

# PHILCO

## SERVICE and ACCESSORY

# Merchandiser



VOL. 2

AUGUST, 1949

No. 1

## NATIONAL SERVICE CONVENTION MEETS IN PHILA.

### SPONSORED BY PHILCO, SERVICE MANAGERS SEE LATEST IN TV

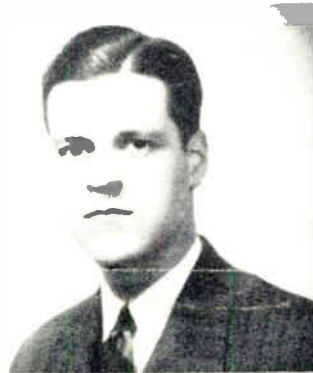
More than 200 enthusiastic service managers of Philco Distributors and servicing accounts from all parts of the country met in Philadelphia recently to attend the Philco National Service Convention.

Centered at ultra-modern Hotel Adelphia, delegates saw for the first time the newest in television developments, all incorporated in Philco's brand new line of TV receivers which will again make Philco the LEADER in the industry.

For two solid days of meaty displays, talks, and informative conferences, service managers from every part of the country heard, saw, and learned about the latest in TV developments and all this information is now being disseminated to Philco dealers and servicemen throughout the United States.

James M. Skinner, vice president of Service and Parts Division, presented the new line of Philco television receivers, stressing the fact that the new Philco TV sets incorporate designs and manufacturing tolerances that make them the most sensitive, responsive, and most easily serviced sets to be introduced.

*Mr. Skinner also said: "I urge you to schedule as many training meetings in your area as you possibly can. Don't wait . . . try to hold your first service presentation immediately after the sales presentation. Cover your territory with these service meetings, so that your servicemen will be equipped to give good service. Remember, GOOD SERVICE MAKES GOOD CUSTOMERS."*



**Mr. James M. Skinner, Vice President of Service and Parts Division**

Henry Paiste, Jr., Manager of Field Engineering Dept., introduced Philco's new electronic built-in TV aerial system. *Mr. Paiste said: "Philco Field Engineers found by extensive tests that up to 80% of television customers, living in residential districts of cities with local television broadcasting, will be able to get good television reception using the new Philco internal electronic TV aerial system."*

Ken Kenyon, general manager of Service Division, explained new and broader policies on warranty and parts replacement for the new television models.

John Pell, manager of Philco Television Service, explained enlargements in the scope of the now famous Philco TV Training Program set up through Philco distributors.

*Quoting Mr. Pell: "Due to the excellent cooperation of Philco Distributors, Philco Television Service*



**Mr. Ken Kenyon, General Manager of Service Division**

*Training has been the finest in the industry. This meeting brings together the key Philco Distributor service personnel to receive authoritative information, which will be passed on through local service meetings to keep Philco Service the best in the country."*

And Bill Nagy, Promotion Manager, Service Division, described new methods for increasing profits through efficient service activity.

*(Continued on page 2)*

### See What's New?

You'll notice your issue of the Philco Service and Accessory Merchandiser has three punched holes—the better to file it with. For the story behind this added convenience for you, read the \$10.00 award story on page 7.

## Summertime Refresher Set Successful No. 4 Philco Gold Rush Promotion

Hot weather has made Philco's No. 4 Gold Rush Promotion a terrific success for dealers in every locality. Featuring the Summertime Refresher Set, this outstanding promotion includes an attractively packaged display box of three famous Philco Easy-Out ice-cube trays, *plus* six iced-drink glasses, *plus* six stirrers, all priced at less than the cost of the three trays alone.

And judging from the tremendous amount of reordering from dealers, the Philco Summertime Refresher Set

is meeting with highly profitable consumer buying throughout the country.

This Philco Accessory promotion is running for the months of July and August, so there's still time for you to join this highly successful Philco band wagon.

Getting on the summer profit band wagon is easy. Simply see your Philco distributor about the Summertime Refresher Set. And don't forget

*(Continued on page 4)*

### Service Convention Meets . . .

*(Continued from page 1)*

According to Mr. Nagy: "Training is the answer for success in the service business."

"Service presents no problems to the serviceman with the proper know-how."

