

PHILCO

SERVICE and ACCESSORY

Merchandiser



VOL. 2

DECEMBER, 1949

NO. 5

Merry Christmas
and a
Happy New Year



THERE'S STILL TIME TO MAKE YOUR CHRISTMAS MERRY

Cash In On That Last-Minute Shopping Rush

Even though it is almost "the night before Christmas" and you are looking forward to a Happy New Year, there is still time to stock up on those Philco Accessories that are ideal for that last-minute Christmas shopping rush. Your Philco Distributor has an ample stock of such perfect Christmas presents as Philco Flashlites and Penlites, and Batteries—Philco De Luxe Phonograph Needles—for the electronic technician, the Radio Components Handbook—and many other Accessories that, with a little imagination and ingenuity, can make your cash register play "Jingle Bells" with extra Christmas "coin".



Flashlights a "Natural"

The brand new Christmas packaging of Philco Flashlites and Penlites, plus the fact that they are an item that everyone needs or wants, should keep them moving across your coun-

ter at a great rate. And that special colorful box with its attention-grabbing display card will really remind every customer that Santa Claus is coming to town.

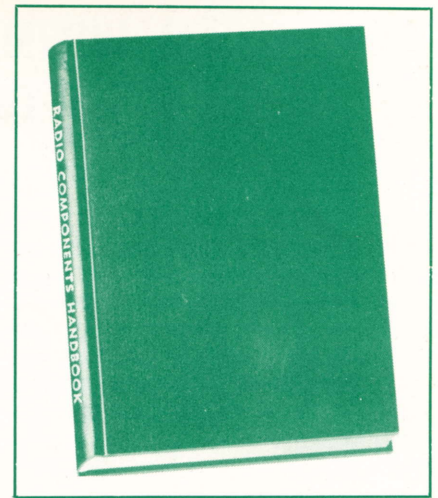


De Luxe Needles Always Welcome

To anyone owning a record player or to anyone considering buying one, any accessory that will increase listening enjoyment will be welcomed with open arms as a Christmas gift. As we suggested last month, Philco De Luxe Phonograph Needles, in their attractive plastic cases, can be readily tied in with the sale of record players and records, or sold individually as excellent, inexpensive presents. The extra profits from these sales make lovely decorations in your books when it comes time to count the profit-and-loss aspects of the Holiday Season.

Handbook Popular with Technicians

For radio servicemen, students, junior engineers, young technicians, and radio "hams", the Philco Radio Components Handbook is a gift that is timely and practical. Here is a chance to promote a present that's different, for that large group of people that have radio for a hobby or a job.



And There's Still More

With Christmas as an excuse, there are many everyday items that will really move if given a little holiday twist with decoration or display. Your Philco Distributor can help you. He stocks all of these Philco Accessories that will help make your Merry Christmas Merrier. It's not too late—see him now!

New Philco Furniture Polish— The Best Yet

During the past year, Philco's product design staff has been busy investigating various types of creme furniture polish. And, they have come up with one of the finest that can be produced.

Easy to apply, the new Philco Furniture Polish does a superior job of cleaning furniture surfaces and preserving the original lustre without that too-oily, dust-catching film which is the mark of so many ordinary polishes. Fingerprints and smears can be wiped off easily, and the surface repolished with a soft, dry cloth. Entirely free from separated flecks of oil, Philco Furniture Polish has a mild, pleasant odor.

The polish—Part No. 45-6584—is packaged in pint cans, suggested list price 50¢ per can, which come in lots of twelve in standard cartons. Ask your Philco Distributor about this new Philco household accessory that is sure to make a hit with the ladies.

New Molded Tubular Condensers Prove Themselves In The Field

Servicemen everywhere are praising the Philco Molded Tubular Condensers as one of the toughest ever offered to operators of radio-electronic equipment. Reports from all over the country indicate that these condensers are being used in preference to all others. Actual field experience has proved that everything claimed for these units by Philco is 100 per cent correct.

