

# PHILCO SERVICEMAN

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RADIO · MANUFACTURERS · SERVICE · NEWS

JANUARY, 1935



## TRAINING AND PROFITS

(Editorial)

SERVICEMEN today need more training and experience than ever before. High-fidelity and all-wave circuits call for a greater degree of knowledge and more elaborate test equipment than was needed a few years ago, and it is possible for every good serviceman to take advantage of this fact and to profit by it.

The serviceman who has studied for years and who has invested his money in testing equipment is better able to do a satisfactory service job than a novice.

The ability to do a good service job will not help a man unless he gets the jobs to do. We believe that Radio Manufacturers Service can help men of this type get their share of the available work with a very small amount of effort on their part.

On page 3 of this issue is reproduced a paragraph copied from a Philco radio instruction sheet. DO YOU REALIZE HOW VALUABLE THIS IS TO YOU?

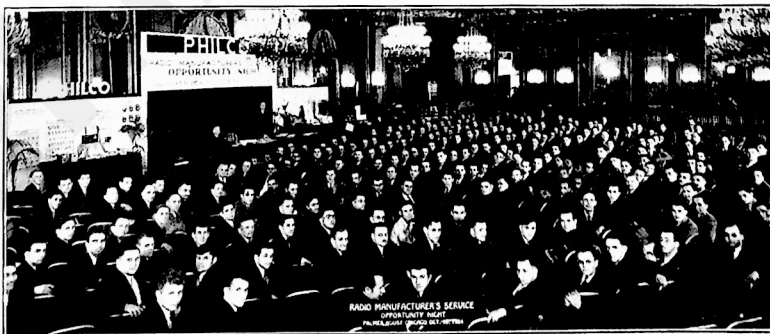
All Philco owners are told to call an R. M. S. member when they need radio service. If you identify yourself as a member of Radio Manufacturers Service in such a way that everyone in your neighborhood will recognize you as a member, you will cash in on the training and experience which you have.

Your R. M. S. membership can mean greater profits for you in 1935.

## Adjustment of Dial Reduction Drive Assembly in Models 16 and 144

A UNIQUE feature of the two-speed dial-drive mechanism in the new Philco Models 16 and 144 Receivers is that the low-speed drive operates only when the micrometer adjusting knob is turned, and without the necessity for any shifting operation. This is accomplished by means of a special clutch arrangement, which engages only when the small outer knob is turned. If the friction in this clutch is excessive, it will cause the outer knob to revolve faster than the inner knob when the latter is turned. If the friction is insufficient, the reduction drive will have a tendency to slip. Either of these conditions may be corrected by means of a simple adjustment, and without removing the chassis from the cabinet.

Removal of the two tuning knobs will provide access to a knurled ring nut which acts as a lock nut for a threaded brass bushing on which it is screwed. If the lock nut is loosened, the threaded bushing can be turned to the right to prevent slipping of the micrometer drive. If there has been a tendency for the outer knob to revolve at high speed when turning the inner knob, the bushing should be turned to the left to decrease the friction in the clutch. When the proper adjustment has been reached, the ring nut should be retightened. The outer knob should now drive the dial at slow speed without slipping, and the two knobs should revolve together as the large knob is turned.



R. M. S. Meeting at the Palmer House, Chicago, October 12, 1934. Sponsored by Philco Radio and Television Corporation of Illinois.

# Eighteen Months of R. M. S. BETTER ADVERTISING • MORE WORK •

CONSIDERATION of some of the vital facts about Radio Manufacturers Service will show the tremendous strides which have been made in this biggest organization and that it is something indispensable today in the service industry.

Radio Manufacturers Service was started approximately eighteen months ago. The purpose of the organization was to improve the status of servicemen in general so that PHILCO could help these men and the men in turn could be of greater help to the radio industry. The organization has grown tremendously since it was started. At that time, PHILCO had on the market approximately 4,000,000 radio sets. It seemed that the more receivers that were built, the more complicated they became, because radio is always advancing, and we are always able to get more out of a given circuit



*R. M. S. Lessons  
Help You  
Technically.*

than we formerly thought was possible. Looking at the service situation at that time, PHILCO was frankly worried because we did not know how these 4,000,000 radio sets were going to be serviced properly, and how the owners of these sets would be retained as PHILCO friends at all times unless the sets were serviced correctly. There were many servicemen who had no testing equipment of any kind and little radio knowledge. Many of these men, instead of being servicemen, were really nothing more than "tube jerkers," and they were in no position, from the standpoint of their technical ability and equipment, to do quality radio service work.

## Better Trained Servicemen

The plan of Radio Manufacturers Service was conceived by PHILCO to afford a group of trained radio servicemen who, because of PHILCO'S assistance, could be of greater value to themselves and thus be a greater credit to the service industry as a whole. The initial plan was not perfect by any means, but it was certainly a start, and the manner in which it was accepted by servicemen generally showed that it was the finest thing that had ever been brought forward in the way of assistance and improvement for the service industry.

