

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

JULY, 1953

NO. 7

IT'S HERE FROM PHILCO . . .

THE GREATEST TEST EQUIPMENT LINE EVER DEVELOPED!

TC8300 TUBE TESTER

S-8202 5" SCOPE



G-8000 VHF TO UHF SIGNAL GENERATOR ADAPTER

G-8004 CROSS-DOT GENERATOR

M-8104 FIELD STRENGTH METER

Philco's summer sales convention recently ended in Atlantic City with one of the greatest demonstrations of Philco superiority in the appliance industry. Television, radios, refrigerators, freezers, and air conditioners of outstanding design and sales appeal were previewed. And with these major products came one of the most sensational introductions by any Philco Division ever!

IN A CLASS BY ITSELF

You'll soon see from the Philco Accessory Division—A test equipment line with years-ahead design that will be far in advance of competition. Every unit, every feature—yes—even every cabinet is loaded to capacity with the extra efficiency needed to do a super special job for Philco Dealers and Service Technicians.

PRICED JUST RIGHT FOR YOU

Besides scooping the industry with a sensationally engineered test equipment line, the Philco Accessory Division will be offering these precision instruments to you at cost savings unequalled anywhere. Not only will you be able to do the best job of servicing possible—but, the purchase of each test unit will mean extra dollars saved!

WATCH FOR THEM

In the months to come you will be hearing more and more about Philco's newest test equipment triumphs. A comprehensive advertising campaign is already under way. Read about it in the nation's leading electronic trade magazines!

Read over the following names and product designations carefully they will help to expand your service operations to their greatest heights with peak effectiveness.

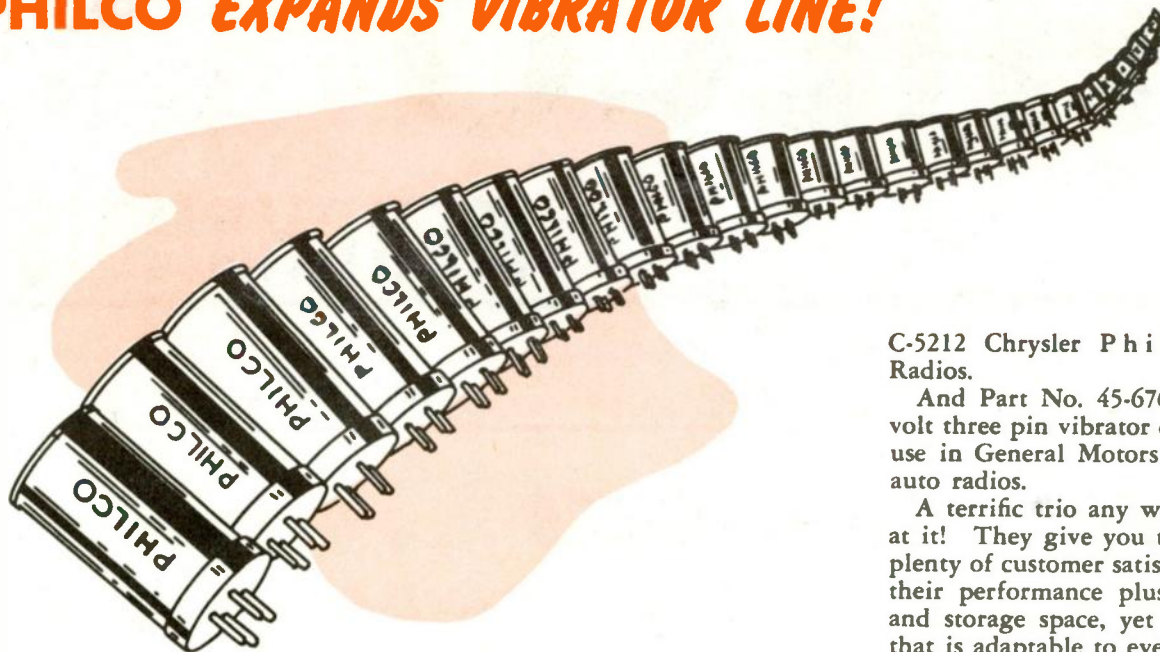
ROLL CALL! READ 'EM OFF

Watch for 'em . . . new, improved, efficient! M-1800 Circuit Master, M-8102 Circuit Master, M-8104 Field Strength Meter, G-8000 VHF to UHF Signal Generator Adapter, G-8002 UHF Signal Generator, G-8004 Crossdot Generator, S-8200 3" Scope, S-8202 5" Scope, TC8300 Tube Tester . . . and more coming all the time! They're all yours from Philco—a world leader in highest quality test equipment "specifically designed for the Service Technician"!

