

PHILCO SERVICEMAN

Circulation Over 30,000 Copies Monthly



RADIO • MANUFACTURERS • SERVICE • NEWS



AUGUST, 1935

HOW YOU GET YOUR OWN SERVICE CALLS

Editorial

IF YOU DO dependable work and use PHILCO quality parts in your repair work and then back that up by an intelligent advertising campaign consisting of outdoor signs, newspaper advertising, handbills and direct-mail letters, you will get the business of those people who now do not know where to go for radio service.

We have repeatedly emphasized the importance of all radio servicemen doing more advertising.

The tremendous success of the R. M. S.-Western Union service call plan during the past month proves conclusively that the radio public in general does not know where to go for dependable radio service.

The large number of Western Union service calls being received all over the country prove that there is a marvelous opportunity for many servicemen to greatly increase their business by the use of proper advertising.

Many R. M. S. members have been in business in their neighborhood for a number of years and take it for granted that everyone in the neighborhood looks on them as a source of dependable radio service. Unless the R. M. S. member carries on a continuous advertising campaign in addition to doing dependable work, the people in his community will not remember him.

Philco-Western Union Plan Well Under Way

PUBLICITY gained by Boake Carter's broadcasting, plus the weight of PHILCO national publicity, has sent the Western Union-R. M. S. service plan off to a great start. Publicity stories run by newspapers in many parts of the country have attracted wide attention from the public.

The standard R. M. S. recommendation in PHILCO users' instruction booklets now carries copy which tells the PHILCO owner to call Western Union for R. M. S. This campaign is a real contribution from PHILCO to servicemen. It is the only national merchandising campaign we know about, paid for by a radio company, in the interest of the serviceman.

PHILCO is trying to get service jobs for you. Our success depends entirely on your own efforts to get service business in your community.

PHILCO distributors now have the R. M. S. Sales Promotional Binder on their parts counter. Be sure to see this binder and examine it carefully, so that you can select the promotional material you want to use in order to get more service business in your community.

PHILCO is making it easy for the public to reach R. M. S. members by means of the Western Union plan. The Western Union-PHILCO service plan, with the publicity it has been

given and will continue to be given in the future, is of direct benefit to you. PHILCO is conducting a national advertising campaign for more service work. Progressive servicemen everywhere are cashing in on PHILCO'S national service selling campaign.

Visit your PHILCO jobber; look over the service-getting literature in the R. M. S. sales promotion binder. Tie in with the PHILCO-Western Union plan.

By using the ads which are available; putting up an R. M. S. sign; by using the handbills and letters which we have made available at cost, you will definitely increase your service business.

The R. M. S.-Western Union service call plan is designed to greatly simplify the method by which the public can get in touch with reliable servicemen.

R. M. S. members have been accepted by PHILCO distributors only when they have the necessary testing equipment and agree to maintain a high standard of workmanship. R. M. S. members have real value "for sale" to radio owners. By helping interest more radio owners in service, and making it easy for them to call R. M. S., PHILCO is contributing directly to the

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RADOLEK HOLDS BIG SERVICE MEETING



One of the largest service meetings ever held was recently conducted in Chicago by the Radolek Company for 1,200 servicemen in the city of Chicago. This was a PHILCO meeting which was addressed by various officials of the PHILCO Radio and Television Corporation of Illinois and by service engineers from the PHILCO factory. The photograph on this page shows a portion of the tremendous crowd present.

BOAKE CARTER on R.M.S.—Western Union



June 17th Broadcast



PHILCO and Western Union have made a pretty good deal. From now on, from tonight on, if you want some service done on your radio, all you have to do is to pick up your telephone, ask the operator for Western Union and then tell Western Union you want a Radio Manufacturers Serviceman to fix up your radio set. No more hunting up names in directories—no more wondering where one can find a serviceman who IS reliable and good, for Western Union, after you hang up, gets the PHILCO distributor; the latter picks the R. M. S. man nearest to your house, calls him, tells him to hop 'round to your house, look over the radio, give you an estimate on the cost of what's to be done and then do it. This plan of putting reliable radio servicemen, trained by PHILCO, at the disposal of radio owners is a country-wide proposition. And doesn't it simplify matters—just picking up the phone, getting Western Union and saying: "I want an R. M. S. man to repair my radio," then, a short time later, getting the best service there is? Another example that PHILCO not only makes the greatest musical instruments of quality, but wants to make owning a radio as enjoyable a thing as possible—hence, renders service.

