

PHILCO SERVICEMAN



RADIO • MANUFACTURERS • SERVICE • NEWS

DECEMBER, 1941



EDITORIAL

Sales Insurance

One of the best ways for the dealer of to-day to insure against loss of sales is to carry a small stock of the more commonly used replacement parts for current model sets.

Since radio merchandise is scarce as compared with previous years, it becomes increasingly difficult for a dealer to change chassis as he has been accustomed to doing in the past when trouble develops. In many instances the dealer may not have another set of the same type in his warehouse or on his display floor, and it then becomes impossible for him to make an even exchange for the customer in the event of some difficulty arising.

Sales Lost

Many sales have been lost because the dealer was not in a position to make a replacement of the same type chassis immediately nor was he able to make repairs of the defective chassis without a delay of several days until the necessary replacement parts could be obtained from the distributor.

Dealer Protection

In order to overcome this condition which is necessarily a product of our modern times, it is important for the dealer's own protection that he place himself in a position so he can make immediate repairs to the faulty set.

Assuring Fast Service

The service bulletins for all of the current model 1942 sets contain the parts listing of all the major items in these sets. Philco distributors maintain a stock of these parts and are in a position to supply dealers with any necessary replacements within a reasonable time. In order to assure the fastest possible service to customers, however, the smart dealer will have one each of these parts available in his service shop for immediate use. As the parts are used he will then get immediate guarantee replacements from his distributor. The cost of such sales insurance is small and the benefits will be tremendous. By thus being in a position to give the customer fast service and not having to wait until the parts can be obtained from the distributor, many sales that would otherwise be lost will be saved for the dealer. It is far more desirable to keep a set sold than it is to sell the same set over and over again.

Co-operation is keynote of R.M.S. Success

"For the past eight years Philco has been referring millions of radio owners to R.M.S. members for expert service at reasonable *standard* rates."

This statement is a great story in itself because behind it lies the success of the world's largest radio service organization — Radio Manufacturers Service. The fact that Philco has recommended these servicemen to the owners of Philco sets means that Philco is backing the individual R.M.S. member with everything. Philco supplies him with wiring diagrams and adjusting information on all major models in most cases even before he has occasion to service any of these sets. Philco suggests standard labor charges for him to use that are fair to both the R.M.S. member and to the customer.

Philco gives him as a member, and extends only to members, the opportunity to buy at extremely low prices, various kinds of R.M.S. advertising material, letterheads, billheads, signs, etc., tying in his membership with the mammoth National Organization. Philco gives him the monthly sales-service publication, the PHILCO SERVICEMAN, containing valuable up-to-the-minute information on sales and service problems. Through the

Philco distributors in every city throughout the country, and through the Philco national service headquarters in Toronto, the R.M.S. member is given the benefit of helpful sales and service consultation on all phases of his work.

In every respect the R.M.S. member is one of the vast Philco family and a part of the Philco organization. He can voice his opinions and suggestions and they are given every consideration. He can tie in his business name with that of Philco and R.M.S. and benefit accordingly from the prestige of the nationally accepted name in every household. Philco is co-operating with R.M.S. members to help them do better work and to make more money out of radio. The radio industry cannot help but benefit through such better service.

New Offset Screwdriver

A new addition has just been announced to the Philco line of service tools. This is a new offset screwdriver, which is particularly useful in locations where ordinary screwdrivers are too long. This screwdriver is all metal, 5¼" long overall, and has a screwdriver blade at each end, projecting only ⅝" from the shank of the tool. The shank is ¼" hexagonal tool steel.

Part T19-14 Offset screwdriver has a net dealer price of only \$.30 each



A. J. (Archie) Pook, Service Manager for Mackenzie, White & Dunsmuir Limited, Philco Distributors for British Columbia at Vancouver, B.C.



L. (Les) Harris, Service Manager for Bowman Brothers Limited, Philco Distributors for Saskatchewan at Regina, Sask.

PHILCO R.M.S.

