



## "GET THE LEAD OUT" BRINGS DOLLARS ROLLING IN

### New Philco Promotion Boosts Business For Radio Servicemen

The fall season, for the members of Philco Service, started with all the force of a football kick-off with the announcement of the new Philco "Get The Lead Out" Promotion.

#### Booster For Radio Service

Designed to boost radio service business by urging customers to get all their sets in top shape to enjoy the outstanding radio programs scheduled for the fall and winter months, this eye-catching, action-provoking material has met with phenomenal success.

And with good reason, look what you get in the "Get The Lead Out" Promotion Kit:

1. 1,000 advertising pieces to carry your sales message right into the homes in your community. Stamp your personal imprint in the generous space provided. Use them as MAILING PIECES, HANDBILLS, ENVELOPE STUFFERS, or GIVE-AWAYS.

PR-1819 1,000 pieces. . . . Dealer Price—\$3.30

2. Three colorful 5" x 25" window banners:

WAKE UP THAT "SLEEPER"  
RESTORE THAT "GOLD BRICK"  
REJUVENATE THAT "WORK HORSE"

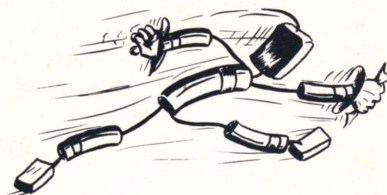
These banners will attract customers to your display window, where

(Continued on page 5)



**RUSH THIS TO YOUR PHILCO DISTRIBUTOR NOW**

PHILCO  
DISTRIBUTOR



PLEASE	PR-1819	Dealer Price—\$3.30	} \$6.60
SEND ME	PR-1820	Dealer Price—\$ .90	
	PR-997	Dealer Price—\$2.40	

PR-1821 "GET THE LEAD OUT" KIT . . . . . ONLY—\$5.00

NAME..... DATE.....  
 ADDRESS.....  
 CITY..... ZONE..... STATE.....

## Follow-Up Sales Promotion Really Pays Off

One of the hottest promotional ideas we've heard about in a long time is one that's based on "follow-up", which makes it extremely effective.



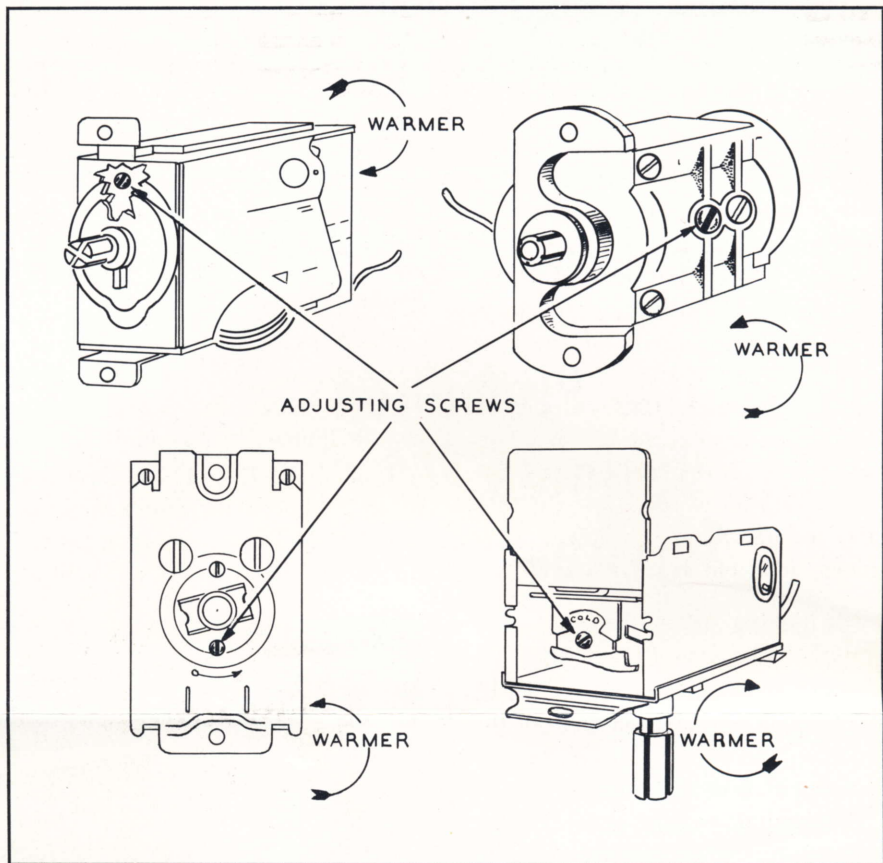
Here's how it works: About an hour after a refrigerator is delivered, a dealer salesman or serviceman calls on the customer and checks the door seal, shelf fit, level, and so on—then proceeds to polish the unit with Philco Refrigerator Polish.