GET READY, GET SET . . .

Keep on your toes and watch for the announcement that your local Philco Distributor has them available and make sure you're on hand. We'll guarantee you'll be sold at the very first look!

PHILCO EXPANDS VIBRATOR LINE!



That's right, the Philco Vibrator line has three spanking new Philco Vibrators, chips off the old blocks, ready to carry on the fine tradition and outstanding efficiency of those vibrators that for years have performed brilliantly in thousands of automobiles.

SAME HIGH STANDARDS OF MANUFACTURE

Although new to the world, these Philco Vibrators provide the type of service required of every Philco Accessory Product—optimum operation that lasts and lasts! Look 'em over.

Part No. 83-0035-2 is a six volt, heavy duty vibrator with heavy zinc constructed case . . . a real quiet operator. Contacts are 100% tungsten and have 26% greater area than other six volt vibrators. Rugged, built to withstand the worst possible abuse, this vibrator is used in the model C-5209 Chrysler Philco Auto Radio.

A new twelve volt, four pin vibrator, Part No. 83-0025-1 has a zinc constructed case and long contacts, is without a doubt the finest vibrator of this type on the market. For use on models C-5211 and

C-5212 Chrysler Philco Auto Radios.

And Part No. 45-6768, a twelve volt three pin vibrator designed for use in General Motors twelve volt auto radios.

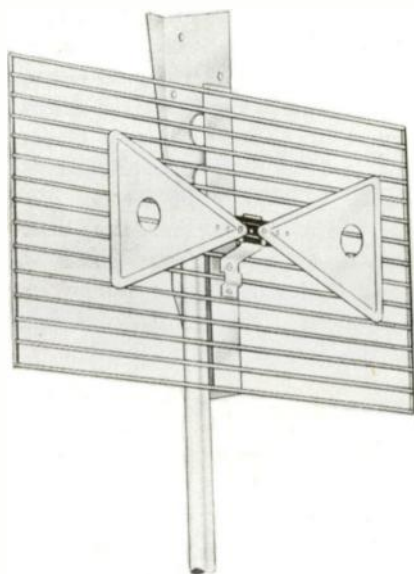
A terrific trio any way you look at it! They give you the basis for plenty of customer satisfaction with their performance plus, save time and storage space, yet offer a line that is adaptable to every servicing need. Coupled with the regular line of Philco Vibrators you can meet requirements for over a hundred different auto radios.

FEATURE PACKED

Don't forget that the fabulous four features of Philco Vibrators include welded contact leads that are loose proof; separate driver contact to the battery for instant starting; extra long life with outstanding performance; and quality materials and workmanship in every vibrator.

The Philco Vibrator line is complete, it's versatile, and it sells itself—from here on it's up to you!

NEW Bow Tie FOR ULTRA-HI!



Here's real Philco quality built into three outstanding new antennas that comprise a sensational new line—Philco Bow Tie Antennas!

To cover all possible applications for UHF, Philco has again engineered a sales slanted line that includes special features to put it at the top of your customers' wanted list.

In Part No. AD-2781 you've got at your disposal a straight bow tie antenna. AD-2782 (illustrated) puts you out in front with a straight bow tie and straight reflector. And AD-2783 features a corner bow tie with a corner reflector. An antenna for every use!

And for that extra feature we're talking about—on Philco Bow Tie Antennas the reflector area on each

of these units is 50% greater than any bow tie reflector on the market today. And all corners of the reflector are tied to efficiently prevent that UHF bugaboo, picture flutter!

All three Philco Bow Ties are made with beaded aluminum fins, and reflectors are constructed of sturdy $\frac{3}{16}$ steel rod with double plating. This guarantees your customers the most durable, long lasting antenna available.

Wherever UHF has gone into operation the demand for special application antennas has snowballed. The need is definitely there . . . and the answer to that need is Philco Bow Tie Antennas!

Here's a market that you'll want to get a big chunk of with the antennas designed with your customers in mind!