**SERVICE
ON ALL
PHILCO
PRODUCTS**

**ESTABLISHES R.M.S. MEMBERS AS
AUTHORIZED REPRESENTATIVES**

**SALES
OF ALL
PHILCO
ACCESSORIES**

Everyone has greater confidence in a specialist, which explains why many Philco owners write to Philco asking for the assistance of Philco trained servicemen. These customers are promptly referred to local R.M.S. members for the service they require.

Philco Radios and other Philco products represent an extremely large percentage of the total number of such products used in any community. They provide a sufficient market for service work to justify a certain amount of specializing in Philco service.

For the same reasons that Philco owners insist upon obtaining service from R.M.S. members whom they look upon as Philco specialists, they also prefer to use Philco Accessory Products with their Philco radios and other Philco products.

You can use the service contacts you are constantly establishing with these customers to secure a profitable and steady repeat business on the many Philco Accessory items which are listed in the Philco Parts Catalogue. Philco Accessories include Aerials for Home, Car and Portable radios; Needles and Albums for Phonographs, and Polishes, as well as Philco Tubes.

HERE'S HOW PHILCO RECOMMENDS YOU TO YOUR PHILCO CUSTOMERS

—By this familiar yellow sticker in nearly every Philco Radio.



Should your PHILCO ever require service, call a member of "Radio Manufacturers Service". Guaranteed work, genuine PHILCO tubes and parts, standard prices.

—By this paragraph in every Philco Radio Instruction Sheet.

SERVICE



Look for this Emblem in your Neighborhood

For the convenience of all radio owners, Philco has developed a plan for prompt, efficient radio service in every locality. This plan is known as "Radio Manufacturers Service".

There is a member in your neighborhood—his shop or store can be identified by the emblem shown here. To make sure of guaranteed work, genuine Philco tubes and parts, and standard prices—call a member of "Radio Manufacturers Service".

AND HERE'S HOW YOU TELL YOUR CUSTOMERS THAT YOU ARE THE MAN PHILCO RECOMMENDS

Inside Your Shop

Form No.	Name	Net Prices	
		per 500	per 1000
PR222A	Job Record Cards.....	\$2.00	\$3.75
PR630	Short Shop Coat.....		2.95 each
PR402	Long Shop Coat—blue.....		3.75 each
PR404	Estimate Form (in dup.).....	4.75	6.75
PR406	Repair Tag	3.25	4.50
PR891C	Standard Labour Charges.....		.25 each
PR270A	Rubber Stamp and Pad.....		.95 each

On Every Service Call

Form No.	Name	Net Prices	
		per 500	per 1000
PR223A	Business Cards	\$2.25	\$3.00
PR528	Lapel Button		1.00 each
PR624	Chassis Sticker—circular	2.25	3.50
PR625	Tube Sticker	2.25	3.50
PR880	Service Record Sticker.....	3.15	4.25

In the Mails

Form No.	Name	Net Prices	
		per 500	per 1000
PR219B	Letterhead Stationery	\$2.75	\$4.25
PR220A	Envelope #10 size.....	3.25	5.00
PR220B	Envelope #8 size.....	3.00	4.30
PR890	Combination Bill Form, 5½ x 8½	4.00	5.25
PR621A	Blotter 6¼" x 3½".....	3.75	4.75
PR409	Return Mailing Card.....	3.25	4.50
PR522	Postcard	2.75	4.00
PR523	Postcard	2.75	4.00
PR710C	2 year Calendar, wall type.....	13.50	25.00
PR710D	2 year Calendar, easel type.....	14.50	27.00
PR261A	Envelope Insert	3.00	3.75
PR763	Envelope Insert	—	3.05
PR264	Handbill	2.75	3.25

SERVICE PROGRAM

BUILD CUSTOMER CONFIDENCE AND INCREASE YOUR EARNINGS THROUGH THE USE OF THE NEW R.M.S. STANDARD SERVICE CHARGES



Front of PR890



Back of PR890

Here is a system of charges that takes into account the skill required to locate trouble in a radio, and shows the customer that the actual LABOUR involved in replacing a part is the least expensive part of radio service work. This one feature alone will make the new R.M.S. standard service charges the greatest help you have ever had in getting the consumer to fully appreciate the value of your professional services.

