

# PHILCO SERVICEMAN

• RADIO • MANUFACTURERS • SERVICE • NEWS •

JANUARY, 1934

## How to Make More Money Through Radio Manufacturers Service

SINCE the comparatively short time that Radio Manufacturers Service has been in existence, great national strides have been made in promoting the interests of the radio serviceman. The outstanding question in the mind of the radio serviceman today is: *How can I make more money?* Here are a few suggestions which will help him and which will be of utmost interest to the radio trade in general because they affect radio sales as well as radio service.

**1. Have a Quality Product to Offer:** In the merchandising of any product, whether it be radio or radio service, one of the most essential factors, so far as the customer is concerned, is the quality of that product. In all of your advertising and in your actual work be sure to impress upon your prospects and customers the fact that yours is quality work. The success of Philco radio has been founded as much as anything on quality of manufacture and performance. Let the quality of work done by members of Radio Manufacturers Service reflect the same good standards that have made Philco radio the leader.

**2. Create a Desire for the Product:** The best way that a customer can be made to demand Radio Manufacturers Service is through advertising. Philco is doing its share in this work. All of the Philco instructions which accompany new sets shipped from the factory carry information to the consumer on Radio Manufacturers Service. Boake Carter talks about Radio Manufacturers Service at regular intervals on the air, telling millions of radio set owners to call upon members of Radio Manufacturers Service for quality service work. Do your share locally by advertising to the people in your community, telling them that you are the local representative and that you are capable and authorized to do expert service work on any make of radio receiver.

**3. Use the Sales Helps Furnished and Suggested by Philco:** The Radio Manufacturers Service Membership Certificate and the Radio Manufacturers Service Sign furnished by Philco

should be used to the fullest possible advantage by every member. These pieces of advertising display are two of the most valuable assets you have in your business. Be sure that you display them and that you cash in on the full advertising value which they afford you with radio owners.

**4. Use the Suggested Newspaper Ads and Direct Mail Pieces:** In the December issue of the Philco Serviceman the complete double spread was devoted to an announcement of various advertising literature and suggested advertising forms for members of Radio Manufacturers Service. All of these items are available to members at actual cost of printing. All the advertising literature—letters, post cards, newspaper ads, etc.—have been tried and proven before being adopted. There are no theoretical ideas in the Radio Manufacturers Service Advertising Campaign. Every ad has been tested and is of practical value, as well as being theoretically sound. This advertising can be of real help to you if you will utilize the suggestions offered by Philco.

**5. Tie in With Your Distributor:** Your Philco distributor is the local headquarters for Radio Manufacturers Service in your territory. When advertising is to be done, the distributor can be of real help in getting the ads lined up and in working with the newspaper. When certain campaigns of a service nature are suggested by the distributor, be sure that you cash in on these plans by going along with your local headquarters.

**6. Utilize Every Opportunity With the Customer to Advance Yourself as a Radio Serviceman and to Advertise Radio Manufacturers Service:** When customers are made to remember that you are a part of a nationally recognized professional organization, your standing is raised considerably. When you have completed a good job for the customer he will want to recommend you to his friends, and certainly he will call upon you again when his radio is in need of service attention. Through your direct-mail contacts and your follow-ups, impress upon your customer the fact that you are the local member of Radio Manufacturers Service. In your personal contacts with the customer, be sure that he understands thoroughly the purpose of Radio Manufacturers Service and the fact that you are the local representative.

# What Radio Manufacturers Service is Doing for the Serviceman

THE ESTABLISHING of a business or of an organization usually requires years of contact, advertising and hard work. But—within the short time of five months Radio Manufacturers Service has become the leading service business and the leading service organization in the country. Already there are more members in Radio Manufacturers Service than in any other service organization, because Radio Manufacturers Service affords outstanding benefits to the serviceman without cost.

What are the advantages of Radio Manufacturers Service? This is a logical question and one which can be answered in a logical manner. Radio Manufacturers Service has done and is doing the following for the radio serviceman:

1. It has definitely established the radio serviceman as a nationally recognized factor in the radio industry.

2. It has enabled the serviceman to obtain the recognition of the world's largest radio manufacturer.

3. It has enabled the serviceman to obtain service information which he might not otherwise have been able to receive.

4. It has given him sales ideas which enabled him to cash in on many nationally tried service sales promotional stunts.

5. It has given him the advertising facilities of two of the country's outstanding advertising agencies. It has also given him a national chain broadcasting service. All of this advertising service is given at no cost except for the few cents for the newspaper and magazine advertising mats.

6. It has given the serviceman many of the promotional ideas, without cost, of the Philco executives who have been responsible for the success of Philco radio.

7. It has given him contacts with new service and

sales prospects which he would not otherwise have obtained.

8. It has given him service calls in many cases. The profits of one service call obtained through Radio Manufacturers Service more than pays for any effort on the part of the member to become an authorized Radio Manufacturers Service representative.

