

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

JANUARY, 1953

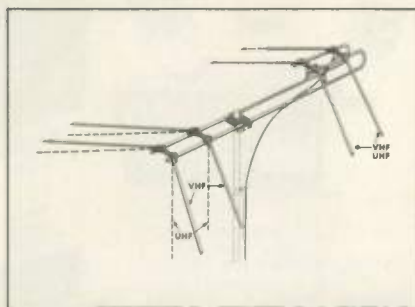
NO. 1

SENSATIONAL NEW PHILCO ANTENNAS PROVIDE FOR VHF RECEPTION TODAY... UHF TOMORROW!

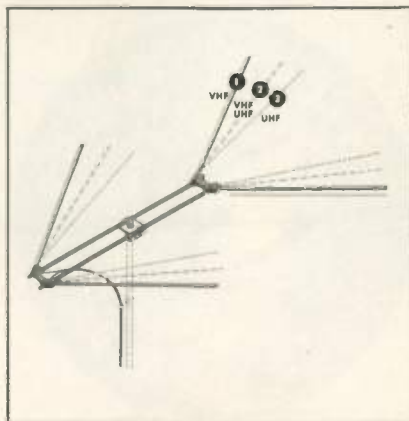
UHF, television's most recent advancement, is rapidly growing by enormous leaps and bounds. All over the country new stations are being constructed with amazing speed. In many sections of the nation UHF channels have already started transmitting to an expectant audience.

In line with this Philco has developed two new antennas which will receive both VHF and UHF without any changeover in the event that new stations enter a locality. Philco Dealers, continuing to profit by Philco's long range planning, once again are in line for bigger sales and profits as a result of the development of these new antennas.

The first truly universal antenna on the market, the "TROMBONE," is high on the list for universal appeal. Since it can be used for both VHF and UHF, it enables Philco Dealers to install it now and protect their customers against any new stations that may come on the air in the future. Here is the antenna which protects the customer and assures him of only one antenna investment regardless of the number of stations broadcasting!



The rugged mechanical features of the "TROMBONE" include complete preassembly, light weight, all-aluminum construction with dowelled elements and streamlined design to cut down wind resistance. Ideally suited for fringe area use, the eight driven elements offer very high gain over all TV channels, with even higher gains—up to 14 db for two-bay models—on UHF. On many channels this gain is far superior to a Yagi. Predictions that the fringe area of UHF will be even closer to the station than that of VHF have given the "TROMBONE" universal applications.



In Portland, Oregon, where the first UHF station opened, the "TROMBONE" proved to be the top UHF antenna in that market. That's the tipoff to the sales-ability of this newest Philco Accessory product!

Philco is also providing the "U-VEE" combination VHF-UHF Antenna, which incorporates many of the features of the "TROMBONE" but with somewhat less gain. The "U-VEE" has been specifically designed for metropolitan use and that means, along with the "TROMBONE," you have ammunition enough to cover both fringe and city installations! In either case these versatile antennas will outperform the market and bring you a man-sized helping of the antenna business in your territory!

The part number on the "TROMBONE" is 45-1880, and for the "U-VEE," 45-1881. Your Philco Distributor has samples of these in stock and will be glad to have you drop in and inspect them for yourself. You'll soon see why Philco Antennas are the biggest sellers around the country and why so many Philco Dealers profit with Philco Accessories!





Getting customers into the store these days depends upon a lot of factors. First, you have to stock the products they want and second, *you have to let them know you carry these items in stock.* How to do it? It's easy and it's effective. Use colorful attractive Philco Accessory displays and make way for the cash customers!

Take the case of accessory products such as Philco polish, needles, ice cube trays, batteries, etc. These are the items the public keeps calling for over and over again. A display for each is out of the question due to space limitations. Realizing this, Philco's Accessory Division has come up with a red-hot display that lets



everyone know you carry these fine Philco Accessories. It's the new attention getting "Flasher Display."

Made of colorful plastic and fully automatic this flasher display can be used either on your counter or hung from the ceiling of your store. Perfect for large and small stores alike, the Philco Accessory flasher display is the answer to promotion requirements for all dealers. If you haven't yet ordered Philco's sensational new "Flasher Display" then you are really missing out on the extra profits which this effective little promotion item can bring in for you. It's colorful, it's versatile, and it pulls in the customers!

Next on the list—Philco's attractive brand new Tube Display

SENSATIONAL PHILCO DISPLAYS HELP SELL MORE PROFITABLE ACCESSORIES!



Kit which goes all out in the promotion of radio and television tubes. The display kit is a hard selling collection of everything you'll need in the way of display material to sell profitable Philco Tubes. The kit consists of window streamers, a jumbo tube box, an assortment of 50 Philco standard tube boxes, a cathode ray tube counter display, and a radio tube counter display. How's that for

a sure-fire selling aid? If this display kit doesn't sell tubes, nothing will!

And finally the spectacular, attention-compelling, colorful Philco Tube Clock. Everyone will have their eye on this as soon as they walk into your store and staring them right in the face is your reminder of Philco tubes for TV and radio. It's large enough to occupy a place of prominence in the store and it's an item which never goes out of date. Time flies and tubes sell when this big, beautiful clock goes to work for you!

Your local Philco Distributor will tell you how you can get all three of these terrific display items now. He has all the information you need and you'll be surprised how easy it is to put these displays to work for you. Keep selling with Philco Displays and you can't go wrong. See your distributor now and get set for a pile of big Accessory profits in the coming months of 1953!

