

PHILCO

Accessory MERCHANDISER



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THAT'S what you'll be saying when the first of the Philco Accessory Division's 1955 promotions moves into high gear . . . with opportunities galore for product savings and exciting new offers.

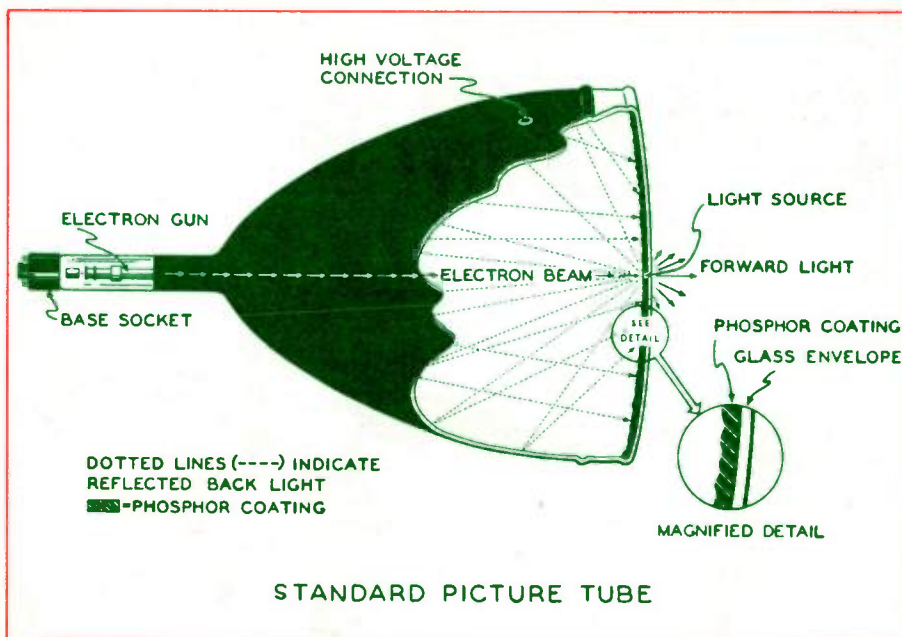
Until then, Season's Greetings to every Dealer and Serviceman in the land—and—Happy New Year!



EXTRA!... PICTURE QUALITY!

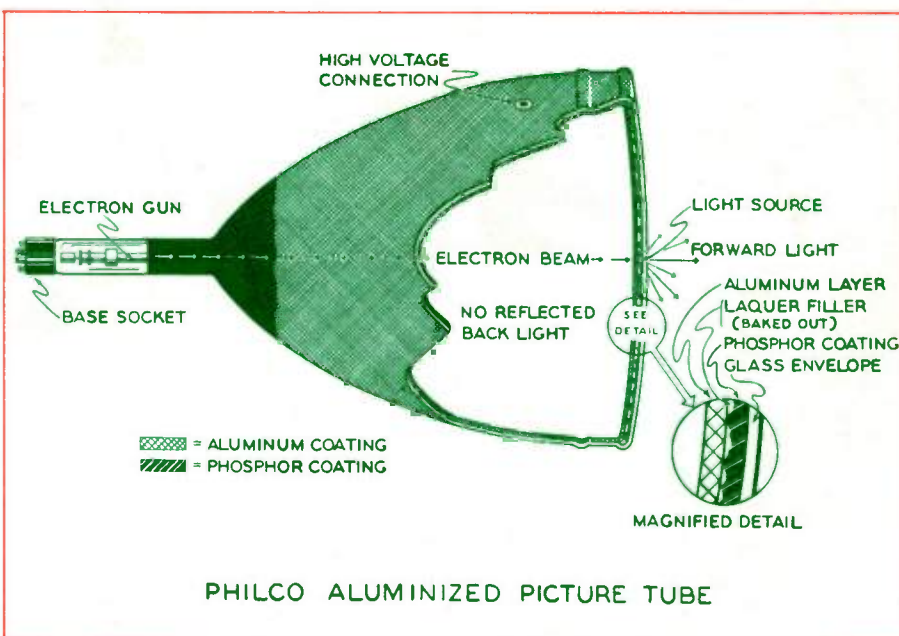
EXTRA!... DEALER PROFITS!