"The most important thing to consider at a convention of this kind is the need for passing on the valuable information to the field. A convention is only the beginning. The responsibility for carrying back the service story rests with every delegate. PASS IT ON!"



**Mr. Bill Nagy, Promotion Manager, Service Division**

High points of the two-day program included talks and demonstrations by production and engineering executives, who described manufacturing and research advances in present and future devices, such as color television.

All of these vitally important fields of activity were covered very completely at the Philco National Service Convention in Philadelphia, and your Philco distributor service manager will be glad to give you the "low-down" the next time you see him.

*And here's a word to Philco Service Managers: You saw and learned a lot of new things at the Philadelphia Convention, so PASS IT ON!*



## Giant and Impressive Schematic Wall Charts Speed Work

Giant, blown-up schematics that make perfect wall charts and give your shop that technical, professional appearance are now available at your Philco distributor.

They are excellently reproduced schematic diagrams of Philco television receivers which are practically

suitable for framing, although if you simply tack or staple them on your shop wall, you will have an easy-to-read, accurate, and up-to-date reference in addition to a 6 foot by 3½ foot wall display which cannot help but impress every customer who sees it.

Four Schematic Wall Charts are available under the following part numbers:

PR 1795, shows Models 50-T1105 and T1106.

PR 1796, shows Model 50-702.

PR 1797, shows Model 49-1278, Code 123.

PR 1798, shows Model 48-1001.

And they are available to members at cost. Each has a member's net price of only \$2.70. Be sure to get one or more at your Philco distributor today.

# Is TV Service A Hazardous Occupation?

When a person applies for a life insurance policy, the insurance representative usually desires information pertaining to occupation, hobbies, and extracurricular activities of the applicant, in addition to determining his immediate physical condition. If he is considered a good risk, you can be sure that he isn't a test pilot, a lion tamer, or a "human cannon ball" in a circus.

What has all this to do with television service, you ask. Simply this — your occupation is only as hazardous as you make it. Electricians have been handling "hot wires" for years, and if proper precautions are taken, they last pretty well. So it is with television service. If you are working near high voltages or if you must handle television tubes. **TAKE TIME TO BE SAFE.**



"Don't guy it to that."

There are many safety rules that apply to television service which have always been good safety rules in other lines of endeavor; however, you will find many in the following group which are peculiar to television alone.

### When working around high voltage:

1. Be careful.
2. Avoid this type of work if you are sleepy.
3. Discharge the high-voltage condensers, even though the power is off in the set. An open bleeder resistor won't do it for you.
4. Check high-voltage wiring insulation. Replace it with insulation of required voltage rating if necessary.
5. Avoid by-passing safety interlock switches. Make certain that equipment interlocks are functioning properly.

6. Keeping one hand in your pocket is always a good idea as is a rubber mat or linoleum under foot. Avoid a damp floor.

7. Keep clear of power lines when making antenna installations.

8. Do not overlook the fact that the 1B3GT rectifier tube can produce weak X-rays when operated near its maximum voltage rating. Danger from X-rays on sets using 12-inch picture tubes, or smaller, is practically nonexistent. Sets using tubes larger than 12 inches and projection types which require voltages in ex-

cess of 15,000 volts may give off X-ray radiation. If you must be exposed to this for long periods of time, some protection is advisable.

### When handling television picture tubes:

1. A tube sealed in its carton may be handled, transported, and even dropped without danger of bodily harm.

2. The wearing of gloves and safety goggles is recommended when tubes out of cartons must be handled.

3. Tubes which are not installed should be kept in their shipping car-

(Continued on page 4)

**SPECIALLY PRICED!  
SPECIALLY PACKAGED!  
FOR SUMMER SELLING!**



*Order Now!*

**\$5.95**

**RING UP EXTRA PROFITS... CASH IN FULLY ON THIS TIMELY BARGAIN OFFER**

An outstanding value summer-priced at only . . .

- 1 **3 PHILCO EASY OUT ICE TRAYS**  
"Just lift the lever and out come the cubes". Standard size fits most refrigerators . . . brings truly modern ice-service to old models.
- plus*
- 2 **6 DECORATED BEVERAGE GLASSES**  
Gay and feminine . . . assorted colors. Large 11 oz. size. Reinforced safety rim.
- plus*
- 3 **6 PLASTIC SPOON STIRRERS**  
Useful for all kinds of iced summer drinks.

