

# PHILCO



# Accessory

# MERCHANDISER

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## PHILCO STILL TOPS FOR TUBES!

"During the years immediately following World War II, as the demand for Philco radios and television sets mounted steadily, it became increasingly apparent that Philco would have to take steps to guarantee delivery of the huge number of tubes of all types required for current production and normal replacement. This guarantee materialized when Philco set up the most up-to-date tube manufacturing and laboratory facilities in the television industry."

The paragraph you have just read appeared in an article entitled *Philco Tops for Tubes*, in the **ACCESSORY MERCHANDISER**, April, 1950. Perhaps you may remember it, and marveled at some of the facts reported in the article.

For instance, the article made mention of the fact that the tube replacement business for 1949 ran around \$8,000,000. In those days of uncertainty and shortages of critical materials, this was a tremendous figure. But today, just four short years later, this amount has jumped to the astounding total of \$18,000,000! In four years the dollar volume of the replacement market has more than doubled.

### PHILCO SETS THE PACE!

Philco's phenomenal rise in the tube industry has been due in part to its great manufacturing subsidiary, Lansdale Tube Company, Lansdale, Pennsylvania. Acquired by Philco Corporation in 1947, Lansdale has joined forces with Philco to produce some of the finest radio and television tubes on the market.

## SOAR PROFITS GROW WITH PHILCO TUBES!

19AP4A

5U4G

20MP4

5U4G

20MP4

16AP4A

35Y4

1B3GT

6W4GT

25W4GT

17GP4

10BP4A

## (LET'S GO TO WORK)

Philco tubes—scientifically engineered by Philco's own electron tube research and development group, and precision-built in Lansdale's modern plant—are among the finest for economy, long life and all-around dependable operation. These factors, which have done much to create the Philco reputation for tube quality, are particularly important to the owners of television sets, since replacement of the picture tube requires quite an outlay of money.

Through the years, the need for rugged efficient tubes has been the

primary demand of servicemen nation-wide. Philco has consistently adhered to this demand and has delivered these tubes to its great service organization, Philco Factory-Supervised Service.

These things are important to you as a dealer or serviceman, for they are your assurance that Philco is doing everything possible to help you with your tube needs. Philco knows what the customer wants in radio and television tubes and is constantly doing its best to see that they get it.

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# **ESTIMATE OF TEN-YEAR TUBE MARKETS INDICATES POTENTIAL YEARLY AVERAGE OF \$33,000,000 FOR PHILCO DEALERS!**

*Get your share of this tremendous  
market for Radio and Television Tubes!*

Results of a survey taken to determine the expected sales of radio and television tubes for the next ten years indicates that Philco Dealers all over the nation will be selling an estimated total amounting to \$33,000,000 yearly. These figures recently released by Philco Accessory Headquarters in Philadelphia indicate that every Philco Dealer in the nation will share in this tremendous market providing he carries in his inventory enough tubes to meet expected requirements for his locality.

The fact that the replacement market for tubes has always meant much to Philco Dealers is further borne out by the surprising results of this survey. In the past, Philco Dealers have sold tubes and have been well pleased by the response to these quality products. Now the expected response will far exceed anything which has taken place; this year and *every* year Philco Accessory Radio and Television Tubes will sell as they have never sold before!

## **LET'S GO TO WORK!**

If you expect to get your share of this tremendous tube market you had better start planning now to promote and sell all the tubes you can possibly handle. Check your stock of tubes and the facilities you have for the effective promotion of these profitable items. Make sure your customers know that you can fill their every tube need and make

sure you mention Philco Radio and Television Tubes every chance you get!

## **CHECK YOUR STOCK!**

As soon as you can spare the time, take a complete inventory of your tube stock and you'll be surprised at all the numbers which you will probably need to fill in for those which have been sold. Make sure you have enough of the tube types for which you receive the most calls. Check with your service department and find out changes in tube numbers and specifications. And it would be a good idea to get hold of a copy of the Philco Tube Characteristics Manual while you're at it!

## **DISPLAY MATERIAL!**

At this point you've surveyed your stock and ordered new tubes and you're ready to go ahead and sell. But selling is only one side of the story . . . display and promotion is the other!

Right now, your Philco Distributor has all the material you need to do an effective promotion of Philco Radio and Television Tubes. If you missed last month's story of tube displays (January, 1953 ACCESSORY MERCHANDISER), then check your distributor for all the facts. He'll show you how to do a bang-up job using the new Philco Tube Display Clock, or counter display tube material. He'll make recommendations and help

you place this material so that anyone entering the store won't help noticing you sell those wonderful profitable Philco Tubes!

## **PHILCO TUBES ALWAYS SELL**

An excellent feature of radio and television tubes is the fact that they sell every day in the year and are not seasonal in nature. There is a rapid turnover with these items and your valuable shelf space is in constant use, helping to store live items which constantly pile up profits for you! Each time a customer comes in for tubes you have added store traffic and an excellent opportunity to sell other red-hot Philco Accessories.

Philco Accessory Radio and Television Tubes are extremely profitable items to handle and the larger your stock, the better your chances to build up a bigger profit margin. It pays to handle these tubes and promote them at every opportunity; no other tubes sell as well as Philco's.