9. It has given him practical hints through the first Radio Manufacturers Service lesson and will, through succeeding lessons, continue to give him helpful data on practical radio service problems.

10. It has given him the prestige which goes to the serviceman who is associated with the world's largest radio manufacturer.

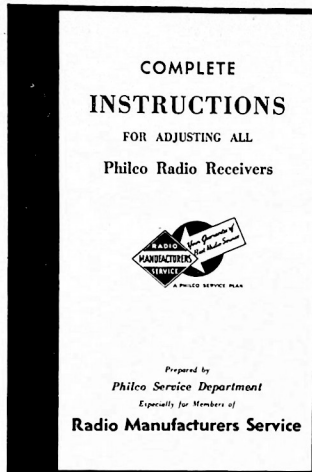
Radio Manufacturers Service, at the present time, is the beginning of what will undoubtedly be the strongest service group of any industry. Those men who have become members of Radio Manufacturers Service and who realize that it will take time before the organization can function at its highest efficiency, will certainly profit to a great extent.

In the December issue of *The Philco Serviceman* we urged members of Radio Manufacturers Service to take advantage of the world's largest service organization. We repeat in this issue that your best bet for

increased service business is to make your local Radio Manufacturers Service headquarters—the Philco distributor—your own headquarters for service information. Be sure you know what is doing in the world of radio service and be sure that you are progressing in service along with your fellow-members. If you have any service problems, be sure to see the Service Manager of your Philco distributor. He is your helper in Radio Manufacturers Service.

**I**f you are not a member of Radio Manufacturers Service fill out the application form accompanying this issue of the *Philco Serviceman* and send the form to your Philco Distributor's service manager. Philco dealers are urged to have their servicemen make application. Remember, it costs absolutely nothing to become a member of Radio Manufacturers Service.

# The First Radio Manufacturers Service Booklet ADJUSTING PHILCO RADIO RECEIVERS



HERE is the first of a series of lessons, or booklets, prepared by Philco especially for members of Radio Manufacturers Service. This book gives a complete description of the underlying principles of adjusting the compensating condensers in radio sets and tells the methods of adjusting every model Philco. Every Philco chassis is illustrated, with the exception of some of the earlier T. R. F. sets, and the location of each compensating condenser is clearly shown. Philco is prepared for a greater distribution of this booklet than of any Philco service information ever before published. It will be an indispensable need of every radio serviceman. Copies available now from your Philco distributor at actual cost of five cents. Be sure to get your copy now.

## A Suggested Follow-Up Letter to Your Service Prospects

DEAR SIR:

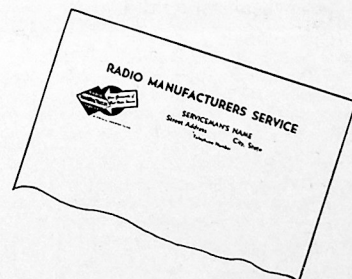
Does your radio ever seem to be "running on five cylinders," just as an improperly performing automobile might do? Perhaps one of the tubes has gone bad, or possibly one of the smaller inside parts has developed a slight defect.

If you have experienced such trouble or if your set doesn't seem to have its original pep, I should like to have the opportunity of doing the following:

- (1) Test your set with modern up-to-date radio test instruments.
- (2) Test the tubes in accordance with the latest approved test methods.
- (3) Give you an estimate on the cost of repairing your set.
- (4) If agreeable to you, repair your set in a thorough, workmanlike manner, and guarantee my work in accordance with the standard Radio Manufacturers Service guarantee.

Within the next day or so I will follow up this letter with a personal call, and will be glad to answer any questions that you may have in connection with the performance of your radio.

Very sincerely yours,



Be Sure to Use  
the  
Radio Manufacturers Service  
Letterhead



## Demonstrating Foreign Reception on the Philco Model 16

THE serviceman is often called upon to prove to a dealer, to salesmen or to a customer that a radio set "which does not work" is in reality a marvelous set. Lack of familiarity on the part of these people, so far as short-wave reception conditions are concerned, makes it essential that servicemen in these modern days of all-wave receivers be able to get real performance. Here are our suggestions for a successful demonstration of the Philco Model 16 All-Wave Receiver.

This is a demonstration of the real thrills that the Philco Model 16 brings to its owners. For that reason some care must be used in choosing the place where the demonstration is to be made. Since many dealers are located in a congested down-town district, it will probably be advisable to arrange the demonstration in a home.

Having chosen a location which is reasonably free of electrical and automobile interference, install a Model 16 in the room selected. Install a Philco Special Short-Wave Antenna direct to the Model 16. The following brief instructions should be carefully checked:

1. The Antenna should be as high as possible. Height, not length, is important in short-wave reception.
2. The Antenna should be one continuous wire from the Receiver to the insulator at the far end.
3. The Antenna must be kept well away from trees, walls, rain spouts, pipes or other objects. Use the Stand-Off insulators supplied in the kit.
4. The Antenna must be brought into the house through the porcelain tube insulator supplied with the kit. **DO NOT USE A WINDOW LEAD-IN STRIP.**
5. Place the Receiver as close as possible to the place where the Antenna is brought into the house.
6. Connect the Receiver to a cold-water or radiator pipe.
7. Loosen the hold-down bolts so that the Receiver floats on its rubber mounting supports.
8. Turn on the Receiver and check its operation on Broadcast Band Reception.