All in colorful counter display package! Separate 17" x 22" bull-eye window poster, newspaper ad mats and illustrated post cards also available.

Here's the hottest deal of the year to bring you an extra share of this season's ice tray business. A brand new sales stimulator . . . in an appealing thirst-quenching package. You sell 3 trays instead of one to a customer . . . and ring up a real profit! Just what every owner of an old refrigerator needs! Display it! Advertise it! Ask 'em to buy! Act at once and make every selling day count . . . Order from your Philco distributor now.

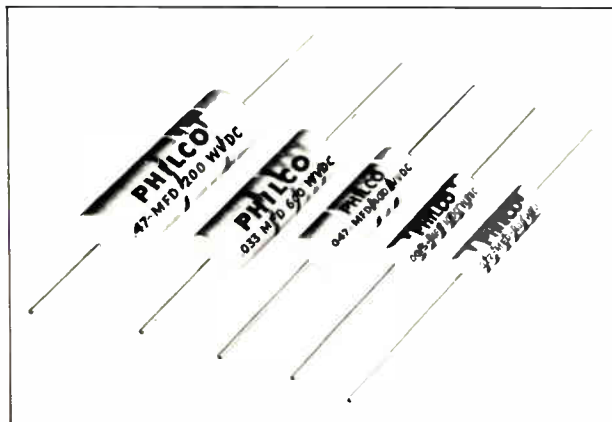


## See your Philco Distributor Today

Look for this advertisement in **ELECTRICAL MERCHANDISING**, August, 1949



## Philco Research Division Develops New Molded Tubular Condensers



A new line of molded tubular condensers has been recently announced by Philco Corporation.

One of the most important developments in condenser production today, the new line of molded tubular condensers is the result of intensive study by Philco engineering and research groups.

Higher extremes of heat, severe humidity, vibration, rough handling, and long use (or disuse) are all factors in this new line of Philco molded tubular condensers.

Designed to meet critical condenser requirements, the high quality built into these units is brought into a

competitive price range by sheer quantity production.

Here are a few of the outstanding features:

Operation from Sub-Zero to 212° F. Without Damage!

Permanent, Non-Varying Rock-Hard Casing!

Positively Moisture-Proof! Pig-tail Leads Won't Pull Out!

Do Not Dry Out Nor Develop Cracks or Fissures!

Smaller Dimensions Than Usual Paper Tubulars!

No Wax Ends to Melt!

Cannot Be Damaged by Dropping, Banging, or Scratching!

### Summertime Refresher Set Successful No. 4 Gold Rush Promotion . . .

(Continued from page 2)

the ad mats, window posters, and post cards sales aids which have been especially prepared for your use.

If your sales have slowed a bit for the summer, make them take a big jump up beyond your expectations by taking advantage of the Philco Accessory Summertime Refresher Set promotion. It's designed for hot-weather sales, and that's what you want right now.

Customers in your store will be immediately impressed by the striking appearance of the package, which is designed as an eye-catching counter or window display, with its appealing

array of colorful, specially priced merchandise.

And you can make customers flock to your store by using the powerful sales aids which have been prepared for you. The ad mats will shout your story in any newspaper you use, and make every reader a buyer. Window posters will pull in every passerby on the street. And the post cards are waiting to do their terrific selling job for you as soon as you pick them up at your Philco distributor and drop them in the mail.

The outstanding, timely Philco Summertime Refresher Set is ready to do its own selling job for you. As you have seen, the key is let your customer know you have it by using the effective sales aids, waiting for you at your Philco distributor.

### Is TV Service a Hazardous Occupation? . . .

(Continued from page 3)

tons with the flaps closed. Tubes lying on benches may roll off and break, creating a hazard when the glass is blown in all directions.

4. A tube should never be permitted to rest on its face unless protected by a felt pad or similar soft material. Scratches on the glass may weaken the surface which may cause the tube to explode. Scratches also cause customer dissatisfaction.

