

PHILCO



Accessory

MERCHANDISER

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CONTINUING THE PARADE OF PHILCO UNIVERSAL PARTS

Through the years, during all conditions of business and product shortages, dealers nationwide have endorsed Philco Universal Parts with the confidence and trust that comes from experience. Philco Servicemen, too, have learned that there is no finer line of radio and television parts to be had anywhere. This is tribute to the intelligent technical discrimination of Philco Dealers and Servicemen.

Constantly adding to the impressive list of these Universal Parts and relying on its staff of engineers to develop radio and television parts of quality, Philco is aware that these parts play an important role in the daily affairs of its thousands of dealers and servicemen. Each month more of these quality-engineered parts make their debut at Philco Headquarters. And each month Philco Dealers know that something new in the way of quality is headed in their direction! This month is no exception.

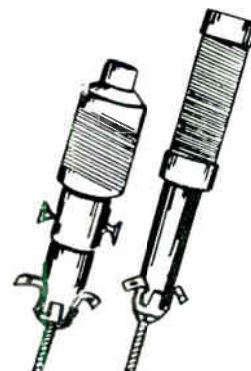
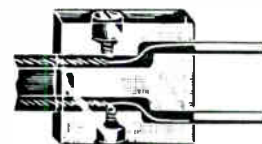
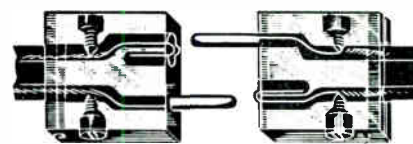
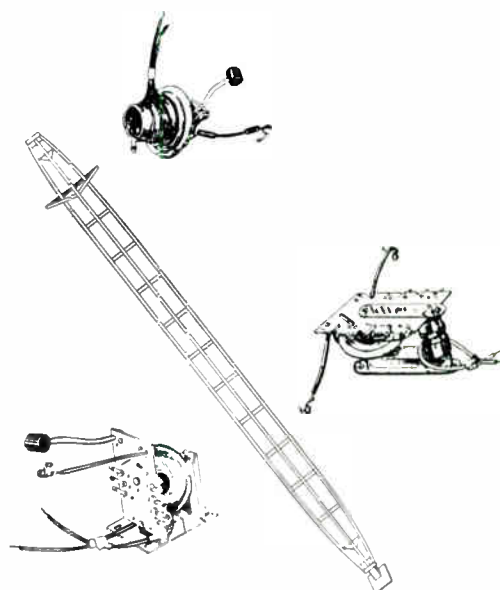
Released this month are some new versions of old standbys, all designed to efficiently and reliably do a job for your service requirements. They've been tried and tested under all conditions and Philco knows their performance and quality are at peak. Competitive conditions today demand that any service work be of the highest caliber and as you well know, a service job depends greatly upon the quality of the parts involved. And that's where Philco shines! Quality is evident in all Philco products and Universal Parts are no exception.

Although the parts listed on other pages of this issue are but a few of the many stocked by your local Philco Distributor, the complete line covers all phases of service on Philco products as well as the products of many of the leading manufacturers. Your Philco Parts and Accessories Catalog is your directory to this line and should be consulted for correct part numbers and descriptions when ordering any catalog items. When you order from your Philco Distributor be sure to give the part number, model number and description of each part ordered. This will aid in expediting your orders quickly and efficiently.

To make sure that you are up to date on the latest additions to the great Philco Parts and Accessory line, visit your Philco Distributors Parts Department regularly. It will pay off in big dividends of extra service business and bigger profits on service calls!

You will find complete and detailed information regarding some of the items printed in this issue on the following catalog pages of the 1952 Philco Parts & Accessories Catalog:

- TV Plugs and Sockets—Page 44-C
- Universal Horizontal Output Transformers—Page 88-A
- Universal Volume Controls—Page 85-A
- TV Towers & Accessories—Page 44-A

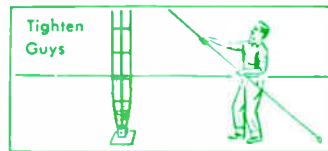
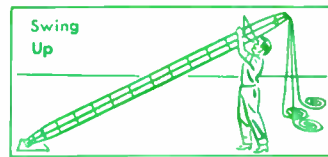
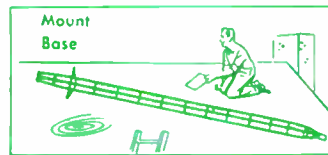


New Opportunities for More Sales of Philco TV Towers and Masts . . .