Of course, while he's using the polish, he's talking with the housewife, explaining all the features of her new Philco refrigerator and of Philco Refrigerator Polish too. In his conversation he also asks about the family plans regarding television, radio, and other appliances.

And as a final gesture, the salesman gives her the bottle of polish, to use at a later time. Results of this promotion are terrific, with new purchases of radios and appliances usually going to her Philco dealer. As one dealer puts it, "This is a really good technique for post-war competitive selling."

**Identify yourself with Philco!**

## Refrigerator Temperature Controls Adjustable in Limited Cases



Several types of temperature controls are used on Philco refrigerators, and each control can be identified by its shape. In certain limited cases, the serviceman may find it necessary to adjust the temperature control, if the average refrigerator temperatures run too hot or too cold.

Two adjustment screws are found on each temperature control. One of the screws is the temperature differential adjustment. This screw should not be varied from the original factory pre-set adjustment.

The second screw is the adjustment for cut-off, cut-on temperatures. This is the one which may require minor adjustment, in order to have the refrigerator operating at the desired temperature. This adjustment is not ordinarily recommended, because both screw adjustments are factory pre-set for proper operation.

If it is determined that the cut-off, cut-on screw requires adjustment, it should be carefully rotated in the proper direction to give the desired

effect, as indicated in the drawings. On every control,  $\frac{1}{8}$ th of a turn compensates for one degree.

### A Word to the Wise

John Pell, at the convention for Philco Distributors and Service Managers in Philadelphia recently, said: "Connecting a TV booster might be nothing more than an ordinary service call in most cases, but it can be a very 'thrilling' experience if you use the wrong adapter when connecting it to our 50-T 1104 series chassis. The regular Loktal adapter, when used with the booster, will apply 150 volts to the booster case, which can give you quite a jolt. Use the right adapter, Part No. 41-3942 for receivers prior to code 123 of the 50-T 1104 series, and adapter, Part No. 41-3963 for code 123 and most future models."

GOING! GOING! GOING!

## Final Gold Rush Bargains Selling For Rock-Bottom Prices

Here we are in the second successful month of the gigantic No. 5 Philco Accessory Gold Rush Promotion—and, gentlemen, those red-hot, sure-fire items are really moving. And no wonder, every nugget offered in this final gold-mining operation is a great “in demand” product—available to you as a Philco dealer or serviceman at unheard of, rock-bottom prices. Prices designed to line the pockets of everyone of you with that wonderful, long, green, legal tender, good old U. S. dollars.

### Profit-Making Accessories

Those big, colorful broadsides that you are receiving through the mail are keeping you posted on all the details of these bargain days, but we just can't resist the temptation to again remind you of some of the tremendous profit-making accessories that are being offered.

Utah Speakers — Philco Record Changers—Philco Vibrators—Deluxe Phonograph Needles—Philco Universal Speakers—Freezer Baskets—the new line of Flashlites and Penlites—up-to-the-minute Service Manuals, a “must” for every authorized serviceman—Television and FM Aerials—

all types of Test Equipment—Philco Portable Batteries—Rear Seat Speakers—and hundreds, literally hundreds, of other items.

### Strike It Rich

Opportunity may knock only once in some cases, but here are all kinds of opportunities for you to cash in on the Philco '49er Gold Rush.

Don't stop! Even if you have been to your Philco Distributor since the No. 5 Gold Rush Promotion started, return again and AGAIN. There are



hundreds more GOOD - AS - GOLD products, waiting to help you STRIKE IT RICH.

See them at your Philco Distributor NOW!



## PHILCO 5006 TESTER ELIMINATES GUESSWORK

At various times we have received service complaints relative to refrigerators, freezers, and air conditioners. A careful analysis of these complaints has shown that we would be in a much better position to deal with such problems if the information sent to us had been obtained with the test equipment designed for this purpose. Accurate temperature, running time, etc., help us provide you with a more complete solution of your servicing problems.