Color Code Reference Chart

So that you may find nominal capacitance in $\mu\text{mf.}$, capacitance tolerance, and working voltage of these condensers quickly and easily, the Philco Accessory Division has prepared a Color Code Reference Chart for the entire line. Every dealer and serviceman should have one handy for ready reference. Not only does the Chart explain the meanings of the color code, but it also gives you the reasons why the new Philco Molded Tubular Condensers provide the really dependable service expected

from today's investment in radio-electronic equipment.

**PHILCO Molded Tubular CONDENSER
COLOR CODE REFERENCE CHART**

Nominal Capacitance in $\mu\text{mf.}$ (1st Significant Number)
 2nd Significant Number
 Decimal Multiplier
 Capacitance Tolerance
 Working Voltage 2nd significant number in thousands, i. e. from 1000 V on
 Working Voltage (or significant number)
 Two zeros are understood to follow all voltage significant numbers.

COLOR	SUBSCRIPTIVE SIGNIFICANT	TOLERANCE	VOLTAGES
Black	0		500V
Brown	1		500V
Red	2		500V
Orange	3		500V
Yellow	4		500V
Green	5		500V
Blue	6		500V
Violet	7		500V
White	8		500V

PHILCO MOLDED TUBULAR CONDENSERS

Part No.	Cap.	W.V.	Cap. Tol.	Dimension	Part No.	Cap.	W.V.	Cap. Tol.	Dimension
45200-01	100	500	±10%	1.10 x .20	45200-01	100	500	±10%	1.10 x .20
45200-02	200	500	±10%	1.10 x .20	45200-02	200	500	±10%	1.10 x .20
45200-03	300	500	±10%	1.10 x .20	45200-03	300	500	±10%	1.10 x .20
45200-04	400	500	±10%	1.10 x .20	45200-04	400	500	±10%	1.10 x .20
45200-05	500	500	±10%	1.10 x .20	45200-05	500	500	±10%	1.10 x .20
45200-06	600	500	±10%	1.10 x .20	45200-06	600	500	±10%	1.10 x .20
45200-07	700	500	±10%	1.10 x .20	45200-07	700	500	±10%	1.10 x .20
45200-08	800	500	±10%	1.10 x .20	45200-08	800	500	±10%	1.10 x .20
45200-09	900	500	±10%	1.10 x .20	45200-09	900	500	±10%	1.10 x .20
45200-10	1000	500	±10%	1.10 x .20	45200-10	1000	500	±10%	1.10 x .20
45200-11	1500	500	±10%	1.10 x .20	45200-11	1500	500	±10%	1.10 x .20
45200-12	2000	500	±10%	1.10 x .20	45200-12	2000	500	±10%	1.10 x .20
45200-13	3000	500	±10%	1.10 x .20	45200-13	3000	500	±10%	1.10 x .20
45200-14	4000	500	±10%	1.10 x .20	45200-14	4000	500	±10%	1.10 x .20
45200-15	5000	500	±10%	1.10 x .20	45200-15	5000	500	±10%	1.10 x .20
45200-16	6000	500	±10%	1.10 x .20	45200-16	6000	500	±10%	1.10 x .20
45200-17	7000	500	±10%	1.10 x .20	45200-17	7000	500	±10%	1.10 x .20
45200-18	8000	500	±10%	1.10 x .20	45200-18	8000	500	±10%	1.10 x .20
45200-19	9000	500	±10%	1.10 x .20	45200-19	9000	500	±10%	1.10 x .20
45200-20	10000	500	±10%	1.10 x .20	45200-20	10000	500	±10%	1.10 x .20

Use Genuine PHILCO Replacement Parts!

Get Your Copy

Get your Color Code Reference Chart from your Philco Distributor and make your next order read Philco Molded Tubular Condensers.

Lapel Buttons Identify You With World-Famous Philco Service



The name PHILCO is known throughout the world as a symbol of quality and dependability. This applies not only to the products manufactured, but also to the repair and maintenance work done by the men and women of PHILCO SERVICE. The familiar blue diamond has come to stand for SERVICE backed by extensive training and outstanding technical ability.



Advertise Your Service Connection

It is to your advantage to advertise your PHILCO SERVICE connection by wearing the insignia of the world's largest association of appliance servicemen, the striking PHILCO SERVICE lapel button. A combination of gold Philco wreath and blue diamond with "PHILCO SERVICE" in gold letters, these buttons come in two styles. One (PR-1547), as just described, is available for all PHILCO SERVICE members, while the other (PR-1701), designed for television members, has an additional blue bar inscribed in gold with "TELEVISION".