In the November issue of the PHILCO SERVICEMAN, we featured an editorial entitled "Are All Servicemen Dishonest?". There was mentioned in this editorial the fact that some magazines are featuring replacement tube advertising which tends to make the public believe that they will be cheated if they buy from a serviceman. One of the main

purposes of Radio Manufacturers Service has been, and always will be, to create in the minds of the public confidence in the business integrity and technical ability of all R. M. S. members. Certainly, any serviceman who is not a member cannot afford to be without such membership when it means so much to him in his relations with the public.

At the present time there are over 12,000 members of Radio Manufacturers Service, and hundreds of new applications are being received every week. Eventually, it is planned to have all of the better-class radio servicemen throughout the country as bona fide members of Radio Manufacturers Service.



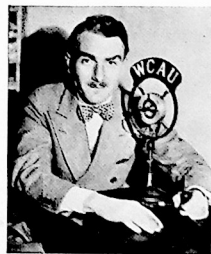
A PHILCO SERVICE PLAN

*The Customer's Symbol  
of Quality Service.*

## Successful Because Profitable

The organization has been unbelievably successful because the members realize how much R. M. S. means to them. One of the main purposes has been to get more service jobs, to make more profit for the individual members and to assist those members in becoming better technicians and better salesmen of their services. It has always been true in any business that the man who stays in and who is the most successful is the one who can offer a quality product and who has the ability to merchandise that product. PHILCO, through Radio Manufacturers Service, has made every possible effort to give the members complete information and help which will assist them in both of these respects. For example, there have been over 2,000,000 pieces of advertising placed in the hands of the public in which Radio Manufacturers Service was featured. There have been over 12,000,000 separate ads to the public in which the radio-set owner was told about Radio Manufacturers Service.

On page three is a reproduction of a portion of the customer's instructions for the PHILCO Model 60 receiver. The paragraph on SERVICE, together with the R. M. S. emblem, now appears in the instructions for all PHILCO receivers. Here is testimony of the fact that



*Boake Carter Is Promoting  
R. M. S. Members as  
Honest Servicemen.*

# Has Helped the Serviceman to GREATER KNOWLEDGE • REAL PROFITS

PHILCO is bringing home to every purchaser of a PHILCO Radio the honesty and capability of the local R. M. S. representative in the event service may be needed—a perfect tie-up with the national publicity for R. M. S.

Boake Carter, on the air, is talking to millions of people about Radio Manufacturers Service and is constantly building up the organization in the minds of the public. What is more, he is building in the public mind the fact that R. M. S. members are honest and competent businessmen technicians.

There have been many broadsides to dealers, and there have been various co-operative ads, all of which have helped to bring the individual R. M. S. member far above his previous level in a business way. The prestige which goes along with membership in Radio Manufacturers Service is one of the most valuable assets to every member. It is something which helps to overcome the effect of the cheaters and unscrupulous servicemen at whom so much advertising has recently been directed.

No promises can be made as to what R. M. S. will do for members in the future. We believe, however, that past accomplishments, which are evident to everyone, are sufficient proof of what the organization can and will do in the future.

## Greatly Increased Activities

A special advertising group has been created entirely for the purpose of working on Radio Manufacturers Service advertising and promotional activities. Some of the greatest advertising copy-writers in the industry are available for R. M. S. members. PHILCO has greatly enlarged appropriations for the coming year to cover the activities of Radio Manufacturers Service. More R. M. S. lessons will be put out than ever before, and there will be more service information both on PHILCO and on general radio subjects. More servicemen are needed to take care of the increased service activity in the radio industry, but these men must be of the better grade. For example, automobile radio will require the services of at least 1,000 radio servicemen. We can think of no source, other than Radio Manufacturers Service, where this number of good servicemen could be located.

Radio Manufacturers Service can help the individual member to get more business if the member will utilize the many tools which have been placed at his disposal.

## Promotion Necessary for Success

The radio dealer who has a complete line of radio sets will not sell anything in the store unless he has a display of this merchandise. It is simply

impossible to force business without display or demonstration. This is one of the ways in which Radio Manufacturers Service can be of untold value to the members. The number of actual service calls which get into the distributor's place of

~~The volume of reproduction may change greatly, even though from a weak station to a strong one, or vice versa.~~

**SERVICE**—Complete radio satisfaction requires that your receiver be checked by an expert radio serviceman at least once every six months.

Experts, trained by Philco, are available in your neighborhood. These men are members of RADIO MANUFACTURERS' SERVICE (a Philco Service Plan) and they have all the necessary test equipment to properly adjust or service your Philco.

Should you or your friends require efficient, dependable radio service — call a member of RADIO MANUFACTURERS' SERVICE.