SOUND EQUIPMENT MARKET WIDE OPEN FOR PHILCO DEALERS!

Yes, it's high time for you to take advantage of the booming business that is found in night clubs, hotels, cafes and restaurants across the nation!

In the entertainment business sound equipment is an important factor to continuing operations. It can become and remain an important part of your operation. And, as if the entertainment market isn't wide enough, there's the educational and business angle. Meetings, conventions, fairs, school activities, all are potential sales for sound equipment.

As a Philco Dealer you can offer these prospects a complete and versatile line of products with Philco Sound Equipment. Portable amplifiers, microphones and microphone accessories for every purpose! Precision engineered to deliver the finest tonal qualities as well as powerful amplification. Philco Sound Equipment can definitely plus up your business . . . make yours a "one stop" store for a complete line of electronic specialties.

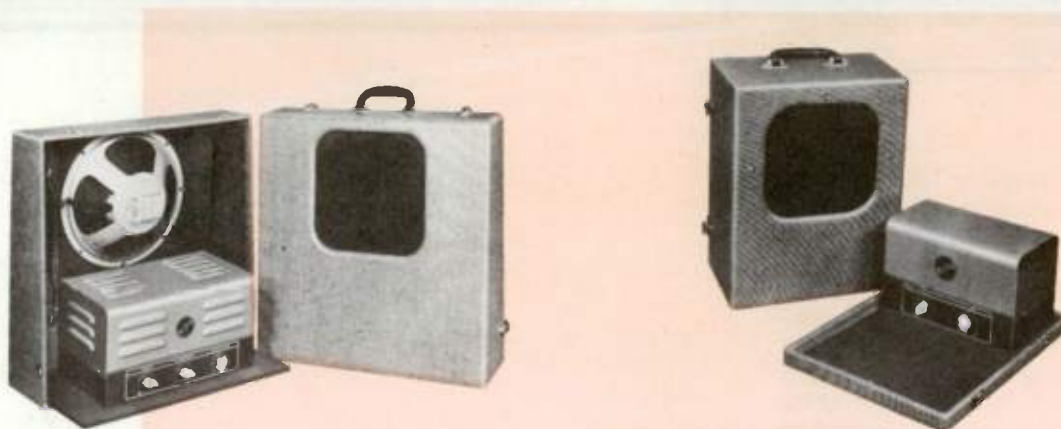
And keep this in mind—profits on sound equipment add up to a sizeable factor, helps build good

will for repeat sales, and then, profits start all over again!

For the entire listing of all Philco Sound Equipment, refer to your Accessory Catalog. You'll find equipment there for every type of sound application that the aforementioned users need in their places of business or special activities.

Your local Philco Distributor will be glad to advise you on the type of sound equipment needed for your particular situation—see him soon!

Sell Philco Sound Equipment—
and—**MORE POWER TO YOU!**



THE NEW PHILCO WIDE RANGE FIELD STRENGTH METER MODEL M8104

The new Philco Wide Range Field Strength Meter, Model M8104 contains many unusual circuits and features which make it much more than an ordinary antenna signal checker. It contains a brand new type of calibrated electronic sensitivity control which makes it a simple matter to check input signal levels in the wide range of from 10 to 100,000 microvolts. It has a sensitive 0 to 50 μ a meter which is calibrated for accurately checking super fringe signals below 100 microvolts. This very useful feature is made possible in this unit by the use of specially constructed Philco low-noise high-gain tuners.

For signal levels above 100 microvolts, readings are obtained directly from the SIGNAL STRENGTH dial. This control is simply rotated to make the meter needle read center scale on the red line. The resulting dial position indicates the actual strength of the incoming signal. The adjustment of this control automatically compensates the circuit voltages to reduce overload effects. This compensation system produces a constant output level at the crystal detector and meter for all signal levels within the range of the instrument. This "reference level" calibration system is one which has long been used successfully in expensive laboratory equipment. It is the use of this system that permits the checking of strong as well as weak input signals.

In order to maintain a more uniform calibration from unit to unit, 3 built-in factory adjustments are provided. The meter and Signal Strength dial both have scales which can be used successfully for making special hand calibrated charts or curves.

WATCH FOR THIS AD—ANOTHER ONE ON PHILCO'S GREAT NEW TEST EQUIPMENT LINE!