Serviceman Uses Radio Institute Material to Advantage

IT WILL pay servicemen to investigate the possibilities of this booklet service by contacting the PHILCO distributor at the earliest opportunity.

The letter which we are quoting below was received from Mr. Adolph H. Kohnert, of the Dutchess Repair Service in Millbrook, N. Y., and explains in detail just how this service organization utilized the recommended folder of the Radio Institute of the Audible Arts to improve service business:

"Recently I received a copy of your folder, 'Recommended Radio Program Music.' I am a member of the R. M. S. and very much interested that this folder would get into the hands of those interested in good music. I would be pleased if you would send me about one hundred of these folders for distribution to my selected customers. Please keep me informed about the activities of the Institute, so I can make the most out of this very much appreciated service by PHILCO."

A Complete Service Test Bench

Fully Equipped Panel Has Adequate Space for Additional Apparatus

MANY requests have been received for information on a convenient and thoroughly equipped test bench for the service shop. The bench illustrated on this page is in use at the PHILCO factory Service Department, and also by many distributors.

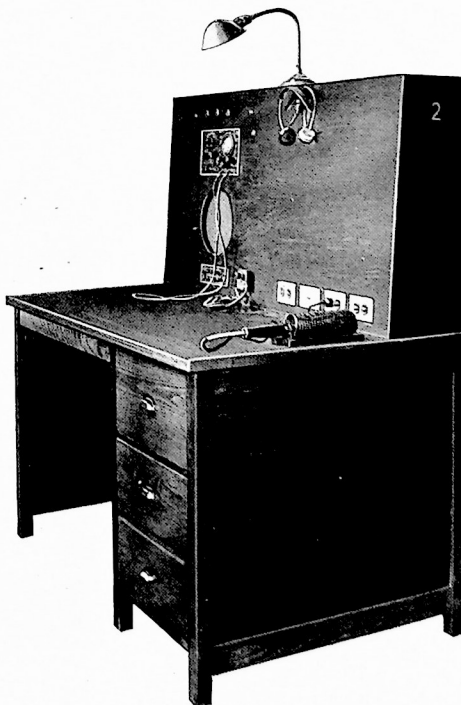
The bench is constructed of pine wood, and the working surface of the table is built of asbestos board. The overall dimensions are: length, five feet, and height, five feet six inches. The working surface of the table is five feet by two feet. The drawers are two feet six inches deep and one foot six inches wide. The two top drawers are eight inches high, and the bottom drawer is eleven inches high.

In the panel is mounted the complete testing equipment of the PHILCO Model 059 bench tester. This includes the Model 048A panel and the speaker test equipment of the 059. The PHILCO all-wave antenna is built into the bench and terminates at the set transformer mounted on the front of the control panel. A flexible shielded wire affords a convenient antenna connection between the set transformer and the chassis which is worked on at the bench. The Model 091 crystal-controlled short-wave signal generator is also mounted inside the test bench. A three-way switch permits connection of the antenna terminal from the outside antenna, the short-wave signal generator, or the I.F. and broadcast signal generator of the 048A. AC outlets are provided on the front of the panel for the chassis on test and for the soldering iron. A phone jack is connected through an attenuator and a pair of blocking

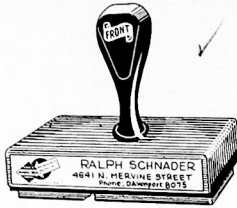
condensers to the output terminals of the chassis, thus permitting "silent" operation when desired.

Optional equipment which can be installed in the tester would include such items as the new Model 088 signal generator, the intermittent condenser tester described in the July issue of the PHILCO SERVICEMAN and a bank of type 5Z3 tubes used to supply 32-volt operating power for testing 32-volt receivers.

The carpentry work in constructing the test bench can be done by a local carpenter or cabinet shop. This cost should be approximately \$30. The cost of the additional equipment depends upon the type of testing which it is desired to make. For the larger service shops, a bench tester of this type will be highly desirable, because it has every requirement for testing all types of modern as well as earlier model receivers.



R. M. S. RUBBER STAMP AVAILABLE



AT THE request of many R. M. S. members, PHILCO has made arrangements to supply a rubber stamp for imprinting advertising literature. This stamp has the R. M. S. emblem on one side and the member's name, address and telephone number on the other side, thus making a suitable imprint for all types of advertising material.