Wear with Pride

Here is a chance to identify yourself with Philco in an effective, dignified way.

SERVICE MEMBERS— Your Philco Distributor Has Your 1950 Membership Card



Since there are only a few days left before we usher in the Holiday Season, we here at PHILCO SERVICE HEADQUARTERS would like to wish you a Merry Christmas and to thank you for your fine co-operation all through 1949. When the chips are finally counted, this year will again be a record-breaker, and prospects for 1950 are unusually bright.

Your Philco Distributor joins his best wishes with ours and invites you to call on him soon because your 1950 membership card is waiting for you. Yes, this year you may secure both the 1950 membership card and the 1950 Diamond for your Authorized Member certificate by calling for them at your Philco Distributor.

Each year more and more thousands are applying for membership

in PHILCO SERVICE, but only the most competent are considered. As added millions of Philco products reach the field your PHILCO SERVICE membership becomes increasingly valuable. When service is needed Philco customers look for the PHILCO SERVICE diamond that is the emblem which each member proudly displays and the symbol that proclaims his work to be EXPERT, RELIABLE, and GUARANTEED.

Prepare now for 1950. Get your next year's Membership Authorization from your Distributor early and your 1950 mailings—which will contain, as always, the latest up-to-the-minute information that you need for operating a successful Service Business—will reach you without interruption.

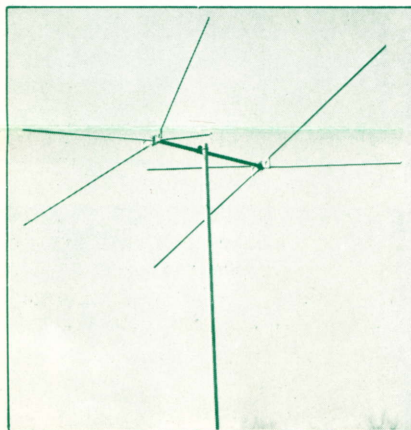
Two New Low-Priced Conical High-Gain TV Aerials Added To Philco Line

Philco has added two new low-cost models to the recently announced line of conical, or fan-type, television aerials. Designated as the S2X, Part No. 45-1701, and S4X, Part No. 45-1703, the suggested list prices are \$11.25 and \$24.00 respectively.

Made of Solid Dural

Basically similar to their counterparts in the de luxe line, Part Numbers 45-1673 and 45-1674, the actual construction of the new models is somewhat different. The dipole and reflector rods are made of $\frac{1}{4}$ " solid Dural, giving the new models excellent stability, even in relatively high winds. The installation of the rods is simplified by the use of a new mounting arrangement.

Designed for Effective TV Reception



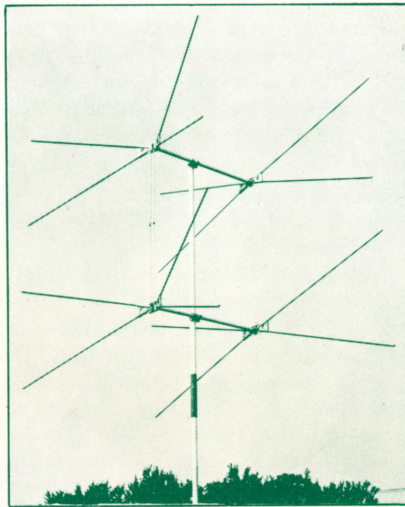
Conical High-Gain Aerial

In common with the other Philco Conical High-Gain TV aerials, these two are designed for effective TV reception in fringe areas and localities where obstacles cause weak signals and reflection interference. Each aerial features 4-to-1 front-to-back ratio on all frequencies; low inception angle; full audio and video band-pass; high efficiency on Channels 2 through 13, and use of 72, 150, or 300-ohm transmission lines. Only one lead-in is needed.

