

PHILCO SERVICEMAN

• RADIO • MANUFACTURERS • SERVICE • NEWS •

NOVEMBER, 1933

SERVICE MERCHANDISING PLANS for Radio Manufacturers Service

NEWSPAPER advertisements have already appeared in many cities asking for service calls. Boake Carter has told the public all about Radio Manufacturers Service and has described the method for the public to use in obtaining your services. Additional advertising and a regular series of broadcasts are planned for the next few months. Many suggested ads are shown on page 2. Tying in with this program, Boake Carter will continue a definite program which will first tell the public about R. M. S., and second, tell the public how to get R. M. S. locally. This campaign needs your co-operation.

Radio Manufacturers Service has started out on a three-point campaign. The first is to help the serviceman understand his work and to place at his disposal information which will make him a better serviceman. Second, to tell the public about R. M. S., stressing the point that here is an opportunity for the public to secure the services of expert servicemen whose work, guaranteed for ninety days, is backed by Philco. Notice that in the "ads" which are run we stress the

point that R. M. S. members are equipped to make any kind of repair on any kind of radio, regardless of make, model or year. The third point, which is of greatest importance, is to tell the public how to obtain R. M. S. in their own community. This part requires your co-operation.

The advertising and broadcasting program has been carefully planned and worded. Local advertising, therefore, should follow the same general outline in order to produce the most effective results. Notice in the cuts on page 2 that "ads" are available for you to run in local newspapers. Every advertisement that appears carries the R. M. S. name and it will help you to get more service work and, consequently, earn more money.

Use the "ads" suggested in this article. See your Philco distributors about others.

Remember that Philco distributors' Service Departments are R. M. S. headquarters. There will be many things for you to see at headquarters during the next four weeks. Don't miss an opportunity to tie in with this growing merchandising plan.



Radio Manufacturers Service display in a special booth of the Rochester Electrical Show.

Radio Manufacturers Service Puts Your You Need These Office Supplies

Carry on your business in a businesslike fashion. People don't like to deal with a slipshod serviceman. Simply get a supply of this office material, use it and you will have a real "big-business" set-up.

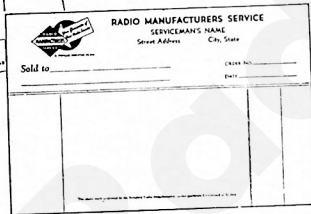


LETTERHEADS AND ENVELOPES

All material on this page is to be ordered from the Philco Distributor in your territory. Letterheads, imprinted, 250, \$1.75; 500, \$2.60; 1000, \$3.75.
Envelopes, imprinted, 250, \$1.85; 500, \$2.85; 1000, \$4.90.

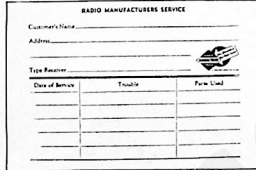
BILLHEADS

Imprinted, 250, \$1.80; 500, \$2.25; 1000, \$2.95.



SERVICE RECORD CARDS

Furnished unimprinted only, 250, 55c; 500, \$1.10; 1000, \$2.20.



BUSINESS CARDS

Imprinted
250, \$1.35
500, \$1.70
1000, \$2.60



INEXPENSIVE NEWSPAPER ADS

Readers (for News Page)

EXPERT RADIO REPAIRS

Phone us for quick service on any make radio. Modern testing equipment. Guaranteed repairs. Reasonable rates. We are members of Radio Manufacturers Service. Name, address and phone number. Adv.

RELIABLE RADIO SERVICE

Is your radio working properly? Call us for best service in town on any make radio. As members of Radio Manufacturers Service we are thoroughly trained in all repair work. Special "Tune-Up" only \$2. Call phone number. Name and address. Adv.

Classified Ads

RADIOS REPAIRED. All makes. Finest, guaranteed, service at reasonable rates. Member of Radio Manufacturers Service. Name, address and phone number.

EXPERT RADIO repairs on all makes of radios. Special Radio Manufacturers Service. "Tune-Up" only \$2. Guaranteed service. Call phone number. Name and address.

PHONE NUMBER for expert radio repairs by member of Radio Manufacturers Service. Guaranteed service. Name and address.

ONLY \$2 for Radio Manufacturers Service "Tune-Up" of any radio. Guaranteed service. Name, address and phone number.

FIRST OF ALL— in "Radio Manuf

You can double, triple—yes, quadruple. And the first step is to apply for RADIO MANUFACTURERS SERVICE. It will pay you with the Philco Distributor in your territory. Costs you absolutely nothing.