PHILCO ALUMINIZED TELEVISION PICTURE TUBES



Illustrated here you will see the basic difference between standard and aluminized picture tubes.

The coating of bright, pure aluminum which is an extremely critical and costly application process, results in life expectancy and freedom from blemishes many times that of the conventional tube. In addition, a gain of two to one in light output over ordinary tubes and a freedom from back lighting (resulting in a blacker, more contrasty picture) combine to create the aluminized tube's outstanding features... features that will outperform every other picture tube in a dealer's store.



HERE is the magic of aluminum, combined with the ingenious process of "aluminization" to bring extra picture quality to your customers . . . extra profits to you!

The aluminized picture tube bids fair to revolutionize the picture tube replacement market. Philco Servicing Dealers and Servicemen who are constantly supplying the buying public with their replacement parts and tubes will find a tremendously increased demand for this far superior type of tube.

Just as in truly fine photography, good television pictures must exhibit a high degree of tone quality, good contrast, good resolution and a freedom from spots, blemishes and imperfections. Today, aluminization has brought these factors to a new height of perfection with a picture rich in contrast; a brighter picture; a picture with greater resolution in sharp focus . . . one hundred per cent visibility. And your customers will love it!

Black and white television is today rapidly approaching its ultimate. The consumer is becoming accustomed to new refinements in TV manufacture and is taking them in his stride. Now, along comes aluminized tubes with a startling superiority over the conventional tubes and the market opens wide again!

Aluminization has hit television with one of the greatest impacts since television itself was first introduced. It is definitely not a gimmick, but a valid, scientific process that has refashioned the principles of picture tube production.

For the record, Philco pioneered in aluminized tubes way back in 1945. Even then, their outstanding features and great potential was known. Since that time a mighty research effort to refine their uses has resulted in today's large screen aluminized tubes . . . the ultimate in sharpness, long life and freedom from defects. This is the tube of tomorrow . . . today!

Now let's talk about your potential market for Philco Aluminized Picture Tubes. It is staggering! Think only of the television receivers that are now three, four and five years old. In itself, here is a market numbering literally millions of customers whose present picture tubes are ripe for replacement. And the cost of aluminized tubes is but a little more than standard tubes, a consideration your cus-

tomers won't give a second thought to compared with the overwhelming superiority of the aluminized type!

Get ready to build up your replacement picture tube business with a revitalizing shot in the arm. Make your store "Headquarters for Philco Aluminized Picture Tubes." Start canvassing your customers

already on the books. Plan to contact *all* potential customers within your trading area. Advertise! Publicize! Sell!

(P. S.—be sure to see your local Philco Distributor and order a stock of these aluminized tubes in anticipation of increased sales resulting from the above activity.)

PHILCO CROSS REFERENCE CHART

This cross reference is designed to tabulate the features of 21 types of Philco Aluminized Television Picture Tubes which will replace 43 popular non-aluminized types. Only minor changes, if any, are required in making the replacement.

THESE PHILCO TYPES	RE- PLACE THESE NON- ALUMI- NIZED TYPES	PHILCO TYPES HAVE							RE- PLACE- MENT NOTE SEE BELOW
		ION TRAP N-NONE S-SIN- GLE	EX- TERNAL CON- DUC- TIVE COAT- ING	SPHER- ICAL FACE PLATE	CYLIN- DRICAL FACE PLATE	MAG- NETIC FOCUS	ELEC. TRO- STATIC FOCUS		
16KP4A	16KP4 16RP4 16XP4 16QP4	S	X	X		X		1 3 4 4	
17BP4B	17BP4 17BP4A 17BP4C 17JP4	S	X	X		X		5 1 1 6	
17HP4B	17HP4 17HP4A 17RP4	S	X	X			X	1 1 1	
17LP4A	17LP4 17VP4	S	X		X		X	1 1	
20CP4B	20CP4 20CP4C	S		X		X		1 1	
20CP4D	20CP4A	S	X	X		X		1	
20DP4B	20DP4	S		X		X		1	
20DP4C	20DP4A	S	X	X		X		1	
20HP4C	20HP4 20HP4B	S		X			X	1 1	
20HP4D	20HP4A 20MP4 20LP4	S	X	X			X	1 1 1	
21EP4B	21EP4 21EP4A	S	X		X	X		5 1	
21FP4C	21FP4 21FP4A	S	X		X		X	5 1	
21WP4A	21WP4	S	X	X		X		1	
21XP4A	21XP4	S	X	X			X	1	
21YP4A	21YP4 21AFP4	S	X	X			X	1 5	
21ZP4B	21ZP4 21ZP4A	S	X	X		X		5 1	
24CP4A	24CP4 24QP4 24TP4 24XP4	S	X	X		X		1 1 1 5	
24DP4A	24DP4	S	X	X			X	1	
24VP4A	24VP4	S	X	X		X		1	
27EP4	27GP4 27NP4	S		X		X		1 7	
27RP4	27GP4 27NP4	S	X	X		X		5 1	

