

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

JULY, 1953

NO. 7

IT'S HERE FROM PHILCO . . . THE GREATEST TEST EQUIPMENT LINE EVER DEVELOPED!

TC8300 TUBE TESTER

S-8202 5" SCOPE



G-8000 VHF TO UHF SIGNAL GENERATOR ADAPTER

G-8004 CROSS-DOT GENERATOR

M-8104 FIELD STRENGTH METER

Philco's summer sales convention recently ended in Atlantic City with one of the greatest demonstrations of Philco superiority in the appliance industry. Television, radios, refrigerators, freezers, and air conditioners of outstanding design and sales appeal were previewed. And with these major products came one of the most sensational introductions by any Philco Division ever!

IN A CLASS BY ITSELF

You'll soon see from the Philco Accessory Division—A test equipment line with years-ahead design that will be far in advance of competition. Every unit, every feature—yes—even every cabinet is loaded to capacity with the extra efficiency needed to do a super special job for Philco Dealers and Service Technicians.

PRICED JUST RIGHT FOR YOU

Besides scooping the industry with a sensationally engineered test equipment line, the Philco Accessory Division will be offering these precision instruments to you at cost savings unequalled anywhere. Not only will you be able to do the best job of servicing possible—but, the purchase of each test unit will mean extra dollars saved!

WATCH FOR THEM

In the months to come you will be hearing more and more about Philco's newest test equipment triumphs. A comprehensive advertising campaign is already under way. Read about it in the nation's leading electronic trade magazines!

Read over the following names and product designations carefully they will help to expand your service operations to their greatest heights with peak effectiveness.

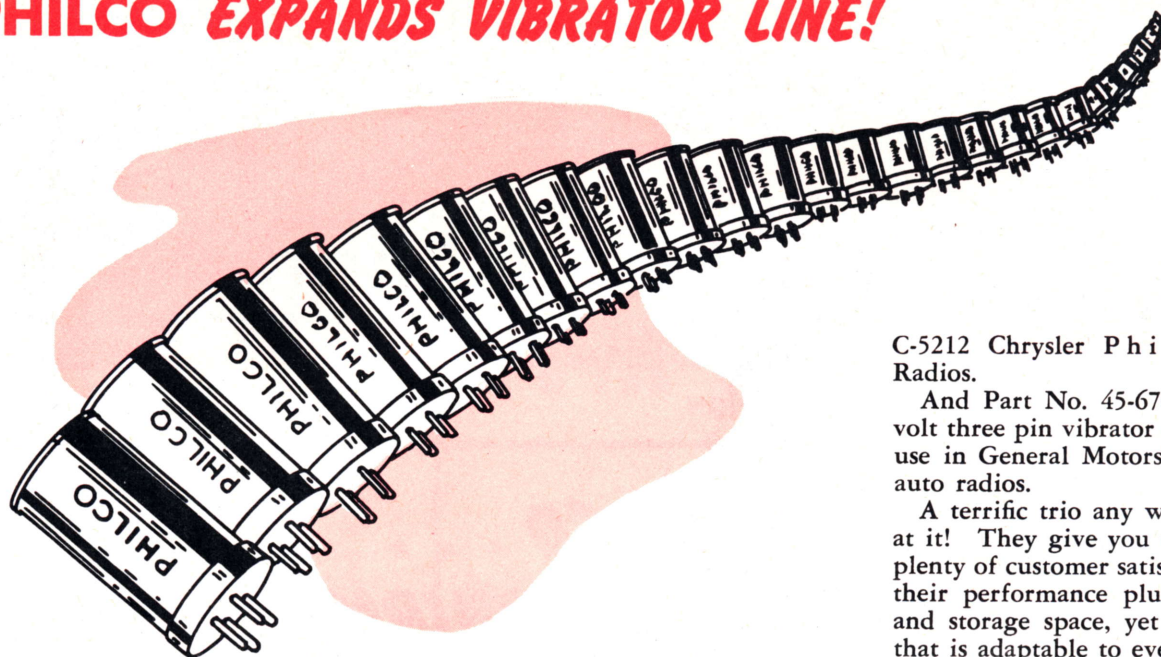
ROLL CALL! READ 'EM OFF

Watch for 'em . . . new, improved, efficient! M-1800 Circuit Master, M-8102 Circuit Master, M-8104 Field Strength Meter, G-8000 VHF to UHF Signal Generator Adapter, G-8002 UHF Signal Generator, G-8004 Crossdot Generator, S-8200 3" Scope, S-8202 5" Scope, TC8300 Tube Tester . . . and more coming all the time! They're all yours from Philco—a world leader in highest quality test equipment "specifically designed for the Service Technician"!

