

# PHILCO



# Accessory

# MERCHANDISER

VOL. 2 PHILCO CORPORATION AUGUST, 1952 NO. 8

## SUMMER SENDS BATTERY SALES SOARING!

Summer heat lures thousands from sweltering cities to the lakes, ball parks, beaches, picnic grounds—vacation time all over America. But vacationers never completely leave the "city life"—they take their music, news programs, favorite stories with them, through the marvel of the portable radio.

Today, the number of portable radio owners is tremendous . . . and the number of radio battery customers is equally large! These customers all want Philco portable batteries, the dependable batteries with the EXTRA LONG life.

Radio fans take portables with

customer's request. This is a type A battery, made of only the finest materials to meet all the Philco quality standards, another fast selling item. Order a good supply for future demands.

Another summertime battery-selling feature is the Philco flashlight. And to fill the need for quality batteries, Philco has added a new flashlight battery to the line! The flashlight battery D (number P-912) is the newest in the Philco battery family, ready to go to work and build up sales throughout the summer—and winter too.

FIRST to use extruded seamless zinc cans in all sizes;

FIRST to use strong, very absorbent and thin Paper Separators;

FIRST to use extra heavy and controlled thickness zinc cups for extra battery service;

FIRST to put more mix into each cell;

FIRST to curl the rim of the zinc can for better seal and longer battery life.

To stimulate sales, both of these battery "babies" are packaged in eye appealing counter display boxes that act as their own salesmen. Set



them wherever they go, and their continual use means more battery business. The repeat sales in this department make it one of your most profitable—keep it well stocked and ready to meet the demands of the vacationing public.

The P-906, latest addition to Philco's line of radio batteries, will give you a complete line of portable radio batteries . . . one to meet every

These batteries are laboratory perfected, scientifically engineered to give guaranteed long shelf life, and extra long service life. That is a big selling point; assure your customers that the battery will give them good service, always on the job at the flick of the switch.

Philco is famous for its FIRSTS in many fields. In the dry battery line, the most notable are:

them right on your counter or in your window. Your customers will go for these NEW Philco P-906 and P-912 batteries. Order them from your local Philco Distributor today.

Now is the time for all Philco dealers to sell batteries for great summertime profits that will extend through the entire year! Display batteries! Talk up batteries! SELL batteries!



## Mobile Tele-Tower Invades Fringe Areas for Profitable Sales!

Since the beginning of television, rural sections and fringe areas have been excluded from the television market. However, Philco brought these sections of the country where interest in TV is high, into the television buying market with the Philco Mobile Tele-Tower! Now it is possible to give low cost home demonstrations—and make a profitable sale of the television set right on the spot!

The Tele-Tower is a portable television tower built as a compact trailer unit that can be easily transported from place to place. Attach it to your car or truck and you are off to another TV home demonstration—and sale!

One man can operate the Philco Mobile Tele-Tower! A hand winch, part of the tower, quickly elevates it to any stage of its full height of 50 feet. Out riggers ensure perfect balance to the unit on any terrain. A few minutes and the tower is in place, ready to operate and bring in a television signal.

After the sale is made, and you are installing the permanent antenna, the easy adjustability of the Tele-Tower and its flexibility and simplicity of handling will be a tremendous time-saver in locating the strongest signal from any direction.

And now the Philco Mobile Tele-

Tower comes to you at a new low price! A huge saving to make the Tele-Tower even more profitable for use in demonstrating and selling



television sets in the untapped fringe area markets.

Philco is also providing *free of charge* with every purchase of the Mobile Tele-Tower, an attention-getting sign to attach to the unit. This sign will be a mobile advertisement for your store; an ad-on-wheels carrying your name, address and services from one end of the territory to the other . . . unlimited publicity at no extra cost!

You have read about the Philco Mobile Tele-Tower, and how Philco Dealers all over the country are using the tower to make many more profitable television sales in the lucrative fringe area markets. Ask your local Philco Distributor about the Mobile Tele-Tower. He can explain the many features and

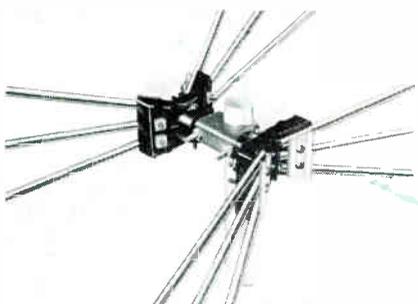
advantages—all good reasons why you should use the Tele-Tower to build many more profitable television sales for yourself.

