

PHILCO SERVICEMAN

• SERVICE • NEWS • FOR • PHILCO • DEALERS •

MARCH, 1933

Selling the Philco Three Purpose Antenna System

DEALERS, service men, salesmen—you can make \$7.00 a day profit by selling and installing only one Philco Three Purpose Antenna System. Do you know of any other item or service selling for \$10.00 that is as beneficial, that is as easy to sell, and that will net you \$7.00 profit on each sale? An hour of your spare time in the evening to sell the job, and two hours during the day to install it, is all the time necessary in many cases. Here are a few suggestions which will enable you to make some extra money.

Who to Sell

1. *Radio Set Customers.* Every customer to whom you have sold a radio set in the past few years is a prospect for the Philco Three Purpose Antenna System. This is particularly true of those customers who because of their desire for finer reception have purchased the more expensive sets.

2. *Owners of Old Sets.* People who have radio sets two or three years old and who have paid high prices for these sets are excellent prospects. Many of these people realize that their \$250.00 radio purchased a few years ago is not as good as the average \$100.00 radio today, and yet in their minds, they still have a \$250.00 set. Perhaps they are not in a position to purchase a new set at the present time, but they will buy a new super-antenna system which will afford as good performance on the old set as they might expect from a new radio. When they finally get the new radio, the improved performance will still be proportionately better.

3. *Set Prospects You Have Failed to Sell.* No doubt you have a number of people on your list to whom you have tried to sell radio sets in the past few months, but for one reason or another they have not yet decided to buy. Approach these people with the Philco Three Purpose Antenna System. It will help to re-establish their confidence in you and will afford you an excellent entrée for selling them a radio set.

4. *Those Who Want Better Reception.* Every

radio owner wants better radio reception, but there are some radio enthusiasts who demand the best at all times. You can no doubt think of at least a half a dozen people in a few minutes who would welcome any suggestions for improving their radio reception, both from the standpoint of noise reduction and better quality. Too, the distance fan will buy a system which will get more stations.

5. *Owners of Two or More Radios.* When you sell a Philco Baby Grand or a Compact as a "second set", sell the customer a Three Purpose Antenna System so that he can operate more than one radio from a single antenna. Sales of this type can also be closed with apartment houses, hotels, schools, office buildings, etc.

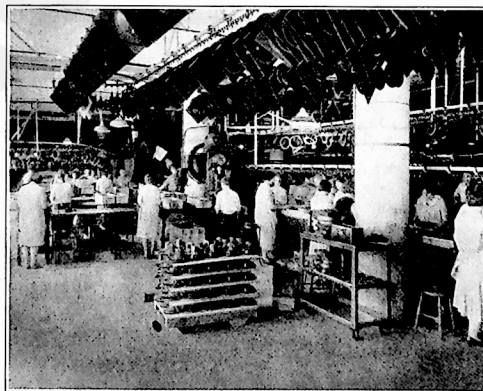
How to Sell

1. *Pick Your Prospects Carefully.* Every radio set owner is a prospect, but it is obvious from the suggestions outlined above that you can employ your time to best advantage by choosing your prospects carefully. Go after those who you know will need and appreciate the system most.

2. *Talk of New Radio Performance.* The thing which interests your prospect most is better performance. Don't try to sell him a new aerial installation, but sell him a complete new system which affords far superior performance.

3. *Get People Talking About It.* Every installation you make will give the customer so much better radio performance that he will hasten to tell his friends about it. Be sure that your first installations are for influential people. Their word-of-mouth advertising will sell plenty for you.

4. *Kill the Inside Aerial Bugaboo.* Explain the fact that an inside aerial will generally pick up more noise for a given volume of music than an outside aerial properly installed. Many radio salesmen and customers are under the impression that a modern radio, because of its extreme sensitivity, does not require a good outside aerial. Why pay a high



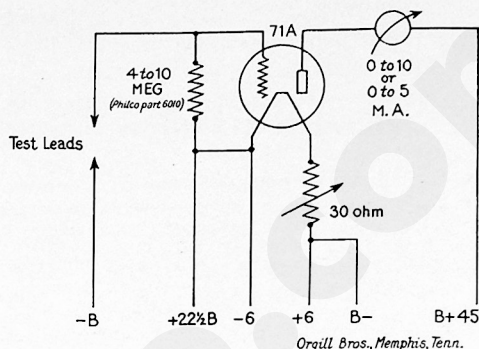
A Corner of the Philco Speaker Department
Philco—Philadelphia

(Continued on page 3)

Easy Condenser Test Circuit

THE condenser test device shown in the circuit below provides an easy method of checking fixed condensers for open circuit, shorts and high resistance short circuits.