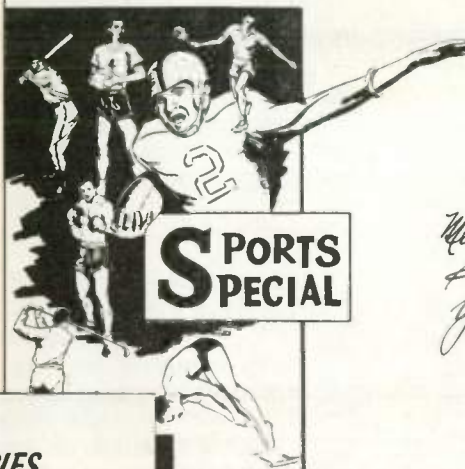


Sports Special

10 point Television Tune Up

Front . . .

Authorized Member of
PHILCO
Factory-Service



*The T.V. Citizen
Any Street
Your town, U.S.A.*

A BOX SEAT TO WATCH THE WORLD SERIES...



In fact . . . A FRONT ROW SEAT TO EACH AND EVERY BIG, EXCITING AND OUTSTANDING SPORTING EVENT OF THE ENTIRE YEAR! That's exactly what your television set represents . . . but only when it's in perfect operating condition!

That's why it's so important to have your television receiver serviced and maintained by a reputable firm like ours.

We employ only qualified, expert service technicians. These men are trained to keep your set in perfect operating condition at a minimum of expense on your part.

Our service is fast . . . and our prices are reasonable!

Right now, in order to assure your continued viewing satisfaction, we would like you to seriously consider taking advantage of our new, low cost . . .

SPORTS SPECIAL

10 POINT TELEVISION TUNE UP

\$0.00 only

We guarantee improved reception and a sharper picture with this 10 point television service check up.

1. Inspect transmission line, antenna and all connections for mechanical and electrical efficiency.
2. Inspect all chassis components for security of mechanics and signs of electrical breakdown.
3. Adjust back controls to assure maximum picture linearity.
4. Check range of all front controls to assure best tuning control by set owner.
5. Adjust picture tube focusing, centering beam bender for maximum brilliance.
6. Clean and polish safety glass panel and picture tube face.
7. Check test pattern to assure maximum height and width with good linearity.
8. Check oscillator and fine tuning range for maximum sound and picture clarity.
9. Adjust horizontal hold system for maximum horizontal steadiness.
10. Furnish accurate written technical report of inspection and general operative condition of set.



BUSINESS REPLY CARD
First Class Permit No. 9943 Sec. 749 P.O. 2 R. Phila. Pa.

DEALER IMPRINT

. . . Back

Please mail this card before _____ because we cannot afford to carry this special offer into our usual busy season which begins immediately after the date indicated.

Model _____

City and State _____

Street and Address _____

Signed _____

Make of My Set _____

My Phone Number is _____

SPORTS SPECIAL TV TUNE UP . . .

I want to take advantage of your low-cost

THE OL' QUAGHITA SERVICE PHILOSOPHER

By JACK DARR



TALKS ABOUT "THE VALUE OF RELAXIN'"

WELL, sir, it looks to me like most of the articles you read about first one thing and then another, especially radio or TV articles, start out something like this: "One of the most serious problems encountered in the—" and so forth. Everything's the 'most serious,' seems like. Well, that might just be so, in whatever line they're talking about. Tell you what I think the 'Most Serious Problem' is, in this danged business we're in. *Us!* Me, and you, and all of the rest of the fellers engaged in this bewilderin' but satisfyin' business of fixin' radios, TV sets, and all of the dad-burned gadgets they've rung in on us in the last few years.

Y'might notice the title of this here effusion. I've talked about it before, and it's one of my favorite subjects: everybody seems to have a sure cure for a cold, especially if *you've* got it, instead of him, and I reckon I'm kinda like that. I got my own cure for this here disease, and I've tried it out, and it works, fer me, anyhow, and it looks like it oughta work for others, if they'll apply it.

Heat and Pressure is what we get every day, in our regular work. These fellers in the lab, they take a hunk of coal, and, with enough heat and pressure, they can get a diamond out of it: we can take the heat and pressure we're under, in our shops, and get a nervous breakdown, if we try hard enough! I might be speakin' in a jocular vein, but I'm talking about a right serious subject, and nobody knows it better'n I do. I've had trouble with it fer years, and so have you, I reckon.

Customers git to rushin' you, you git two or three intermittents on the bench at the same time, you git to worryin' about the first of the month bills, you git stuck on a TV set you can't fix, the work piles up on you, and there you are. That's the best formula I kin think of for a good case of nervous indigestion, ain't it, now?

Well, like the feller with his cold-cure, I'm right here ready with the solution. Might be that it won't work fer you like it did fer me, but it's worth tryin', I think. Simple, too. Just *relax*. Trouble starts when you get to tryin' to do too many things at the same time: tryin' to cover too much terri-

tory. Seems like this is especially true in the smaller shops, like the one-man and two-man shops, like we got around here, and ever' where else, I reckon. Work gits piled up on you, and then away you go, into a great big stew, and you wind up with nothin' done!

