

PHILCO



SERVICE and ACCESSORY

Merchandiser

VOL. 2

NOVEMBER, 1949

No. 4

IT'S HERE! THE FINAL DRIVE OF NO. 5

The Last of the 49er Gold Rush Promotions Ends November 30



As with all good things, the Gold Rush Promotions have to come to an end sometime. Sometime, in this case, is November 30.

But even as we enter these last great bargain days, your opportunity to fill the "till"—to keep the cash register ringing to the tune of bigger profits—to reap a harvest of Philco Parts and Accessories—is RIGHT NOW!

Never before have you seen such terrific rock-bottom prices; never before have we offered you such bargains, deals, and stupendous savings; never before have you had a chance like this to end the year with such handsome profits.

A Blaze Of Bargains

Yes sir, the last of the famous

Philco 49er Gold Rush Promotions is about to wind up in a blaze of bargains for you.

New Philco Flashlites and Penlites, terrific money-makers—Philco Vibrators, famous for quality—Television and FM Aerials, at unheard of prices—Portable Batteries, a great Philco profit line—Philco Universal Speakers, a real buy—Deluxe Phonograph Needles, red-hot items—Philco Test Equipment, you shouldn't be without it—Universal Coils, at big savings—Philco Record Changers, sensational bargains—Volume Controls, a special deal—and Freezer Baskets,



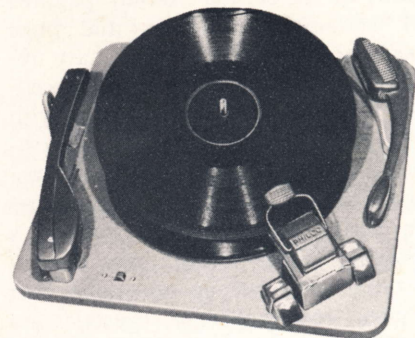
Don't delay—get your money-making Philco Portable Batteries from your Philco Distributor today at Gold Rush prices. Nov. 30 is the last day!

priced for profit—these are just a few of the Parts and Accessories Nuggets available to you, while they last, in the closing days of the greatest parts and accessories "Sale" of all times.

Don't Delay

Maybe because you have been to your Philco Distributor since we started the No. 5 Gold Rush Promotion, you think that there isn't anything there for you—well, all we can say is, "Brother, you ain't seen nothin' yet!"

Don't delay—act now—do it right away—see your Philco Distributor that is—remember—NOVEMBER 30 IS THE LAST DAY!



Sensational No. 5 Gold Rush Bargains on famous Philco Record Changers. While they last, at your Philco Distributor. Nov. 30 is the last day!



Here's another one of those colorful, attention-getting window banners. Your Philco Distributor has them—better get yours today.

PHILCO BOOTH STARS AT PRSMA SHOW

When the Philadelphia Radio Servicemen's Association's Radio and Television Convention and Exhibit opened in Town Hall, Broad and Race Sts., Philadelphia, Pa., on September 18th, the hit of the show was Philco's booth, which featured the new Philco Electronic Built-In Television Aerial and the extraordinary spectacle of a Philco M-20 Record Changer *playing under water*.

In addition to such an unusual booth, Philco was further ably represented by a display from Philco Distributors, Inc., and by Philco's well-known Field Service Engineer, Caywood Cooley, who gave an illustrated lecture on "Electronic Antennae" to an auditorium packed with servicemen, radio and television students, and interested spectators.

