

# PHILCO



# Accessory

# MERCHANDISER

VOL. 3

PHILCO CORPORATION

NOVEMBER, 1953

NO. 11

## LAST CHANCE COMING UP FOR THE "BIG SHOW"!

... Program Ends November 28th,  
But There Is Still Time To Profit!



It seems like only yesterday that the Philco Accessory "Big Show" started its preparations to bring Philco Dealers and Servicemen all the excitement and fun of a real, honest to goodness circus! But nothing that is good lasts for long. The "Big Show" has to come to an end, and soon! That means that there is not much time left for each of you to participate in this giant Philco Accessory Promotion.

Remember, this is that once-in-a-year opportunity to pick up a good supply of Philco Parts and Accessory Products. Parts that you need

to run your service business with, and the famous line of accessories for the home that have been getting more and more of a reputation with your customers. You can't afford to put it off much longer — time is running out!



During these past performances of the "Big Show" we hope you've been getting a kick out of the gaily decorated Philco Distributor Parts Departments and the "barker" get-ups your Parts Counter men have been wearing. It's all part of the colorful circus theme being conducted in every city where Philco Parts and Accessory Product offers are exciting and profitable! And the line-up would do justice to a three-ring, big top circus with hundreds of stars and scores of sensational acts!



The "Star Performer" is such a tremendous offer, you owe it to the kiddies to head right down to the Distributor's and pick up at least one! And you service technicians, the television toy truck is a natural as an attention getter in your store window with that big Philco Factory-Supervised Service decal on it! Tie in with Philco's great service organization and attract the attention of your customers.

Don't forget, this is your last chance so make it a good one! Get down to your local Philco Distributor and start buying those needed parts and accessories and pick up the featured products at no extra cost!

**HURRY, HURRY TO THE "BIG SHOW" FOR ITS LAST GREAT PERFORMANCE!**



# PHILCO ACCESSORY "BIG SHOW"

## OFFERS **BIG** PRODUCT SAVINGS!

### FOR THE HOME!

More and more, through gigantic Philco national promotions, your customers are learning about Philco Accessory Products for the Home. These high quality products are establishing a reputation for themselves that pays off in



repeat business when customers start asking for them by the Philco brand name. That's a sure sign that the product has made the grade!

And now, at this very moment, is your chance to supply your customers with the Philco brand they are choosing as the most popular in the accessory line! "Big Show" time is the right time. For during this fabulous promotion you

are being offered an unbeatable lineup of home accessory products, produced by Philco, to help make 1953 another in the long string of consecutively successful Philco selling seasons!

There is such a wide variety of these sure-selling Philco accessories available that you cannot help but please the most discriminating customer. World famous Philco tubes, batteries and needles for radio and television—popular refrigerator and freezer accessory items—the polish sensations of the nation for furniture, appliances and automobiles—Philco Private Listening Units, the new favorite of the radio and TV public! And, in addition, hundreds of others, needed as much, wanted as much by your customers.

There are savings to be made—and if you act fast enough they can add up to a substantial amount. The next big Philco promotion is quite a way off, so make sure you're taking advantage of this grand opportunity to save on Philco Accessory Products for the Home!

### FOR THE SHOP!

Along the same lines in this "Big Show", Philco Replacement Parts are available in the quantities and prices that make their purchase essential for a highly successful operation this year. These parts have established their superiority

for many years as the most efficient, long lasting replacement line in the appliance industry!

Obviously "Big Show" time presents the opportunity to stock up on these parts and to treat yourself to a number of exclusive gifts you would ordinarily have to pay for.

Just by leafing through your Philco Accessory Catalog you'll probably find there are a number of Philco parts you need to re-order. What better time than now when each purchase helps count up to some mighty attractive gifts that cost you absolutely nothing?



Remember, this is the last call for the "Big Show"! November 28th ends the program with its hundreds of sensational offers, assortments of exciting gifts and a generally thrilling time for all! You'll find Philco Distributor personnel all "dolled up" like the boys on the opposite page. They are ready to serve you while you save during the big, big "BIG SHOW"!

**YOUR BIG SHOW  
"SPECIAL OFFER" TICKETS  
ARE STILL GOOD—  
RIGHT UP TO THE  
LAST WEEK.  
USE THEM FOR BIG  
SAVINGS!**



# COME ONE! TO THE "BIG SHOW!" COME ALL!

The photos below are a typical "Big Show" set up that you'll be seeing at your local Philco Distributor's parts counter!

These fellows behind the counter can and will set you on the track to some wonderful bargains, show you how to save money on your pur-

chase of Philco Parts and Accessory Products, and introduce you to a gift assortment that is your reward for participating in the "Big Show"!