GET READY, GET SET . . .

Keep on your toes and watch for the announcement that your local Philco Distributor has them available and make sure you're on hand. We'll guarantee you'll be sold at the very first look!

PHILCO EXPANDS VIBRATOR LINE!



That's right, the Philco Vibrator line has three spanking new Philco Vibrators, chips off the old blocks, ready to carry on the fine tradition and outstanding efficiency of those vibrators that for years have performed brilliantly in thousands of automobiles.

SAME HIGH STANDARDS OF MANUFACTURE

Although new to the world, these Philco Vibrators provide the type of service required of every Philco Accessory Product—optimum operation that lasts and lasts! Look 'em over.

Part No. 83-0035-2 is a six volt, heavy duty vibrator with heavy zinc constructed case . . . a real quiet operator. Contacts are 100% tungsten and have 26% greater area than other six volt vibrators. Rugged, built to withstand the worst possible abuse, this vibrator is used in the model C-5209 Chrysler Philco Auto Radio.

A new twelve volt, four pin vibrator, Part No. 83-0025-1 has a zinc constructed case and long contacts, is without a doubt the finest vibrator of this type on the market. For use on models C-5211 and

C-5212 Chrysler Philco Auto Radios.

And Part No. 45-6768, a twelve volt three pin vibrator designed for use in General Motors twelve volt auto radios.

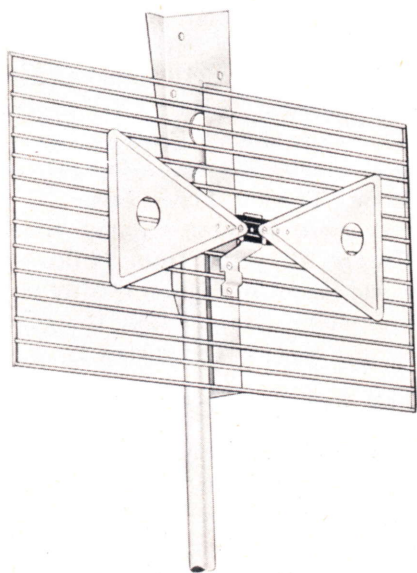
A terrific trio any way you look at it! They give you the basis for plenty of customer satisfaction with their performance plus, save time and storage space, yet offer a line that is adaptable to every servicing need. Coupled with the regular line of Philco Vibrators you can meet requirements for over a hundred different auto radios.

FEATURE PACKED

Don't forget that the fabulous four features of Philco Vibrators include welded contact leads that are loose proof; separate driver contact to the battery for instant starting; extra long life with outstanding performance; and quality materials and workmanship in every vibrator.

The Philco Vibrator line is complete, it's versatile, and it sells itself—from here on it's up to you!

NEW Bow Tie FOR ULTRA-HI!



Here's real Philco quality built into three outstanding new antennas that comprise a sensational new line—Philco Bow Tie Antennas!

To cover all possible applications for UHF, Philco has again engineered a sales slanted line that includes special features to put it at the top of your customers' wanted list.

In Part No. AD-2781 you've got at your disposal a straight bow tie antenna. AD-2782 (illustrated) puts you out in front with a straight bow tie and straight reflector. And AD-2783 features a corner bow tie with a corner reflector. An antenna for every use!