Th' cure, as I see it, lies right between them two flappin' things on the sides of your head. You! Your mental attitude toward the work. If you let *it* ride you, 'stead of *you* ridin' *it*, it'll git you down, in no time. You know that you can do your best work, as far as the technical end goes, when you're 'at ease'; all relaxed and happy, so to speak. F'rinstance, you got a tough TV set; bad sync. or somethin'. If you come in bright an' early, after a good breakfast, feelin' right on top of th' world, chances are you can set down and fix it in no time. It's happened to me, and to you, too, no doubt. Main thing here is that your brain is all fresh, and uncluttered with other worries: they're there, all right, but you jist ain't had time to git around to worryin' about 'em, yet!

So, therefore, my motto is, "Take It Easy!" Make a deliberate effort to keep yourself on an even keel, mentally, and you'll be surprised with th' improvement you'll see in your work, and everything else. My Grampaw used to say, "Worryin' fixes no fences," and he's right, so don't worry! I ain't doin' very well tryin' to find the right words, but what I want you to do is take a little more light-hearted attitude toward life and stuff! Don't take your work, or yourself, too seriously! Take time off to have a little fun, now and then. Y'know, the 'coffee-break' has kinda got to be standard practice all over the country, now, in big offices, little stores, and everyplace else. We used to do that, years ago, down here in the Hills, and things went a lot smoother. The industrial planners found out that it was kinda hard on folks when they kept 'em at work right straight on through, with no stops at all, except for those that Nature demanded. Found out they could actually git more work done in a day when they let 'em off for a little browsin' around once in a while, because they worked better while they wuz workin'!

Same thing goes fer you, too. If you git stuck on a set, git up and walk away from it! You can set there and stare at

it until it jist looks like a big cake-pan full of red, white and blue firecrackers, and it won't make sense to you at all. When you're in good shape, you can look at the underside of any set, and it's jist as clear as if it was the schematic: every circuit in it jist sticks out like a sore thumb, and you can find trouble in no time. If you git in a 'mental blur,' git out of there! Go around the corner and gitta cuppa cawfee: shoot a few games on the pinball machine: git a couple of feller fisherman and tell 'em some big whoppin' lies: if you git stuck bad enough, take off for a couple of hours and go fishin', go out and shoot a few holes of golf, bowl a few frames: it don't make too much difference what you do, jist as long as it's somethin' different from what you been doin'! Blow the cobwebs out of your brain, and it'll work better! If you can't do anything else, jist go set down and read a detective story for a while!

It ain't gonna be too easy fer you, I know that: Seems like most of the guys in this business are pretty conscientious sort of fellers, who kinda feel like they have an obligation to their public, to get the work out on time, no matter how long it takes 'em or how much there is of it. If they've got a whole shop full of sets, they want to get 'em *all* out that same day, or bust! Well, lemme tell you this: you can actually get them sets out of there quicker, if you'll take the time off to keep *yourself* in good shape, instead of runnin' yourself down to a nub, like you'll do if you don't watch out.

Had a case right around here: young feller opened up a shop for himself. Right out of the Army, and a good workman he was, too. Hustler, too. First thing you know, he was workin' night and day, tryin' to keep up with all the business he'd hustled up. What's that? Oh, yes, he's all right. He'll be out of the hospital in a week or two, and doin' fine, although he'll have to make out on milk toast and soft-boiled eggs for a while. Moral: don't let it git you down: take it easy and *you'll* last longer.

Let off pressure, and things will work out a lot better. It'll take a bit of doin', and your conscience might think it oughta hurt you for a while, but you talk it out of it! Make it let you goof off now and then, on account of it's really good for you! Don't wind up like the guy in the joke: He was all bent over, his hair was snow white, and his voice was cracked: he was tellin' about how he spent every night, out on th' town, had a date with a different gal every night, and so on. Feller says, "You're quite a guy, Old Timer, to go like that at your age! How old are you, anyhow?"

Old feller says, "Hee, hee. You wouldn't think it, but I'm only 39!" See what I mean? Y'all come.

SHOP OVERHEAD ANALYSIS

Part II

Last month we discussed the owner's service operation in regard to his personnel and bookkeeping methods and a rough outline of his service activities.

HE CONTINUES by stating that the ...

Proper Routing of Men is Very Important

The routing of service calls to the outside servicemen is done only by the owner because he feels that this is a most important function. All outside men call in twice a day at certain specified times so that "emergency" calls can be handled with dispatch. The owner finds that the few minutes it takes to call in will save hours and money because he knows at all times exactly where his men are.

Trip Sheet

Late in the afternoon the dispatcher routes the next day's service calls on the Trip Sheet numbering them in rotation and fills in date, work order, number, customer's name and address. The trip sheet is then placed in the serviceman's bin with the work orders.

In the morning the serviceman picks up his work orders and the parts he needs for the day and signs the Trip Sheet at the top right which is then left with the dispatcher.

At 11 o'clock the serviceman calls the dispatcher who indicates on the Trip Sheet the progress of the calls. Where parts are needed to complete certain calls the item is listed in the remarks column. Later all parts are prepared and placed in the proper bin. The call is listed on the next day's Trip Sheet. The same procedure is followed when the man calls in again at 3.

A customer may call in saying that she won't be home until after 3. Another may have what she calls an emergency. In all cases it is quite easy to get this information to the proper serviceman because he calls in at 11, 3 and 5. It is easy to tell within a half-hour just where each man will be by simply checking the calls on the Trip Sheet.

After the 5 PM call the dispatcher signs the completed Trip Sheet and transfers what information is necessary onto the next day's schedule.