The lifting of the FCC freeze on television station construction is good news to everyone connected with television—from the dealer to the serviceman. Naturally with more stations coming on the air there will be more sets to service and of course, more antennas to be raised. And there's where the smart Philco Dealer will profit because Philco has one of the most complete lines of TV towers and masts to meet every material need of the serviceman. That's right, no matter where the signal is, Philco's towers and masts will push that antenna skyward and really pull them in!

Leading off is Philco's Economy Tower, and what a job it does! Suitable for either radio or television installations this new low-priced 20-foot tower is lightweight, easy to erect and is of all-tubular, zinc-coated steel construction. The one-piece Economy Tower has a sturdy removable base for quick installation on any type of roof that you may encounter. The part number on this quick-selling profitable Economy Tower is 45-1861, 20 foot, and it's the first of many Philco TV towers.

For installations requiring towers up to 70 feet in height Philco has three tower kits that are really the last word in construction, durability and quality. The tower kits consist of steel tower sections, a top section and a Flat Roof steel tower base. These higher towers are of 7" triangular steel structure and



have 7/8" steel tube uprights and 3/8" steel tube steps. All tubes are capped and each section has guying eyes and moisture drains. The tubing is electric zinc coated and is internally varnished before the assembly is fabricated. To insure a lasting installation the tower joints are electrically welded and the completed sections are then dipped in aluminum enamel insuring a rust proof finish. Although these towers come equipped for flat roof installations, adjustable bases for slanting or peaked roofs are avail-

able. The part number on the 40-foot kit is 45-1867, on the 50-foot kit—45-1868, and the part number for the 60-foot tower kit is 45-1869. Should you receive calls for towers over 60 feet, Philco Distributors have available heavy duty towers from 70 feet to 150 feet and will be glad to supply you with all specifications.

Included as a part of Philco's complete TV tower line are Philco Telescoping Masts which is the ideal equipment to help you speed installations, and help you increase profits.

These telescoping masts come in 10-foot lengths and are precision made so that sections telescope into each other so snugly that there is no chance of wobble or loose fit. The masts are zinc-coated to eliminate or reduce rusting and all accessories, guy rings and bolts are furnished. The masts are available in 30-, 40- and 50-foot heights and in that order the part numbers are 45-1862, 45-1863 and 45-1864. Mounting bases for flat or peaked roofs are available with these masts and contain sockets for masts up to 2 1/2" outside diameter.

Philco TV Towers and Masts are a profitable item to carry. What's more, the added boost given the television industry by the lifting of the FCC freeze is going to result in more sales for you. Better make sure that you have all the towers and masts you can handle . . . if not, see your Philco Distributor immediately.

VERSATILE PHILCO TRANSFORMERS FOR USE IN ALL TV SETS

Just think about it and you can see why Philco Transformers are outselling all other transformers on the market today, and why they are the favorite of TV servicemen in the field!

That's right! With just 15 types of Horizontal Output Transformers and 8 types of Deflection Yokes to choose from, the serviceman in business today can replace these components in sets produced by over 80 different television manufacturers! And from your profit angle they are terrific, because with a minimum of stock on your part the maximum number of receivers can be serviced. No expensive inven-

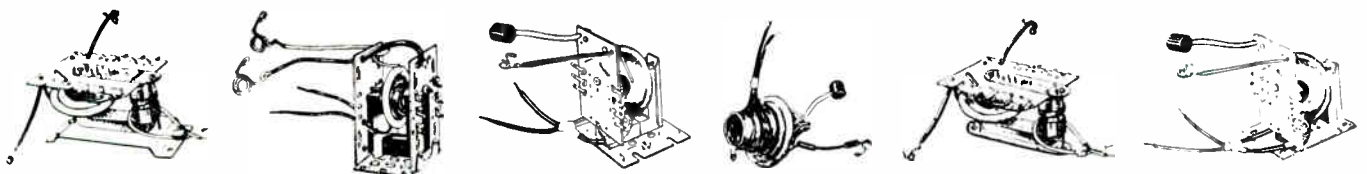
tory on your shelves, no bothering with over 80 different part numbers, and more of your valuable storage space to devote to other profitable Philco Accessory items.

Designed by Philco Engineers to perform reliably and accurately in any set on the market, these Philco Transformers are on constant call in every section of the country.

Starting with part number AD-2254 and continuing through to AD-2268, these Universal Transformers are available to provide the necessary KV output for all types of cathode ray tubes (7" to 24").