5. When unpacking a tube, it should be lifted slowly and carefully from the carton by its sides, keeping the face upward. When returning it to the carton, support most of the weight at the face, touching the neck only for guidance.

6. If you should be cut from a broken tube, wash the cut thoroughly to remove all dirt, glass particles, and especially coating material. Picture-tube coating material is considered nonpoisonous; however, a few persons have been known to be allergic to it.

7. Do not discard an old picture tube without destroying the vacuum. The safest method is to pack the tube in its shipping carton, seal the flaps, and drive a pry bar through the carton. You can be held legally responsible for accidents to persons who may handle a discarded tube which has not been disposed of properly.

8. If you wish to display a few picture tubes, it is wise to use un-serviceable tubes in which the vacuum has been removed. You can break the seal without causing damage to the fluorescent coating if the following steps are taken:

- Insert the tube, face down, in a shipping carton in which sufficient padding material has been placed to permit the tube base to protrude beyond the flaps.
- Through the center of the tube-base key, drill a 1/4" hole.
- Carefully break off the exhaust seal tip with a small metal instrument, allowing air to enter the tube slowly. On tubes having metal exhaust tips, a small three cornered file will provide the small hole desired. The tube is now as safe to handle as

(Continued on page 6)

# Philco Introduces New Low-Cost Transformers

The latest in post-war design and materials has been made available in a brand new line of Philco transformers which can be used for universal and general replacement purposes.

These new Philco transformers have been engineered with the well-known Philco Quality built in—and are priced so that you can stock and use them regularly in all your service work.

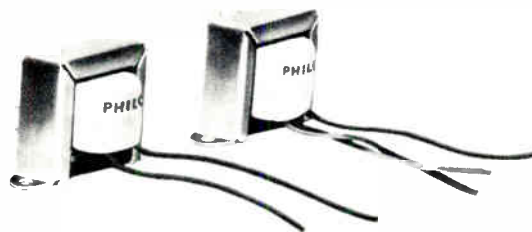
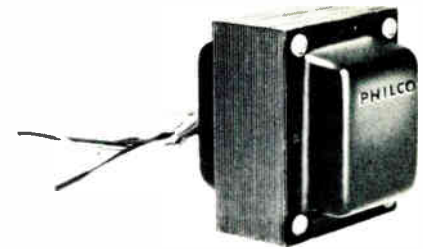
Seven universal power transformers, two universal output transformers, and four replacement service output transformers form the complete answer to practically all your general replacement work.

The new line of Philco universal power and output transformers will beat all competition in their low price class, yet approach custom-built superior performance because they are

made with new materials which make them perform with greater electrical efficiency and with increased economy of space and weight.

Four universal mounting brackets are included with each kit to provide for various types of mounting. All transformers are designed for 117-volt, 50—60-cycle operation. All leads are identified with the standard RMA color code.

Study the list below for your needs.



| Universal Power Transformers |                 |         |            |              |                       |                     |       |         |               |            |
|------------------------------|-----------------|---------|------------|--------------|-----------------------|---------------------|-------|---------|---------------|------------|
| Part No.                     | Secondary No. 1 |         | Rect. Fil. | Fil. No. 2   | Mtg. Centers (inches) | Dimensions (inches) |       |         | Weight (lbs.) | List Price |
|                              | A-C Volts       | D-C Ma. |            |              |                       | Width               | Depth | Height  |               |            |
| 45-7011                      | 240-0-240       | 40      | 5V-2A      | 6.3V CT-2A   | 2 x 2 1/2             | 2 1/2               | 3     | 2-11/16 | 2             | \$4.90     |
| 45-7011-1                    | 325-0-325       | 40      | 5V-2A      | 6.3V CT-2A   | 2 x 2 1/2             | 2 1/2               | 3     | 2-13/16 | 2 1/4         | 5.15       |
| 45-7011-2                    | 350-0-350       | 70      | 5V-2A      | 6.3V CT-2.5A | 2 1/4 x 2-13/16       | 2-13/16             | 3 3/8 | 3 3/8   | 3 3/4         | 6.25       |
| 45-7011-3                    | 350-0-350       | 90      | 5V-3A      | 6.3V CT-3.5A | 2 1/4 x 2-13/16       | 2-13/16             | 3 3/8 | 4       | 4 1/2         | 6.75       |
| 45-7011-4                    | 350-0-350       | 120     | 5V-3A      | 6.3V CT-4.7A | 2 1/2 x 3-1/8         | 3 1/8               | 3 3/4 | 4-1/16  | 5 1/2         | 7.65       |
| 45-7011-5                    | 375-0-375       | 150     | 5V-3A      | 6.3V CT-4.7A | 2 3/4 x 3-7/16        | 3-7/16              | 4 1/8 | 3-15/16 | 6             | 9.05       |
| 45-7011-6                    | 400-0-400       | 200     | 5V-3A      | 6.3V CT-5A   | 3 x 3 3/4             | 3 3/4               | 4 1/2 | 4- 7/16 | 9             | 12.00      |