No commitments for extra work are ever permitted on part of outside servicemen without an OK from the office or the dispatcher. On PM calls for customers who are not at home during the daytime, men rotate weekly and work from 12 noon to 9 PM. These PM servicemen also handle emergency calls and receive phone

calls which come in up to 9 PM.

The order in which calls are dispatched are:

1. Dead Sets
2. C.O.D. Sets
3. Contract Calls (minor adjustments such as poor sound on one channel, bad record changer or radio in combination sets).

Sources of Business

In answer to the question where do you get your business, the owner lists these sources:

1. *Non-servicing Dealers* — Many dealers are not set up or equipped to handle the service and follow up for their customers. They are looking for a reliable agency to properly handle the service for them. I keep sending letters to dealers and I keep calling on them to remind them regularly

that "I am in the Television Service Business." It helps.

2. *Servicing Dealers*—Many servicing dealers find their customers are in my area and feel that it is more economical to turn the service contract over to me. I really do good work and they are learning that I follow through. Because I don't sell new or used sets they aren't afraid that I'll steal their customers. Lots of servicing dealers have limited equipment for service. They give me the overflow work. Many of them cannot handle certain difficult situations. That's where I shine. It's like a doctor turning certain cases over to a specialist.

3. *C.O.D. Accounts*—This is a very profitable source of my business. This customer is anybody's baby. He is out of warranty and can give his business to anybody. I find that by giving good service to sources 1 and 2 mentioned before these people stay with me and become good C.O.D. accounts. They tell their friends about me. All my trucks carry my phone number and lots of people say "I saw one of your trucks across the street, can you take

ANTENNA REPORT																	
A PHILCO FACTORY-SUPERVISED SERVICE MEMBER																	
124 RELIABLE AVE. YOURTOWN, U.S.A.																	
Date _____				Dealer _____													
Name _____				Make _____													
Address _____				Model _____													
City _____				Serial _____													
Apt. _____				Tel. _____				Date Installed _____									
INSTALLATION						REWORK ☐											
Installation Description						Customers Complaint _____											
☐ Roof		☐ Chimney		☐ Wall mount		☐ Centralised		☐ Standard		☐ Special							
TYPE BUILDING & ROOF						As found before rework											
☐ Pvt. House		☐ Flat		☐ Apt. House		☐ Sloping		☐ Hotel		Other _____							
RECEPTION REPORT						Customer's Confirmation of Reception as shown above											
CH	GOOD	FAIR	POOR	REFL.	INT.	OTHER	CH	GOOD	FAIR	POOR	REFL.	INT.	OTHER				
3							3										
6							6										
10							10										
MATERIAL USED						AFTER REWORK											
Antenna Used _____						CH						GOOD	FAIR	POOR	REFL.	INT.	OTHER
Est. Len. Line _____						3											
Single Twinex ☐ Coaxial ☐						6											
Double Twinex ☐ Switch ☐						10											
NOTE--Indicate all data relative to installation description and reception difficulties on back of this report.						CUSTOMERS CERTIFICATION											
Installation Chief _____						I certify that the reception at any location is as Noted hereon after the antenna work was completed.											
" Helper _____						Customer's Signature _____											
Date _____																	

(Continued next page)

care of my set?" We usually try, in a case like this, to get there the same day. We keep putting all our customers on a mailing list and every once in a while we send them a reminder that "I am in the Television Service Business." We also send out teasers in direct mail campaigns to attract new customers.

4. **Multiple Antenna Installations**—Many apartment houses, hotels and large building owners, in general, have called me to install master antenna distribution systems. In addition to the initial installations, I receive a considerable amount of income from the maintenance of these systems.

5. **Dealer Installations**—Many large dealers and department stores which demonstrate quite a few receivers on the sales floor, use my service for setting up their display rooms. I usually install a multiple antenna system with distribution outlets to handle the required number of "live" sets. In addition to this dealer business, I sometimes set up my antenna equipment temporarily for manufacturers who hold conventions and dealer

meetings in my city.

Case History of a Typical Service Call From a Dealer

Here is what happens to a call that comes into my office:

1. The authorization form for installation and set-up is received from the Dealer.

2. A quick reference service card is made up for the customer that contains the following information:

- Date
- Name, Address and Phone No. of customer
- Name, Address and Phone No. of dealer
- Make, Model and Serial No. of set
- Type of Warranty Issued (this can be 90-day service, one-year service or installation and set-up only).

3. A customer folder is made up that will, from then on, carry all the reports and service calls, and other information relative to the customer.

4. The call is routed and assigned to the crew nearest that customer. I have found it practical and profitable to give new installations "fire alarm"

service because the customer is on pins and needles until that beautiful receiver she has just purchased is "hooked up." I know darn well my installation crew will show her exactly how it works after it is set up.

5. When the job is completed to the customer's satisfaction she signs the completion slips. The installation man verifies the serial number and calls the customer's attention to the sticker he has placed on the rear of the cabinet. This sticker has my phone number. My man then asks for permission to place a similar sticker in her handy phone book under the "S" for Service. The customers are very happy to give permission.

6. Completion slips are then returned to the office, checked off and the service route sheet is stamped COMPLETED and turned over to the bookkeeper for billing. A copy of the completion slip with the customer's signature accompanies the bill.

7. As soon as payment in full is received from the dealer a service contract is made up and forwarded to the customer.

8. The completion slip is used to check the serial number against the customer's quick reference card. The type of service contract issued to the customer is indicated on this slip and it is then placed in the customer's case history folder.