The First and Only VHF to UHF Signal Generator Adapter

Here from
PHILCO

Now at a mere fraction of the usual cost, you can produce UHF signals for TV receiver tests. As the output from any VHF signal generator at 60 MC is fed into this Model G8000 Adapter, the VHF sweep or marker signal beats against the UHF oscillator of the unit, producing UHF signals having the same characteristics as the VHF input signal. The most economical system ever . . . and only Philco has it!



Check These Philco Features

1. No expensive attenuator required —the VHF signal generator output attenuator controls the UHF output signal level.
2. Precision Vernier Dial for accurate re-set ability.
3. Can function as an external UHF converter by connecting UHF antenna transmission line to generator's output terminal and connecting lead to TV receiver tuned to 60 MC (Channel 3).
4. High UHF levels, excellent stability, no drift.

VHF INPUT
60 MC

UHF OUTPUT
SIGNAL



5" Wide Band TV Oscilloscope
Model 7021. Finest at the price! Provides extremely wide video response for accurately viewing complex TV wave forms. Celebrated input attenuator and gain control for peak voltage readings.



Philco Appliance Tester
Model 5007. In one compact, portable unit—everything you need to make range, refrigerator, freezer and air conditioner temperature and power measurements quickly and easily.

YOURS ON NEW SPECIAL PAYMENT PLAN

Fill Out and Mail Coupon or See
Your Philco Distributor Now!

PHILCO CORPORATION, Accessory Division
Allentown & "A" St.,
Philadelphia, Pa.

☐ I am interested in the Philco Test Equipment shown here. Please send me details of your SPECIAL PURCHASE PLAN for obtaining these units.

☐ Please send FREE copy of your new booklet on Philco Test Equipment.

NAME
ADDRESS
CITY STATE



PHILCO Test Equipment
SPECIFICALLY Designed for the Serviceman

JOIN THE MARCH OF PARTS!

Philco's Accessory Division processes over twenty million parts and accessories a year. You too can join in the march of parts and be assured of a quicker, better servicing job for each and every customer!

By steady reference to your Philco Parts and Accessory Catalog you can keep your stock of these items in good supply, preparing you for any type of servicing job and making that job easier by far.

*You'll Want to See
Every New Philco
Test Equipment*

PHILCO



Accessory

MERCHANDISER

VOL. 3

PHILCO CORPORATION

AUGUST, 1953

NO. 8

Save 59¢

**PHILCO Special
Introductory Offer**

**YOUR
CHOICE \$1.98**

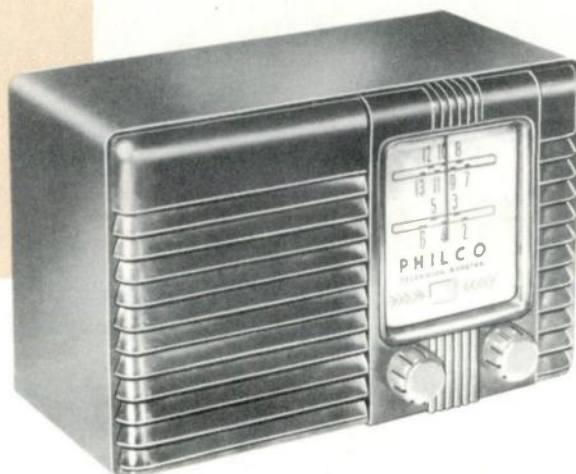


**Are You Cashing
In on the Greatest
Philco Accessory
Offer of the Year?**

... better start now!
You can sell your customers **TWO PRODUCTS**
FOR THE PRICE OF ONE!
This is a strictly limited
offer—you only have a
short time ... **ACT NOW!**

**On Page 4 You'll See How Much You Can Actually Save
Your Customers With This Great Profit Program!**

PHILCO TELEVISION BOOSTERS



... Boosts Signals ... Boosts Profits

It has been quite a few years now since the Philco TV Booster hit the market with a bang but it's still going great guns! Customers all over the nation are enjoying the better reception and clearer picture that these boosters provide.

And now, more and more fringe areas are opening to the wonders of television—no blur, no snow—but crystal clear, perfect reception thanks to Philco Television Boosters. As each new station opens up the TV horizon widens and so does the TV sales market!