This Emblem is Your Guarantee



of Honest Competent Radio Service

### STANDARD WARRANTY

~~We warrant each new Radio Receiver and Speaker manufactured by us to be free from defects in material and workmanship under a limited to making~~

Every Philco Instruction Sheet Advertises You.

business and which are redistributed among the local R. M. S. members is very small. It was never the intention to help members to any extent in this manner. The main idea of R. M. S. improving the serviceman's business was in helping him to do a better merchandising job. This means that he must tie in with the various local activities and use the different forms of R. M. S. advertising, such as mats, handbills, letters, etc., which are readily available from the PHILCO distributor. You can get your share of the business which is available in your territory, and you can put the "gyps" out of business in your territory by working with Radio Manufacturers Service and following the many suggestions which national expe-

BELL PHONE REG. 7136	REPAIRS
A. E. BOESSER SERVICE CO. 1635 PEAR STREET	
October 16, 1934.	
Motor Parts Company, 24th & Fairmount Ave., Philadelphia, Pa. Attention Mr. R. Croll, Ser. Mgr.,	
Dear Mr. Croll:	
I want to take this opportunity to inform you of the wonderful success I have had with my tie-up on the PHILCO R.M.S. Ad, running in the Philadelphia Record, every Sunday.	
I have had innumerable telephone calls, visits from customers, etc., and have been so busy that I have had to refer some of my business elsewhere.	
Since September 16th, when the ad started, I have been turning over service work after service work, which, I fully believe would not have come to me if I had not joined with you in this advertising and radio service promotional work.	
Thanking you again, and assuring you of my appreciation,	
Very truly yours,	
Albert E. Boesser.	
AEB:D	<i>Albert E. Boesser</i> 1835 Pear St. Phila. Pa.

The Result of Some R. M. S. Newspaper Advertising.


## Latest R. M. S. Lesson No. 6 Now Ready

ONE of the best R. M. S. lessons yet published is now available to you from your PHILCO distributor—this is Lesson No. 6, on the subject of Compensating Condensers. An interesting and understandable description is given of the theory and purpose of compensating condensers in modern superheterodyne receivers. It is written in such a way that you can better appreciate what you do and why you do it when you make these adjustments. Be sure to stop in or write to your PHILCO distributor's Service Department for your copy now while the supply lasts.

**RADIO MANUFACTURERS SERVICE**  
Lesson Number Six

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**OPERATION AND ADJUSTMENT  
OF COMPENSATING CONDENSERS**



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Prepared by  
Philco Parts and Service Division  
Especially for Members of  
**Radio Manufacturers Service**

### Eighteen Months of R. M. S. — (Continued from Page 3)

perience has shown to be most effective. We urge every R. M. S. member to advertise the fact that he is connected with the largest organization in radio service. This can be done through the use of R. M. S. handbills, the local R. M. S. newspaper advertising and by using the R. M. S. printed matter supplied by your PHILCO distributor. If you will tie up in this manner, you can be sure that Radio Manufacturers Service will afford you more service jobs and more profit.

## Some Additional R. M. S. Advertising Suggestions

**EXPERT RADIO SERVICE**

Member of R. M. S., Philco trained organization. Guaranteed radio repairs at standard reasonable prices.  
Phone MAR 2456 for prompt, courteous radio service.  
JOHN DOE, 1006 Main St.

**EXPERT RADIO SERVICE**

Standard Reasonable Prices. Member of Radio Manufacturers Service, national organization of trained radio men, sponsored by Philco for all radio owners. Phone MAR 245 for prompt radio service.  
JOHN DOE, 1000 Main St.

**EXPERT RADIO SERVICE**

Like a piano, your radio needs tuning to keep its tone and performance at full efficiency. Put your set in shape to give you its best. You'll get twice the enjoyment from the rich programs on the air.  
Member of Radio Manufacturers Service, national organization of trained radio men, sponsored by Philco for all radio owners.  
Phone MAR 38721 for prompt, courteous radio service.  
**JOHN DOE**  
1000 MAIN ST.



HONEST RADIO SERVICE

**EXPERT RADIO SERVICE**

STANDARD REASONABLE PRICES

Member of Radio Manufacturers Service—national organization of trained men, sponsored by Philco for all radio owners. Latest testing equipment to get you more stations—better tone from your radio.  
Phone MAR 32167 for prompt, courteous radio service.  
**JOHN DOE**  
1000 MAIN ST.



HONEST RADIO SERVICE

HERE are four reproductions of column-width newspaper ads on R. M. S. A mat for the black-and-white block at the top of each ad can be obtained from your PHILCO distributor at a cost of only a few cents; your local paper can set up the main body of the ad in standard type. Or, if you prefer, take this copy of the PHILCO SERVICEMAN to your newspaper and have them set the entire ad in standard type, with only a thin black-line border around the box at the top. Your name and address can be inserted at the bottom of each ad.

**JAS. S. REMICK CO., INC.**

909 Twelfth Street

Sacramento, Cal.