



PHILCO

Accessory MERCHANDISER

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PHILCO CORPORATION

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NO. 8

GREAT NEW PHILCO ANTENNA LINE AVAILABLE



Newly Designed
Units Easy to Sell,
Easy to Profit From!

WHEN you are through reading this article, turn to page four and feast your eyes on the sensational new advertising spread Philco's Accessory Division is using to tell Dealers and Servicemen about the industry's greatest antenna line!

Here is Philco's answer to your requests for a full line to capture prominence in the antenna market. Just look at what is now available to sell your customers. It doesn't matter whether you are situated among the tall brick canyons of 42nd Street and Broadway, or out in the deep, deep fringe at Dry Gulch, Utah. There is a Philco Antenna for your every requirement, your every application.

Just running over these antennas briefly will give you an idea of the completeness of this Philco line... there are Trombones, 2-Bay Super Conicals, UHF Paralectors, VHF Broad Band Yagis, VHF Single Channel Yagis—both High Band and Low Band, and UHF Golden

Yagis. And, to round it out, the most efficient rotors ever made to turn an antenna—the now famous Philco P-2's, P-4's, P-11's, and P-12's!

Remember our recent article about picture quality from antennas? Well, these Philco Antennas—every single model—have been thoroughly tested and *proved* in the field, under every possible reception condition known to electronic engineering. And they have all come through with flying colors—that's why they are part of the Philco line!

Priced to every customer's pocketbook, these antennas are the finest products Philco's Engineering laboratories have ever created to improve picture quality. Even the most demanding perfectionist among these engineers is satisfied that no other competitive make can approach their performance. You'll buy once you have seen them all—and we know your customers will too!

Don't take our word for it alone. Get the first hand proof from your local Philco Distributor. He is displaying every model shown in the ad and he will be happy to discuss your immediate and future requirements for incomparable Philco Antennas.

THIS PHILCO DEALER FILLED HIS ANGLER'S CLUB MEMBERSHIP BOOK. NOW HE HAS A FREE FISHING OUTFIT, COMPLIMENTS OF PHILCO. YOU HAVE 'TILL JULY 30TH TO DO THE SAME!



TUBE SETTINGS FOR MODEL 7052

DYNAMIC MUTUAL CONDUCTANCE TUBE TESTER

Tube Type	FIL.	Bias	RG	FIL.	FIL.	Grid	Plate	Screen	Cathode	Supp.	Press	**GM	Notes
0G3		0	70	A	P	0	1	0	2	0	P5		
1A4P	2.0	18	31	J	R	0	2	3	0	0		750	Hold P1 down and press P4 for reading. Cap = G
1AX2	1.5	0	15	B	S	0	0	0	0	0	P5		Cap = P
1B4P/951	2.0	35	22	J	R	0	2	3	0	0	P4	512	Cap = G
1C21	BLST	0	83	J	P	8	5	0	1	0	P5		
3C4	2.5	44	53	D	X	6	2	1	0	0	P4	880	
6AJ4	6.3	25	87	J	X	1	5	0	2	0	P4	3600	
6AK4	6.3	34	72	D	W	1	8	0	5	7	P4	1520	
6AM4	6.3	22	81	J	X	1	5	0	2	0	P4	2400	
6AN4	6.3	22	81	J	R	2	3	0	5	0	P4	2400	
6AN6	6.3	0	65	D	X	0	2	0	6	0	P1		Diode #1
6AN6	6.3	0	65	D	X	0	8	0	6	0	P1		Diode #2
6AN6	6.3	0	65	D	X	0	1	0	6	0	P1		Diode #3
6AN6	6.3	0	65	D	X	0	5	0	6	0	P1		Diode #4
6AU4	6.3	0	60	J	X	0	5	0	3	0	P3		
6AZ6	6.3	0	54	D	W	0	2	0	4	8	P1		Diode #1
6AZ6	6.3	0	54	D	W	0	7	0	5	8	P1		Diode #2
6BA5	6.3	16	75	D	W	1	5	7	8	0	P4	1720	
6BF7W													Same as 6BF7
6BK5	6.3	0	91	E	V	3	1	8	6	0	P4	5600	
6BZ7	6.3	20	88	E	V	7	6	0	8	9	P4	4000	Tri. #1
6BZ7	6.3	20	88	E	V	2	1	0	3	9	P4	4000	Tri. #2
6CL6	6.3	18	88	E	V	2	6	3	1	7	P4	4000	
6CS6	6.3	0	35	J	R	7	5	6	2	3		640	Ampli Sect. Hold down P1 and press P4 for reading.
6CS6	6.3	20	90	J	R	3	6	0	2	7	P4	5200	Osc. Sect.
6T4	6.3	40	86	J	R	2	3	0	5	0	P4	3200	
12AQ5	12.6	21	85	J	R	3	5	6	2	0	P4	2960	
12Y6	12.6	21	85	J	R	5	3	4	7	0	P4	2960	
12X4	12.6	0	20	J	R	0	6	0	7	3	P3		Plate #1
12X4	12.6	0	20	J	R	0	3	0	7	6	P3		Plate #2
19XB	20.0	10	81	E	V	7	9	8	6	1	P4	2400	Pent Sect.
19XB	20.0	20	81	E	V	2	3	8	6	1	P4	2400	Tri. Sect.
25BK5	25.0	0	91	E	V	3	1	8	6	0	P4	5600	
25CD6	25.0	35	90	J	R	5	0	7	3	0	P4	6500	Cap = P
26Z5	25.0	0	55	E	V	0	6	0	8	0	P3		Plate #1
26Z5	25.0	0	55	E	V	0	1	0	3	0	P3		Plate #2
40A1*				J	R								Neon Bulb Should
40B2*				J	R								Light Under These Settings

