHES FOR A PARTY OF 30 PEOPLE.



A PHILCO AUTO RADIO OWNER CAN GET WARRANTY SERVICE IN EVERY STATE IN THE UNION AND IN 202 FOREIGN COUNTRIES.



THE FIRST HORIZONTAL EVAPORATOR DESIGNED TO PROVIDE SPACE FOR STORAGE OF FROZEN FOODS WAS INTRODUCED BY PHILCO IN 1940.

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.

Plastic Cabinet Scratches Easily Repaired

Scratches on plastic cabinets are sometimes more difficult to remove than marks on wood cabinets. But nevertheless, it is still an easy matter to repair unsightly scratches on plastic (polystyrene) cabinets, such as are used in Philco Models 601 and 503, with a simple, three-step operation.

First, use fine steel wool, such as 00 or finer, to remove the scratch.

Then use Philco Rubbing Compound, Part No. 45-1527, to polish the cabinet, for a smooth finish.

And for a very fine luster, rub jewelers rouge or fine talcum on the area.

Many dealers and servicemen find this an inexpensive way to build up good will. Sometimes servicemen find the cabinet already marred, and other times they scratch the cabinet themselves. But in any case, repair materials are easily carried on any job, and really pay dividends, through customer appreciation.

Demonstrating Salesmanship . . .

(Continued from page 4)

bors on hand who had watched the installation of the aerial on the roof. This certainly provides him with a marvelous field for additional sales.

Three things that are accomplished by this sales policy, according to one of the dealers, are:

1. It really gives the salesman a thorough education and know-how in properly tuning and demonstrating his product.
2. It makes the salesman feel a little more responsible for what he says to the prospect at the time of the sale.
3. It gives the salesman a terrific sales "clincher" when he says "I'll be there myself tomorrow night, to show you how your television receiver works."

Questions and Answers

- Q. Is there any simple method of checking the pressure of an LP phonograph tone arm on a record; also the horizontal friction when the arm moves across a record?
- A. The simplest method for checking needle pressure and horizontal friction of an LP tone arm is by using the Philco Gram Scale, Part No. 45-1614. This instrument has a calibrated spring pointer and reads any weight or pressure up to 10 grams. See the Philco Parts and Accessory Catalog for full details on the instrument. Explanations for tone arm measurements are included in the Philco Models M-9C, M-12C, and M-15 service manuals.
- Q. Do any Philco freezers have ON-OFF switches?
- A. No. Philco freezers are placed in operation by power-line connection to an a-c electric service outlet. No ON-OFF switches are provided on the cabinets, because it is essential that the freezer be connected to the electric-power source at all times. When it becomes necessary to stop the freezer for any reason, disconnect the power cord from the electric outlet.
- Q. How much time is needed to freeze foods solidly?
- A. The quantity of food to be frozen determines the time necessary for proper freezing. The length of time for foods to become solidly frozen varies from 2 to 24 hours, depending upon the kind of food and the number and size of the packages placed in the freezer. Kitchen handbooks, with complete information on how to prepare, freeze, store, and cook a variety of foods, including meats, vegetables, and fruits, are available at your Philco Distributor.
- Q. What is the most likely cause of an intermittent condition in a Philco radio Model 49-906, where the plate voltages are low when the operation is poor?
- A. Although the cause could be due to a bad filter condenser or bypass condenser, be sure to substitute a new 50A5 audio output tube. If this tube exhibits intermittent properties, it is sometimes difficult to trace by standard methods.

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
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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.