A WONDER WORKER

It's popular — it's profitable! Every television customer is in the market for a Philco TV Booster. And when people see the wonderful reception possible with a Philco TV Booster on the job, they're in the

market for a television set—it works both ways, and to your advantage.

STYLED FOR MODERN LIVING

The modern trend in interior decoration is to the light woods in furnishing the home, and that includes television sets. To keep you abreast of the times, Philco designed an ivory cabinet for the TV Booster to fit right in with the most modern decor. It blends well with any of the lighter woods used in the manufacture of television cabinets. How's that for increasing your market—putting you out in front of competition! While the casing is different on these ivory boosters, the mechanism is the same quality-engineered, signal-pulling power house found in the first TB-3 introduced by Philco.

The proof of the pudding is in the eating, they say—and the proof of the Philco TV Booster's superiority is in its popularity with the customers. It has out-distanced every other booster in its price range in providing clear reception even in the most-out-of-the-way fringe areas.

QUICK SALE "PLUSES"

Here are a few of the outstanding features of the Philco Television Booster to show you why it outperforms all others . . .

- Band pass characteristics are broad enough to ensure maximum picture detail, restricted enough to reduce adjacent channel interference
- One knob tuning
- Low insertion loss antenna and band switch
- Two neutralized 6J6 triode tubes to prevent oscillation
- Operates on AC current
- Easy to install because there are no adapter plugs or cables
- Illuminated slide-rule dial
- Easy to operate

For a real boost to your television business contact your local Philco Distributor soon for your supply of Philco Television Boosters in ivory or mahogany. Prepare for a big season ahead!

Portable Battery Demand Continues Strong!

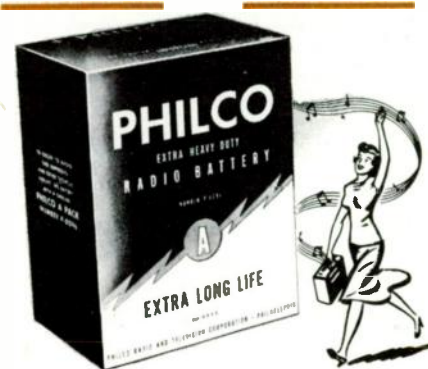
This is the time the public wants 'em! The high quality, popular Philco Portable Batteries are in great demand all during the summer and even after Labor Day. Are you getting your share of this business?

In fact, it's smart to keep up your promotion of portable batteries by means of the many window, floor and counter displays Philco has to offer you. Remember, your customers have probably been playing their portables for all they're worth these past months. Many are ready for replacement batteries as sum-

mer's end is in sight. These Philco Portable Batteries are a quick turnover, right price item—plug 'em for all they're worth.

Summers are getting longer, stretching right through September and October. Nobody thinks of hibernating for winter until well into the year. And then football's right around the corner. More portable battery sales in the offing!

Think about it and then see your local Philco Distributor for a late summer supply of Philco Portable Batteries.



Profits A'Plenty With Philco Auto Polish!



Here's a satisfied customer! And why not—look at that sparkle and shine! In a jiffy too . . . with Philco Auto Polish!

Philco Auto Polish does a terrific job in less time than it takes to tell about it. You all know the drudge and grind of cleaning a car and then waxing it to a lustre—that's just plain hard work! Not with Philco Auto Polish! It cleans and waxes in one operation, and with no hard rubbing. Just apply with a soft cloth, let dry, and buff

lightly to a dazzling finish that lasts and lasts!

AND THAT'S NOT ALL

Philco Auto Polish protects as it cleans. It gives a hard wax surface that repels dust, dirt, grime, and damaging stains. A whisk of the polish and cloth and the car is like new again.

IT'S SAFE TOO

Philco Auto Polish is so safe for paints and enameled surfaces that

milady can use it on refrigerators, freezers, washers, and ranges without a worry . . . gives the "indoor" items the same protection from grease and acid stains that is required by automobiles in the worst weather conditions.

YOUR CUSTOMERS WANT TO KNOW

What a sales story you have to tell—features found only in Philco Auto Polish to fill a universal need—the easiest way to do a tough job—in a hurry!

The cartoon above shows just one satisfied customer, but there can be plenty when you display and sell Philco Auto Polish. And satisfied customers come back! Then it's your golden opportunity to show the many other Philco Accessory products designed to put your sales right over the top.