* These tubes should be checked as ballast tubes—refer to instruction sheet.

** GM values shown are low limit (20% below average)—previous data shows average values.

YOURS FROM PHILCO —

THE BIGGEST LITTLE TUBE TESTER ON THE MARKET!

THERE are tube testers and tube testers on the market today—but nothing like the new Philco Model 9100!

MORE THAN EVER BEFORE

It is *more compact*, *more rugged*, and *more reliable* than anything you've seen to date or can expect to see for a long time to come.

Here's the kind of *reliability* that actually makes tube testing a pleasure. No guesswork and no cushion either! The 9100 is designed with unerring accuracy to operate down to pinpoint precision.

Here's the *ruggedness* you want and need in a tube tester. The sturdiness that will take the worst wear and tear you can subject it to and still come back for more.

Here's the *compactness* to make the job of testing tubes that much easier, but without sacrificing one iota of top performance required during the operation.

And talk about *versatility*! The



**Philco Dynamic Mutual Conductance Tube Tester—
Model 9100**

Model 9100 incorporates facilities for testing all receiving tubes, miniatures and sub-miniatures (including hearing aid tubes), low power transmitting tubes, acorn tubes, ballast tubes, gas regulators, grid control gas tubes, rectifier tubes including mercury vapor types. Yes—even cathode ray tubes

with the use of an adapter cable Philco is now making available!

The sensational new free-running roll chart designed by Philco is an integral part of the Model 9100, guaranteed to increase efficiency and allow you to spend less time on the job than ever before. Another important feature of this model is its life test position which permits you to forecast failures—giving you the opportunity to offer preventive maintenance of tube operation as an additional customer service.

This is it. The tube tester you have been asking for, with all the operational advantages needed to test tubes in jig time yet retain the accuracy that will satisfy your customers.

Don't let the long name fool you. The Philco Dynamic Mutual Conductance Tube Tester—Model 9100 is the biggest little instrument of its type on the market for the money. Your local Philco Distributor can prove it to you!

"PLUS UP"

YOUR SERVICE WITH A PHILCO 5" SCOPE

OUTSTANDING! That is the word from the field when talk gets around to performance of Philco's 5" High Gain Oscilloscope. Wherever this versatile scope has been used, servicemen have given unsolicited testimonials of its unequalled efficiency.

GENERAL PURPOSE DESIGN FEATURES

Talk about being useful! This scope has been designed for signal tracing, locating distortion, viewing wave-forms, measuring frequency, aligning receivers and is flexible enough for many other applications.

Its high sensitivity and wide frequency response features make the S-8202 one of the most versatile and useful test equipments you can purchase today. For alignment work its built-in phasing control equips this scope ideally for use with sweep generators. In conjunction with a Philco high frequency probe kit (Part No. 45-9798) the high sensitivity of .01 V (RMS) per inch deflection allows



Philco 5-Inch High Gain Oscilloscope Model S-8202

for trouble-shooting of RF and IF systems.