The portion of the chart covering "intermittents" will be especially valuable to servicemen in accounting for additional time required to locate the causes of intermittent conditions that are usually so annoying and troublesome.

The new R. M. S. Standard Service charges are available to members in two forms:



PR891C

RMS SERVICE RECORD STICKER

This is the first sticker of its type that provides space for a complete record of the various items adjusted or replaced on each service call. This information is extremely useful on subsequent calls. The sticker can be applied either to the rear of the cabinet or the chassis so that the customer can refer to it at any time, for your name, address and phone number and complete information on the nature of the service work performed previously.

PHILCO
All Year 'Round
SERVICE

DATE _____

ALIGNMENT _____

PUSH BUTTONS _____

SPEAKER _____

PHONOGRAPH _____

AERIAL _____

TUBES & PARTS REPLACED _____

YOUR NAME } To _____
Address } be _____
Phone No. } imprinted _____

Spaces provide for the following, or similar notations:

- ← "OK" or "Adjusted R. F. and I. F."
- ← "OK" or "Reset."
- ← "OK" or "Adjusted."
- ← "OK" or "Oiled Motor."
- ← "OK" or "Repaired Lead-in."
- ← "None" or "6FSG Tube and #30-2424 Condenser."

PR880

COMBINATION BILL FORM PR890

This new Bill Form, both sides of which are reproduced above can be used for estimating purposes as well as billing. One of these forms left with the customer when a chassis is taken to the shop for diagnosis of trouble will avoid any question regarding charges after an estimate is submitted.

R.M.S. PLACARD PR891C

Displayed in your store or shop, this neat cardboard placard will help impress your customers with the business-like manner in which your service work is handled. It is 11" x 14" in size, and is printed in R.M.S. colours blue and gold.

PROMOTIONAL IDEAS TO BRING IN NEW CUSTOMERS AND OBTAIN MORE REPEAT BUSINESS FROM YOUR PRESENT ONES

In Your Window

Form No.	Name	Net Prices
PR617	Cloth Banner 36" x 12"	\$.66
PR403	Cardboard Window Sign 20" x 30"	.50

In Your Local Newspapers

Form No.	Name	Net Prices Each
PR256	Electro—3/4" wide	\$.50
PR257	" 1" "	.60
PR258	" 1 3/8" "	.70
PR259	" 1 3/4" "	.80
PR248	Newspaper Mat	.12

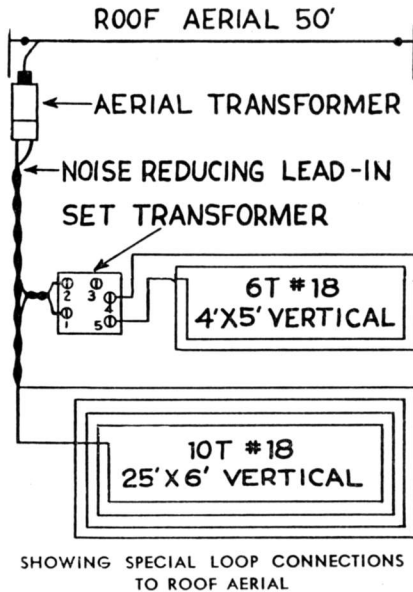
PR249	Newspaper Mat	.12
PR251	" "	.12
PR255	" "	.12
PR411	Newspaper Mat—1 1/2"	.15
PR412	" " 2"	.15
PR414	" " 1"	.09
PR415	" " 1"	.15
PR416	" " 1"	.15
PR417	" " 1"	.15
PR419	" " 1"	.15
PR436	" " 1"	.15
PR578	" " 1"	.16
PR579	" " 2"	.20
PR611	" " 3"	.25
H172	" " 2 col. x 2"	.15
H174	" " 1 col. x 3"	.15
H175	" " 1 col. x 5"	.15
H176	" " 1 col. x 2"	.15

Novel Aerial Arrangement Assures Daytime Reception in Store

A novel arrangement for playing radio sets in the dealer's store has been worked out by a Western distributor.