Precise temperature tests can be made and wattage and line voltage can be checked by using the Philco Refrigeration Tester, Model 5006. Consisting of a resistance temperature indicator and a combination voltmeter and wattmeter, this lightweight portable unit combines in one case the two instruments that the service engineer will find the most useful in analyzing the over-all performance of any modern refrigeration system.

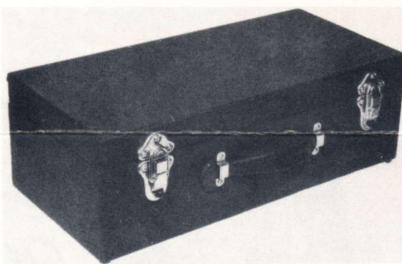
### Temperature Indicator

The high-grade, multiple-reading, resistance-coupled temperature indicator in Model 5006 has a scale ranging from  $-30^{\circ}$  to  $+150^{\circ}$  Fahrenheit. Provisions have been made to permit the use of four temperature bulbs. By means of a simple switching arrangement, it is possible to read temperatures in four different locations in rapid succession, without opening the food compartment door. Two sets of leads are supplied as standard equipment; additional ones may be purchased from your Philco Distributor.

### Combination Voltmeter and Wattmeter

For checking wattage and line voltage, the Model 5006 Tester features an a-c/d-c voltmeter with a range of 260 volts and a dual range wattmeter with two useful scales, 0 to 600 watts and 0 to 3000 watts.

To simplify the operation of this combination unit, a standard female electrical socket is incorporated on the front panel of the instrument. By this means, refrigerators, freezers,



and air conditioners can be plugged into the tester and the cord of the instrument plugged into the source of power.

### Eliminates Guesswork

The Philco Model 5006 Refrigeration Tester is a precision instrument, which eliminates all guesswork from service problems on refrigerators, freezers, and air conditioners. It can help you give prompt, efficient service on all these units and do a public relations job for you at the same time. Your use of this obviously professional type of testing instrument will raise your stock in the eyes of the customer and will increase public confidence in Philco products and your service methods. You will find that the customer good-will and the savings in time and effort will more than repay the initial cost of the tester.

Be sure to see the Philco Model 5006 Refrigeration Tester at your Philco Distributor *Now*.

## Trouble Shooting Receivers Using Dry Disc Rectifiers

To trouble shoot receivers using dry disc rectifiers, it is necessary to localize the trouble to either the dry disc rectifier or the associated circuit. Since the dry disc cannot be easily removed and placed in a tester, the following method of testing the dry disc rectifier in the receiver should be used to prevent the indiscriminate replacement of rectifiers.

With the receiver inoperative, measure the resistance between B plus and B minus right at the output of the dry disc rectifier. If the resistance measures 5000 ohms or more, it is safe to apply power to the receiver. (It should be noted that this resistance measurement is not a quality check of the filter condenser, but only a preliminary check to de-

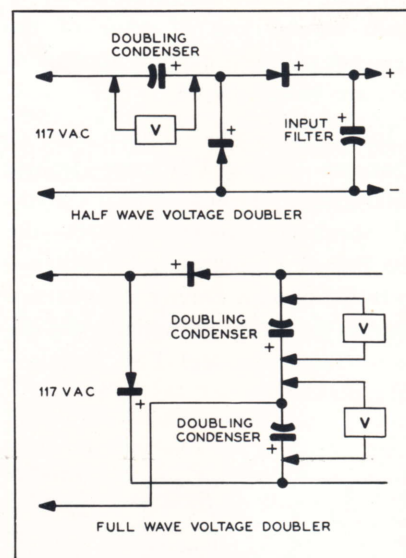


Figure 1

termine whether it is safe to apply power to the receiver without causing further damage.)

With power applied, voltage measurements may be made to determine

(Continued on page 8)

PHILCO  
SERVICE

# NEW PHILCO FLASHLITES REAL PROFIT MAKERS

Dealers in every type of merchandise have certain products which they consider "bread-and-butter" items—sure-fire money makers all year 'round.

Ever since their introduction as part of the great No. 5 Gold Rush



Promotion, Philco's new Flashlites and Penlites have been in this profit-building "bread-and-butter" class.

