

PHILCO



Accessory

MERCHANDISER

VOL. 4

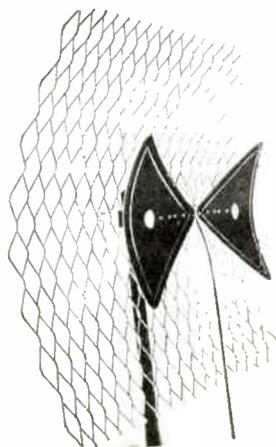
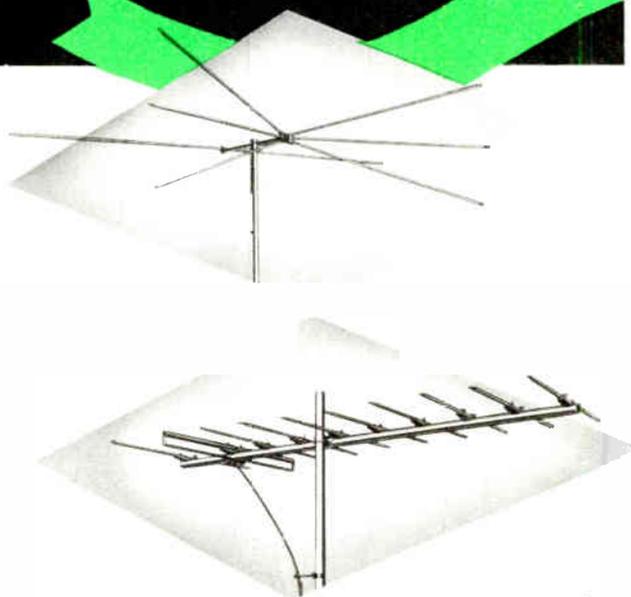
PHILCO CORPORATION

JUNE, 1954

NO. 6

• PHILCO ANTENNAS
DELIVER WHAT YOUR
CUSTOMER WANTS...

PICTURE QUALITY!



PICK UP your latest trade magazines and read what they have to say about antennas. You'll find a lot of manufacturers making exaggerated claims about gain, specs, response curves and anything else that sounds good. Well, you can't sell antennas on fancy claims that mean nothing!

When you get right down to bedrock—the customer will not buy an antenna on any other basis than picture quality. He does not want to know about gain characteristics, or bandwidths, or anything else. What he does want to know is . . . "What kind of a picture will I get on my receiver with this antenna?"

TAKE THIS CUE AND PROFIT

NOW—you can guarantee your customers completely satisfactory

picture quality and high gain, too, from his antenna . . . if it's one of Philco's "Super-Performance" TV Antennas! Philco has just announced in the industry's leading trade papers, three new TV antennas that are, without a doubt, the smoothest performing antennas in their class. Namely: the Super Conical UHF-VHF All-Channel Antenna, the Super Yagi VHF Antenna, and the Paraflector All-Channel UHF Antennas—all truly super performing units delivering superb picture quality . . . the only gauge your customer has of determining the antenna of his choice.

There is the absolute ultimate in UHF and VHF performance incorporated into these fine antennas. They have been rigorously tested and endorsed by the mobile laboratories of Philco's Product Performance Department in the toughest reception locations in America. The goal is picture quality to Philco standards, and that means the clearest, steadiest, highest contrast picture that is producible by any antenna on the market!

We urge you to see these fabulous Philco antennas at your local Philco Distributor. They will create new standards of performance wherever they are installed. They will afford you the unequalled opportunity of cashing in on increased antenna sales through word-of-mouth customer recommendations *once you've sold the first one!*

See them today!

MODEL 7051 TUBE TESTER SETTINGS

Listed below are additional Tube Tester settings for the model 7051, Tube Checker. We will continue to periodically release additional tube information on all Philco Tube Testers. In the near future a new card file, containing new tube information for the model 7051, will be available. (Tube Settings printed in the April, 1954 issue of the Philco Accessory Merchandiser did not contain Tube Tester model information. Those settings were for use on Models 7050 and 7051 Tube Testers.)

Tube Type	Filament Load	Toggle Switches Short Test	Load Control	Toggle Switches Quality Test	Tube Section
0Y4	1		8	ACT	Gas
1A4P	1	AB	8	T	
1U6	1	BDEF	8		H
1V2		Cannot be tested			
3E5	1	ehABD	4	EH	P
6AF4	6	bnrs \overline{A} FE	4	BNERS	UHF T
6AN4	6	bnrs \overline{A} FE	4	BNERS	UHF T
6AN6	6	F	11	BDEF	D
			11	ADEF	D
6AU4	6	cA	4	AC	D
6AX4	6	cA	4	AC	D
6BX7	6	csABDEF	4	ABCF	T
			4	ABCDES	T
6BZ7	6	CDEF	3	ADEF	T
			3	BCEF	T
6CF6	6	bnrAGEF	11	ABGN	P
6CS6	6	bnAEFGS	14	ABN	
6T4	6	bnrs \overline{A} FE	4	BNERS	UHF T
6V3		Cannot be tested			
12AY7	6	bABCDEF	4	FH	T
			4	EH	T
12BY7	6	beAF	4	ABE	P
12BZ7	6	hABCDEF	3	FH	T
			3	EH	T
12G4	8	bnrFG	4	BNGS	T
19V8	9	BE	6	DE	T
			3	ABE	D
			3	ABDEF	D
40A1 & 40B2		Cannot be tested			