Cash in on these markets just waiting to be sold. Order your Philco Mobile Tele-Tower and sign now! Don't waste valuable time—be the first in your area to own the Mobile Tele-Tower. Call your Philco Distributor today!



## NATIONAL MAGAZINES CONTINUE TO SELL FOR YOU!

Advertisements featuring the Philco All Direction Antenna continue to drive home sales on this popular item east to west, north to south! With each new ad the demand for the All Direction Antenna grows even greater. Philco dealers nation-wide find their customers asking for and BUYING the antenna they have read about in weekly and monthly magazines;



magazines with huge circulations—each reader a potential buyer!

**YOU SELL QUALITY WHEN YOU SELL PHILCO!**

The Philco All Direction Antenna keeps up the high standards of quality performance and manufacture set by the many other Philco products. The unit is precision engineered of the finest materials, constantly tested to ensure your customers the best service possible . . . a guarantee that they will get their money's worth when they buy the All Direction Antenna.

The All Direction Antenna operates from a nine-position switch which gives quick and easy station selection. The switch does all the work, the antenna itself is stationary—there are no moving parts

(Continued on page 4)

**BE SURE  
TO  
STOCK UP  
ON  
PHILCO  
ACCESSORY  
PRODUCTS  
FOR THE COMING  
FALL  
SEASON!**

# PHILCO NEEDLE GUIDE SLAMS HOME SALES FOR DEALERS!

Philco's new line of Universal Needles is sweeping the country from coast to coast! Everywhere customers are finding that the synthetic sapphire tip gives a clear, beautiful tone, and reduces record wear and scratch to a minimum; dealers are finding it easy to sell these quality needles from the colorful counter display—a show-room in itself.

In the new Philco line, there is a needle to fit every make and model phonograph. As an assist to the Philco Dealer in selling this complete line, the Accessory Division has printed a "Philco Re-

placement Needle Cross Reference Guide" which is loaded with information regarding the variety of needles available. The chart contains illustrations of all the needles in the Philco Needle line, part numbers and cartridge sizes, tip mats and sizes to use for any make or speed record player. Tells you at a glance the exact needle to sell your customers without having to know the individual manufacturer's model number and year, etc. The manufacturer's name and cartridge number, usually found on the face of the cartridge itself, checked with the "Cross Reference Guide" will

give you the correct needle designation.

Phonograph needles offer one of the most lucrative *repeat* sales items in your Philco Accessory line, but to keep the customers coming back, you must sell the correct Philco needle. Use the "Cross Reference Guide" to sell the needle that fits.

Order your "Philco Replacement Needle Cross Reference Guide" and the new counter display with a full supply of needles from your local Philco Distributor today. Start cashing in on the needle market right away!

## PHILCO REPLACEMENT NEEDLE CROSS REFERENCE GUIDE

Philco gives you over 70 Direct Replacement Phonograph Needles that will fit every Popular Cartridge & Complete Needle Line for practically all makes of Phonographs. Each Needle can be quickly identified in its own individual sales or tracing package including installation instructions and diagrams. All sapphire needles are synthetically produced. This type needle is superior to the brilliant high frequency synthetic sapphire because it practically eliminates surface noise. These synthetic points are ideal for reducing record wear to a minimum.

### PHILCO REPLACEMENT NEEDLES

PHILCO CARTRIDGE NO.	PHILCO NEEDLE NO.	TIP MAT AND SIZE	TIC NO.
76-1622	45-9674	003 Sapphire	A
76-1622-1	45-9674	003 Sapphire	A
76-4053	45-9675	001 Orlum	B
45-1609	45-9676	001 Sapphire	C
76-6449	45-9677	Dual Orlum	D
45-9612	45-9678	Dual Sapphire	E
35-2671-1	45-9692	001 Orlum	F
	45-9691	002 Sapphire	G
35-2690	45-9693	002 Orlum	F
	45-9691	002 Sapphire	G