You are now ready to check the reception of Short-Wave Stations.

Throw the Interstation Noise Suppression Switch to the "D" (Distant) position. Consult the chart below, and turn to the scale which we indicate as most efficient for that time of day.

Short-Wave Broadcasting is very efficient, but the time of day greatly affects the short-wave stations. For that reason the principal short-wave stations broadcast on a number of different wave lengths—and use frequencies which will carry most efficiently at different times during the day. Generally speaking, the ultra-short wave stations between 23 megacycles and 9 megacycles are heard during the daylight hours, while after dark, stations broadcasting between 12 megacycles and 1.5 megacycles may be heard with great dependability.

The chart that follows lists the principal short-wave stations, and indicates the station which will most likely be best for you to use in your demonstration. First note the time, and then transpose it to Eastern Standard Time (used in chart). Then tune the Receiver to the frequency shown for the stations available at that time of day.

| Eastern Standard Time | Davenport (London) |         | Zeeseon (Berlin) |         | Paris        |         | Madrid       |         |
|-----------------------|--------------------|---------|------------------|---------|--------------|---------|--------------|---------|
|                       | Philco Scale       | Station | Philco Scale     | Station | Philco Scale | Station | Philco Scale | Station |
| 4.30 A.M. to 3 P.M.   | 21.47              | GSH     |                  |         |              |         |              |         |
| 4.30 A.M. to 3 P.M.   | 17.77              | GSG     | 17.76            | DJE     |              |         |              |         |
| 4.30 A.M. to 3 P.M.   | 15.14              | GSG     | 15.2             | DJB     | 15.24        | FYA     |              |         |
| 4.30 A.M. to 8 P.M.   | 11.86              | GSE     | 11.76            | DJD     | 11.9         | FYA     |              |         |
| 4.30 A.M. to 8 P.M.   | 11.75              | GSD     |                  |         | 11.7         | FYA     |              |         |
| Noon to 3 P.M.        | 9.58               | GSC     | 9.56             | DFA     |              |         | 9.87         | EAQ     |
| Noon to 8 P.M.        | 9.51               | GSB     |                  |         |              |         |              |         |
| 3 P.M. to 8 P.M.      | 6.05               | GSA     | 6.02             | DJC     |              |         |              |         |

To use this chart in locating Short-Wave Stations between noon and 5 P. M., Eastern Standard Time, for instance, first set the Wave-Band Switch to the top scale on the dial, 11 megacycles to 23 megacycles. Advance the volume control. Tune the Receiver to 15.3 on the dial. Now pull the Station Selector Knob out towards you (slow-speed position) and turn the dial slowly towards 15. Paris, Berlin and London are all tuned in within this space; Paris at 15.24, Berlin at 15.2 and London at 15.14. You may hear only a slight swishing sound to indicate the station. When you do hear this, tune the Receiver back and forth very slowly until the station is brought in. If you don't pick up these signals, tune the Receiver to 12 on the dial. Now again use the slow-speed tuning drive, and tune towards 11.5. Paris comes in at 11.9 and 11.7, Berlin at 11.76 and London at 11.86 and 11.75. Tune very slowly back and forth between 12 and 11.5. Next, switch the wave-band switch to the second scale on the dial (5.8 to 12 megacycles). Now tune to 9.9, and in the slow-speed position tune towards 9.5. Madrid comes in at 9.87, Berlin at 9.56 and London at 9.58 or 9.51. Remember, you may only hear a slight swish as you pass the station. Also tune slowly, or you may pass the station during a slight fading period.

Don't be satisfied if you get reception at one of the points where these stations come in. They may be coming in with much more power on one of the other positions, so try at least several places to make sure you are receiving the strongest signal.

You may find that the fourth position of the tone control will cut down background noise and improve the reception.

Remember that short-wave reception is best during the daytime, so arrange it that way. Be sure to tune in a good, peppy dance orchestra or a quality string ensemble on a broadcast band station. Remember, few salesmen have heard the 16 outside of the store.

Don't forget to tune in some amateur stations, which are mighty interesting on a 16, and also at least several police and aircraft stations. Point out the quality of the reception—important on this work—since many of the stations do not have good equipment. Remember, these signals are much better at night, at which time signals from small stations many thousand miles away come in clearly and with good volume.

Also, when demonstrating the 16, keep the men there until they actually hear the station identified. Send every man away from the demonstration thinking to himself, "I heard the 16X bring in an announcer who said, 'This is London calling.'"

## PHILCO RADIO & TELEVISION CORPORATION

218 Fremont Street

San Francisco, Cal.

Printed in U. S. A.

I. I. FARWELL, Service Manager