### Ideal Merchandising Items

Here is an ideal item for live-wire merchandising—and many dealers are really cashing in on them, because everyone has either an immediate need for a Flashlite or at least a place where one can be used. The attic, garage, basement, or in the car. A Penlite for Dad or for Mother's handbag, a Flashlite for Junior for camping or his bicycle, or perhaps, one on the kitchen shelf for emergencies.

Packaged as they are, in attractive, colorful cartons—easy to display and easy to sell—these new Philco Accessory items feature the best in material and dependability—and—at the right price.

A sturdy case of solid brass, heavily chrome-plated—special reflectors, assuring maximum light and perfect

focus—shock-absorber lens—protection against bulb breakage—positive-action switch for effortless on-off con-



tact—all add up to one of the finest lighting devices on the market today.

And don't forget the brand new line of Philco-Clad batteries for both the Penlite and the Flashlites. Filled with 20% more active material for extra long life, Philco batteries are an Accessories "natural".

### Philco Profit Makers

These new Philco profit makers are waiting for you at your Philco Distributor. Don't delay—start today to set your cash register ringing to the tune of Flashlite-Penlite sales during the No. 5 Gold Rush Promotion!

## "Get The Lead Out" . . .

(Continued from page 1)

we suggest you have a number of old radios which you have restored.

PR-1820 Set of three banners. . . .

Dealer Price—\$ .90

3. AUTHORIZED MEMBER metal identification sign, 18" high by 24" wide, which can be used outside and inside to identify you with PHILCO.

PR-997 Identification Sign.

Dealer Price—\$2.40

Total \$6.60

As you can see, all this excellent sales-promoting material, bought as separate items, comes to a total of \$6.60, which in itself is but a drop in the bucket when you consider the potential results, but—as a further saving to you, a chance to make even greater profits out of this operation—you can get the whole works for only \$5.00 by buying the "Get The Lead Out" Kit (PR-1821) from your Philco Distributor.

To increase the value of this promotion still more, nation-wide newspaper, radio, and special advertising by the industry will give you a tie-in that will help you to get the lion's share of the service business in your area.

### Clip That Coupon

Clip the coupon on page 1 and rush to your Philco Distributor right away, for your "Get The Lead Out" Kit. You're not just buying pamphlets and signs—you're buying 1,000 individual personalized sales messages, three bang-up shopper-stopper slogans, and an identification with Philco, backed up by the power of newspaper, magazine, radio, and TV advertising—and all for only \$5.00 at your Philco Distributor.



Are you displaying one of these colorful window banners? Your Philco Distributor has them for you—better see him right away.

PHILCO  
SERVICE  
Expert  
Reliable  
Guaranteed

## Simple, Effective Auto Radio Sales Aid Rates \$10.00 Check

Mr. J. W. White, Jr., of Galax, Virginia, has perfected a neat but simple device that not only sells auto radios for him but also rates the Merchandiser \$10.00 Idea Award for the month of October.

Let's let Mr. White tell you about it in his own words:

"I keep a Philco automobile radio, generally a Model CR-2, in a very conspicuous spot in my shop. When I have a prospective customer who seems really interested, I connect up the radio in his own car to let him see how it would look and hear how it would sound if it were actually installed.

"This feat can be accomplished easily and quickly, particularly with the CR-2, by making yourself a small metal rack of  $\frac{1}{4}$ " welded rod. The rack is placed on the floor of the car with the radio resting on it. Move the rack until the dial appears at the proper place at the bottom edge of the dash.

"The aerial is fastened temporarily to the door of the car by a clamp made for this purpose. The ground and 'hot' wire connections for the CR-2 are made with small clips.

"This method results in a sale in most cases where the prospect is really interested in buying a radio for his car."

Our thanks and a \$10.00 check to Mr. White for his sales-promoting idea which, we feel sure, will be of value and interest to the readers of the Merchandiser.

How about the rest of you men? We have any number of \$10.00 checks just waiting for your prize-winning ideas—send 'em along!

## Television Reception and Interference Problems

It would be nice to be able to say that there are no problems in television reception, because that is what the customer expects. Most of you have heard them say, "Look, all I want to do is turn it on, select my program, and enjoy it just like the movies." We would like it that way, too, and it is our job to continually work toward that end. In the meantime, we have some unusual conditions with which to contend.