Manufacturer Cartridge No.	Manufacturer Needle No.	Tip Mat and Size	PHILCO	WELLER	DUOTONE	TRILATION	SENSE	WALCO	ILLUSTRATION
<b>ASTATIC</b>									
LT-3D LT-4D MD-172 M	+1-333M	001 Orlum 45-9635	A11 M	QA11P	A 56	A 86P	W 3MGA		
LT 3M	+1 M	003 Orlum 45-9636	A13 M	AO11	C 54	A 86	W 1A		
LT-4D	+1 A-D	001 Orlum 45-9637	A113 M	AO2A	B 55	A 82			
QT, CG 100	Q-33M	001 Orlum 45-9638	A21 M	AO1P	A 80P	W 3MGA			
QT, 100	Q-M	003 Orlum 45-9639	A23 M	AO1	B 36	A 80	W 2A		
100	Q-A-D	All-Grass Orlum 45-9640	A213 M	C 79	A 80Z	W 3A0A			
CG 100 Q72	Q-33	Sapphire 45-9641	A31 S	A34P	A 11	A 81P	W 3MGS		
QT, 100	Q-J	Sapphire 45-9642	A23 S	A53	C 35	A 43	W 25		
CG-A-D	Q-A-D-J	All-Grass Sapphire 45-9643	A213 S	A54A	B 34	A 81Z	W 3A0S		
MO GC	Q-M	001 Orlum 45-9644	A21 M	AO3P	A 84P	W 3MGA			
Q-76	Q-76M	003 Orlum 45-9645	A33 M	AO5	C 38	A 84	W 3A		
GC-A-D	Q-A-D-M	All-Grass Orlum 45-9646	A213 M	AO3A	B 32	A 84Z	W 3A0A		
GC and MO	Q-J	001 Sapphire 45-9647	A31 S		A 46	A 74P	W 3MGS		
Q-76Z	Q-76Z	003 Sapphire 45-9648	A33 S		C 37	A 74	W 25		
GC-A-DJ	Q-A-D-J	All-Grass Sapphire 45-9649	A313 S	A55A	B 48	A 74Z	W 3A0S		

instructions and diagrams. All sapphire needles are synthetically produced. This type needle is superior to the brilliant high frequency synthetic sapphire because it practically eliminates surface noise. These synthetic points are ideal for reducing record wear to a minimum.

Manufacturer Cartridge No.	Manufacturer Needle No.	Tip Mat and Size	PHILCO	WELLER	DUOTONE	TRILATION	SENSE	WALCO	ILLUSTRATION
<b>ASTATIC (Cont'd)</b>									
U	+U M	001 Orlum 45-9650	A 21 M	AO1P	A 81P	W 4MGA			
U 74	+U 74 M	003 Orlum 45-9651	A 23 M	AO1	A 88	W 4A			
U A-G	+U A-G M	All-Grass Orlum 45-9652	A 21 M		A 88Z				
U 72	+U 72	Sapphire 45-9653	A 23 S	A53P	A 78P	W 4MGS			
U 78J	+U 78 J	Sapphire 45-9654	A 23 S	A57	A 78	W 4S			
U A-G J	+U A-G J	All-Grass Sapphire 45-9655	A 21 M						
AC ACD	A 1 M	001 Orlum 45-9656	A 61 M		A 85P	W 3MGA			
AC 78 ACD	A 3 M	003 Orlum 45-9657	A 63 M		A 85	W 3A			
AC A-G M	A 6 M	All-Grass Orlum 45-9658	A 61 M		A 85Z	W 3A0A			
AC ACD	A 1 J	001 Sapphire 45-9659	A 63 S		A 80	A 75P	W 3MGS		
AC 78 ACD	A 3 J	003 Sapphire 45-9660	A 63 S		C 61	A 75	W 3S		
AC A-G M	A 6 J	All-Grass Sapphire 45-9661	A 61 S		B 62	A 75Z	W 3A0S		
<b>COLUMBIA</b>									
M 102 8 yds	45-1609E	Sapphire 45-9662	Col 11 S	Col 1P	M 80P	W 3MGS			
M 102 14M	45-1609E	Sapphire 45-9663	Col 21 S						
<b>ELECTRO-VOICE</b>									
Series 14 24 22	O 1	001 Orlum 45-9664	E11 M	EO19P	A 51	EO5P	W 30MGA		
Series 12 and 20	O 3	003 Orlum 45-9665	E13 M	EO19	C 42	EO5	W 20A		
Series 12 22 24	O 2	001 Orlum 45-9666	E13 M	EOA25	B 45	EO6Z	W 30A0A		
Series 12 22 24	S 1	001 Sapphire 45-9667	E21 S	EO24P	A 53	EO6P	W 31MGS		
Series 12 and 20	S 3	003 Sapphire 45-9668	E23 S	EO23	C 37	EO 9	W 21S		
Series 12 22 24	S 2	All-Grass Sapphire 45-9669	E21 S	EO25A	B 59				
101T	OO 13	Dual Orlum 45-9670	E213 M	EO31	E 93	W 227PA			
221T	55 13	Dual Sapphire 45-9671	E213 S	EO22	E 91	W 227PS			
<b>GENERAL ELECTRIC</b>									
8PA-050	8PJ-010	Dual Sapphire 45-9706	GE112S		GE-11				
8PJ-041	8PJ-005	001 Sapphire 45-9710	GE21(S)		GE 10P				
8PA-040	8PJ-001	003 Sapphire 45-9709	GE23(S)		GE-10				
8PJ-041	8PJ-006	Sapphire 45-9711	GE23(S)		GE10S				
<b>MAGNAVOX</b>									
540102	540101	003 Orlum 45-9672	M13 M	MAO16	M 02	W 50A			
540133	540138	Dual Orlum 45-9673	M23 M	MA517	AC 43	M 46	W 517PA		