Then You May Use The Va

Once you are recognized by this group of 5,000 strong—for your experience, reputation, and the Philco Distributor Emblem, which stands for so much in many office and promotion helps show you meant so much to servicemen—don't fail.

Your Philco Distributor You Samples and C

DISPLAY ADVERTIS LOCAL NE

Let Us "TUNE-UP" Your Radio!

Yes, only \$2.00 for a complete check-up of your radio! Guaranteed repairs on any make, any model, any year! Phone for quick, expert service!

Telephone NUMBER
SERVICEMAN'S NAME
and Address Here



2 cols. x 1 1/2 inches

RADIO REPAIRS!

Call us for expert, guaranteed, service on any radio—any make, any model, any year! Latest testing equipment, rapid service and reasonable rates. We are members of Radio Manufacturers Service!



**STANDARD
TUNE-UP
Only \$2**

Telephone Number
SERVICEMAN'S NAME
and Address Here

2 cols. x 2 inches

Service Work On a Real Business Basis!

Apply for Membership Manufacturers Service"

Apply—your profits by organizing prop-
er membership in the RADIO MANU-
facturers Service over and over again to get in touch
with authority for full details. And remember, it

Use Valuable Business Builders

Join national organization—already over
100,000 members, etc., you may use the R. M. S.
to get the public's eyes. And you may use the
advertising on this page. Nothing before ever
will help to realize what it can mean to YOU!

Will Gladly Show Give Further Information

Advertisements for Your Newspapers

Guarantee of
Best Radio Service

SERVICE PLAN

H-167

Complete mats of these ads are
available from your Philco Dis-
tributor at 6 cents each. Take any
of these mats to the newspaper of-
fice, they will fill in your name, ad-
dress and telephone number.

RADIO REPAIRS
Phone for quick, guaranteed, serv-
ice. We are members of Radio
Manufacturers Service.
Telephone NUMBER
SERVICEMAN'S NAME
and Address Here

1 col. x 1 inch H-169

Guarantee of
Best Radio Service

SERVICE PLAN

NAME

H-168

RADIO REPAIRS —
Call us for quick, expert
service on any radio.
Latest testing equipment.
We are members of Radio
Manufacturers Service—
your guarantee of satis-
faction.
Telephone NUMBER
SERVICEMAN'S NAME
and Address Here

1 col. x 2 inches H-170

Advertising and Promotion Helps

The best business insurance you can have is an advertising and promotion
plan. Invest part of your profits in advertising and watch the results. Look
over the suggestions below and START NOW!

SERVICE LETTER WITH TAG

Letter supplied complete as shown,
with your imprint at top of page, also
in typewriter type at end of letter. 250,
\$2.30; 500, \$2.85; 1000, \$4.20.
Tags, printed on both sides, imprinted, and
furnished complete with thumb tacks, ready to
mail. 250, \$2.75; 500, \$3.75; 1000, \$6.25.

THREE-PURPOSE AERIAL LETTER

This letter (not shown here) sells the
Three-Purpose Antenna System. Letter
supplied complete, with your imprint at
top of page, also in typewriter type at
end of letter. 250, \$2.35; 500, \$2.90;
1000, \$4.30.

RADIO MANUFACTURERS SERVICE

SERVICEMAN'S NAME
Street Address City, State
Telephone Number

Philco Radio Service is ready to help you...
We have printed branches of our experience in...
If you have not had your set checked up lately, we...
Just phone us — and you will receive service that...
Very truly yours,
SERVICEMAN'S NAME

SERVICE FOLDER

This folder may be used in place of a let-
ter or as a handbill for house-to-house dis-
tribution. The inside spread sells the value of
calling an "R. M. S. Serviceman," the benefits
of a "Tune-Up" and general Radio Repairs.
The back page sells YOUR ORGANIZA-
TION and shows your imprint. 250, \$1.80;
500, \$2.50; 1000, \$3.50.

RADIO MANUFACTURERS SERVICE
A PHILCO SERVICE PLAN
SERVICEMAN'S NAME
ADDRESS
PHONE NUMBER

TIRE COVER

A new idea in tire covers.
Lettering reflects light from
approaching headlights. One
size fits all tires. Price, each,
including your imprint, \$1.25.
(F. O. B. Canton, Ohio.)

Let us
TUNE UP
Your Radio

ALL FOR ONLY \$2

SERVICEMAN'S NAME
and Address Here
Telephone Number

SERVICE POSTCARD

Ready for you to address, stamp and mail. Im-
printed, 250, \$1.95; 500, \$2.60; 1000, \$3.75.