### Co-Channel Interference

The most serious blow to the television industry has been the famous "freeze" which has been in effect since last October. The freeze was primarily brought about because it was found that the original 150-mile separation between co-channel stations was not sufficient to prevent interference of the "venetian-blind" variety. This type of interference



gives the appearance of sound in the picture, which does not follow the modulation of the accompanying sound. This occurs with much less signal from the unwanted station than is necessary to actually make a second picture in the background.

Three solutions have been suggested. One, of course the most obvious, was to separate the stations by a greater distance. The disadvantage would be the reduction in the total number of stations when there are too few already. A compromise spacing of 220 miles is the latest proposal.

A second solution, which was tried, consisted of tying the interfering stations together in order to keep the carriers at exactly zero beat. The venetian-blind effect is caused by the

audio beat between the two carriers, and is comparable to the flutter obtained when two broadcast stations, operating on the same frequency, are not quite zero beat. The solution in either case would be to reduce the frequency difference of the two carriers to zero. In television, this was done by picking up a signal from one station at a mid-point and then sending a correction signal from that point by wire to the second station to control its frequency. This has been referred to as the "synchronized-carrier" method.

A much simpler method has been tried recently. It is referred to as the "offset-carrier method." The carrier of one of the interfering stations is changed approximately 8000 cycles. This system has excellent possibilities inasmuch as it requires no link between the stations.

### Present Channels To Be Retained

The net result of co-channel interference has been a renewed clamor for space in the ultra-high frequencies. Regardless of developments in ultra-high frequencies, we have assurance from the FCC that the present twelve channels are to be retained and, therefore, we can safely sell present equipment to furnish entertainment for many years. The broadcast band is still going strong despite the development of FM, TV, and facsimile. Broadcast receivers have not become obsolete and new ones are being sold every day.

## New Repair Kit For Auto Radio Tuners

Nothing is more annoying than an automobile accessory that doesn't perform properly and this is particularly true of a radio.

If tuning is your trouble, the new Philco kit designed for the repair of the manual tuning shafts on automobile radios may give you a chance to make a real hit with the customer.

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# COLORFUL DISPENSER "UPS" BATTERY SALES

'Way back in May, when the great No. 3 Gold Rush was really rollin', one of the new items was the colorful, all-steel Philco Battery Dispenser. We told you then that it was a first class merchandiser, with its spaces for Philco Plastic-Clad Radio "A", Flashlite, and Penlite batteries and that attention-getting, flashing-bulb, battery tester. This eye-catching display unit, done in bright permanent colors, was plugged as a real counter "salesman".

Well, we're happy to be able to report that this Philco Accessory is now a real veteran—a tried and proved profit booster. All over the country it has met that old devil "sales resistance" and broken him down, sending battery sales up!

This item has proved its worth to the extent that we felt obliged to



offer it again on the current No. 5 Gold Rush Promotion as an added feature to those new money-making Philco Flashlites and Penlites.

See it at your Philco Distributor today.

# Dealers Cut Costs On Truck Lettering— Use Philco Decals

Dealers and servicemen who have trucks or cars on the street have, in many cases, spent a lot of money painting a sales message on their vehicles.

This is surprising because a PHILCO SERVICE Decalomania costs only 30 cents, and it's large enough (1 foot wide) to be seen at any practical distance. In addition, it's colorful and professional in the fullest sense of the words.

Of course, only qualified PHILCO SERVICE members are permitted to display this decal. Universal in type for easy attachment to the outside of the car or truck body, this attractive insignia is furnished in three colors and is completely waterproof.

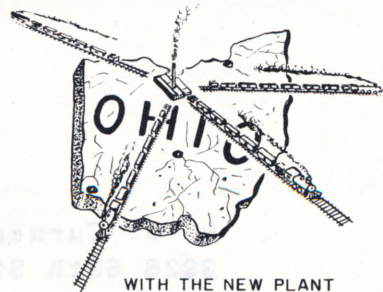
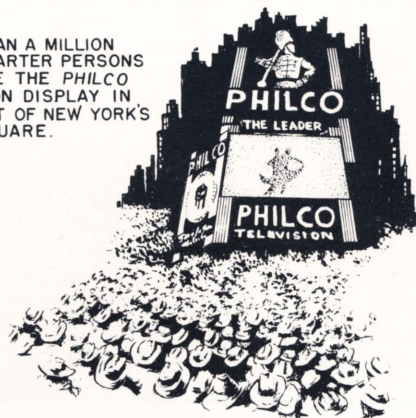
Order them by name or by Part No. PR-1553 at your Philco Distributor.