Manufacturer Cartridge No.	Manufacturer Needle No.	Tip Mat and Size	PHILCO	WELLER	DUOTONE	TRILATION	SENSE	WALCO	ILLUSTRATION
<b>R.C.A.</b>									
74067	74068	001 Sapphire 45-9679	RC11 S	RC15P	M 70 P	W 42MGS			
70238 73551	73343	003 Sapphire 45-9680	RC12 S	RC17	M 70	W 42S			
74067	75045	001 Orlum 45-9681	RC33 M	RC04P	A 14	M 71 P	W 43MGA		
7790 38598	75046	001 Orlum 45-9682	RC23 M	RC07	C 40	M 71	W 43A		
	75046	003 Orlum 45-9683	RC33 M	RC10P	M 75P				
73511	75497	003 Orlum 45-9684	RC33 M	RC10	M 75				
<b>SHURE</b>									
44-41970	A62MG	001 Orlum 45-9687	P31 M	MS0LP	A 32	JP 30P	W 30MGA		
930	A62A	003 Orlum 45-9688	P33 M	MS0	C 43	JP 30	W 30A		
937 71 81	A66U	All-Grass Orlum 45-9689	P33 M	MS0 A	B 28	JP 31Z	W 30A0A		
937 79	A66MG	001 Sapphire 45-9690	P41 S	MS5 LP	A 1	JP5 30P	W 30MGS		
937 971	A67A	003 Sapphire 45-9725	P43 S	MS5	C 34	JP5 30	W 30S		
937 71 81	A67U	All-Grass Sapphire 45-9724	P43 S	MS5 A	B 49	JP5 31Z	W 30A0S		
<b>SONOTONE - see Astatic G &amp; GC Needles Interchangeable</b>									
<b>WEBSTER CHICAGO</b>									
21-291 97	WE21A	Dual Orlum 45-9693	WC213 M	WD01	AC 50	WE 21S	W 1607PA		
21-298	WE21B	Dual Orlum 45-9694	WC213 M	WD01	AC 52	WE 28	W 1637PA		
<b>WEBSTER ELECTRIC</b>									
Q1	Q1	003 Orlum 45-9695	WE12 M	WE02Z	W 30	W 12A			
Q12	Q2	001 Orlum 45-9696	WE12 M	WE02P	W 15 LP	W 18MGA			
Q3	Q2	003 Orlum 45-9697	WE33 M	WE02B	W 49	W 15A			
A9 8 Q3	Q3	All-Grass Orlum 45-9698	WE12 M	WE03A	W 43	W 13A0A			
A 1 16 72	A10	001 Orlum 45-9699	WE31 M	WE020P	W 17	W 11MGA			
A1 16 72	A30	003 Orlum 45-9700	WE31 M	WE02B	W 16	W 11A			
A 1 16 72	A7	All-Grass Orlum 45-9701	WE31 M	WE030A	W 38				
A 1 16 72	A15	Sapphire 45-9702	WE31 S	WE529LP	W 15	W 10MGS			
A1 16 72	A35	003 Sapphire 45-9703	WE31 S	WE528	W 14	W 10S			
A 1 16 72	A95	All-Grass Sapphire 45-9704	WE31 S						
W 15 378	W18	001 Orlum 45-9705	WE41 M	WE023LP	W 73	W 16MGA			
W 15 378	W18	003 Orlum 45-9706	WE41 M	WE022	W 73	W 18A			
W 14	W14	Dual Orlum 45-9707	WE51 M	WE018	W 03	W 97PA			

\*THE STATIC U SERIES IS INTERCHANGEABLE WITH ASTATIC C  
\*THE ASTATIC Y SERIES IS INTERCHANGEABLE WITH ASTATIC D

## Philco Sound Equipment Booms New Dealer Sales

Philco Accessory Dealers handle one of the finest and most profitable lines in the country. Not only is it a quality line but it is one of the most complete lines of its kind available today. To make sure that its dealers can corner even *more* sales in this competitive field, Philco's Accessory Division has announced a long-awaited addition to

its product line—three new Philco portable amplifiers and a complete line of microphones covering virtually all sound requirements in this field!