Case History of a Customer's Service Call

1. Both girls take calls for service on the telephone. Both are situated so that they have easy access to the customer quick-reference card. While talking to the customer it is easy to verify the status (that is whether it is C.O.D. or Contract). In every case the young lady will try to find out the exact nature of the complaint. Complete information of this type is very helpful to the serviceman. If the call is C.O.D., the service is explained to the customer to avoid misunderstanding later.

2. A service request form is made out which is then routed to the proper serviceman and from here on the same procedure is followed as was outlined before. C.O.D. calls are the most profitable and are given preference. Because of the large number of requests for after warranty service policies I find it expedient to go after that business. My servicemen are paid a bonus for every service contract they sell. This provides considerable incentive as it results in extra dollars in the weekly check.

The owner actually goes into salaries, costs and profits in the next month's issue.

SERVICE ORDER					
A PHILCO FACTORY-SUPERVISED SERVICE MEMBER					
124 RELIABLE AVE.			YOURTOWN, U.S.A.		
Efficient 9-0200			DATE		
			Received _____		
			Make _____		
Name _____			Model No. _____		
Address _____			Serial No. _____		
City _____			Date Installed _____		
Apt. No. _____		Telephone _____			
Sound		Picture		Raster	
Complaint				Antenna	
Service Rendered _____			Time Required _____		
Parts Used _____			Price _____		
C. O. D.	CHARGE	NO CHARGE	CONTRACT	PLEASE PAY SERVICEMAN FOR ALL C. O. D. WORK	
Received from _____					
The sum \$ _____ for Parts and Service Rendered					
Customer's Signature _____					
Serviceman's Signature _____					

Professor M.T.HEAD EXPLAINS...



CAPACITY is stuff that a condenser has. In addition to this, a condenser is also full of microfarads, and these are very useful. As a general rule, the size of the condenser and its capacity are directly proportional. Now, this sounds like a scientific statement that you may not be able to understand at first, but it simply means that the bigger the condenser, the more microfarads it contains and not only that but the smaller a microfarad is the fewer condensers it contains. By the way, in order to be a successful electronics technician you must learn to work into your technical conversations the expressions "directly proportional" and "inversely proportional" because besides sounding impressive these terms are very confusing to people who don't know anything about electricity and you can thereby earn more money by showing these people how intelligent you are, because while the scientific man has the technical knowledge, the people who don't know beans about science are the ones who have the money.

It is said that a condenser can store up electricity, and this makes a very handy arrangement. So, if you have some electricity you don't want to use right away you can store it up in a condenser and then use it whenever you feel like it.

I ought to warn you now that for some reason the name "condenser" has been the subject of disagreement among electrical folks. Some people insist that a condenser should be called a capacitor, while others claim that a capacitor must be called a condenser. Be that as it may, the construction of a condenser and a capacitor is very similar. If you cut open either a condenser or a capacitor and unroll the little package of

tinfoil and waxed paper found inside, you will discover that it is somewhat difficult to re-roll this stuff and get it back into the casing.

One of the early scientists constructed a home-made condenser by pasting tinfoil on the inside and the outside of a glass fruit jar. These condensers were widely copied by other experimenters and were very popular for one whole summer, and then some other way of making condensers had to be worked out. The reason for this was that when harvest time came the women folks kept taking these jars and using them to put up their preserves. So before long another scientist discovered that a condenser could be made out of flat plates of glass and tinfoil. This was in the days when the only way to get tinfoil was to buy cigarettes and chocolate bars and save up the wrappers. On account of this scarcity it took the scientist 14 months to get together enough tinfoil to make a decent condenser, and because he had to consume so much of this merchandise himself, he developed a bad cough and narrowly avoided having diabetes. However, when his accumulation of tinfoil reached satisfactory proportions, he went down to the general store and bought out their entire stock of 8 x 10 window panes and he was ready to go. Well, you can readily imagine that the condenser he built was really a dandy. It had 5 or 6 times as many microfarads as the original fruit jar type. It was also compact, the entire unit weighing only about 15 pounds without the wooden case.

These condensers became very popular because they were so useful. The experimenter would connect his condenser up to his static machine and turn the crank furiously until he was convinced that the condenser was full of electricity. He would then remove the condenser leads from the machine and bring them toward each other. When the leads were close enough together, a delightful spark would jump between them, accompanied by a loud "pop."

One of the pioneers in the early days of electricity was a fellow named Faraday, and he was very fond of static electricity. While other people were belittling the possibilities of static electricity he was making it do some amazing tricks. In those days a scientist could generate and discharge static electricity all over the place and get by with it because it didn't interfere with radio reception. The reason for this was that wireless hadn't yet been invented, to say nothing of radio.

It was Faraday who discovered that condensers had capacity and that the big condensers had more capacity than the small ones, and that the capacity had a lot to do with the size and potency of the spark you could get from a condenser. He originated scientific techniques for testing condensers in which he discovered that his smallest condenser would give barely enough spark to make the laboratory cat flinch perceptibly, but his largest one would pack a wallop—ing display that would cause the cat to depart in several directions simultaneously.

Faraday's work was done under a tremendous handicap because electrons hadn't yet been invented. Well, to make a long story short, the people who admired Faraday's work fixed up a unit of capacity for condensers and named it the "farad" because this sounded a lot like Mr. Faraday's name. The only trouble was, the farad was too big because they didn't have any condensers that had a capacity of even one farad. So they had to break it down into microfarads. On account of the prefix "micro" which was taken from the Greeks, with their permission of course, it is evident that "one microfarad" means one millionth of a farad, just the same as "one microscope" means one millionth of a scope.