Outstanding Booth

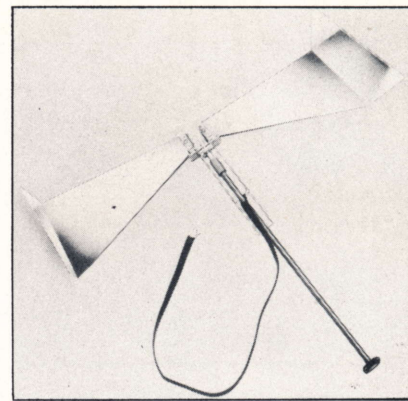
Occupying an ideal spot, just inside the main entrance of the auditorium, Philco's booth had an outsize mockup of the already famous Electronic Built-In Television Aerial, pictures of various installations, and huge maps showing the extraordinary results of Philco research on the reception possible in various areas with the new antenna. Another show-stopping display was that M-20 Record Changer. Equipped with 'phones to verify the statement that "It's Playing Under Water", the demonstration was set up to prove that Philco record-changer crystals are really moistureproof. This record player was immersed for 24 hours a day for the entire duration of the show, September 18, 19, and 20, and played continuously while the Exhibit was open. It was still in good shape and going strong when the show closed at 6:00 P. M. on September 20.

Caywood Cooley, Warren Bond, and Si Pinizzoto were really kept busy with the steady streams of people which moved continually through the booth.

Stresses Cooperation

The Philco booth at the PRSMA

Show stresses the spirit of cooperation maintained by Philco in its relationships with local service organizations all over the country. Besides participation in the Show, Philco joined PRSMA in publicizing October as Radio's Preventative Maintenance Month, and is currently booming radio servicing, all over the country, through the famous "Get The Lead Out" promotion.



The Philco Electronic Built-In Television Aerial, the main attraction at the PRSMA Exhibit.



Listening to the Philco M-20 Record Changer operating under water to demonstrate that Philco crystals are really moisture-proof.

New Insert for '49 Refrigerator Handbook

To keep your Philco Complete 1949 Refrigerator and Freezer Handbook (PR-1675) really *complete*, be sure to get your copy of the new insert, PR-1807.

Featuring Specifications and Major Parts Identification for Models D-792 and D-795, this page is an important part of your reference material on these two widely used refrigerator models.

And as you well know, just as sure as you don't have this page, you'll get a call where you will have to refer to it.

Keep your Service Handbook up-to-date! Get your copy of PR-1807 from your Philco Distributor without delay.



"GET THE LEAD OUT"—BIG HIT WITH JENKINTOWN SERVICEMAN

Stanley Craven Goes All Out For Radio Service Promotion

Typical of progressive Philco Radio Servicemen all over the United States, Stanley Craven, Philco Dealer and Service Member of 318 Leedom St., Jenkintown, Pa., has gone all out

Stanley Craven is only one of the many Philco Servicemen who are cashing in on this deal. This is your big opportunity to set yourself up in your neighborhood as *the* Radio Serviceman who is wide-awake and aggressive—to say nothing of the money you can make.

See your Philco Distributor *right now* for your "Get The Lead Out" Promotion Kit (PR-1821)—a big \$6.60 value for only \$5.00 (PROMOTIONAL VALUE—ENTIRELY UP TO YOU).



Mr. Stanley Craven (in doorway) explains his "Get the Lead Out" window display to an interested passer-by, while a young lady checks the meanings of the window banners with the mailing piece (PR-1819) that Mr. Craven has attached to the window.

for the "Get The Lead Out" promotion, designed to boost radio service business.

"The way I see it," said Mr. Craven, "I'm doing my customers a real service by putting their sets in top-notch shape so that they get the greatest listening pleasure from them. And I'm really sold on this promotion as the best means to bring the need for radio service to their attention."

"You should see the interest that the window banners and the mailing pieces have aroused. Incidentally, some of those old klunkers are past repairing so that I've had a chance to sell some new sets too."

New Switch Simplifies Two-Aerial Problem

To achieve the best in television reception sometimes requires the use of more than one aerial. This is usually occasioned by "ghosts" which cannot be eliminated on all channels by any single position of the aerial. The simplest and least costly answer to the problem is the use of two aerials with separate leads. Installation of the two-aerial system is great-

New Auto Radio Yearbook Just Off the Press

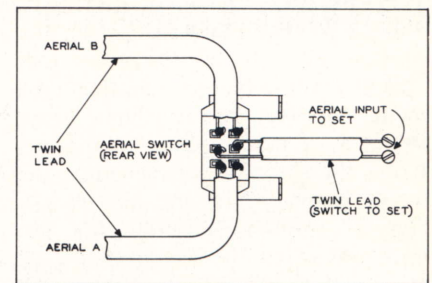
The Philco 1948 Auto Radio Yearbook, hot off the press, is waiting for you at your Distributor right now.