Pick Up Your Philco Tube Price Cards!



In order that you have the latest price information available on Philco Receiving Tubes, your local Distributor now has a supply of recently printed price cards for this purpose. These cards contain suggested list prices for all Philco Receiving Tubes and some special purpose tubes.

Up-to-date tube price information will save you a lot of headaches, sales and service-wise. Post one at a convenient place in or near your Parts Department for over the

counter sales. Have one available for your service people when they make home calls—they will then be able to give the customer a quicker, more accurate list of charges with no chance of error or misunderstanding.

To keep you currently posted on tube prices, reprints of these cards will be supplied to your local Philco Distributor periodically, if there are sufficient changes in price information to warrant it.

NEW ROTORS

ROUND OUT

PHILCO ACCESSORY LINE!

Got a rotor installation problem? Need a heavy duty rotor? How about a standard rotor?

HERE IS YOUR ANSWER

It is the two new additions to the Philco Rotor line—the Model P-2 and the Model P-4. Combined with the P-11 and P-12 rotors which have been available previously, these new rotors give you a *complete* line for any need where a rotor is indicated.

HEAVY DUTY PERFORMANCE WHEN NEEDED

Both the P-2 and P-4 are heavy duty rotors, the most powerful on the market today. Either will provide enough power to run any type of antenna array in use.

The P-2 Rotor comes complete with a compass control and illuminated pattern dial and requires 8

wire cable for installation. The P-4 is a deluxe model with modern design meter control dial requiring 4 wire cable.

BOTH FEATURE FILLED

These two new Philco Rotors incorporate a number of outstanding features that make them the number one buy in a heavy duty unit . . . easily handle loads of as much as 150 pounds—completely weather-sealed, factory lubricated for life—heavy duty motor reverses instantly—12 heavy duty ball bearings in two 6½ inch ball bearing races—positive stop at end of rotation—reversible clamps that will handle 7/8" to 2" masts. And we could go on and on! But you get the idea . . . these are really heavy duty rotors . . . no doubt about it. Built for the most rugged conditions you can imagine.

Now, with four top-flight rotor models at your disposal, there is no requirement in your territory that cannot be met. Get on top of the antenna rotor market now. It is big business and profitable for you, too!

Listed below for your convenience, are model and part numbers of the complete Philco Rotor line available at your local Philco Distributor.

Model P-12 Rotor . . .	Part No. 45-1922
Model P-11 Rotor . . .	Part No. 45-1974
(less bearing)	
Model P-2 Rotor . . .	Part No. 45-3215
Model P-4 Rotor . . .	Part No. 45-3218
Platform Mounting	
Plate	Part No. 45-3221
(For P-2 and P-4)	
Cable 4 Conductor	
	Part No. AD-2906
Cable 8 Conductor	Part No. 45-3236

ROLL CHART REPLACEMENTS FOR PHILCO MODEL 7052 TUBE TESTER

Philco Model 7052 Dynamic Mutual Conductance Tube Testers now in production are being equipped with a new roll chart mechanism, Part Number 45-3109-1. For those of you with older Model 7052's, this new mechanism, *complete with a paper roll chart*, is available for use as a replacement for your present Model 7052 roll chart mechanism. You can secure the combination roll chart mechanism *and* paper roll chart from your local Philco Distributor with a trade-in allowance for your old roll chart mechanism.

In addition, the roll charts themselves (printed paper only) are

available and have been designated as Part Number 78-1770. These charts show listings for approximately 1600 tube types, including many types not previously listed—the most complete, up-to-date tube information you can possibly secure for testing purposes.

A word of caution! Do not attempt to put the new roll chart Paper (Part Number 78-1770) on the old type 7052 Tube Tester mechanism. Only the present production of Model 7052's are equipped with the 45-3901-1 mechanisms, and the new roll charts have been

made to fit this mechanism *only*. You can easily recognize and determine the difference between the new unit and the older ones. The new 45-3109-1 mechanism is a *completely assembled* unit that can be removed from the inside of the front panel of the tube tester by merely removing four screws. It comes off in one complete assembly. The old roll chart mechanism, when unscrewed, will not come out as one piece, but as a number of parts.

