

PHILCO

Accessory MERCHANDISER

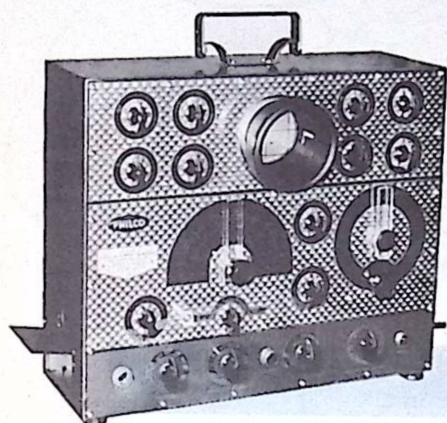


VOL. 4

PHILCO CORPORATION

JULY, 1954

NO. 7



Versatility...

**FOR MORE
PROFITABLE
SERVICE OPERATIONS!**

The Philco Visual Alignment Generator

YOUR OWN portable "service bench" for IF-RF alignment... that's what the outstanding three-in-one Philco Visual Alignment Generator provides for your servicing convenience. Yes — it is an oscilloscope, sweep and marker generator—all in one instrument!

QUICK AND EFFICIENT

The Philco Model 7008 Visual Alignment Generator has been designed specifically to permit rapid servicing of the IF amplifier and front end of television and FM receivers.

The sweep section furnishes a high output signal with uniform sweep level throughout the FM and television bands, as well as the intermediate frequencies used. The marker system, with its associated crystal calibrator has an accuracy of .005%! The built-in oscilloscope is highly sensitive and greatly simplifies test set-ups.

FEATURE FOR FEATURE . . . THE BEST

These Philco features put the Model 7008 at the head of the class in this type of instrument . . .

... only two external cable connections necessary—minimizes re-generation and feed-back!

... shielded multiplier attenuator provides accurate control of RF output from a few microvolts up to .1 volt!

... RF output increases with frequency to offset the fall off in gain which normally occurs on the higher frequencies!

FIRST AND STILL TOPS

Philco was first in the industry to produce an instrument of this type, and the Model 7008 has received such general acceptance that it has been recommended by other TV set manufacturers to their own service organizations. It has been copied many times, but never dupli-

cated... truly the accepted standard of the industry!

PLUS UP YOUR SERVICE

The more efficient, the more versatile your test equipment, the more business you will be able to handle. And we know that it is increased activity that leads to bigger grosses, and bigger grosses mean g-r-e-a-t-e-r profits!

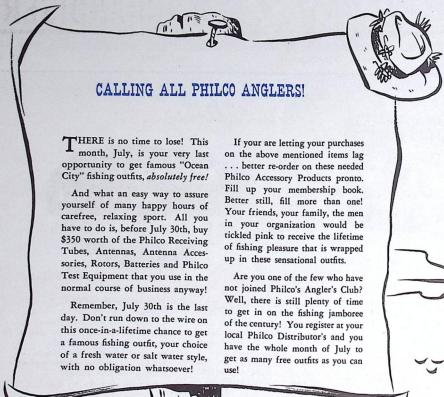
EASIER THAN EVER TO BUY

As with all quality Philco Test Equipments, you can now purchase a Model 7008 through your local Philco Distributor under his new Special Payment Plan. This plan makes it easy and convenient for you to own all Philco Test Equipment models without placing a heavy financial load on your business. Find out from him now how you can arrange to replace obsolete, inefficient equipment with Philco Test Equipment... the finest available in the industry!

**THIS MONTH IS YOUR LAST CHANCE FOR A SENSATIONAL AWARD
AS A MEMBER OF THE PHILCO ACCESSORY "Anglers' Club"!**

ANGLERS' CLUB DEADLINE

FOR FREE FISHING OUTFIT



CALLING ALL PHILCO ANGLERS!

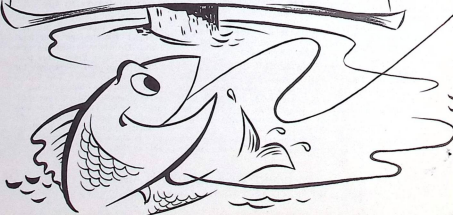
THERE is no time to lose! This month, July, is your very last opportunity to get famous "Ocean City" fishing outfits, *absolutely free!*

And what an easy way to assure yourself of many happy hours of carefree, relaxing sport. All you have to do is, before July 30th, buy \$350 worth of the Philco Receiving Tubes, Antennas, Antenna Accessories, Rotors, Batteries and Philco Test Equipment that you use in the normal course of business anyway!