STICKERS

To be placed on back
of radio as a reminder.
Imprinted, 250, \$1.30; 500, \$1.55; 1000, \$2.40.

RADIO MANUFACTURERS SERVICE
SERVICEMAN'S NAME
Street Address City, State
For Expert Radio
Service Call
Telephone Number

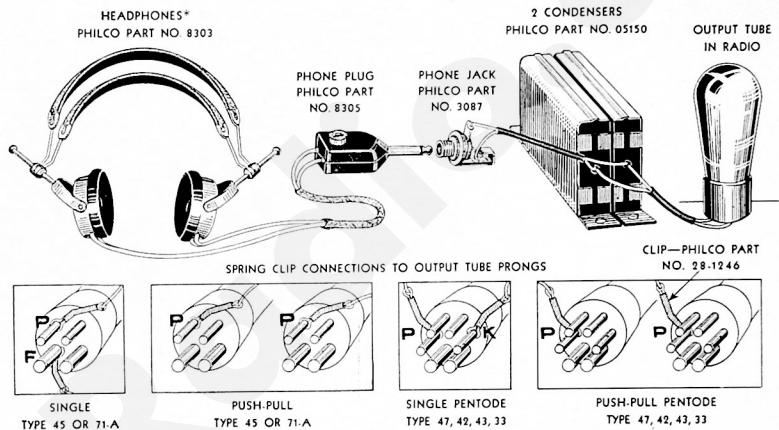
ORDER ALL MATERIAL FROM YOUR
PHILCO DISTRIBUTOR

Installing Head-Phones for Extra Profit

THE installation of head-phones on radio sets provides an easy way for the serviceman to make extra money. There are many deaf people who are deprived of radio reception, but who could hear if it were possible for them to use head-phones instead of attempting to listen to the loud speaker. There are also many distance fans who take a keen pleasure in listening to DX reception late at night and who do not wish to disturb the household. The use of head-phones for reception of this type is highly satisfactory and will enable the listener to obtain the same reception so far as distance is concerned, but without the excessive noise which often accompanies long-distance reception.

The Philco head-phone kit, part No. 40-5037, is available at a net cost to the serviceman of \$4.86. This is a list price of \$8.10. The various items included in the kit are shown in the illustration on this page. It is suggested that the phone jack be mounted at some point on the back of the cabinet. The two metal

case condensers can also be mounted near the jack. The special spring contacts which connect to the output tubes of the radio set are simply placed over the two prongs, in accordance with the different output arrangements illustrated. If an extra speaker is desired instead of head-phones, the same connections can be made, simply replacing the head-phones with the speaker. When it is desired to operate the radio set without the head-phones or the extra speaker, it is only necessary to remove the plug from the jack.



Questions and Answers

1 Q. What is the remedy for weak reception on the low-frequency end of the band on the Model 89?

A. This condition, which is present on some of the earlier models, can be corrected by reversing the primary leads of the first I. F. transformer. A noticeable increase in sensitivity is thus made possible.

2 Q. What additional steps can be taken on sets with type 36 tube as detector oscillator to strengthen oscillation on the upper frequency half of the dial?

A. As mentioned in previous issues of the Philco Serviceman, this condition can usually be improved by lowering the cathode resistor in the detector oscillator circuit to 8,000 ohms. In other cases it will be necessary to readjust the intermediate frequency to a lower value. For example, if the I. F. is 460 K. C., it should be changed to 440 K. C. In making this change of the intermediate frequency compensating condensers, the high-frequency and low-frequency

oscillator condensers should likewise be changed so as to produce the 440 K. C. beat note. In some extreme cases it is found that the trouble is due entirely to moisture absorption in the wiring and associated elements of the oscillator circuit. One of the most prominent causes of this condition lies in the wiring between the oscillator coil and the tuning condenser. When replacing this wire care should be taken to see that the arrangement of the new wire with respect to the chassis and various parts in the chassis is exactly the same as the former arrangement of the old wire.

3 Q. Why are certain compensating condensers sealed in the Model 16?

A. Two of these high-frequency condensers in the Model 16 are sealed at the factory after the adjustments have been made. The adjustments require special oscillator equipment which is available only in the factory. Under no circumstances should these sealed condensers be tampered with in the field.

PHILCO RADIO & TELEVISION CORPORATION

218 Fremont Street

San Francisco, Cal.