This yearbook, the only complete and authoritative manual available on the 1948 line of Philco Auto Radios, contains such important data as trouble-shooting procedures—installation information—push-button adjustments—schematic diagrams—alignment information—auto radio aeriels—and special service hints and kinks. In other words, it is all the 1948 Auto Radio Service Manuals rolled into one.

A "must" for your technical library, this permanent service manual (PR-1741) can be obtained from your Philco Distributor.

Order one today!

ly simplified by the use of the new aerial switch developed by Philco. The switch is designed to connect either of two aeriels to a television receiver, and can easily be installed on the back edge of the set where it will be readily accessible for selecting the aerial giving the best reception. The two aeriels may be outside types, one for low frequency and the other for high, or one may be a Philco built-in type and the other an outside aerial.



With reference to the latter application, we have found that some dealers, in demonstrating television sets, have hooked up competing models to an outside aerial, whereas the Philco is required to perform only on the electronic built-in aerial. For the most part, dealers are located in business areas, where television reception is particularly difficult.

(Continued on page 7)



Service Members! Here's a Chance to Expand Your Refrigeration Know-How

Once again, Philco is offering Service Members a chance to utilize spare time to broaden the scope of their servicing knowledge, and thereby increase their earning power.

Special Course In Refrigeration

Utilities Engineering Institute, with a background of many years of experience in training men, has arranged a special training program in domestic refrigeration and air conditioning, exclusively for Philco Service Members.

Low Cost

Because of a cooperative arrangement between Philco and U.E.I., this practical home-study course is available at moderate cost and without loss of time from regular jobs. There are 62 carefully prepared lessons, written in a clear and interesting manner which can be easily understood. Special coaching will be given where necessary.

The special cash price to members of PHILCO SERVICE for all this material is \$57.00, or \$60.00 if it is

paid \$6.00 down and \$6.00 per month.

For All Members

Refrigeration servicing is a profitable business, making this training course an outstanding opportunity for all Philco servicemen. Radio Members as well as Refrigeration and Air Conditioning Members are eligible, and they should not overlook this chance to expand their activities to include this money-making field. The advantages of this course, which includes the most up-to-date information on the subjects covered, to the Refrigeration and Air Conditioning Members are obvious, since the only really successful servicemen are those who are well trained.

This is another step in the Philco plan for practical help to PHILCO SERVICE members.

Write Today

If you are interested in expanding your know-how in Refrigeration Servicing, send your completed application to Utilities Engineering Institute, 2525 N. Sheffield Ave., Chicago 14, Ill. Mark it *RUSH!*

Air Conditioner Winterization Plan Important To Owners

Last month, when that little cold edge was creeping into the air, the leaves were falling, and thoughts were turning automatically to those wintry blasts, your Philco Distributor was making plans to help your air conditioner customers.



PHILCO AIR CONDITIONER WINTERIZATION PROGRAM for 1949-50



The Philco Air Conditioner Winterization Plan is designed to help owners get top performance from their units. Here is a chance for you to get in solid with the air conditioner users in your neighborhood. Tell them about this company-inspired plan, operating through the Distributors, that enables them to have their unit removed, checked, and reconditioned by trained Philco servicemen, safely stored, and expertly reinstalled in top-notch shape before that oh-so-hot weather eventually

(Continued on page 7)

No Fuss, No Muss — With New Philco Carrying Case

When you have to install a table model television set in a home, nothing is more discouraging to the customer than to have the set unpacked in the house. No matter how careful you are, packing materials are sure to get scattered around the room, creating that atmosphere of disorder that is so distasteful to most housewives.