The key man in your tube picture is your Philco Distributor. His valuable aid in assisting you in promotions can mean a heck of a lot at the end of the year when you total up that profit ledger. Don't you think that right now is a good time to drop in and give him your order for profitable Philco Tubes? Dealers all over America are doing the very same thing, and selling more Philco Radio and Television tubes every day!

# PHILCO ESTIMATED SALES EXPECTANCY

## RADIO-TELEVISION RECEIVER AND CATHODE RAY TUBES

### RENEWAL MARKET 1953 - 1962



#### RADIO - TELEVISION RECEIVER TUBES

YEAR	UNITS	DOLLARS
1953	9,800,000	\$10,077,500.
1954	10,500,000	10,796,250.
1955	11,700,000	12,031,250.
1956	13,400,000	13,778,750.
1957	14,000,000	14,395,000.
1958	14,800,000	15,217,500.
1959	15,600,000	16,041,250.
1960	16,400,000	16,863,750.
1961	17,200,000	17,681,250.
1962	18,000,000	18,508,750.



#### CATHODE RAY TUBES

YEAR	UNITS	DOLLARS
1953	260,000	\$7,601,176.
1954	363,000	10,612,941.
1955	464,000	13,564,706.
1956	594,000	17,364,706.
1957	666,000	19,470,588.
1958	706,000	20,640,000.
1959	745,000	21,780,000.
1960	785,000	22,944,706.
1961	823,000	24,060,000.
1962	859,000	25,112,941.

## **SOLVE YOUR TUBE TESTING PROBLEMS!**

No service organization can operate for long without up-to-date test equipment. And servicemen, no matter how efficient, cannot work with outmoded and unreliable test equipment.

That is the big reason you'll want to survey the condition of your equipment and look over, at the earliest possible time, Philco's complete line of quality testing equipment.

### **PRECISION EQUIPMENT**

Take the Philco Tube Tester, Model 7051 for instance. No other tube tester, pre-war or post-war, enables you to complete a test so quickly, conveniently, and accurately. Customers who see it are instantly impressed, and gain added confidence in your service procedures.

An important new feature of the 7051 is a new, loose-leaf chart, easy to revise and keep up-to-date. You no longer need to worry with cumbersome roll charts and bound manuals every time a new tube is announced. The 7051 saves time and work and is by far the best tube checker of its type in the field. A specially designed "short" test circuit supplies the extra sensitivity necessary to find an internal tube short, which in many cases cannot be found with other tube testers. The 7051 really does a job!

### **DOES A COMPLETE JOB**

On the other side of the tube fence is Philco's Cathode-Ray Tube Checker, Model 7053. This cathode-ray tube checker checks the action of the electron gun, using a neon lamp to indicate shorts and open elements in the electrodes of the gun. The new lamp is used as the indicating element in a bridge circuit to check cathode emission. Each unit is individually calibrated to assure accurate and practical indications.

This checker tests all picture tubes used in home TV receivers. Special cathode-ray tubes can be checked by using special adapters which can be plugged into the octal socket in the front of the model 7053. Don't pass up this valuable equipment when you want efficient CRT checks for your service work!

### **AN ALL-AROUND TOOL**

One of the newest pieces of tube checking equipment put out by the

Accessory Division is the Philco Mutual Conductance Tube Checker, Model 7052. This equipment will test and measure mutual conductance of tubes including miniature, sub miniature and low power transmitting tubes. The checkers provide a means of forecasting remaining tube life by actually simulating tube operating conditions. With the 7052, shorts and leakages between elements of tubes under test can be checked, and tubes under test can have their noise characteristics determined.

The Philco Mutual Conductance Tube Checker has been designed so that readings are clear and concise and the front panel has been arranged for maximum ease of operation. There is a storage compartment for replacement tubes and operating accessories, and the checker is attractively finished in blue leatherette carrying case.

### **DO IT NOW!**

If you haven't already seen Philco's complete line of tube test equipment, and your original test equipment needs revamping, drop in on your local Philco Distributor and treat yourself to new equipment, more improved servicing, and bigger profits.

And while you're there, stock up on the other sensational material you will need to do a good service job in your shop. Your Philco Distributor is the leader in test equipment throughout the nation!

## **PHILCO STILL TOPS FOR TUBES!**

*(Continued from page 1)*

### **LET'S GO TO WORK!**

Are you familiar with the new additions to Philco's existing stock of tubes? Do you know the changes in specifications for other tubes now in production? When was the last time you spoke to your Philco Distributor about Philco Radio and Television Tubes? Even if you can answer the first two questions it will still pay you to see your Philco Distributor as soon as you can! He's the man who can help you increase your tube business and help you with any problems you may have regarding your tube requirements.

The replacement market for tubes is tremendous. This market offers you the chance to profit every day of the year. However, there are certain factors which regulate your sales of these profitable items. One is sufficient inventory, the next is plenty of promotions, and the last is the constant plugging of tubes every chance you get. Use this method consistently and you will be surprised at the extra tube business that you can do!

See your Philco Distributor and ask him about the money-making possibilities of using Philco Tubes exclusively for your every service requirement. You'll be surprised at the many things he has to offer in the way of helpful suggestions and advice. He's Philco's man . . . and yours, too!

*Let's Go*

*to Work Now . . .*

*and Sell Philco Tubes!*