The tester is particularly adaptable for larger capacity condensers ranging from .05 to 2 Mfd. When checking a condenser, the variable resistor should be adjusted for full scale reading. When a condenser is connected across the test leads the meter reading will "kick back" and then return to full scale, providing the condenser is O. K. If a high resistance milliammeter is used the meter reading will kick back and then return to about two-thirds full scale deflection when testing capacities of 2 Mfd. or greater. If a condenser is shorted, the indicator of the meter will return to zero. If the condenser has a high resistance short, often classed as a leaky condenser, the indicator of the milliammeter will read a lower value continuously than when no condenser is connected across the circuit. The extent of the resistance in the partial



Wiring Diagram of Condenser Test Circuit

short will be determined by the relative amount of reading on the meter. This device is entirely satisfactory for checking all values of condensers and for checking leaky condensers up to 100 Megohms. It will not check electrolytic condensers since these will show a direct reading.

SERVICEMEN—Do you want to be on your toes in the latest radio development? Be sure to investigate the possibilities of the Philco Professional Servicemen's Course of the National Radio Institute mentioned in the February issue of the Philco Serviceman. See the Service Manager at your Philco distributors for complete details.

A New Philco Item—

Philco Liquid Wax Polish

PHILCO has recently announced the new Philco Liquid Wax Polish which sells at a list price of 35c for a half-pint bottle.

This polish has been prepared in the Philco Chemistry Laboratory especially for Philco Radio Cabinets. It has such a hard finish and is such a high grade product that it is highly suitable for all fine furniture, floors, tile and linoleum. It is also

Let Us Stop—

- Delivering sets without first testing them.
- Connecting sets to old aerials that are noisy and inefficient.
- Forgetting to loosen the chassis hold down bolts.
- Using steam pipes and gas pipes as ground.
- Failing to instruct customer in correct operation.
- Returning sets with nothing wrong but a tube.
- Knocking the job done by the last serviceman.
- Arguing with the customer.

excellent for use on automobiles, giving a lasting high lustre finish. For best results, the car should be cleaned first with a good cleaner before application of the Philco Liquid Wax Polish.

The polish is available in cases of six bottles, with which is supplied an attractive display card. Be sure to order your supply now—your net cost for six bottles is only \$1.26.

Service Can Be a Paying Business

MANY Philco dealers have been proving to themselves within the last year that there is really some money to be made in the service business if they will go after it in an aggressive way. In every community there are thousands of radio sets in use which require servicing and which require new tubes. For those dealers who go out after this business and who do an efficient job after they get the business, there is money in it and there is obtained a long list of prospects for new sets.

One dealer had a number of letters printed on his letterhead; put them in plain white envelopes; and placed them in the mail box of every house in his community. The letter, which we quote below, is entirely self-explanatory, and needless to say, it produced results.

Dear Sir:

"Does your radio fail to function properly? Have you delayed calling a service man either because of "putting off until tomorrow" or because you felt that a special call for what might turn out to be a minor job would be too expensive?

If your answer is "yes", I would like to have the opportunity to do the following:—

1. Give your radio a complete and accurate test with modern, up to date equipment.
2. Analyze the trouble,
3. Give you an estimate on repairing your set, and, if this is agreeable to you,
4. Repair your set in a thorough, workmanlike manner, entirely to your satisfaction.

I am also in a position to transform your mantle clock into an efficient electric clock, performance guaranteed, for a charge of \$3.75, and to install double-plug base-board receptacles for a minimum charge of \$1.85 each.

I will follow up this letter with a personal call tomorrow morning, and if you have no work to be done at present, I would appreciate your kind permission to allow me to tie my business tag in your radio for future reference. Thank you.

Very respectfully yours,

Selling the Philco Three Purpose Antenna System

(Continued from Page 1)

price for a good radio and then immediately throw away all of the advantages that have been gained—by connecting it to a poor antenna installation? The Philco Three Purpose Antenna System eliminates noise picked up in the lead-in, and because of its increased reception efficiency, affords an increased ratio of signal volume to noise.