| Service Output Transformers |   |       |                  |          |            |                       |                     |       |        |               |            |
|-----------------------------|---|-------|------------------|----------|------------|-----------------------|---------------------|-------|--------|---------------|------------|
| Part No.                    | Typical Tube Applications   | Class | Pri. Imp.        | Pri. Ma. | Max. Watts | Mtg. Centers (inches) | Dimensions (inches) |       |        | Weight (lbs.) | List Price |
|                             |   |       |                  |          |            |                       | Width               | Depth | Height |               |            |
| 45-7507                     | 2A3, 6A3 6B4, 6W6, 7A5, 25AC5, 25B5, 25N6, 25L6, 35A5, 35L6, 35B5, 50B5, 50A5, 50L6, 70L7, 48, etc.             | A     | 2,000            | 55       | 5          | 2                     | 2 3/8               | 1 1/4 | 1 3/8  | 3/8           | \$1.35     |
| 45-7507-1                   | 31, 43, 45, 50, 59, 71A, 1S4, 2B6, 6A5G, 6V6, 7C5, 12A5, 25A5, 25A6, 25A7, 35L6, etc.                           | A     | 5,000            | 40       | 5          | 2                     | 2 3/8               | 1 1/4 | 1 3/8  | 3/8           | 1.40       |
| 45-7507-2                   | 20, 31, 33, 41, 42, 46, 47, 59, 89, 1C5, 1G5, 1Q5, 1S4, 2A5, 3Q5, 6A4, 6AC5, 6B5, 6F6, 6K6, 6N6, 6V6, 7B5, etc. | A     | 7,000 to 10,000  | 30       | 5          | 2                     | 2 3/8               | 1 1/4 | 1 3/8  | 3/8           | 1.30       |
| 45-7507-3                   | 38, 85, 1D8, 1E7, 1F4, 1F5, 1J5, 1T5, 6F6, 6V7, 6Y7, etc.   | A     | 15,000 to 25,000 | 10       | 5          | 2                     | 2 3/8               | 1 1/4 | 1 3/8  | 3/8           | 1.50       |

All transformers above have 3 to 4 ohms secondary.

| Universal Service Output Transformers |                            |       |             |          |               |            |                       |                     |       |        |               |            |
|---------------------------------------|----------------------------|-------|-------------|----------|---------------|------------|-----------------------|---------------------|-------|--------|---------------|------------|
| Part No.                              | Typical Tube Applications  | Class | Pri. Imp.   | Pri. Ma. | Sec. Imp.     | Max. Watts | Mtg. Centers (inches) | Dimensions (inches) |       |        | Weight (lbs.) | List Price |
|                                       |                            |       |             |          |               |            |                       | Width               | Depth | Height |               |            |
| 45-7507-4                             | Single or push-pull plates | A     | 7M, 10M, CT | 35       | .1 to 29 ohms | 4          | 2                     | 2 3/8               | 1 1/4 | 1 3/8  | 3/8           | \$2.40     |
| 45-7507-5                             | Single or push-pull plates | A     | 7M, 10M, CT | 40       | .1 to 29 ohms |            | 2 3/8                 | 2-13/16             | 1 3/8 | 1 3/8  | 3/4           | 2.70       |

The great No. 4 Philco Gold Rush Promotion is an outstanding success. Read all about it on Page 2 of this issue.