All of the above accessory items can be seen and ordered from your local Philco Distributor.

ANTENNA ACCESSORIES TO SPEED UP YOUR SERVICE

While you are admiring the tremendous new array of Philco Antennas, don't forget that your local Philco Distributor stocks a complete line of antenna accessories.

There are towers! Jiffy Towers, the now famous Philco Rotating Tele-Tower, and a variety of tower sections to choose from. You'll find these Philco Towers lightweight, easy to erect and capable of rugged, long life service.

There are telescoping masts, straight masts, couplers and base mounts! Telescoping masts are all of nonwobble construction, rust-proof, sturdy—help you speed installations, snowball your profits. Inexpensive straight masts and couplers make installation even more convenient. Base mounts for chimneys, walls, pipes, eaves—and an all angle base mount that will mount an antenna mast anywhere!

Then, to round out the line, there are twin-line connectors, strapping, high-frequency transmission line, stand-offs, guy wire, ground wire, clamps, rods, and lightning arrestors!

Each and every one of these small accessory items are manufactured with the care and precision of all Philco Products. By their nature, they are used for outside installation and every possible factor of heavy usage is considered.

Service technicians everywhere have found Philco Antennas not only the best antenna on the market to specify, but have been pleased to find their installation more simple and convenient than ever before. Call backs are at a minimum—once a Philco Antenna is installed it stays up . . . and we mean up! You'll find Philco Antenna Accessories in a large part are responsible for this amazing record.

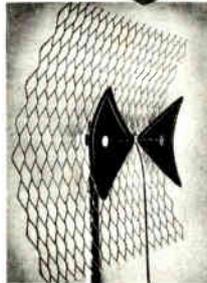
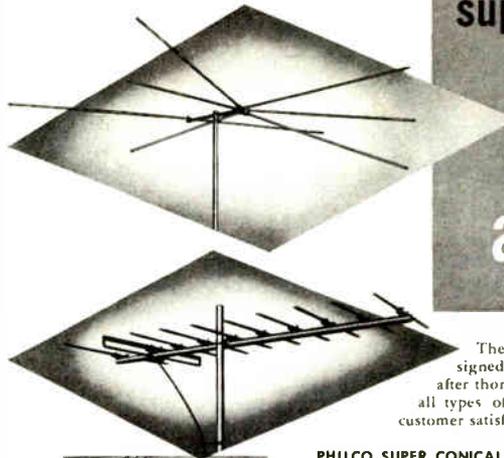
Quality always shows up and you can always count on world famous Philco quality. All of the above accessories are in stock at your local Philco Distributor and are listed by part number in your Accessory Catalog.

PHILCO

announces
3 new
super-performance

TV

antennas



The finest TV antennas in their class . . . designed by the world famous Philco Laboratories after thorough research into receiver requirements in all types of locations . . . designed to give complete customer satisfaction . . . to meet competition on any level!

PHILCO SUPER CONICAL UHF-VHF ALL-CHANNEL ANTENNA

Full 45" dowelled aluminum antenna elements and full 53" dowelled aluminum reflector assure strong signal pickup on VHF channels 2 through 13 . . . top quality performance on UHF channels 14 to 83

Single or stacked array Super Conicals produce new balanced performance . . . super picture quality plus high gain. All aluminum construction in the Super Conical . . . it's easy to erect. Part No. 45-3096.

PHILCO SUPER YAGI VHF ANTENNAS

Quick-rig model with ten elements gives top fringe performance on VHF channels 2 through 13. Excellent front to back ratio (6 to 1). This Super Yagi eliminates ghosts in strong signal areas . . . selects signals

from adjacent weak area channels or co-channel stations. 10 db to 12 db gain depending on channel. Strong, all-aluminum. Part No. 45-1112. (Single channel 2 thru 13 and broadband 2 thru 6, 7 thru 13, 4, 5, 6).

PHILCO PARAFLECTOR ALL-CHANNEL UHF ANTENNA

Light weight pre-assembled all-channel UHF antenna. Outstanding performance in far-fringe areas. High gain . . . 8 to 10 db. Exceeds gain of corner reflector of like dimensions. Impedance matched to 700

ohm line. Completely assembled, all-aluminum construction . . . can be mounted on existing masts for immediate use . . . all-channel paraflector weighs only 1 1/2 lbs. Part No. 45-3071

See them today at your Philco Distributor



PHILCO CORPORATION

ACCESSORY DIVISION

"A" and Allegheny Ave., Philadelphia 34, Pa.

Philco Announces Three Great New Antennas in America's Leading Trade Publications. Watch for Them!

Make PHILCO ANTENNAS

Your Choice . . .

and they will be your

Customers' Choice,

TOO!