

PHILCO

Accessory MERCHANDISER



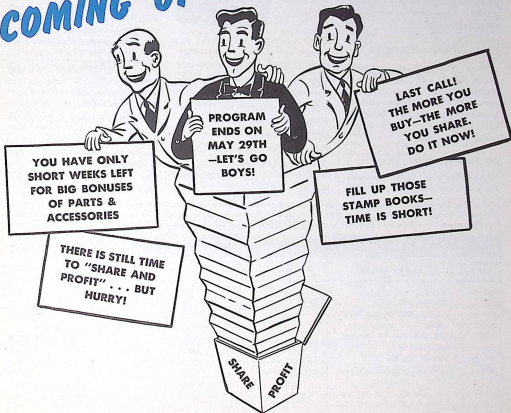
VOL. 4

PHILCO CORPORATION

MAY, 1954

NO. 5

COMING UP . . .



... YOUR LAST CHANCE FOR
FREE "SHARE AND PROFIT" DIVIDENDS!

STIR UP SPRING ACTIVITY WITH AIR CONDITIONER FILTERS

Handy Specification List Below Gives You Complete Data for Stocking

You want to treat those air conditioner customers of yours real good because they are going to be in the market for second and third units sooner than you think!

Yessir, air conditioners are the "coolest" product to hit the appliance line in years. Demand is up, production is up and summer is just around the corner!

BUILD CUSTOMER RELATIONS

Now, about those customers you've already sold. Not only is it an indication of interest on your part, but it's smart business too, if these old customers are informed of the extra efficiency Philco Filters lend to their units.

OFF WITH THE OLD

How many of your customers know that the filter performs really



rugged duty during the hot, dust-filled summer? Do they know that after three or four months of steady operation these filters eventually clog up and are prevented from fulfilling an efficient job of removing impurities from the air? Wouldn't they be interested to know their unit can and will operate even better with the simple remedy of replacing a filter?

ON WITH THE NEW

It makes good sense to replace air conditioner filters at steady intervals. It's something your customers should know about. Otherwise, after the filter is good and clogged, they'll know without anyone telling them that the unit is not performing its assigned mission. Then they will instinctively blame the dealer and the manufacturer. Result? The loss of repeat sales! But—not if you specify and use Philco Filters for the most complete filtering job available.

Why not tear out the specification sheet below and use it to order your Philco Filters. Keep it in a handy place for reference when you want to know any pertinent information about air conditioner filters for particular models and their size.

Let's all "beat the heat with a Philco" this year!

Philco Air Conditioner Filters are made of Fiberglass filter fibers, coated with a special, patented dust-catching adhesive, faced with metal grilles and reinforced with formed sheet-metal bars on intake and exhaust faces. The filters are bound on all edges with a cardboard frame and are UL approved.

Air Conditioner Filter Specifications

Filter Part No.	Used in AC Models	Size (Inches)	Filter Part No.	Used in AC Models	Size (Inches)
2701-1	AB, A9	15-3/16 x 6 1/2 x 1/2	P10135	CW60	12-3/16 x 8 1/2 x 1/2
4622-5	50F, 50G, 50H, 60J	20 x 6 x 1/2	P12502	CW40, CW41	14 1/2 x 8 1/2 x 1/2
4622-6	76E, 75F, 75G, 76H, 75H, 80J, 84J, 86J	7 x 23 1/2 x 1/2	P12674	BA75	12 1/2 x 13 x 1
4622-7	150F, 200F, 200G, 1204J, 1204K	19 x 12 1/2 x 1/2	P12676	BA80, BA100	12 1/2 x 14 x 1
4622-8	75FC, 100F, 100G	11 1/2 x 10 1/2 x 1/2	P12677	BA80, BA100	3 1/2 x 8 1/2 x 1
4622-11	33H, 40J, 50J, 40K	8 1/2 x 10 1/2 x 1/2	P12678	BA85	6 1/2 x 6 1/2 x 1
4622-14	180J, 184J, 1100J, 1104J, 180K, 184K, 1100K, 1104K	10 1/2 x 12 x 1/2	P14739	CW91, CW101	21 1/2 x 11 1/2 x 1/2
4622-15	61A, 61B, 61C, 61D, 76C, 76B, 76D, 91A, 91B, 91C, 91E, 101A, 101C	9 1/2 x 12 x 1/2	P14749	CW61	19 1/2 x 12 1/2 x 1/2
4622-16	105H, 106H, 104J, 106J, 104K, 106K	19 1/2 x 12 1/2 x 1/2	P15523	CW62	13 1/2 x 10 1/2 x 1/2
4622-17	81KS, 84K, 86K, 101KS	16 1/2 x 9 1/2 x 1/2	SP4513	BA85	14 1/2 x 13 x 1/2
4622-18	64K	16 1/2 x 7 1/2 x 1/2	4622-3	substitute 4622-6	
4622-19	BA90, BW90, CW90, CW100, SA90	7 1/2 x 24 x 1	4622-13	substitute 4622-16	
			P17477	substitute 4622-15	
			P22957	substitute 4622-15	
			P203199	substitute 4622-15	
			P204056	substitute 4622-15	