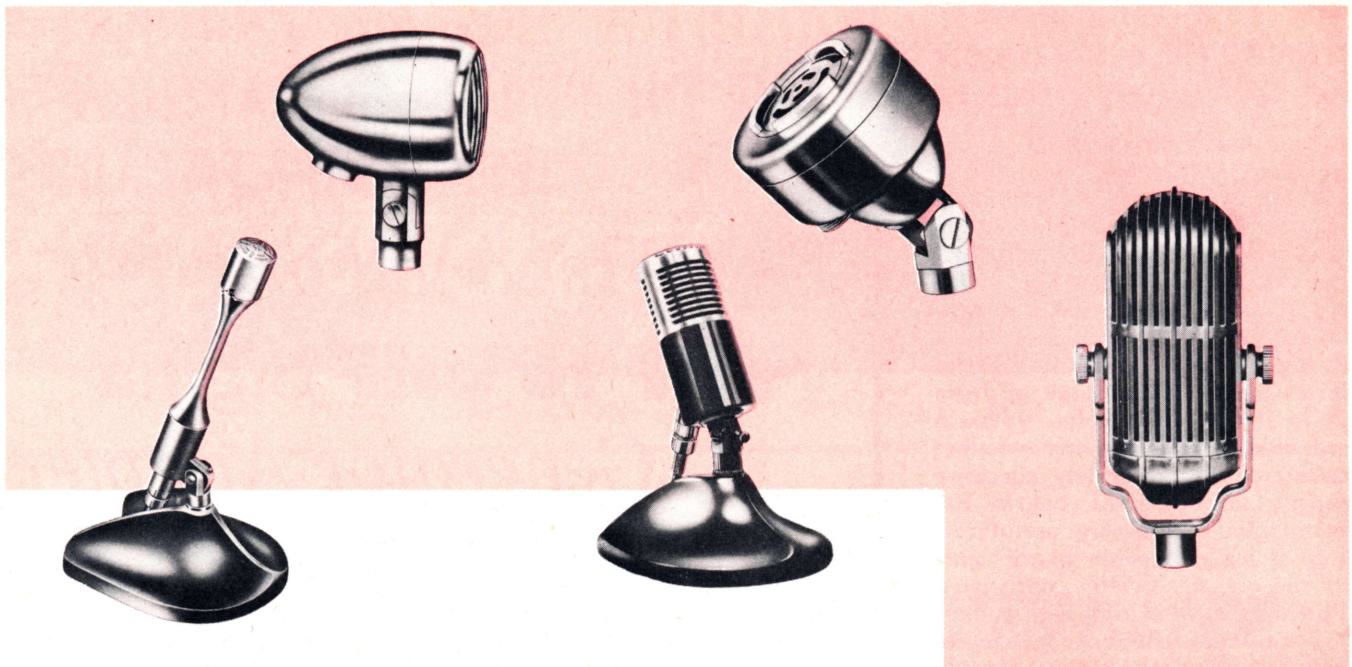
And for that extra feature we're talking about—on Philco Bow Tie Antennas the reflector area on each

of these units is 50% greater than any bow tie reflector on the market today. And all corners of the reflector are tied to efficiently prevent that UHF bugaboo, picture flutter!

All three Philco Bow Ties are made with beaded aluminum fins, and reflectors are constructed of sturdy $\frac{3}{16}$ steel rod with double plating. This guarantees your customers the most durable, long lasting antenna available.

Wherever UHF has gone into operation the demand for special application antennas has snowballed. The need is definitely there . . . and the answer to that need is Philco Bow Tie Antennas!

Here's a market that you'll want to get a big chunk of with the antennas designed with your customers in mind!



SOUND EQUIPMENT MARKET WIDE OPEN FOR PHILCO DEALERS!

Yes, it's high time for you to take advantage of the booming business that is found in night clubs, hotels, cafes and restaurants across the nation!

In the entertainment business sound equipment is an important factor to continuing operations. It can become and remain an important part of your operation. And, as if the entertainment market isn't wide enough, there's the educational and business angle. Meetings, conventions, fairs, school activities, all are potential sales for sound equipment.

As a Philco Dealer you can offer these prospects a complete and versatile line of products with Philco Sound Equipment. Portable amplifiers, microphones and microphone accessories for every purpose! Precision engineered to deliver the finest tonal qualities as well as powerful amplification. Philco Sound Equipment can definitely plus up your business . . . make yours a "one stop" store for a complete line of electronic specialties.

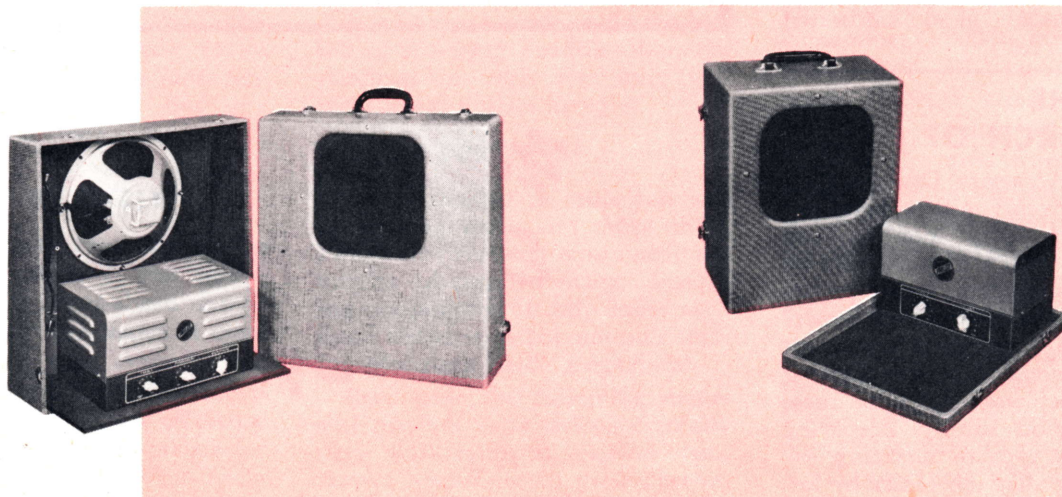
And keep this in mind—profits on sound equipment add up to a sizeable factor, helps build good

will for repeat sales, and then, profits start all over again!