Whatever the needs of your customers, whether it be installation for cafes, clubs, restaurants, meetings, schools, conventions, and other special projects, there is a

portable amplifier to fill the bill. And each of the amplifiers is equipped with its own durable carrying case with a Pyroxlyn coated fabric cover which is completely washable.

The part number on the 10 watt amp!ifier is 45-1795, and this powerful job has five 6V6GT tubes which  
(Continued on next page)

## Philco Sound Equipment

(Continued from page 3)

allow a full range tone control. Inputs are provided for mike and phono pickup. Equipped with a heavy duty 10 inch speaker, 25 feet of cable and plug, this amplifier is adaptable to any job within its power range.

For medium power requirements, a 17 watt amplifier is available with 5 tubes, and inputs for one mike and one phono pickup. With its multi-stage inverse feedback low distortion is insured. Two 12 inch speakers and 25 feet of cable and plugs are included . . . part number 45-1796.

And last of all is the fine high-quality 25 watt utility amplifier, an outstanding achievement in public address equipment. Built-in inputs for two mikes and one phono pickup with lowest possible distortion, together with two 12 inch loudspeakers and 25 feet of cable and plugs complete the equipment. Don't forget the part number . . . 45-1797.

As a companion to these amplifiers, Philco has added a new line of microphones covering all requirements in the field, along with a complete line of microphone floor and desk stands.

Altogether there are 16 microphones covering dynamic, ribbon, and crystal added to the Philco line. These mikes are powerful, durable and they're profitable for Philco dealers. Lacking space for their specifications, we suggest you study the specifications at your Philco Distributor when you drop in to inspect the amplifiers.

These tremendous additions to the line are constructed with the same fine workmanship and the same high-quality materials as any one of Philco's famous major products. Pass this information on to your customers and they'll flock in when they find out that you are ready to give them the best sound equipment available today.

Check your distributor as soon as possible and get ready to increase your sales and profits with the new addition of Philco portable amplifiers and microphones!

## National Magazines

(Continued from page 2)

to break or wear out as in a rotor antenna—yet it provides a clear "ghost" free picture. Operating free of electric power, it eliminates

# ORDER PHILCO AIR CONDITIONER FILTERS

FROM YOUR LOCAL  
PHILCO DISTRIBUTOR  
FOR PROFIT PACKED  
**REPEAT SALES  
THAT PAY OFF!**

the many unsightly wires and plugs and makes for easier installation.

Sales are gathering momentum for the All Direction Antenna! Demand is on the increase—as more and more people read this advertising, the demand will grow to tremendous proportions. Be a part of it! Turn the tide of sales through your store, lead the parade of Philco dealers that are selling the profitable All Direction Antenna!

Order a supply of the Philco All Direction Antenna to have on hand when the demand reaches its peak! Let your customers know that you carry the nationally advertised antenna that they want for their homes. Display it through your store, show it in conjunction with every TV sale, set up counter and window displays of the Philco All Direction Antenna.

Sales are easy, profits are high,  
The time is NOW!

## SUPPLEMENTAL TUBE SETTINGS FOR TESTING RECENTLY DEVELOPED TUBES

TUBE TYPE	Element Control	Legale Switch Short Test	Load Control	Legale Switches Quality Test	Tube Section
6AU6 (revised)	6	bngAEF	2	ABNGS	P
6AV5	6	ACEF	1	A	P
6AX4GT	6	cAE	5	AC	D
6AX5GT	6	ACE	10 10	AC EC	D D
6BL7GT	6	csABDEF	2 2	ABCF ABCDES	T T
6U8	6	ABDEF $\overline{CF}$	3	Cannot be tested ACF	T P
12AX4GT	8	cAE	5	AC	D
12AZ7	6	hABCDEF	3 3	ADEFH BCEFH	T T

*There are Steady  
Profits in Philco  
Accessory Products!*