No Fuss—No Muss

But, if you bring that set into the house in a neat, sturdy carrying case like the one Philco has designed for the Model 1104 table-model television set, you are sure to make a hit with your customer right from the beginning. No fussing with boxes and packing, no mussing up the room—just carry in the set, open the carry-



ing case, and—presto—you are all set to make the installation.

Made of good quality, brown, water-proof canvas, the interior of the case is napped to avoid scuffing the cabinet, and the inside-front is reinforced to avoid any possibility of damage to the control knobs and

cathode-ray tube. The double loop handle ensures ease of handling.

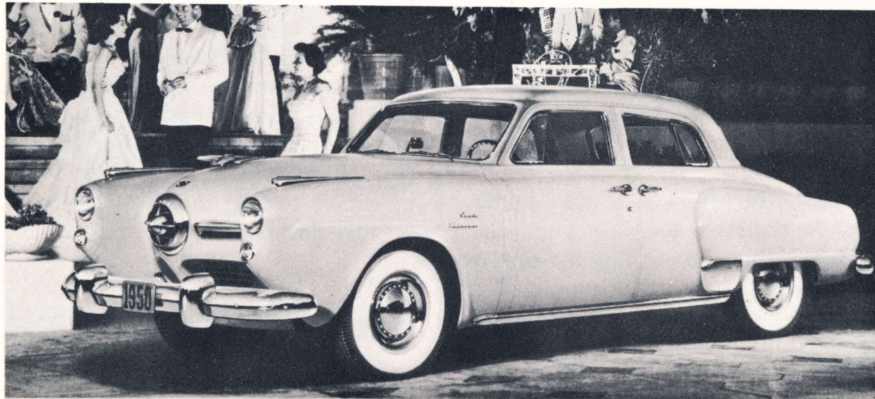
Ideal for Sales or Service

This case, Part No. AD 1261, is ideal for carrying a Model 1104 set for home or store demonstrations, as well as being a convenient means for the serviceman to remove a set from the customer's home, when necessary. The customer will be much happier when he sees his set handled in this manner, with the cabinet well protected from scratches and the weather.

See this brand-new item, priced at \$7.95 at your Philco Distributor, today.

PHILCO
SERVICE

Studebaker and Philco—Auto Radio Partners For More Than 18 Years — Lead The Field With 1950 Models



1950 STUDEBAKER Land Cruiser.

Did you know that Studebaker pioneered the first factory-installed car radios over 18 years ago, and that they were Philcos? And that today, the radically different 1950 Studebaker is setting all kinds of sales records, as are its standard radio accessories—the Stratoline and the Starline—built by Philco? Over these 18 years since that first installation, Studebaker has used nothing but custom-built Philco Auto Radios.

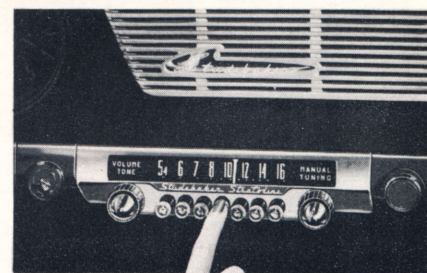
Close Cooperation

Working hand-in-glove with Studebaker, Philco engineers designed new 6-tube and 8-tube radios ex-

pressly for the 1950 models. Exhaustive tests were run, confidential data was exchanged, and engineers labored until the radios supplied by Philco performed at peak efficiency when installed in a Studebaker vehicle.

Philco Service Big Feature

And Studebaker is proud of their long association with us; their advertising leaves no doubt in anyone's mind that the radios in Studebaker cars are Philcos. There is no "hush-hush" or hiding behind the words, "supplied by a leading manufacturer". This speaks volumes for the



Studebaker Stratoline Micromatic Tuning Radio, custom-built by Philco

outstanding radio performance that Studebaker owners have enjoyed over the years. One of the biggest features that Studebaker booms, about their Philco car radios, is the accessibility of Philco World-Wide Service, manned by trained servicemen.

Powerful Selling Points

Here are powerful selling points for the quality of Philco Auto Radios and the thoroughness of Philco Service. The same features and engineering know-how that has led Studebaker to use nothing but Philco for more than 18 years are found in every Philco Auto Radio, custom-built for one particular car, or the universal models designed to give listening pleasure in any make or model.