Complete Line

These new models round out a line that includes:

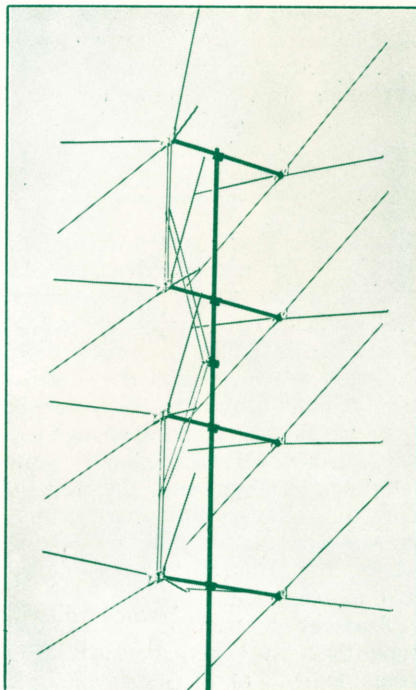
Conical High-Gain Aerial Kit with Reflectors—Part No. 45-1673, List Price \$18.00.



Conical High-Gain Stacked Array

Conical High-Gain Stacked Array Aerial Kit—Part No. 45-1674, List Price \$36.00. This kit is used when more directivity is desired than is obtainable with the single aerial.

Conical Super High-Gain Stacked Array Aerial Kit Part No. 45-1675, List Price \$75.00. A unit which offers the utmost in directivity, for signal pickup and "ghost rejection."



Conical Super High-Gain Stacked Array

You've Got To Tell 'Em . . .

(Continued from page 2)

one that is well-known for the technical abilities of its members.

For example, take a look at the selling story printed on advertising piece PR-1819. Part of the "Get The Lead Out" promotion that is making such a hit with Service Members all over the country, it can be used as an envelope stuffer or handbill. Priced at \$3.30 for 1000, and with a generous space allowed for your own imprint, PR-1819 is a terrific buy. And consider PR-1702, an attractive, business-like invoice form done in Philco standard colors and imprinted with your name, address, city, and phone number; 1000, including the imprint, cost you only \$5.25. It is an established fact that bills presented on the proper forms merit more attention and get paid much faster than those that are merely written on ordinary paper. Don't overlook the impact of business cards, personalized with your name, address, city, and your specialty. A good example is PR-1022, the Refrigerator Service Card. Costing \$4.77 for 1000, you can leave them at houses where you make service calls, keep them on the counter to pass out to customers, or give them to your friends and neighbors as reminders that, as a trained technician, you are ready and able to take care of their servicing needs.

Here it is December already, and 1950 is pushing us pretty hard. How about making a New Year's resolution to do a bang-up Service selling job next year? Philco Service Sales Aids can do just that for you, effectively and economically.

You have probably heard the old saw about building a better mousetrap and the world will beat a path to your door—but remember, Speaking of traps—

If you don't open yours,
You won't have your naps

Interrupted by tours
Of buyers who trample

A path to your house
To look at your sample
Of death to a mouse.

You've got to tell 'em
In order to sell 'em.

Pay particular attention to the two new low-priced aerials; they are priced to match any competition.

See them all at your Philco Distributor.

Television Reception and Interference Problems

The Third Installment of this Series.

Oscillator Radiation

In congested areas, interference between TV receivers may be experienced because of local oscillator radiation. It happens here in Philadelphia when a Philco receiver is tuned to Channel 6 and a certain competitive receiver is tuned to Channel 3. Due to the i-f frequency, the oscillator frequency of the receiver on Channel 3 falls in Channel 6, which causes a beat pattern to appear on Channel 6.

This is another instance where the interference must be stopped at its source. In several instances to date, arrangements have been made to have the competitive receiver realigned to a slightly different i-f frequency, which eliminates the need for the neighbors to take gun in hand and start a feud.

Some receivers are worse offenders than others in respect to oscillator radiation. Philco front-end design has been very effective in reducing interference to other receivers. At the other end of the rating, you will find the receivers which have no r-f stage to isolate the oscillator from the antenna circuit. In this case a nice little transmitter is coupled to an antenna, and reception in an entire city block may be ruined. It is no wonder that the neighbors are tempted to apply 110 volts to the lead-in.

Amateur Interference

Amateur stations are a source of interference. Stations operating on the 28-mc. band cause the most trouble because the second and third harmonics fall into the low-frequency TV channels. However, stations on other bands may also be troublesome.