TEST EQUIPMENT NEWS!

THE PHILCO TELEVISION PATTERN GENERATOR

... A Portable Time Saver De Luxe!

It's new—it's novel—and it is ready to go to work for you with speed and efficiency.

Here is a "must" test equipment unit that deserves a prominent place on your service bench and in your portable equipment requirements. It has been especially adapted with the technician's particular uses in mind—truly a service time saver!

Accurate! Effective! With the white dot and black and white line patterns from the new Philco Television Pattern Generator, you can check the following vital receiver characteristics: vertical and horizontal linearity, focus, astigmatism, blooming and high voltage regulation.

Versatile! Develops both r-f and video output. The r-f can be used to troubleshoot television receivers on any VHF channel. The video can also be used to check the amplification characteristics of TV video amplifier sections.

Easy operation! Just connect Pat-

tern Generator r-f output to TV set. Select picture tube display desired. Accurately check both the vertical and horizontal sweep amplification and performance. It's as simple as that!

Right at your fingertips, available for instant use, you can have your own portable "TV station" for receiver adjustment. This unit is practically an essential requirement for areas where continuous station broadcasts are not available.

You are being offered still another feature packed unit in the long parade of efficient and adaptable Philco Test Equipments. And, as with every other Philco Test Equipment, this instrument will save you time, reduce your workload and eliminate many unnecessary operations.

TV servicing is a science and getting to be more so every day—it requires special equipment of a highly accurate and technical nature that must serve present day needs and



G-8005

that will not become obsolete. Your test equipment line-up must be adequate enough to meet every tough requirement you may run across in the days to come.

While at your local Philco Distributor's Accessory Department look over this newest Philco TV Pattern Generator, and be sure to ask him about the Special Payment Plan available for the convenient purchase of all Philco Test Equipments.

THE PHILCO 3-INCH OSCILLOSCOPE

... FEATURE PACKED FOR EFFICIENCY!



S-8200

Number two on your Philco Test Equipment list this month should be the popular 3-inch Oscilloscope, already proving its worth many times over for thousands of servicemen all over the country.

Does Double Duty! The Philco S-8200 3-inch Oscilloscope incorporates a built-in voltage calibrator which makes it usable as a high sensitivity vacuum tube voltmeter.

Accuracy par excellence! Contains pre-set time base sweep rates at the vertical and horizontal sweep frequencies—helps take the guesswork out of a variety of sweep and sync circuit troubleshooting problems.

Absolute distortion minimum!

Vertical amplifier is DC coupled throughout and features a response that is down only 6dB at one mega-

cycle—positive insurance against frequency distortion of the input signal wave form.

Portability! With more and more indications of oscilloscope use in the customer's home, as well as your own shop, this small, lightweight Philco 3-inch Oscilloscope is the answer for either application.

You can purchase the S-8200 through the new Special Payment Plan! Your Philco Distributor will be glad to arrange all the details. Take advantage of this Plan to buy all your Philco Test Equipment conveniently, without expending one large lump sum.

BOTH AVAILABLE NOW AT YOUR LOCAL PHILCO

DISTRIBUTOR ON HIS SPECIAL PAYMENT PLAN!