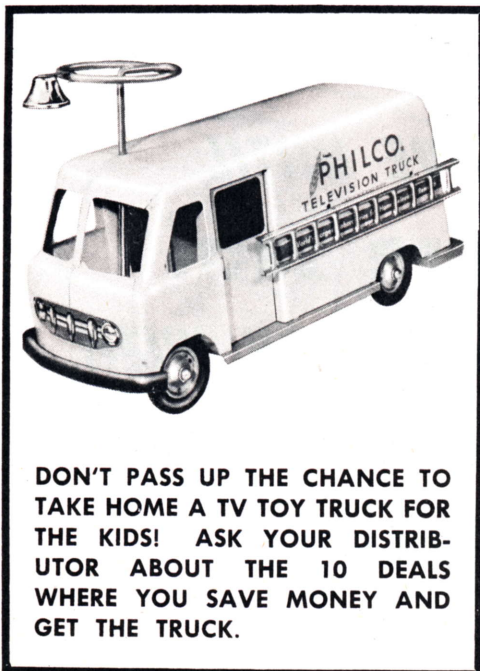
Come one, come all—come down to your Philco Distributor's and join the fun! Who knows, this

very week's Special Offer may be just the item you've been wanting for a long time and now you can pick it up for practically a give-away price!

Keep that ending date (November 28th) in mind, for after that the "Big Show" is definitely over for good. It's your last chance this year to do yourself and your business a great big favor and solve a big portion of your Christmas gift problems for your family, your friends and the small fry!

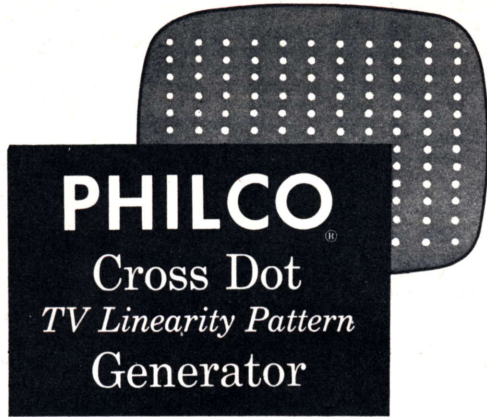
Again we repeat, after November 28th there will be no more Special Offers, no more Star Performer, no more "Big Show"! Don't wait till the last minute when there may not be enough real bargains to go around for everyone.

Go to the "Big Show". . . DO IT TODAY!



DON'T PASS UP THE CHANCE TO TAKE HOME A TV TOY TRUCK FOR THE KIDS! ASK YOUR DISTRIBUTOR ABOUT THE 10 DEALS WHERE YOU SAVE MONEY AND GET THE TRUCK.

The above illustrations show the Philco Accessory sales staff at General Appliance Company, Omaha, Nebraska, all ready to launch their version of the "BIG SHOW" for Philco Dealers and Servicemen!

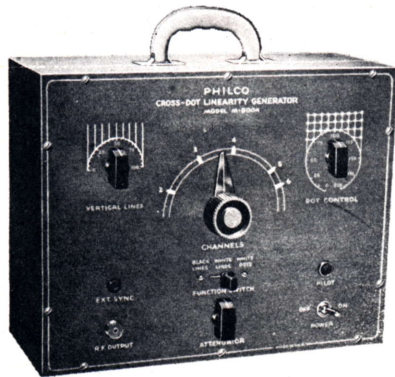


**PHILCO**  
 Cross Dot  
 TV Linearity Pattern  
 Generator

**MODEL G8004**

The new Philco Model G8004 Cross Dot TV Linearity Pattern Generator contains many new and valuable features which give it an extremely important place in the service shop and the electronic laboratory apparatus. The cost of this type of apparatus normally is prohibitive to the average service technician. The Model G8004 performance and price make it a **MUST** for use by the serviceman as well as the electronics engineer.

A Cross Dot Linearity pattern



will perform the same function as a normal Cross Hatch pattern but in addition, will allow for other valuable functions as described below.

The new Model G8004 Cross Dot Generator is the result of a long period of research and engineering development. Brand new circuits are used in this unit that afford simplification of circuit and component design which makes it low in cost and completely com-

petitive with the bar and cross hatch generators. These new and novel circuits have transformed the Cross Dot Generator from a laboratory instrument to a practical service and laboratory tester.

**OPERATION AND USES**

The Model G8004 is an RF generator with provision for continuous tuning from VHF channels 2 through 6. It has provision for modulation of the RF signal with a video pattern which can be either a cross dot or a plain bar pattern. The cross dot type of pattern is the most convenient and most useful. With this single pattern displayed on the screen of a television set, both the vertical and horizontal

controls can be checked and adjusted. In addition, the dots help to evaluate focus, astigmatism, high voltage, regulations and blooming characteristics. The Model G8004 is extremely easy to use since it is only necessary to connect the RF output jack of the generator to the television receiver antenna terminals. In some cases, it may be sufficient just to place the RF output cable near the television antenna connections. The vertical and horizontal line controls are adjusted for the desired number of lines and dots, and the pattern is synchronized with these same controls. The channel selected is tuned to the channel being tested and adjusted for the sharpest display of the pattern. For extreme stability a lead may be connected to the external sync jack and wrapped around or placed near the deflection yoke cable.



**XMAS IS JUST AROUND THE CORNER! ASK YOUR PARTS COUNTER MAN ABOUT IDEAL GIFTS, AVAILABLE TO YOU AT NO EXTRA CHARGE!**

**YOU ONLY HAVE UNTIL  
 NOVEMBER 28TH  
 TO MAKE HAY WITH  
 "BIG SHOW" OFFERS  
 THIS FALL!**