Have a supply of Philco Auto Polish on hand. Order it now from your local Philco Distributor by Part No. AD 1846.

PHILCO CR TUBE COVERS

Help Public Relations Pay Off!



Customer confidence is a term applied to the service business time and again. Webster defines it as "that in which faith is put or reliance given," but no matter how you say it, it is the backbone of the service business—without it, there is no business!

It's reasonable that customers deal with the people they can rely on to do a good job without damage to their appliance. The service technician who gets second and third service calls is the one who shows he is careful in handling someone else's property.

Every TV service technician has run across the problem of removing the picture tube from a customer's set and taking it into the shop for examination. It's the careful service technician who uses Philco CR

Tube Covers to protect the tube the whole time it is in his possession.

Accidents can happen as every one knows and tube faces can get scratched or chipped in transit. With Philco CR Tube Covers that's a thing of the past! These sturdy covers are made of heavy quilted rayon and lined with polythylene to afford maximum protection. They have bound edges and cotton sleeving with elastic self-closing necks to make them easy to use—just slip them over the tube and they fit snugly all the way around.

Not only is the customer assured that his set is in good hands when he sees the careful handling it gets, there is a safety factor involved for you, the service technician. Suppose an accident does happen and a tube must be replaced—that is money out of your pocket. With Philco CR Tube Covers a great percentage of possible damage is eliminated and that means savings for you!

As an extra feature—Philco CR Tube Covers perform double duty as fan covers during the winter

months. The elastic edges pull the covers tightly around the fan keeping out accumulated dust and dirt that causes a great deal of damage over the winter months.

Add up these points—PROTECTION for you and the customer. CONVENIENT to use. ASSURANCE to your customers that you are a careful, thorough service technician. They make an impressive score in favor of Philco CR Tube Covers.



Order them today from your local Philco Distributor—there is a size to fit every tube.

Hitch Your Wagon to the 1954 Line of Philco Stars

Never before in radio and television history has one manufacturer assembled such an outstanding array of new models! Radio and Television by Philco for 1954 is going to set new standards of performance, beauty . . . and sales!



Dramatic new features—High Fidelity Picture and Sound, Deep Dimension, the fabulous Phonorama and many more—are going to give Philco Dealers the strongest competitive advantage in the industry. Philco for '54 is unbeatable!

And so is the great line of Philco Accessories! Your customers will be buying Philco as never before. Enthusiastic customer response to Philco's '54 radio and television is practically guaranteed and that same enthusiasm will be carried over to the sparkling accessory line.



all smart Philco Dealers should be carrying!

Your local Philco Distributor can supply you with every one of these saleable accessory products with the profit margin that can help carry sales up to the top of the ladder!

Order now!



YOUR CUSTOMER SAVES 59¢

IT'S PRACTICALLY A GIVE-AWAY

Yes, it is practically a give-away to your customers—something they are sure to like and will want to buy!

But it is also a grand opportunity for every Philco Dealer to increase store traffic and chalk up heavy volume on Philco Accessories!

Combining the sure-fire sales appeal used by chain drug stores with really popular and needed products, Philco's Accessory Division has created a tremendous combination offer that will sell itself! Two quality Philco Accessory Products for the price of one—the kind of bargain every consumer in America goes for!

There are "profit" and "turn-over" written on every one of these red-hot packages. Decide NOW that you are one of those dealers who will cash in on this outstanding Philco Accessory Program. Phone or call your Philco Distributor at once! And hurry! You've only got a limited time to act on this program.

Remember—your customers save and you profit—who could ask for anything more?

REFRIGERATOR
FREEZER BAGS \$1.98

REFRIGERATOR
POLISH59

TOTAL ... \$2.57

Your Customer Pays Only **\$1.98**

• • •

ICE CUBE TRAY \$1.98

REFRIGERATOR
POLISH59

TOTAL ... \$2.57

Your Customer Pays Only **\$1.98**

• • •

REFRIGERATOR
FREEZER FOIL \$1.98

REFRIGERATOR
POLISH59

TOTAL ... \$2.57

Your Customer Pays Only **\$1.98**

Phone or Call Your Philco Distributor Right Now!

Sell Philco Accessories

"Two for the Price of One"

For a Tremendous

Store Traffic Program