What to Sell

1. *Noise Reduction.* In practically every city and town location there is a certain amount of noise which the Philco Three Purpose Antenna System will reduce. Man made static, particularly in the congested areas, is one of the most detrimental factors to radio reception. The Philco Three Purpose Antenna System permits good performance in spite of the presence of such interference in the neighborhood.

2. *Improved Reception.* The system is just as important to the man in the suburbs who is not

troubled with interference as it is to the man who lives in a crowded downtown section. Stations which are now heard satisfactorily will be heard even better and with less background noise. More stations will be received than ever before. Once the customer has experienced the thrill of quality of reception, using the Philco Three Purpose Antenna System, he will never be satisfied to go back to the old system.

3. *Multiple Set Operation.* When operating from two to four radio sets from a single antenna, the Philco Three Purpose Antenna System will give perfect performance on each set without causing interference of one set with another. The losses which are usually experienced in an installation of this kind because of the long lead-in to one or another of the sets are entirely eliminated with the use of the Philco System.

REMEMBER \$7.00 of the \$10.00 is *YOURS.*

A Few Pointers on the Philco Model 37 Battery Receiver

MANY dealers and service men whose experience with radio is limited almost entirely to A.C. operated receivers are somewhat at a loss to understand certain features of the battery models. Here are a few facts on the Philco Model 37.

The Philco Model 37 is a battery operated super-heterodyne affording high output volume equal to that of an A.C. operated receiver. The set is designed to operate with the Philco P-166 Dry "A" Battery and three Philco P-302 "B" Batteries; Two 4½ volt "C" Batteries are also used.

The Philco P-166 Dry "A" Battery has an open circuit voltage of approximately 3.4 volts. This battery, when used with the Model 37 or Model 36, requires the Philco type 6 ballast lamp for automatic control of voltage to the filaments of the tubes. The lamp is somewhat critical for voltage and current, and for this reason the current consumption of the receiver should be carefully checked in the event of

any trouble. The Models 36 and 37 use a special two volt pilot lamp which draws only 60 mils. current. Many dealers who are not aware of this special lamp replaced a burnt out lamp supplied originally with the set with a standard 2.7 volt lamp for A.C. operated receivers. This lamp consumes considerably more power and will run down the "A" Battery within a very short time. The Philco P-166 Battery is designed to give practically the same life when operated with a Model 36 or 37 as the "B" Batteries. This life varies with the number of hours daily use. A set which is operated four hours per day will give satisfactory performance with a given set of batteries for a much greater total number of hours than a set which is operated six hours per day. Many of these batteries are in use approximately four hours daily at which rate they will last from four to five months. The P-166 Battery can be used with any battery operated receiver consuming not over 700 milliamperes total filament current.

Questions and Answers

1. Q. Is there any improved method of adjusting the low frequency compensating condensers in all Philco Models?

A. Set the 095 or 095-B Oscillator at the 175 K. C. position and tune the receiver to 700 K. C. Adjust the low frequency compensating condenser as you "roll" or "rock" the tuning condensers slightly by turning the station control knob to the right and left. This method of adjusting will greatly increase the sensitivity of the receiver on the low frequency end.

2. Q. What is the purpose of the three prong socket in the speaker plug connection box used in the speaker cabinet of the LZX Models?

A. This socket is wired for the use of the Philco R-3 Extension Speakers.

3. Q. Is it possible to use any twisted pair of wires or a shielded cable in place of the Philco Transmission wire used in the Three Purpose Antenna System?

A. No. The Philco Transmission wire is matched with the Antenna and set transformers. The use of other wire cables will cause a loss of everything which is gained by the installation of the system.

4. Q. Why is it necessary to connect the set transformer of the Three Purpose Antenna System at the receiver and not at the speaker in the LZX Models?

A. Due to the perfect matching of the Philco Transmission line with the set and antenna transformers a considerable loss of the gains would result through the use of the antenna and ground wires through the flat cable.

5. Q. What is the best way to obtain results through the use of the 30 ft. antenna wire on the Model 53 Receiver in shielded buildings?

A. The antenna wire should be dropped out of the window but extreme care should be taken not to allow this wire to contact external power or telephone lines.

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