For the entire listing of all Philco Sound Equipment, refer to your Accessory Catalog. You'll find equipment there for every type of sound application that the aforementioned users need in their places of business or special activities.

Your local Philco Distributor will be glad to advise you on the type of sound equipment needed for your particular situation—see him soon!

**Sell Philco Sound Equipment—
and—MORE POWER TO YOU!**



THE NEW PHILCO WIDE RANGE FIELD STRENGTH METER MODEL M8104

The new Philco Wide Range Field Strength Meter, Model M8104 contains many unusual circuits and features which make it much more than an ordinary antenna signal checker. It contains a brand new type of calibrated electronic sensitivity control which makes it a simple matter to check input signal levels in the wide range of from 10 to 100,000 microvolts. It has a sensitive 0 to 50 μ a meter which is calibrated for accurately checking super fringe signals below 100 microvolts. This very useful feature is made possible in this unit by the use of specially constructed Philco low-noise high-gain tuners.

For signal levels above 100 microvolts, readings are obtained directly from the SIGNAL STRENGTH dial. This control is simply rotated to make the meter needle read center scale on the red line. The resulting dial position indicates the actual strength of the incoming signal. The adjustment of this control automatically compensates the circuit voltages to reduce overload effects. This compensation system produces a constant output level at the crystal detector and meter for all signal levels within the range of the instrument. This "reference level" calibration system is one which has long been used successfully in expensive laboratory equipment. It is the use of this system that permits the checking of strong as well as weak input signals.

In order to maintain a more uniform calibration from unit to unit, 3 built-in factory adjustments are provided. The meter and Signal Strength dial both have scales which can be used successfully for making special hand calibrated charts or curves.

JOIN THE MARCH OF PARTS!

Philco's Accessory Division processes over twenty million parts and accessories a year. You too can join in the march of parts and be assured of a quicker, better servicing job for each and every customer!

By steady reference to your Philco Parts and Accessory Catalog you can keep your stock of these items in good supply, preparing you for any type of servicing job and making that job easier by far.

WATCH FOR THIS AD—ANOTHER ONE ON PHILCO'S GREAT NEW TEST EQUIPMENT LINE!

The First and Only VHF to UHF Signal Generator Adapter

Here from **PHILCO**



Now at a mere fraction of the usual cost, you can produce UHF signals for TV receiver tests. As the output from any VHF signal generator at 60 MC is fed into this Model G8000 Adapter, the VHF sweep or marker signal beats against the UHF oscillator of the unit, producing UHF signals having the same characteristics as the VHF input signal. The most economical system ever . . . and only Philco has it!

Check These Philco Features

1. No expensive attenuator required —the VHF signal generator output attenuator controls the UHF output signal level.
2. Precision Vernier Dial for accurate re-set ability.
3. Can function as an external UHF converter by connecting UHF antenna transmission line to generator's output terminal and connecting lead to TV receiver tuned to 60 MC (Channel 3).
4. High UHF levels, excellent stability, no drift.



5" Wide Band TV Oscilloscope
Model 7021. Finest at the price! Provides extremely wide video response for accurately viewing complex TV wave forms. Celebrated input attenuator and gain control for peak voltage readings.



Philco Appliance Tester
Model 5007. In one compact, portable unit—everything you need to make range, refrigerator, freezer and air conditioner temperature and power measurements quickly and easily.

PHILCO Test Equipment
SPECIFICALLY Designed for the Serviceman

YOURS ON NEW SPECIAL PAYMENT PLAN

Fill Out and Mail Coupon or See Your Philco Distributor Now!

PHILCO CORPORATION, Accessory Division
Allegheny & "A" St.,
Philadelphia, Pa.

I am interested in the Philco Test Equipment shown here. Please send me details of your SPECIAL PURCHASE PLAN for obtaining these units.

Please send FREE copy of your new booklet on Philco Test Equipment.

NAME.....
ADDRESS.....
CITY..... STATE.....



You'll Want to See
Every New Philco
Test Equipment