In the next lecture I will explain how to actually build a condenser.

A W A R D S

\$10.00

PROMOTIONS

As usual, we are going to have to put aside the money for the top award again this month, because we have not received a promotion or service suggestion worthy of it. How about you fellows showing your pencils, pushing your

pens or punching your typewriters . . . and getting in your suggestions before we are forced to discontinue this award due to lack of worthwhile material? *You can win it . . . and you know it . . . but how about showing us?*

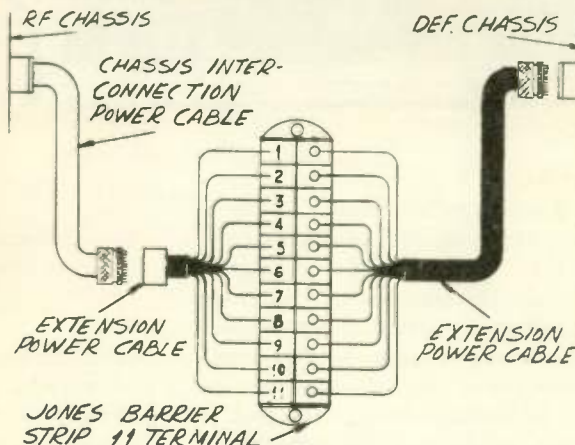
\$5.00

TRADE TRICKS

Our \$5.00 award this month goes to Adam Adams of Williamsport, Pa.

"For home and bench servicing of dual chassis TV, a quick check of the power voltages can be made by the addition of a "Jones 11 terminal barrier strip" to an extension interchassis cable as per the attached drawing.

"The voltages are then taken under load across the appropriate terminals."



\$2.50

TIME SAVERS

Our \$2.50 award this month goes to Oscar Schectar of Pittsburgh, Pa.

"Just a one-inch band of colored plastic tape wrapped around the shank or handle of the tools I carry into the

customer's home has caused a great decrease in the number of tools lost. You can't overlook the tool because it will stand out against the dull colors on the floor, especially if a fluorescent tape is used."

PFSS Chassis Stickers Assure Repeat Service Business!

PROTECT YOUR INVESTMENT

Call

JE-5-9123

SMITH'S SERVICE

102 MAIN ST.

For



- and
**GENUINE PHILCO
PARTS**

Repetition . . . Repetition . . . Repetition . . .

You all know exactly how important repetition really is in creating "consumer recognition" of any particular product or service. The more you expose the consumer to YOUR business name, the more assured YOU can be of getting his repeat service business. PFSS STICKERS WERE DESIGNED TO ADVERTISE AND REPEAT YOUR BUSINESS NAME AT THE EXACT POINT OF SERVICE . . . on the product itself.

It's profitable to remind your customers to call you when service is needed.

Imprinted with your name, address, phone number, these stickers are placed on the chassis of any radio or television set you repair. When the customer next requires service, your reminder is right on the job plugging YOU as the logical person to contact.

These stickers are easy to use, you merely strip off the paper backing and place the sticker on the chassis. No moisture or glue is needed, because of the pre-gummed back. The sticker is a bright yellow color and displays the PFSS seal to confirm your association with this service organization.

They are available from your Philco Distributor in quantities of 250, 500, and 1000. The part number on this inexpensive service sticker is PR 1961. See your Philco Distributor as soon as possible and put this important business-getting sticker to work for you!



PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

JANUARY, 1953

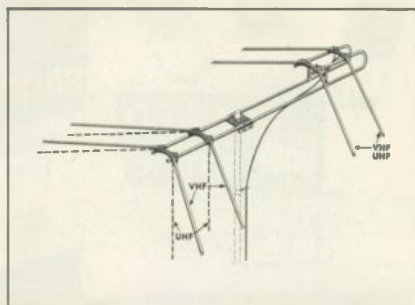
NO. 1

SENSATIONAL NEW PHILCO ANTENNAS PROVIDE FOR VHF RECEPTION TODAY... UHF TOMORROW!

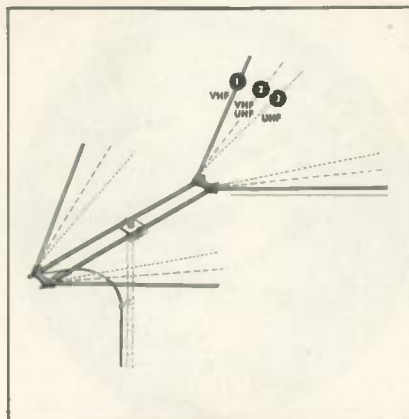
UHF, television's most recent advancement, is rapidly growing by enormous leaps and bounds. All over the country new stations are being constructed with amazing speed. In many sections of the nation UHF channels have already started transmitting to an expectant audience.

In line with this Philco has developed two new antennas which will receive both VHF and UHF without any changeover in the event that new stations enter a locality. Philco Dealers, continuing to profit by Philco's long range planning, once again are in line for bigger sales and profits as a result of the development of these new antennas.

The first truly universal antenna on the market, the "TROMBONE," is high on the list for universal appeal. Since it can be used for both VHF and UHF, it enables Philco Dealers to install it now and protect their customers against any new stations that may come on the air in the future. Here is the antenna which protects the customer and assures him of only one antenna investment regardless of the number of stations broadcasting!