**Is TV Service a Hazardous Occupation? . . .**

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any glassware of similar size and weight.

9. Some picture tubes have coatings on the outside and inside which form a condenser. Before handling these tubes, it is well to discharge this condenser as you may receive a slight unexpected shock from it, causing you to drop the tube.

**When working on a television receiver in a home:**

1. Advise customer of the possible danger of an exposed television chassis or picture tube, particularly if children appear interested in the service procedure. Do not frighten the customer, but let him see that you are safety conscious by using all



precautions while working in his presence.

2. Do not leave tools, tubes, or receiver components lying around, especially if you must run out to the car for some item. "Little Junior" can accomplish wonders in a short time with these mysterious new playthings.

3. If the chassis must be taken to the shop for additional testing, always replace the rear panel on the cabinet. An exposed tube or wiring can present a hazard for the curious.

4. Do not unpack a replacement picture tube until you are ready to install it.

**Identify yourself with Philco!**

**Dealer Boosts Summer Sales By Pre-War Sales Promotion**

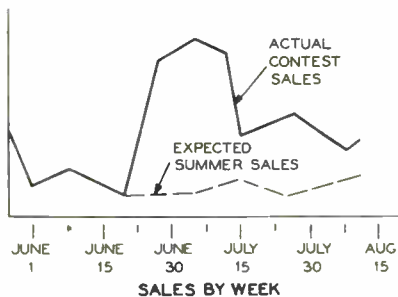
A success story in boosting summer sales is the hot news from a Philco dealer in Paoli, Pennsylvania.

It all started two months ago, when Bill Murray, owner of Murray's Electrical Shops in Paoli said to his sales manager Ed Prince: "Let's stop talking about whether business is going to be good or bad. Let's decide business is going to be good, and do something about it!"



Bill Murray

And that's practically all there was to it, except for the details. It was for the details that Bill and Ed visited their Philco distributor, and said they were open to suggestions for boosting their summer sales, which, typical of the entire country, had fallen to practically nil.



As usual, the Philco distributor came through, and between the two groups evolved a post-war promotion that had all the hard-selling tactics and techniques of pre-war sales.

The fundamental idea was to use the salaried servicemen for more than just service work. Bill Murray has 20 servicemen and five salesmen. To spearhead the selling organization, the servicemen were divided into groups of four, each headed by a

salesman, thus making five teams. A contest was set up for a two-week period from June 20 to July 6.

Supported by regular advertising and promotional sales deals, each team really went to town. Briefly, sales during the contest period multiplied *more than five times!* And this during the worst selling period of the summer, when all other dealers were crying the blues.

Details of the contest were very simple. It ran for two weeks, with a minimum over-all quota of \$20,000 for all Philco products at retail value. The five teams competed, each having a quota of \$4,000.

Each serviceman who turned in a lead to "his" salesman, who completed the sale, made a 5 per cent commission. If the serviceman closed the sale himself he received 7 per cent commission, in addition to his regular salary. All this provided incentive for the serviceman to look around and sell.



Ed Prince speaking at Sales Meeting

Then each team which made its quota received a bonus, and the team hitting its quota first received an additional bonus. Thus salesmen not only increased their commissions, but also shared a bonus if they worked fast.

To sew up prospective customers, merchandise promotions were offered during the contest weeks.

Breakfast meetings were held at which plans were set up, pep talks given, and the "starting line" feeling built up.

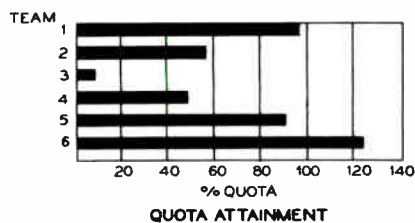
(Continued on page 7)

**Dealer Boosts Summer Sales . . .**

*(Continued from page 6)*

Ed Prince sums the contest up this way: "It was not just a success—it was a terrific success. Because not only did everyone make much more money than was anticipated, but there was a spirit of competition and cooperation that really pepped the organization up during those dull, summer months."

Bill Murray is very pleased with the results. "We had hot deals, and we have Philco to thank for them."