Not long ago, the owner of a home-made TV receiver complained that every time the amateur up the street turned on his transmitter, the customer's TV receiver would change from Channel 6 to Channel 3. It would remain there until the amateur

Accessory Display Stand Moves Merchandise

There are still a great many people that associate the name Philco only with radios, television, refrigerators, and ranges, and naturally so, since all of Philco's national advertising efforts are centered around these major products. But you as a Philco Dealer have a neat little "gold mine" in Philco Accessory products. Flashlites — Penlites — batteries for flashlites and portable radios — furniture and refrigerator polish — ice-cube trays — radio tubes — screwdrivers — pliers — phonograph needles — and other Accessory items too numerous to mention can be a big help in keeping your business operating in the black. And for these products the Philco Accessory Display Stand is a real merchandiser.

Versatile

It does many things well. Products are brought into plain sight, and are attractively displayed in a manner that will not only indicate to your customers that Philco makes this wide range of handy accessories, but will also arouse a desire for ownership, or remind them of specific needs. The display stand provides additional valuable shelf space that can be moved around and located in the most advantageous spot. Constructed of the finest chrome tubing and polished wood, the stand provides an attractive bit of "window dressing" that will blend perfectly with almost any type of store interior. And—



you'll be amazed how easily it fits into oddly shaped places or corners that would otherwise be lost space.

Check with your Philco Distributor —ask him about the numerous uses and advantages of the Philco Accessory Display Stand —better do it today.

signed off and then return to Channel 6. The program continuity was very difficult to follow. The ham station was operating on 144 megacycles, and it was hard to figure the relationship. It finally developed that the amateur was tripling from a 48-megacycle stage which was radiating enough signal to act as a local oscillator in the television receiver, and, therefore, it took control every time the transmitter went on the air. This was a case where the transmitting equipment had to be modified.

Amateur interference is another type that must be corrected, to a great extent, at the source. After every remedy, such as shielding, filtering, and parasitic and harmonic trapping has been applied to the

transmitter, additional traps may be necessary at the receiver to remove the remaining interference.

All amateur organizations have recognized the problem, and considerable progress has been made in developing transmitters which will not interfere with television. Amateur publications have carried many articles covering elimination of television interference, and just recently a new educational motion picture covering this subject was made available to amateur clubs. If ham interference is encountered, it is well to contact the station owner; in most cases he will be willing to cooperate, because he recognizes the threat to his existence if television interference is not corrected.

Service Promotion Clicks With Customers — Wins \$10.00 Prize

Down in Cumberland, Maryland, an alert Philco serviceman named William Poling, of Poling's Electronic Service, 314 Avirett Avenue, has discovered that direct-mail sales promotion really pays. It increased his business—and—won the \$10.00 Merchandiser Idea Award for December.

Here's the way Bill Poling explains it:

"During the past few months I have been doing the service work for several furniture dealers who sell Philco but do not have the facilities for radio service work. They call me to service the sets that are in the ninety day free service warranty. After the expiration of this guarantee period, the dealers do not bother about future service calls to these

customers and they seldom take the trouble to recommend the serviceman who has been doing their work. To let these people know that they can still get the same good service at reasonable rates, this is what I have done.

"I keep a record of the calls that I make for the dealers, including the make, model, and serial number of the set, along with the date of purchase. Sometime ago I bought an inexpensive duplicator, a low priced address machine, and five hundred penny post cards. I made up a stencil telling these set owners that their future radio repair business would be appreciated and would be given the same prompt attention that they were accustomed to getting during the warranty period. I also left a space where I could insert the make, model, and serial number of their set and remind them that the set was out of warranty but could still be serviced by an authorized member of PHILCO SERVICE.

"Calls received during the first month following the mailing of approximately three hundred post cards more than paid for the time and equipment used in this promotional idea."

EXTRA !

Here's some information about auto radios that should interest you. All 1950 Buick Specials are coming through from the factory without radios. Here is a chance to sell Models CR-4, CR-6, CR-8, and CR-12. The C620A and C620M controls will fit the 1950 Buick Specials as well as the 1949 Roadmasters and Supers, without cutting, patching, or alterations of any kind.