## PHILCO FACTS

MORE THAN A MILLION  
AND A QUARTER PERSONS  
DAILY SEE THE PHILCO  
TELEVISION DISPLAY IN  
THE HEART OF NEW YORK'S  
TIMES SQUARE.



THE NEW PHILCO BUILT-IN  
ELECTRONIC AERIAL SYSTEM  
ELIMINATES THE NECESSITY  
FOR UP TO 80% OF INSTAL-  
LATIONS FORMERLY NECESSARY  
IN AREAS SERVED BY LOCAL  
TELEVISION STATIONS.



WITH THE NEW PLANT  
AT SANDUSKY, OHIO, WHICH  
OPENED SEPT. 15, PHILCO IS  
NOW CAPABLE OF TURNING  
OUT 18,000 TV RECEIVERS  
PER WEEK.

# 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.



## Trouble Shooting . . .

*(Continued from page 4)*

whether the trouble is in the decoupling networks, other sections, or in the rectifier itself.

If the over-all voltage of the power supply is low and there are no indications of overload, a new input filter should be tried first. An open input filter will result in low output voltage from the rectifier; to check for this trouble simply shunt a good condenser across the input filter and note the voltage indication.

Where voltage-doubling systems are used, a voltage measurement should be taken across the doubling condenser or condensers. Refer to figure 1.

No voltage or low voltage indication across the doubling condensers indicates that they have lost capacity or are leaky.

Only after it has been determined that the associated circuits are normal should the dry disc rectifier be replaced.

## New Repair Kit . . .

*(Continued from page 6)*

One phase of tuning trouble can be caused by the wearing or stripping of the threads on the manual tuning shaft, or its nut on the turret tuner. The kit contains replacements for the worn parts, and thus ensures the proper operation of the mechanical portions of the tuner.

The part numbers of the new kit are Part No. 45-1642 for Model P-4735, Part No. 45-1643 for Models S-4627 and S-4824.

Here is a good opportunity to do the kind of fast, efficient servicing job that brings you repeat auto radio business.

Your Philco Distributor has this kit in stock. Ask about it today.

**Identify yourself with Philco!**

## Questions and Answers

Q. We are having trouble with an FM signal of 97.5 mc. beating with TV Channel 6 signal. How can we cure this?

A. The trouble is due to the second harmonic (195 mc.) of the 97.5 mc. beating with the second harmonic (218 mc.) of the oscillator when on Channel 6. The difference between the second harmonics is 23 mc., which is within the video-i-f range.

The cure is to attenuate the FM signal, by connecting a 25½" open-end stub of transmission line to the low-frequency aerial terminals.

Q. What are some typical troubles in an auto radio if the set draws 14 to 15 amperes?

A. Normally six to nine amperes are drawn by an auto radio, the exact amount depending upon the number of tubes in the set. If the set draws 14 to 15 amperes, trouble in the power supply is indicated. Try replacing the vibrator and rectifier, and if the drain is still too high, replace the buffer condenser.

Q. Why is it that a couple of portable radios work fine on batteries all the time, but work on house current in the homes only during the daytime?

A. This trouble arises mainly in suburban and small town areas, because nighttime power load is increased greatly, causing a sizeable voltage drop. If a portable radio "conks out" when the voltage supply drops below 110 volts, it's usually due to the oscillator's

cutting out because its emission is low. Replace the oscillator tube. Checking for set operation with an 80-volt power source is a good final test.

Q. What is the cause of poor sensitivity in a TV receiver?

A. If sensitivity is poor on all channels, the trouble is probably a bad tube, poorly bypassed screens or cathodes, or low B+ voltages. Another cause could be a low value of oscillator injection voltage. Should sensitivity be down on only one channel, the trouble is probably poor or dirty contacts on the channel switch.

Q. Some repair work was done recently on the sweep section of a Philco Model 49-1475. Now a hum is present which varies in frequency when the vertical hold control is turned, but all the parts and voltages check O.K. Can you suggest any possibilities for a cure?

A. It appears that the lead dress of some wires has been changed, which can result in coupling of some sweep pulses into the audio system. This type of hum interference is peculiar to television, and is an example of the care which must be taken in dressing leads exactly as they were originally.

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.