NOTE: MURRAY AND PRINCE WERE TEAM 6

We made 91% of the quota. And although sales tapered off after the promotion ended, they still remained on a much higher level than the previous period." The entire promotion cost Bill only 1½ per cent of his total sales!

# \$10.00 Checks Mailed To Two Members For Same Idea

We are happy to announce that this month two Philco Service members will be the recipients of \$10.00 checks. And for the same suggestion, too.

John H. Botbyl, of Muskegon, Michigan, and Eugene Harfst, of Dearborn, Michigan, both suggested the idea of punching holes in the Philco Service and Accessory Merchandiser because they wanted to file the copies in their Philco Service Binders.

Quoting Mr. Botbyl: "We like the hints and latest information in the

Philco Service and Accessory Merchandiser. We wish it had three holes in it so we could put it in our Philco Service Binder."

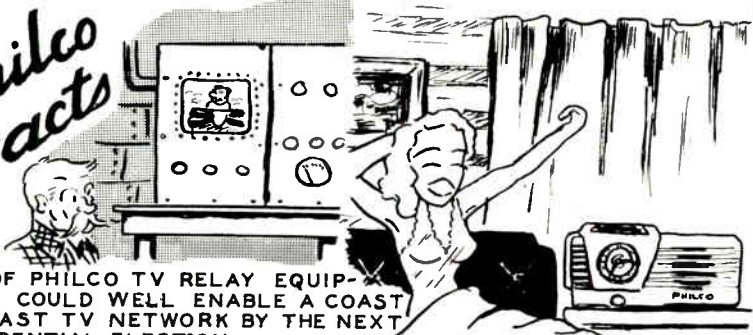
And in the words of Mr. Harfst: "It occurred to me that it would be handy to have all hints and tips to servicemen and other service data put in a loose-leaf binder for future reference."

Simple but practical suggestions such as this one from John Botbyl and Eugene Harfst, will, we believe, help the Philco Service and Accessory Merchandiser help you regularly in the future. So it is our pleasure to mail \$10.00 checks to these two men.

That's how easy it is to get a check in the mail simply by writing a letter. If you've had any successful ideas for promotions to increase your business or hints and kinks for faster or better service work, write us a letter. If you've written one, write more. We've got those \$10.00 checks waiting.

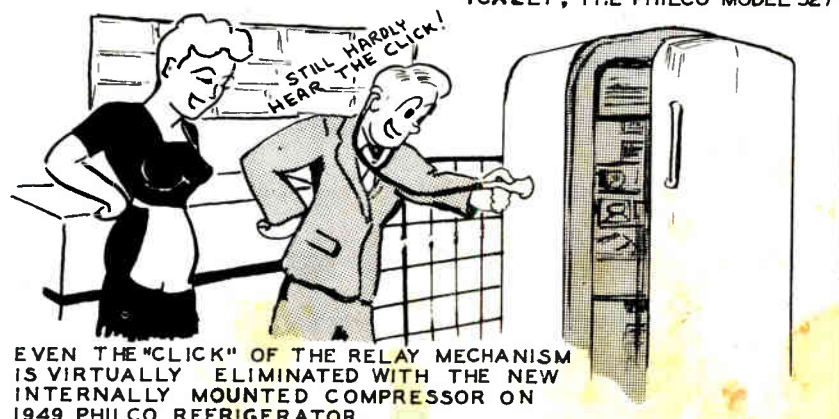
Members of Philco Distributors, Inc., such as Jim Shallow and Gerry Fadden, all had a marvelous time. "Attending the Breakfast Meetings, and the Bonus Banquet after the contest, was great fun. We liked it especially because it was a pleasant opportunity to work more closely with our dealer's entire sales and service organization."

## Philco Facts



USE OF PHILCO TV RELAY EQUIPMENT COULD WELL ENABLE A COAST TO COAST TV NETWORK BY THE NEXT PRESIDENTIAL ELECTION.

THE ONLY CLOCK RADIO THAT TURNS OFF AND ON AUTOMATICALLY, THE PHILCO MODEL 527



STILL HARDLY HEAR THE CLICK!

EVEN THE "CLICK" OF THE RELAY MECHANISM IS VIRTUALLY ELIMINATED WITH THE NEW INTERNALLY MOUNTED COMPRESSOR ON 1949 PHILCO REFRIGERATOR.