The stamp measures 2 3/4" x 5/8" and is furnished complete with ink pad at 50 cents net from your distributor.

Installation Instructions With Every Sale Important Factor

MANY dealers think that after they sell a PHILCO with an All-Wave Aerial they have done everything necessary to give the owner perfect performance. The aerial, of course, is necessary for maximum performance of the set, but it is just as necessary to give the owner complete operating instructions.

It is up to the dealer, when he installs a PHILCO in a home, to see that the owner is given complete instructions on how to get the most from the radio. The instructions must cover the tuning, the use of the tone, program or music interpretation controls, as well as the use of the log card listing broadcast and short-wave stations. Customers should be shown the listing of American short-wave stations and shown how to tune them in on the PHILCO. Usually these are the easiest short-wave stations to get and, therefore, are the best ones to start with. The megacycle listing of the most popular foreign short-wave stations should be pointed out on the log card, and the owner should be shown how to turn to that point on the PHILCO scale in order to hear them.

These instructions to the owner, after the set is installed, are of utmost importance, and it is vital that they be given in all cases.

Appreciation

Credit for compiling volume-control information in the May SERVICEMAN goes to E. P. Stephenson, Van Zandt Supply Company, PHILCO distributors, Huntington, W. Va.

Question of Where to Sell Headphones Answered

THE new PHILCO headphone kit offers servicemen a great opportunity to do some easy selling at a profit.

At times when listening to short-wave reception, there is so much extraneous noise due to natural static, man-made static and automobile ignition interference, that the family will object when any individual tries to listen. The PHILCO headphone kit will solve this problem, because it cuts out the speaker entirely as soon as headphones are inserted. Every owner of an all-wave receiver is a prospect for the kit.

In apartment houses, the serviceman will find many excellent prospects for the headphone kit. The average apartment objects to radio after 11.30 or 12 o'clock at night, but there are many occasions when the owner would like to listen to radio programs late at night if it were not for the fact that he was disturbing his neighbors. Acquaintance should be made with the janitor or the superintendent of the apartment building and the kit idea explained to him in detail. When calling upon the tenants of the apartment in the presence of the superintendent of the building, the serviceman would have more opportunity to make sales than if he were calling alone. If the apartment is large enough and a sufficient number of sales develop, the serviceman could afford to give the superintendent one of the headphone kits in return for his assistance in getting the business.

In every community there are a number of DX listeners who use their radio receiving sets at all times of the day and night. These people are excellent prospects, because they can appreciate immediately the advantages offered by the PHILCO headphone kit.

There are numerous other possibilities for the sale of this new kit, and

those prospects listed above are just a few of many that you can sell if you make any kind of attempt. Every one of your service customers for whom you have done work during the past year should receive from you a letter or a personal call regarding the headphone kit.

The use of headphones in your own service work is most convenient at times. When trouble-shooting ahead of the first audio, you can use headphones instead of the speaker and thus spare your customer much annoyance from the loud test signals.

You can obtain at a small cost from your PHILCO distributor copies of the instruction sheet which is packed with the headphone kit. This sheet gives complete information on the installation and operation, and also gives the customer, in brief advertising form, the complete sales story of the kit. There is also a result-producing sales letter which you can obtain printed on R. M. S. stationery with your name and address at the top. You can also obtain an attractive envelope stuffer describing the headphone kit.

Philco-Western Union Plan Well Under Way

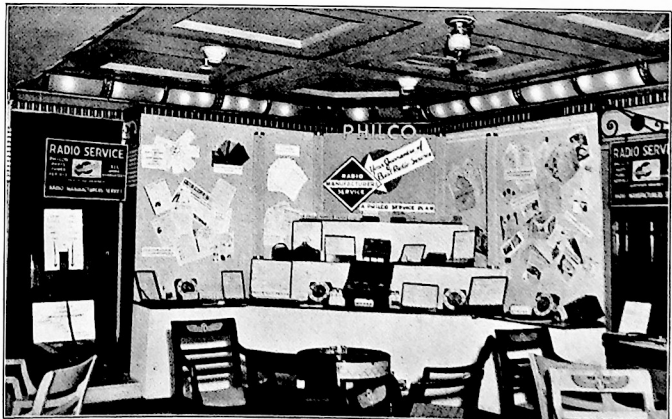
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amount of service business which you will do this summer and fall.