The line of Universal Deflection Yokes starts with part number AD-2269 through to AD-2276. The yokes, of 70 degree ferrite cores, provide for both horizontal and vertical deflection. This series of deflection yokes are available with horizontal inductance of from 8.3 mh to 30 mh and a vertical inductance of 3.3 or 50 mh to cover all television set requirements.

Get on the Philco ball and stock up with your requirements of Philco Transformers and Yokes. Your Philco Distributor has a full stock on all Philco Universal Parts and Accessories.



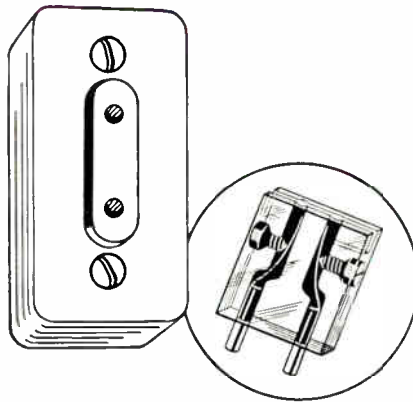
PHILCO TV PLUGS and SOCKETS

Continuing the Philco parade of television accessories are eight new Philco Television Twinex Lead-in Plugs and Sockets.

Designed for applications in experimental labs, test benches, portable installations, and ham shacks, to mention a few, these small but important Philco parts should be prominent on your order list since they are always in constant demand the year 'round.

First of the new line is the brand new Universal TV Twinex Lead-in Socket, a constant impedance socket that servicemen have been waiting for. This new socket is designed so that standard 300 ohm twinex may enter from sides or back, or may pass straight through. The unit can also serve as a line tap or terminal socket with the wiring concealed within a wall or brought along the baseboard. The socket is molded of low loss polystyrene and is available in brown or ivory. Included with the socket is a plug and mounting screws for safe sure installation. The part number for the brown socket is 45-9781, and for the ivory socket, 45-9780.

The rest of the line of plugs and sockets are quality items and there is a plug and socket for every type of installation. These plugs and sockets are made of the highest quality acrylic resin plastic and all have phosphor bronze contacts. Easily installed without the use of



solder, the contacts provide excellent electrical and mechanical connections.

Included is a Twinex line socket, 45-9777—for use where a mounted socket is not feasible; a Twinex Line Splicer, 45-9776—providing an inexpensive solderless splice; Twinex Line Connectors 45-9779—prevents reversal of polarity in standard 300-ohm twinex, a Four Conductor Line Socket 45-9783—a polarized socket requiring no soldering; and a Four Conductor Plug, 45-9782—for low voltage applications.

Small in size, but long on quality these Philco TV Plugs and Sockets are typical of the fine workmanship that goes into all Philco products, large or small. Stock up from your local Philco Distributor on a pair of items that are always handy to have around.

Sound Off with the Philco Universal Crystal Cartridge!

Johnny Ray, Perry Como or Dinah Shore . . . they'll all sound better on records which are played on phonographs using this terrific new Crystal Cartridge. And if you don't think there's a market for records or record players just take a look at the figures on record sales for the past few months! Now, with more records sold every day and record players getting more than their normal share of usage the replacement market for cartridges is soaring. And the Philco Dealers who know the trends will jump on the band wagon with these Universal Cartridges!

Designed for replacement in practically any phono arm in use today, these cartridges contain a Rochelle Salt Crystal with a protective coating which is practically impervious to moisture. The cartridges have been designed for two

voltage outputs, 1.5 volts and 4.0 volts at 1000 CPS with a tracking pressure of $\frac{3}{4}$ ounce. And speaking of pressure, Philco has designed these cartridges with needle chucks that hold the needle firmly enough to give you a steady pressure on the record to hold to a minimum "wow" and "needle talk."

Manufactured under the Philco system of quality control these Universal Crystal Cartridges replace all other makes of cartridges and should be used in place of old cartridges which may cause decreased volume output.

Philco's Universal Crystal Cartridge, part number AD-2284, is a complete installation kit with all accessories included. The package contains everything necessary for a complete replacement job—crystal cartridge, needle spacers, arm rest button, extra needle screws, a pin-

Quality Capacitors for Philco Dealers

Relatively small in size when compared to many other Philco parts, these moulded capacitors from Philco do a man-sized job when it comes to radio or TV work. That's right . . . these miniature marvels are among the best capacitors on the market today, and of course, they're brought to you by Philco.

Bakelite phenolic moulded, these little giants are rough, tough, and the premium quality is there throughout all the sizes and ranges. The casing is hard and tough and there's no need to use kid gloves in the handling of these parts. Drop them, bang them or scratch them . . . they just won't damage and you'll never have to worry about the leads working loose either.