NOTES:—1. Usual installation adjustments.

2. Ground conductive coating. Remove ion trap.

3. Check contact to conductive coating.

4. Ground conductive coating. Change ion trap.

5. Ground conductive coating.

6. Do not exceed voltage rating.

7. Add filter capacitor.

HOW DO **YOU** TEST TUBES?

ARE you one of those "talented" servicemen who can tell the condition of a tube or forecast its life from a crystal ball—or—are you the smart one who gets all of his *accurate* information from a Philco Model 9100 Tube Tester?

We certainly hope you fall into the second category, otherwise you are wasting your own time, your customer's time and could be building a bad reputation to top it off. Let's face it . . . when a customer has his set serviced he expects it to be serviced right. Explanations concerning repeated call backs won't hold water these days and you won't hold your customers very long.

Sure there are other tube testers on the market. Pretty good ones, too. But nothing can hold a candle to the 9100. All tube testers have certain features that are emphasized, but nowhere can you find so many needed features combined into one unit with one purpose—to give you the best job possible!

We know once you try the Philco Dynamic Mutual Conductance Tube Tester, you'll agree it is tops. In fact, it doesn't seem possible to pack so many features into one small unit. But Philco did it and Philco Servicemen rack up the benefits!

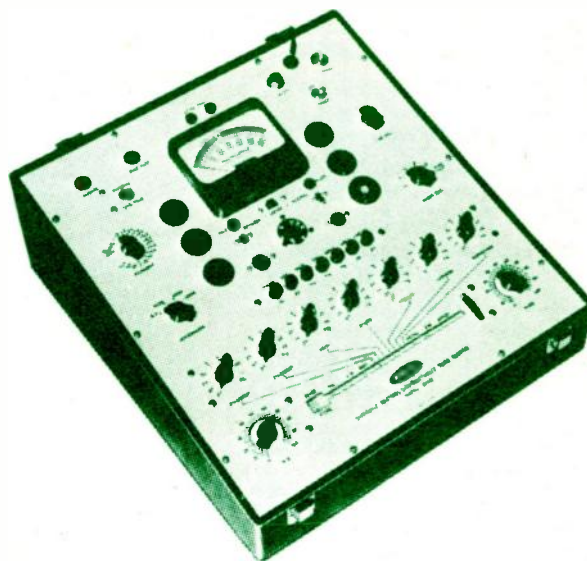
Model 9100 is built the way you want a tube tester to be built and it answers the serviceman's questions when he asks . . .

Is it compact? Yes—lightweight, easy to handle and completely portable.

Is it rugged? It will withstand the very worst treatment you can dish out!

Is it reliable? It has been engineered and manufactured to absolute pin-point accuracy!

Is it versatile? It will test any tube from the tiniest sub-miniature all the way up to CR's!



Ask any question you care to about tube testers and we guarantee the Model 9100 will come through with flying colors.

For short cuts that pay off in servicing you can't beat quality equipment. Tube *guessing* is no substitute for tube *testing*, not

when you're trying to do more business to make more profits.

Stop in at your local Philco Distributor's and see for yourself the many, many advantages of a tube tester that is really a tube tester . . . the Philco Model 9100 Dynamic Mutual Conductance Tube Tester.

WATCH FOR PHILCO . . . ON THE MARCH AGAIN IN '55!