"PLUS UP" YOUR EARNINGS, TOO

You want to make your service operations more profitable—that's the reason you're in business. Well, the only sure way of doing that is to make an investment in quality test equipment. Once you've set up a service laboratory of Philco Test Equipment you'll find a big difference in the way service pays for

itself with extra dividends. Less time per call, fewer call backs, more repeat business—all add up to more dollar profits at the end of each week!

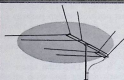
A Philco 5" High Gain Oscilloscope is one more top quality test equipment built to the highest standards of scope performance. With it, and a bank of the other Philco Test Equipment on your bench you'll be geared to greater efficiency to make more money!

SCIENTIFICALLY DESIGNED...

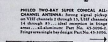
FOR BETTER TV RECEPTION
BETTER PICTURE QUALITY

Scientifically designed to give you performance, Philco television antennas are products of research into antenna requirements in all types of locations. Field tested electrical and mechanical designs provide

proper gain, direction, bandwidth and impedance... long life and ease of installation. Now a wide choice of Philco television antennas gives you better picture quality... build complete consumer satisfaction... more sales for you!



PHILCO ALL-CHANNEL UHF VHF TROMBONE ANTENNA: The ideal antenna for areas having both UHF and VHF stations. The Philco Trombone can be installed for VHF range areas. Completely pre-assembled in the factory... all-absolute construction with dovetail elements. Part No. 45-1084.



PHILCO TWO-BAY SUPER CONICAL ALL-CHANNEL ANTENNA: Strong signal pickup on VHF channels 2 through 13, UHF channels 14 through 69... ideal for areas in larger areas... all-absolute. Part No. 45-1085.



PHILCO PARAFLECTOR ALL-CHANNEL UHF ANTENNA: Pre-assembled, all-absolute... 4 ft to 18 ft gain... outstanding large area performance... immediate mounting available. Part No. 45-1087. Size 7 ft. Part No. 45-1089 and Size 12 ft. with reflector. Part No. 45-1090 provide up quality picture in many UHF areas.



PHILCO TUBULAR PERFORMANCE OF ALL TV CHANNELS ANTENNA: Pre-assembled, all-absolute... 4 ft to 18 ft gain... outstanding large area performance... immediate mounting available. Part No. 45-1087. Size 7 ft. Part No. 45-1089 and Size 12 ft. with reflector. Part No. 45-1090 provide up quality picture in many UHF areas.

PHILCO TV ANTENNAS



PHILCO TWO-BAY VHF ANTENNA: 18 elements... all-absolute... (actual pre-assembled large area performance) can be installed in strength 4... 11 ft to 18 ft gain on various channels. Part No. 45-1112.2 through 45-1107.



PHILCO BROAD BAND VHF VHF ANTENNA: All-absolute, factory assembled for quick installation... high gain play adequate band width. Three broad band models cover channels 2 to 6... 4, 5, 6... 7 ft to 18 ft gain. Part No. 45-1112.1 through 45-1112.7 through 13.



PHILCO NEW BAND VHF YAGI ANTENNA: Pre-assembled, all-absolute, 18 elements... high gain in UHF areas... channels 7, 8, 9, 10, 11, 12, 13... 18 ft to 12 ft gain on various channels... Part No. 45-1112.7 through 13.



PHILCO COLDEN YAGI VHF ANTENNA: Designed for the new band... 18 ft gain... 11 ft to 12 ft gain on various channels... Part No. 45-1112.7 through 13.



PHILCO HEAVY DUTY ANTENNA ROTORS: Philco Model P-40 Super antenna rotators weighing up to 150 pounds... completely weather sealed... factory lubricated... twice more cable... modern design... new coated cable... Part No. 45-1074.



PHILCO CORPORATION

ACCESSORY DIVISION

140 AND ALBERTSON AVE., PHILADELPHIA 26, PA.

HERE IT IS, PHILCO DEALERS AND SERVICEMEN! THE MOST AVAILABLE, SALEABLE ANTENNA LINE-UP IN THE INDUSTRY!

RADIO GROWS!

SIX YEARS after the start of wide spread commercial television programming, radio is stronger than ever!

The average television set owner listens to the radio at least three hours a day—in the car, while doing housework, vacationing, in bed.

In 1953 more than 13 million radios were made and distributed as compared to about 7 million television sets. One-third of the nation's families own two or more radios. One-fifth owns between three and seven sets!

And who was it that said there's no market for radios and radio accessories?

PHILCO SETS THE PACE IN THE BIGGEST ANTENNA MARKET EVER!