Pass the Studebaker-Philco story along to your customers; it will help you interest the casual and convince the doubter.

Idea Ups Business 65%— Earns \$10.00 Award

From the great Southwest comes an interesting account of a sales stunt that increased service business 65%, and earned the Merchandiser \$10.00 Idea Award for November for Mr. William A. (Bill) Wiggins, Jr., manager of the radio service department of Summer's Pontiac and Appliances, 127 W. Denman St., Lufkin, Texas.

Bill explains it as follows:

"Having moved into a new building on April 5th of this year, we needed something to pep up our business. The idea that I am sending you increased our business about 65%.

"We purchased a bundle of paper bags of assorted sizes, at a cost of about one cent per bag, and imprinted them as follows:

THIS BAG CONTAINS OLD PARTS THAT HAVE BEEN REPLACED WITH NEW GUARANTEED PHILCO PARTS AND TUBES.

Bill Wiggins,

Summer's Pontiac and Appliances,
127 W. Denman St., Lufkin, Texas.

"All the old parts are placed in these bags, and delivered with the radio when it is returned to the cus-

tom; it is surprising how fast the word gets around.

"This may not win \$10.00, but it is an idea that will pay dividends in any shop. It causes the customer to have confidence in you because he knows that he gets what he pays for. I hope that this may help fellow service members to build a bigger and better business."

Thanks for your letter, Bill, and we'll go along with the idea to the extent of sending you a check for \$10.00. We're sure that a good many other readers will want to give your sales-promotion stunt a try.

And, there are still more of these \$10.00 checks waiting for prize-winning merchandising and service ideas from the rest of you dealers and service members. How about sending them along?



Television Reception and Interference Problems

Continuing Last Month's Discussion of the Interference Problems Experienced with Television Reception.

FM Interference

As FM stations increase in number and power, they become a major source of interference. This is particularly true in areas adjacent to the transmitter, or in fringe areas where the television signal is of low level.

FM interference usually appears on low-frequency channels as an image frequency, the remedy for which may be a trap connected to the input terminals. If we are receiving Channel 2 with interference, and utilize a 25-mc. i.f., the oscillator is operating at approximately 80 mc. The image interference would fall in the neighborhood of 105 mc., which would be 25 mc. above the oscillator frequency. Since 105 mc. is an unwanted frequency so far as television is concerned, it may be trapped with no detrimental effects.

The trap may take the form of an open quarter-wavelength or shorted half-wavelength of 300-ohm line, or it may be a coil-and-condenser unit tuned to bypass the unwanted frequency. Due to their small size, the coil-and-condenser units are more convenient to install.

Philco has developed a very efficient trap (Part No. 45-1677, List Price \$3.00), which may be mounted in any convenient position at the back of the chassis of any make set within four inches of the aerial input terminals. The trap is set at the factory to the center of the FM band for average interference conditions. In case adjustment is necessary to reduce interference at some definite frequency, the television set may be tuned to the station where the most trouble is experienced, and the interference reduced to a minimum by means of the adjusting screws provided on the trap for the purpose. All other television channels should

(Continued on page 8)

MERCHANDISE YOUR WAY TO A MERRY CHRISTMAS

Philco Accessories "Naturals" For Holiday Season

With the frost on the pumpkin, football on the television, and Thanksgiving just around the corner, you realize, with a sudden jolt, that it's almost Christmas. Now is the time to plan to gear your merchandising for the gala Holiday Season—and—your Philco Distributor has some items that are "naturals" to make your Christmas merry.



New Christmas Flashlite Special

Leading the Philco Christmas Parade are the brand-new, handsome gift-wrapped packages of famous Philco Flashlites and Penlites. Sold singly or as a set of one Flashlite and one Penlite, they are put up in boxes of seasonal holly red and Christmas green, and shipped to you in a special counter box with a colorful display card featuring "Jolly Old St. Nick" calling attention to the handsome gift package.