## Your \$10.00 Check Is Waiting Here

That's right! If you're a dealer or serviceman, and if you've used any successful idea for promoting more business or speeding up service work, we want to hear about it. And for \$ \$ \$, too.

We're particularly interested in hearing about any promotion for selling Philco parts or accessories, such as tubes, batteries, aerials, and so on, or any gadget or system you've used in your service work that has really proved helpful.

Every letter or photograph printed rates \$10.00. Material submitted becomes the property of Philco Corporation. If you can use a \$10.00 bill, think hard! Come up with a good idea, and then send your letter to us, right away! Address all mail for the Philco Service and Accessory Merchandiser to:

PHILCO CORPORATION  
P. O. Box 6738  
Philadelphia 32, Pa.



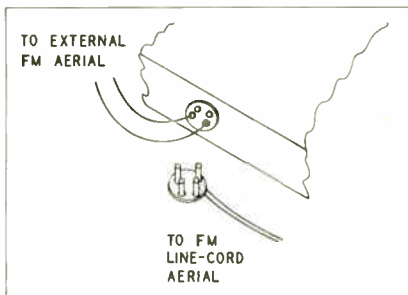
# Info On External FM Aerial Connection

A few dealers have written in requesting information on FM aerial connection to the 1949 line of Philco FM receivers.

Philco FM line-cord aerials, used in these receivers, are self-contained aerials which eliminate the need for external aerials in strong signal areas.

In areas where station signal strength is very low, and an external FM aerial is desired, simply pull out the 4-prong plug (with one wire) and plug in the FM aerial, as shown in the illustration. The line-cord FM aerial plug can be left hanging.

If improved AM and FM reception is desired, use a Philco Aerial Coupler, with an FM aerial. These parts are described in your Philco Parts and Accessories Catalog, and are available at your Philco distributor.



**MIKE FARAD Says:**



*This big schematic sure makes trouble-shooting a cinch. Ideal for shop, workroom, or classroom. A full 3½ by 6'. Available to Members \$2.70*

# Questions and Answers

- Q. What is a possible cause of a "sticking" vibrator in a Philco Model P4735 auto radio? The vibrator works fine in other sets.
  - A. Be sure to check the auto battery voltage. In some cases a poor voltage regulator will allow the source voltage in the car to reach 8 volts, which can cause sticking of the vibrator.
- Q. What should be oiled in a Philco Model DV-151 freezer?
  - A. Nothing. In fact, nothing should be oiled in *any* 1949 model Philco freezer, refrigerator, or air conditioner. All parts are hermetically sealed with complete internal lubrication. No moving parts are exposed.
- Q. Does the Philco LP pickup cut off at 5000 or 6000 cycles, and is it therefore unsuitable for high-fidelity amplifiers and speakers?
  - A. The LP pickup response goes much higher, although it drops in output towards 10,000 cycles. This is desirable for high-fidelity reproduction because noise and harmonic distortion fall in the higher range. If flat response to 10,000 cycles is desired, any high-fidelity amplifier has enough treble boost to attain this with the LP pickup.
 

Response beyond 10,000 cycles is unnecessary, since the best recordings made today seldom include higher frequencies.
- Q. Can you suggest a possible cause for intermittent operation of a Philco Model P4735 Auto Radio? All the voltages and tubes appear good. The set plays for a while, then distortion is caused somewhere in the i-f amplifier or detector.
  - A. Be sure to check the i-f transformer labelled in the manual as Part No. 32-4161-2, although Part No. 32-4293-1 may actually be used. Thermal action may cause the small condenser built in the plastic coil-form base to short, which puts a positive voltage on the secondary and diode. This results in distortion, and finally inoperation.
- Q. Is there any special method for preventing or stopping rust formation on a refrigerator shell where the bonderizing and porcelain finish is off, or broken, after a screw has been driven through?
  - A. If a new hole is drilled through the liner, the bonderizing and porcelain at that point is broken, and allows rust formation. "No-oxide" grease should be used on the screw and on the exposed area for rust prevention.

Any questions? Send them in. We'll do our best for an answer. Our address is just below to the left.

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