The rugged mechanical features of the "TROMBONE" include complete preassembly, light weight, all-aluminum construction with dowelled elements and streamlined design to cut down wind resistance. Ideally suited for fringe area use, the eight driven elements offer very high gain over all TV channels, with even higher gains—up to 14 db for two-bay models—on UHF. On many channels this gain is far superior to a Yagi. Predictions that the fringe area of UHF will be even closer to the station than that of VHF have given the "TROMBONE" universal applications.



In Portland, Oregon, where the first UHF station opened, the "TROMBONE" proved to be the top UHF antenna in that market. That's the tipoff to the sales-ability of this newest Philco Accessory product!

Philco is also providing the "U-VEE" combination VHF-UHF Antenna, which incorporates many of the features of the "TROMBONE" but with somewhat less gain. The "U-VEE" has been specifically designed for metropolitan use and that means, along with the "TROMBONE," you have ammunition enough to cover both fringe and city installations! In either case these versatile antennas will outperform the market and bring you a man-sized helping of the antenna business in your territory!

The part number on the "TROMBONE" is 45-1880, and for the "U-VEE," 45-1881. Your Philco Distributor has samples of these in stock and will be glad to have you drop in and inspect them for yourself. You'll soon see why Philco Antennas are the biggest sellers around the country and why so many Philco Dealers profit with Philco Accessories!





Getting customers into the store these days depends upon a lot of factors. First, you have to stock the products they want and second, *you have to let them know you carry these items in stock.* How to do it? It's easy and it's effective. Use colorful attractive Philco Accessory displays and make way for the cash customers!

Take the case of accessory products such as Philco polish, needles, ice cube trays, batteries, etc. These are the items the public keeps calling for over and over again. A display for each is out of the question due to space limitations. Realizing this, Philco's Accessory Division has come up with a red-hot display that lets



everyone know you carry these fine Philco Accessories. It's the new attention getting "Flasher Display."

Made of colorful plastic and fully automatic this flasher display can be used either on your counter or hung from the ceiling of your store. Perfect for large and small stores alike, the Philco Accessory flasher display is the answer to promotion requirements for all dealers. If you haven't yet ordered Philco's sensational new "Flasher Display" then you are really missing out on the extra profits which this effective little promotion item can bring in for you. It's colorful, it's versatile, and it pulls in the customers!

Next on the list—Philco's attractive brand new Tube Display

SENSATIONAL PHILCO DISPLAYS HELP SELL MORE PROFITABLE ACCESSORIES!



Kit which goes all out in the promotion of radio and television tubes. The display kit is a hard selling collection of everything you'll need in the way of display material to sell profitable Philco Tubes. The kit consists of window streamers, a jumbo tube box, an assortment of 50 Philco standard tube boxes, a cathode ray tube counter display, and a radio tube counter display. How's that for

a sure-fire selling aid? If this display kit doesn't sell tubes, nothing will!

And finally the spectacular, attention-compelling, colorful Philco Tube Clock. Everyone will have their eye on this as soon as they walk into your store and staring them right in the face is your reminder of Philco tubes for TV and radio. It's large enough to occupy a place of prominence in the store and it's an item which never goes out of date. Time flies and tubes sell when this big, beautiful clock goes to work for you!

Your local Philco Distributor will tell you how you can get all three of these terrific display items now. He has all the information you need and you'll be surprised how easy it is to put these displays to work for you. Keep selling with Philco Displays and you can't go wrong. See your distributor now and get set for a pile of big Accessory profits in the coming months of 1953!



GUY WIRE NOW AVAILABLE IN NEW CONVENIENT REELS

Another of those indispensable antenna accessories Philco Dealers and Servicemen are using constantly is guy wire.

Philco-manufactured guy wire is made from high-strength galvanized steel lines twisted tightly together to provide the greatest durability under the most extreme conditions. Fully corrosion-resistant, it is the guy wire specified most frequently for antenna installations by dealers and servicemen.

As an added convenience Philco guy wire is now available in 600 foot continuous rolls with each 100 feet separately tied. This new method of packing guy wire will provide you with greater flexibility in handling the lengths of wire needed for various jobs.

Your local Philco Distributor is able to meet your requirements for guy wire immediately. Order from him and specify Part No. AD-2690.

SELL ACCESSORIES

(Continued from page 3)

Cube Trays, and Kitchen Tools, all present the grand opportunity to be sold over and over again—particularly during the period of increased stress on white appliances. The sale of accessory products relating to these major Philco appliances is a natural at the time a purchase has been made! Automobile manufacturers have paved the way and indicated the steady profits available from accessory products. It's been proven that customers are most receptive to buying accessories *immediately* after they buy the larger appliance.

If you haven't yet anticipated the coming demand for refrigeration accessories from new appliance customers, your local Philco Distributor has all of these sales-boosting products in stock. Better put your order in now!

AERIAL KIT—

(Continued from page 3)

and the product unsurpassed for practically its whole history!

AD-2691 is the part number of Philco's Outdoor Radio Aerial Kit. It's available at your local Philco Distributor's, along with the sensational line of Philco Radios—and they're priced right for you to sell and make a profit!

NEW "RABBIT EAR" ANTENNA!



Don't sell "rabbit ears" short! Although Philco sets are coming through with built-in antennas there are thousands upon thousands of other existing sets in use today which depend exclusively upon the old reliable "rabbit ear" antenna. The market for these profitable antennas is fabulous when you realize that these indoor antennas are priced to appeal to everyone who cannot afford a conventional antenna. Some customers are often willing to purchase the cheaper indoor type rather than pay the price of a more expensive outdoor installation. And these are the sales that should not be overlooked!