This is a gift that is sure-fire! Almost everybody needs or wants a flashlight, and this point-of-sale display, with a little help from you, can

fill your Christmas stocking with real profits.

And let's not forget the batteries—the heart of the flashlight; keep the battery dispenser right beside the flashlights. Every flashlight sale immediately creates a need for at least two batteries. Don't miss this opportunity to ring those "sleigh-bells" in your cash register.



Deluxe Needles Ideal For Christmas

Because they cover a moderate price range, and are always a real eye-catcher in their snappy plastic cases, Philco Deluxe Phonograph Needles will sell like tinsel and toys during the Christmas Season. Tie them in with record and record-player sales, or let them stand on their own feet as useful, inexpensive, quality Christmas presents. There are no finer needles available than Philco Deluxe Phonograph Needles. Make them a big ornament on your Christmas Tree of Holiday selling.

Handbook Makes Popular Gift

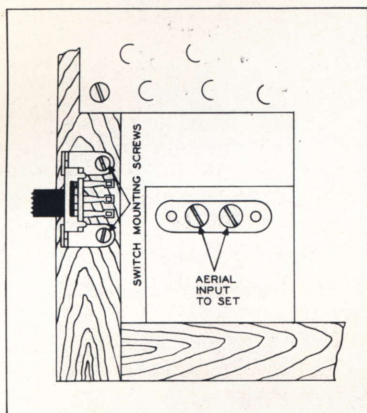
Today, as you look around you, you realize that there are more and more people interested in radio, television, and electronics. More and more young men and women are studying radio as their life's work or as a hobby; it is an immensely

(Continued on page 8)

New Switch

(Continued from page 3)

where, quite naturally, a television receiver operating on an outside aerial will show to better advantage than one using a built-in aerial.



To give the customer a fair performance comparison, it should be possible to demonstrate Philco sets with the outside aerial as well as the built-in one. The dealer can then prove to his customer that the Philco television receiver will perform as well or better than other sets if dem-

onstrated under similar conditions, and that, in addition, it has the advantage of a built-in aerial system that will usually operate satisfactorily when the set is installed in the customer's home, where reception conditions are more normal.

This new Philco Aerial Switch, Part No. 45-1688, which lists for \$1.25, can be a great help to the dealer in setting up this type of demonstration; it is another example of a Philco refinement which helps the dealer to sell television sets, and the customer to enjoy them.

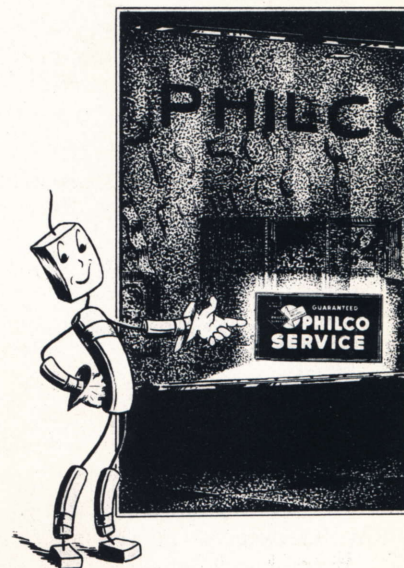
Air Conditioner . . .

(Continued from page 4)

rolls around. The useful life of the unit is prolonged because of proper storage and handling, and irksome summertime servicing is eliminated.

Check in with your Philco Distributor for actual details. See how the two of you can work together to help keep air conditioner customers happy—practically a guarantee of future business.

MIKE FARAD sez:



That illuminated window sign (PR-1033) is really sharp and brother, does it attract attention! And, it costs so little to operate that I leave it on, day and night. You can get one from your Philco Distributor for only \$3.00.

PHILCO FACTS

PHILCO HAS BEEN THE LARGEST MANUFACTURER OF RADIOS FOR 19 YEARS.

SALES OF PHILCO TELEVISION SETS HAVE REACHED RECORD LEVELS SINCE THE INTRODUCTION OF THE PHILCO BUILT-IN ELECTRONIC AERIAL SYSTEM.