Remember, July 30th is the last day. Don't run down to the wire on this once-in-a-lifetime chance to get a famous fishing outfit, your choice of a fresh water or salt water style, with no obligation whatsoever!

If you are letting your purchases on the above mentioned items lag . . . better re-order on these needed Philco Accessory Products pronto. Fill up your membership book. Better still, fill more than one! Your friends, your family, the men in your organization would be tickled pink to receive the lifetime of fishing pleasure that is wrapped up in these sensational outfits.

Are you one of the few who have not joined Philco's Angler's Club? Well, there is still plenty of time to get in on the fishing jamboree of the century! You register at your local Philco Distributor's and you have the whole month of July to get as many free outfits as you can use!



TS DRAWS NEAR!



WHAT'S YOUR PLEASURE?

SALT WATER boat or pier fishing? Fresh water casting?

To please Philco Dealers in all parts of the country we are making available either Fresh Water or Salt Water Outfits by "Ocean City" as the payoff in Philco's exclusive Angler's Club.

As we have said—all you have to do is buy \$350 worth of Philco Receiving Tubes, Antennas, Antenna Accessories, Rotors, Batteries and Philco Test Equipment.

That's right! . . . Buy them, sell them, profit from them and good fishing!

HOOKED!

A TUG on the line and . . . you have him hooked! Then the fight is on and it's give and take for a while. Finally you bring him alongside, net him and it is the start of another fish story to tell your friends over the long winter nights.

Sounds good? It ought to, for fishing is the world's greatest pastime . . . the sport of kings and commoners alike. Most of you know the thrill of the catch, but fellows, if you haven't fished, you haven't lived! It can't be beat for thrills on one hand and peaceful relaxation on the other.

Can't you just smell 'em frying over an open campfire, or in the kitchen of your beach cottage. Man, that's livin'!

You will be "livin'" with the best of them this summer, too . . . if you take advantage of the great chance to fish first class with a renowned "Ocean City" outfit compliments of the Philco Accessory Division.

Fill up that membership book, then get down to your local Distributor's and pick up a free fishing outfit for the time of your life!



**AND NOW—
A DIAMOND NEEDLE
FOR
PHILCO PHONORAMA**

It is Part No. 45-1993-1 . . . truly a needle of remarkable quality and a fitting companion to Philco Phonorama, the absolute ultimate in full fidelity phonograph reproduction.

The extremely hard tip of the Philco Diamond Needle, ground and polished to exacting standards under rigid inspection, retains a constant uniformity which will extend the life of valuable long play records.

Intensive laboratory efforts have produced this finest of diamond needles. It is a product well worth recommending, by dealer and serviceman alike, for installation in a Philco Phonorama.

**CORRECTION
PLEASE!**

In our May, 1954 issue we listed on page 2 "Air Conditioner Filter Specifications" for your convenience in ordering popular Philco Filters. Unfortunately there was an omission and an error as follows:

Under Part No. 4622-18 *add Models 61K and 62K.*

Part No. 4622-19 *becomes Part No. 4622-23 for Models BA90, BW90, CW 90, CW100 and SA90—and—dimensions for this designation should read $7\frac{1}{2} \times 3\frac{3}{4} \times 1$.*

Our apologies and good luck selling Philco Filters!

**TUBES
TEST EQUIPMENT
ANTENNAS**

**FOR YOUR PARTS
AND
ACCESSORIES REQUIREMENTS**

PHILCO OFFERS YOU THE SPEEDIEST, MOST EFFICIENT DELIVERY IN THE COUNTRY FROM A NETWORK OF WAREHOUSE FACILITIES!

**MERCHANDISERS
ACCESSORIES
MANUALS**

SALES AIDS

THE FISH ARE BITIN' ALREADY!

BUY PHILCO PARTS AND ACCESSORIES

FOR A FREE FISHING OUTFIT AND

PLENTY OF FUN THIS SUMMER!