Something else—the Model CR-9R will fit all 1950 Ford cars. Although the new car has just been announced, we feel sure that many of them will be coming through without radios.

File this information for convenient future reference; you never can tell when it will come in handy.

Our thanks and a \$10.00 check to Bill Poling for his letter and a description of his sales-promoting operation; it should be a big help to any serviceman interested in building profits.

Do you have a service hint—a promotional idea—a sales-boosting suggestion? We have plenty of \$10.00 checks . . . how about a swap?

PHILCO FACTS

SINCE 1928, PHILCO HAS INVESTED MORE THAN \$20,000,000 IN TELEVISION RESEARCH, DEVELOPMENT, PLANTS, PRODUCTION EQUIPMENT, AND MATERIAL.

PHILCO MICROWAVE RELAY EQUIPMENT WAS USED TO PRESENT TELEVISION PROGRAMS TO THE 2,000,000 VISITORS WHO ATTENDED THE CANADIAN EXHIBITION IN TORONTO THIS YEAR.

STUDEBAKER USES PHILCO AUTOMOBILE RADIOS EXCLUSIVELY AS A RECOMMENDED ACCESSORY.

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.

"THANKS"— Says Iron City Service Member

Every once in a great while we get an unsolicited "orchid" from one of you men, and it sure warms the cockles of our collective hearts here at Philco.

Mr. James Bey, of Jimmie Bey's Radio Shop, 2233-1/2 Webster Ave., Pittsburgh, Pa., tossed us this verbal bouquet:

"I am writing this letter to thank you and all connected with Philco. You have helped me with my repairs and servicing of not only Philco but with other makes of radios. Thanks for all you have done and are doing for me.

"I am very glad to be connected with Philco."

Thank *you*, Jimmie—we are always glad to hear from our Service Members, and to know that all our efforts are not in vain.

Lapel Buttons . . .

(Continued from page 4)

nified manner. You can wear the PHILCO SERVICE lapel button with pride because it marks you as a certified serviceman of proved ability.

MIKE FARAD sez:



Here's what the well-dressed Philco Service Member will wear for 1950. Get that professional look with one of these smart Shop Coats (PR-1549 —\$3.60). See your Philco Distributor.

Questions and Answers

- Q. A Philco Service Manager suggested that I try moving the sync "takeoff" point back to the detector. The TV set is very near the station and won't hold sync because it overloads. Will it work?
- A. This will work fine, except—be certain that other stations give enough signal to sync properly with the new "take-off" point. In order to isolate the capacity of the take-off lead from the detector, a 10,000-ohm resistor should be connected from the detector output to the sync amplifier.
- Q. What causes the interior of a refrigerator to be too cold under apparently normal conditions?
- A. The main cause can be a kitchen temperature that is lower than the degree of temperature for which the refrigerator evaporator is designed. If the kitchen is abnormally cold, turn or adjust the temperature control to a lower setting to compensate for this condition, or substitute a temperature control which will give a higher evaporator temperature.
- Q. I'm trying to locate the cause of noise in a Philco Model C-4608 auto radio. It sounds like a noisy push-button assembly, although this unit seems perfectly tight.
- A. Be sure to check the little wire which is the common lead for the push-button assembly to the oscillator coil. If the insulation wears thin, the lead shorts to

the frame, and results in noisy assembly symptoms.

- Q. How can "front-end" sensitivity be checked on new Philco TV models?
- A. A tuner test jack is now provided for oscilloscope connection on new Philco TV sets. A "relative sensitivity" check is generally made by noting the amplitude of the scope presentation for a given output of the signal generator. This "test value" attenuator setting should be averaged by making several checks of this nature on many new models, and finding such an average for a given output on each channel.
- Q. When will I receive additional mailings for the tube-setting information for my tube tester, Model 7050?
- A. Mailings are prepared regularly with the advent of new tube groups. Philco Accessory Division endeavors to keep the latest information moving out to servicemen and dealers so that new tubes can be correctly checked. New tube tester control settings will be a regular feature in the Merchandiser to keep PHILCO SERVICE members up-to-date.

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

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RETURN POSTAGE GUARANTEED

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

93

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.