THERE ARE MORE THAN 600 PARTS USED IN THE MANUFACTURE OF A PHILCO REFRIGERATOR.

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.

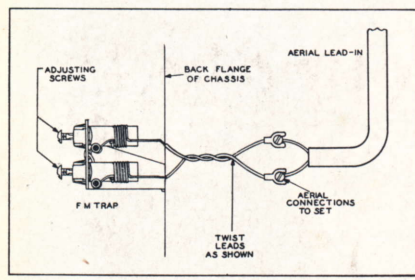
Every letter or photograph printed rates \$10.00. Material submitted becomes the property of Philco Corporation. If you can use a \$10.00 bill, think hard! Come up with a good idea, and then send your letter to us, right away! Address all mail for the Philco Service and Accessory Merchandiser to:

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



Television Reception . . .*(Continued from page 6)*

be checked to make sure that the performance has not been impaired. If television reception has been affected on any channel, the FM trap screws may be readjusted until the best overall operation is obtained.

**I-F Interference**

Short-wave transmitters operating in the i-f-frequency range will cause trouble if their signals are strong enough to overcome the selectivity of the tuner. This problem is corrected by tuned traps at the aerial input, which increase the i-f rejection of the tuner. The frequency of the interfering stations must be determined so that the traps of the proper frequency range may be selected.

Merchandise Your Way . . .*(Continued from page 6)*

popular field. For these reasons you will find that, for people interested in radio, the Philco Radio Components Handbook will be a most welcome gift. Radio servicemen, students, junior engineers, young technicians, and radio "hams" make up a large list of prospects. They can help boost your Christmas Spirits.

And That's Not All

It's amazing how a little thought and "window-dressing" can take products and services that you offer all year 'round and make Christmas specials out of them. Plan your merchandising carefully for the Holidays, and remember that your Philco Distributor has item after item that can bring you Christmas Cheer. It's not too early to see him today!

Questions and Answers

Q. We installed a universal-type radio in a 1948 sedan. When the car is driven on concrete paving or black-top, the customer gets a terrific, arcing type of static, which disappears when driving on dirt or gravel roads, or if two wheels are running on a shoulder of these materials. We have changed aeriels, substituted another radio, installed wheel suppressors, put graphite in the tubes, grounded the gear-end assembly to the frame, changed the oil in the differential, bonded the hood and motor, and put ground straps on the regulator and hood. We have considered changing the tires. Can you help us?

A. There seems to be just one thing that you have overlooked in your thorough trouble-shooting of this tire-static problem. We suggest that you place powdered graphite between the tire and the tube, as well as in the tube itself.

Application of this finely divided conducting material plus your other precautions should completely eliminate the static discharge that is interfering with radio reception.

Q. How many Philco TV console combinations have the Philco Model M-20 Record Changer?

A. There are 5 out of 6 Philco TV console combinations containing the Philco M-20 Record Changer. This record changer is the re-

cently released 3-speed, fully automatic unit, which plays and changes automatically LP, 45-r.p.m., or conventional records. This Philco Model M-20 Record Changer offers a "record" in itself, for it can play up to five hours of continuous music automatically, by using ten 12-inch LP records.

Q. An intermittent condition in a Philco Model 601 has been traced to the oscillator stage. I've checked the tube and parts, and can't seem to locate the trouble.

A. Recently a field engineer reported a similar trouble, and found the cause to be an intermittent soldered connection of the No. 3 terminal of the oscillator coil to the heavy wire. Resoldering cured the intermittent symptoms.

Q. How can I repair a crack in the porcelain finish on the interior of my refrigerator?

A. Most reliable paint stores can supply a satisfactory "porcelain patch" which can be easily applied. Usually, it is advisable to use a base coat before applying the finish coat of patching.

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

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

FOR:

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

93

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

POSTMASTER: If addressee has moved, notify sender on Form 3547, postage for which is guaranteed. When Form 3547 is sent, abandon this mailing. Return only if no correct address is available.