Adherence to the standards found in all products manufactured to Philco's specifications of quality control is your guarantee that Philco capacitors will withstand severe heat changes, excessive moisture and shock. Rated for 85° centigrade operation, you *know* these moulded capacitors really work when the heat is on! And these Philco "specials" are made under dry process manufacture which further assures you that the amount of moisture usually found in many capacitors of this type is kept to the barest minimum.

Oil impregnated, Philco tests these rugged capacitors at double their rated voltage as further protection against dielectric breakdown, making Philco Moulded Capacitors the perfect all-around unit for their recommended applications. And what's more Philco capacitors show no deterioration in stock and will not dry out or crack.

Better make sure that you have enough to take care of all your servicing needs. If not, your local Philco Distributor can supply you with all ranges and sizes of the best capacitors on the market . . . Philco Moulded Capacitors!

type terminal jumper and a pin-type terminal lug. And that's quite a package for any Philco Dealer!

If you're in doubt as to the popularity of these kits, see your local Philco Distributor and notice how fast the orders are pouring in. That's your go-ahead sign to do the same and write up your order for the versatile Universal Crystal Cartridge.

"FAMOUS for QUALITY" UNIVERSAL VOLUME CONTROLS from PHILCO!



Philco Accessory Headquarters has stated that Philco Dealers and Servicemen handle the finest line of parts and accessory items available in the industry today. Here is absolute proof that Philco not only handles the best in the field, but also handles the most versatile!

Philco Distributors have volume controls for television and radio, and they want you to know that these are positively the best on the

market. In their opinion, and they should know, because television parts are right down their alley, the Philco Universal Volume Control is the finest replacement control for overall coverage to be had!

The Philco line of volume controls provide the broadest coverage of all TV, FM, and AM set requirements. Features to be found in these volume controls are the kind servicemen in television and radio want to fulfill the best possible type of service.

Knowing that Philco supplies the finest equipment for all phases of service work, servicemen all over the country have come to rely upon Philco for certain "specials" in the field. Here is one "special" that will appeal to everyone of them!

Covering 90% of all replacement requirements, these controls come in large 3-inch lengths and

require only cutting to size to suit the purpose of the customer. Compactly designed of $1\frac{5}{16}$ " diameter, these Universal Volume Controls, quality engineered by Philco, are designed to accommodate the easily added switch and what's more, the short feed through the $\frac{1}{4}$ " bushing makes them adaptable to large or small sets. Plain and tapped controls with adaptable and interchangeable fixed shaft feature allows quick control conversion to suit practically any radio or television receiver.

Get in on the parade of Philco Universal Parts and Accessory Products and stock up on these famous volume controls. Don't wait until your stock has been exhausted on such an essential part for service work . . . get going now and have a complete supply of Philco's popular Universal Volume Controls!

TV Booster Available in Ivory Cabinet!

When Philco first introduced its famous television booster over two years ago, Dealers and technicians praised it to the heavens for the fine job that it did in pulling in fringe area signals. Subjected to the most thorough tests during every stage of manufacture, this marvelous booster has repeatedly out-performed any other booster in the same price bracket. And because of its modern styling it sold fast and the customer reaction in the way of store traffic was really something to see.

Well, the sets have gotten larger and the channels are on the air a lot more longer than they were two years ago but the Philco Booster is still selling like hot-cakes! And to keep sales humming even louder Philco Accessory Division has come up with something that is just a little bit different . . . an ivory cabinet to house this marvelous TV booster. The same wonderful pulling power that has been ringing up sales since 1950 is still going strong and the customer now has his choice of either mahogany or ivory cabinets.

For fringe area reception there is nothing on the market that can even come close to pulling in weak signals like this booster from Philco. Dealers 'way out in areas surrounded by mountains know that this is true because of the increased store traffic and numerous requests for this item. And more sets in these areas will mean more

boosters for set owners. With the trend to modern light wood television set cabinets the added impetus of the new ivory cabinet on the booster is sure to decide for the customer that Philco is the booster for him!

Smart Philco dealers know that items like the Philco TV Booster keep selling and that profits on these items keep rising. With the fall season coming up and with the world series just around the corner, Philco dealers will have an opportunity to stock up on these boosters and prepare for a big fall season. If you notice that your stock of boosters has gone down or if you haven't yet ordered enough for the new season, contact your local Philco Distributor immediately and order a supply now.

YOU'RE GOING
TO REAP
A HARVEST
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IN THE
MONTHS
TO COME!

*"Harvest" Months Can
Mean "Profit" Months
For You!*