If you are situated in those territories where signal reception is not a problem, it will be to your advantage to promote the sale of the new Philco Indoor Antenna!

In line with Philco's policy of adding products that mean more profits and store traffic for its dealers, we are happy to announce a completely new "V" type indoor antenna. This antenna utilizes an entirely new principle for effective non-slip operation of the chrome-plated rods. Made in three sections, these rods extend a full 39 inches which is ample for reception on all channels. The new "rabbit ear" antennas can be connected from any convenient place within the viewing area.

Here's your chance to get all the indoor antenna business you can handle. Philco Distributors have this item in stock now and they're waiting to show you how this type of antenna out-performs all others. See your Philco Distributor now and ask to see AD-2643.

*Make 1953
Your Biggest Accessory
Year!*

PHILCO ALUMINUM FREEZER FOIL . . . NEW AND PROFITABLE!

It's not too often that we are able to announce a new product with universal sales appeal for *every* type of consumer. Yet, the latest in the Philco Accessory Division's line of merchandise, Aluminum Freezer Foil, has just that appeal!

With food prices what they are today everybody is vitally interested in preventing its waste. When waste hits in the vicinity of the pocketbook that's where it hurts! And you want to overcome it if at all possible.

Philco Aluminum Freezer Foil is made of the best quality, heavy duty aluminum and provides complete protection against dehydration, grease, and water. It adequately prevents flavor loss and discoloration—will withstand both freezer and oven temperatures—and protects all types of cheese, butter, poultry, meat, etc.

This miracle foil actually molds to the shape of the food being

wrapped, therefore effectively combating the main cause of freezer complaints, faulty wrapping of frozen foods. In addition, it is not at all necessary to heat, seal, tape or tie the foil—molding of the freezer foil to the food insures a completely air-tight package.

Each roll of Philco Aluminum Freezer Foil is 18 inches wide and 50 feet long. To illustrate the economy of this foil, it will wrap 30 whole chickens or 100 pounds of assorted meat cuts, and the thickness of a single wrap is sufficient for maximum protection. Each roll comes in an attractive box with a metal cutting edge—complete instructions for wrapping are contained on the carton.

It's needed and wanted by millions of homemakers! It's a profitable, quick turnover item! It's AD-2438 . . . Philco Aluminum Freezer Foil . . . available from your local Philco Distributor!

SELL RANGE AND REFRIGERATOR ACCESSORIES NOW!

By custom throughout the years, it is during the early months of each new year that refrigerators, freezers, and ranges comes into a prominence all of their own. More accessories are promoted and sold at this time of the year than any other.

The great new Philco Refrigerator and Range lines certainly indicate special sales effort to put more and more of these quality products into the American kitchen. The housewife can safely be called your prime target for the next few months!

To parallel the advance of these Philco major appliances, the Philco Accessory Division has made available to its Dealers a complete and practical line of accessories designed for this merchandise which will bring you quick turnover and steady profits.

Philco Refrigerator Polish, Freezer Bags, Oven Cleaner, Ice

(Continued on page 4)

Stay in the Radio Business With Philco's Outdoor Aerial Kit!

Despite dire predictions for the past six years radio is still really going strong and will continue to for a long time! Radio production is up and the important thing is . . . people are buying!

When selling radios, particularly to customers in farm areas or long distances from broadcast stations, it's good business to promote the sale of a good outdoor aerial to go along with it.

You'll all remember the famous Philco Outdoor Radio Aerial Kit—and recently the Philco Accessory Division has developed a new, low-cost version of this quality aerial. Packed in an attractive and useful counter display box, this kit is sold as a complete unit, ready for quick installation.

This low priced, efficiently operating aerial kit, coupled with Philco Radios gives you all the "ammo" you'll need to effect quick and profitable sales. As the acknowledged leader in radio development, production, and sales for over two decades, Philco offers you the name

(Continued on page 4)

STOCK UP ON PHILCO TV PARTS EARLY THIS YEAR!

Here comes '53 fellows and we know it's going to be a "hot" year for all of us!

Leading the parade, of course, will be television from Philco with the new "High Fidelity TV 90" and the "Golden Grid Tuner" . . . away out in front! But an important factor to remember in the sale of new TV receivers is the gigantic replacement market available today for TV parts.

Philco Dealers and Servicemen know full well the value of stocking Philco parts for TV replacement. Among these are the following parts which are widely used in a variety of replacement applications—good items to keep in plentiful supply. . . .

Transformers

Philco's Accessory Division can offer every Philco Dealer and Serviceman the finest quality line of low cost transformers available for universal and general replacement use. All are sturdily constructed of new materials which provide increased economy of

weight and space and are designed to perform with greater all around efficiency.

Electrolytic Capacitors

Ideal for a wide variety of service needs, Philco Electrolytic Capacitors' etched-plate construction insure maximum capacitance in minimum space. Their special construction has provided improved impregnation qualities which mean long life and steady uninterrupted performance.

Fuses

All Philco Fuses are designed for really fast action! Manufactured to extremely accurate specifications they are guaranteed to protect any circuit within its current rating against overloading. You can always be sure with Philco fuses!

Insist upon genuine Philco Parts and Accessories and assure your customers of the finest type of service maintenance and parts replacement they can possibly get.

See your Philco Distributor NOW!