All our advertising, all the publicity which we can get for this plan; the local newspaper advertising which we do, plus broadcasting—all are going to increase the radio service business you will have.

We sincerely believe the Western Union-R. M. S. plan will lead thousands of customers to call R. M. S. members for service.

R. M. S. GOES ON A CARIBBEAN CRUISE



Radio Manufacturers Service display on the S.S. Monarch of Bermuda during the recent PHILCO distributor cruise to Jamaica, B. W. I., and the eastern dealer cruise to Havana, Cuba.

QUESTIONS AND ANSWERS

1. Q. What is the cause of a rattle in the Model 116?

A. This condition, which sounds somewhat like a speaker rattle, is caused by operating the set at a volume level in excess of the rated 15-watt output. The Model 116 is intended to deliver 15 watts undistorted output, and up to that level there is no distortion or no rattle of any kind. Beyond that point, however, there may be a slight rattle, which is apparently caused by the speaker, but which is actually a circuit condition. This model has marvelous tone and must be operated correctly to obtain the proper performance.

2. Q. What is the cause of overloading of the Model 650 when operating on a powerful nearby station?

A. On the very first production of this model, a .5 megohm resistor, No. 8 in the circuit diagram of Service Bulletin No. 220, was used in a partial automatic volume-control circuit. This circuit was additional to the main automatic volume-control circuit. Beginning with run No. 6, code 121, of

the Model 650, and run No. 2, code 122, this resistor was removed from the circuit. The removal of the resistor permits better automatic volume-control action, and this overcomes the distortion trouble.

3. Q. What disposition is made of defective parts replaced within the warranty period and returned by dealers and distributors to PHILCO?

A. All of this material is carefully analyzed by PHILCO engineers to determine the causes of failure. From the study of such material, it is possible to make constant improvements in the quality of PHILCO component parts. Elaborate testing equipment permits a complete analysis and investigation of these parts which have failed within the warranty period. When such material is being returned by the dealer or the serviceman to his distributor, it is highly important that the parts be packed just as carefully as new parts. When such items are damaged in transit due to careless packing, it becomes impossible for the PHILCO engineers to determine anything with

regard to the quality of the part. Thus, the benefit of this engineering examination for improving PHILCO quality is lost.

4. Q. Is it possible to receive any of the high-powered European long-wave broadcast stations on the weather band of the new PHILCOS?

A. It should be possible, under favorable receiving conditions, to get some of these high-powered stations in the eastern part of the United States. Up to the present time, there have been no reports of such reception, but in the fall, when receiving conditions are improved, it should be possible to hear some of the stronger stations which often broadcast on as much power as 500 kilowatts. PHILCO would be interested in receiving reports of such reception.

5. Q. How does the acoustic clarifier of the new PHILCO models operate to improve tone?

A. The acoustic clarifiers are cones practically identical with regular speaker cones, but in which the voice coil is replaced by a special damping unit which absorbs energy when driven by the cone. The clarifiers are so constructed that they respond to a group of frequencies corresponding to the resonant periods of the cabinet. Any cabinet construction will have certain resonant frequencies at which sound vibrations within the cabinet will be greatly strengthened, and the effect of a certain amount of distortion is thus produced. The acoustic clarifiers are tuned to these frequencies and absorb the excess, so that only tone of true quality is radiated from the cabinet.

Philco at Southern Servicemen's Convention



PHILCO parts and service display at the joint convention of the Southern Radio Service Association and the Alabama Radio Servicemen's Association at Montgomery, Ala., June 17th-20th. PHILCO service representatives discussed subjects of vital interest to the serviceman and displayed the new "Visomatic" pictures of a trip through the PHILCO factory.

Philco Announces Transitone Wiring Diagram Book

A NEW wiring diagram book recently announced by PHILCO contains all of the wiring and parts information for every PHILCO automobile radio which has been produced to date. The book, consisting of forty pages, has the schematic wiring diagram, the parts layout, the parts list with parts numbers and adjusting instructions. In addition to the standard PHILCO models, there is also listed the various special car manufacturers' models built by PHILCO.

This book will be indispensable to all servicemen who have occasion to work on PHILCO automobile radios, and it is suggested that a copy be obtained from your PHILCO distributor's Service Department without delay. The book sells at a net price of 25 cents per copy.

DEVLIN-DREW COMPANY

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