**Share and Profit
WITH REAR SEAT
SPEAKERS!**

We're off on the last days (and your last chance) of SHARE AND PROFIT dividends in the Philco Accessory Division's latest, greatest promotion.

Here's another tip on a sensational accessory product that deserves your close attention—particularly during spring—as an extra profit maker to bring you more Shares and Profits before this lucrative program ends.

Yes, despite the tremendous sales appeal and actual sales made of Philco Rear Seat Speakers, there are still thousands of potential customers right in your own area! Philco Rear Seat Speakers are a natural for spring selling, because every single auto radio owner is a prospect!

What's more, the purchase of a stock of Philco Rear Seat Speakers at your local distributor's now adds extra push to your efforts in increasing **SHARE AND PROFIT** benefits. This is no time for leisurely figuring out spring promotions because spring is here. And there's no better way to spearhead a spring drive than with one of the most popular seasonal tie-ins ever made available to a dealer!

Follow a successful formula. Stock up on Philco Rear Seat Speakers for bigger spring sales—add extra valuable stamps to your growing pile—and cash them in for free parts and accessory merchandise of your own choice! You can't lose, you can only win with SHARE AND PROFIT!

**DON'T MISS OUT
ON THE TERRIFIC
BARGAINS YOUR
DISTRIBUTOR IS
OFFERING AS
"MONTHLY
SPECIALS" DURING
SHARE AND
PROFIT!**

Your Own Portable "TV Station"

NEW!

PHILCO

TELEVISION PATTERN GENERATOR

**DEVELOPS BOTH RF
AND VIDEO OUTPUT**



A Must for Areas Where Continuous Station Broadcasts are Not Available

Now use the dot and line patterns from the new PHILCO Model G-8095 to check linearity, focus, astigmatism, blooming and high voltage regulation. Trouble shoot receivers on any channel, 2 through 6, or with video output. The PHILCO G-8095 Television Pattern Generator is an instrument especially adapted for service work... designed to save you time.

Look at These Philco Features . . .

1. Provides new white dot pattern and either white or black vertical bars for all cathode ray tube circuits.
2. Easy to operate: connect Pattern Generator output to TV set. Select preset on board. Accuracy check built-in vertical and horizontal sweep circuit performance.
3. External Sync. Jack improves synchronization in many special cases. Provides wide range operation.
4. A custom type instrument with new and novel circuits designed to reduce service time in both laboratories and service shops.

AVAILABLE THROUGH YOUR PHILCO DISTRIBUTOR
ON A NEW SPECIAL PAYMENT PLAN



PHILCO MODEL S-8300 3" OSCILLOSCOPE

A sensitive, portable unit adaptable to either bench or field service. **VERTICAL AMPLIFIER**, PNR, DC coupled, Sensitivity: 0.01V, Input Impedance: 100,000 ohms, Frequency Response: 0.1 mhz, with 40dB/decade VHF Amplifier circuit and low capacity probe, facilitating video circuit trouble shooting. Built-in voltage calibration potentiometer with 100mv, 1v, 10v, 100v, 1kv, 10kv, 100kv, 1mv, 10mv, 100mv, 1v, 10v, 100v, 1kv, 10kv, 100kv. **HORIZONTAL AMPLIFIER**, Sensitivity: 0.01V, Input Impedance: 100,000 ohms, Frequency Response: 100mhz to 100MHz, with 40dB/decade VHF Amplifier circuit and low capacity probe, facilitating video circuit trouble shooting. Built-in voltage calibration potentiometer with 100mv, 1v, 10v, 100v, 1kv, 10kv, 100kv, 1mv, 10mv, 100mv, 1v, 10v, 100v, 1kv, 10kv, 100kv.



Take advantage of the great
SHARE and PROFIT Program
on Philco Receiving Tubes
Parts and Accessories

NOW AT YOUR PHILCO DISTRIBUTOR



YOURS FOR MORE EFFICIENT SERVICING!

YOU GET THE MOST
OUT OF EVERY DOLLAR
IN PHILCO'S
"SHARE AND PROFIT"
PROGRAM!