In the West the big problem is to get distant reception in the daytime and unless a large outside aerial is connected to the set, it is very difficult to obtain such reception without considerable noise and natural static. This problem has been solved by constructing a very simple loop which is connected to the Philco aerial atop the roof. A horizontal aerial approximately 50 ft. long is installed on the roof. The Philco noise-reducing lead-in kit, part 40-6484, is connected to this aerial. The aerial transformer up on the roof joins the horizontal aerial to the noise-reducing twisted pair lead-in. The set transformer of this kit is connected to the transmission line and to a special loop 4 ft. x 5 ft., consisting of six turns of number 18 wire. This loop is placed vertically behind the standard Philco display shelves for table and portable models.

The twisted pair lead-in wire is carried on beyond the set transformer to a second vertical loop approximately 25 ft. x 6 ft., consisting of ten turns of number 18 wire. In this case the



lead-in is connected directly to the two ends of the loop without any coupling transformer. This larger loop is constructed behind a partition and is used to provide signal strength for the console models. Adequate signal is picked up from the loop to provide good reception on consoles placed in any location on the sales floor.

Daily Parts Orders Speed Up Service



Daily Parts Order Reminder

Servicemen and dealers wishing to order parts from the Philco distributor will find the new Daily Parts Order Reminder a great help.

Philco can furnish to distributors a quantity of post card order forms conveniently attached to a card for hanging on the wall in the service shop. These are self-addressed post cards which are to be used for ordering Philco parts from the distributor. The Daily Parts Order Reminder is yours for the asking from your Philco distributor.

"THANK YOU"

Our sincere thanks to the following R.M.S. members who were kind enough to write and tell us just how much they appreciate the service information contained in our R.M.S. mailings and in the Philco Serviceman. These are just a few of the many such letters received by Philco and by Philco Distributors.

Mr. H. G. Ionson, of 40 Jopling Avenue, Islington, says in part: "I have used your parts almost entirely for the past six years, and wish to thank you for your mailings and business helps which you have been mailing me all these years."

And from Mr. L. Leonce Pelletier, of Danville, P.Q. — "Having received my Philco Tube Checker No. 050 at the beginning of the month, I am pleased to say that it is a swell tester."

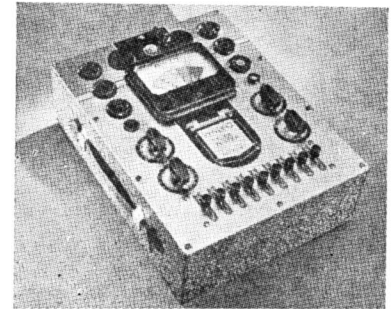
Here's a letter from Mr. T. G. Ross, of Don Browne Sales and Service, Owen Sound, Ontario, which we think expresses the views of a great number

No Obsolescence Factor in Philco Tube Tester

One of the greatest factors which is influencing dealers and servicemen in their purchasing the new Philco 050 Tube Tester is its permanency from a utility standpoint.

The new Philco tester is designed in such a way that it will not become obsolete. As new tubes are made available, Philco publishes tube test settings for the 050 tester so that dealers will have the correct information almost as soon as these new types are available.

Although the new tester has been on the market only a short time, there have been a number of tube type additions made by tube manufacturers. Full data on testing these tube types has been made available to every Philco dealer and R.M.S. member in the columns of this publication. It is Philco's plan from time to time to either revise the instruction sheet and make it available to owners of the 050, or to publish this information in the Philco Serviceman so that all Philco Tube Tester owners will have complete testing data at all times.



Philco Tube Tester Model 050

The complete flexibility of this instrument was conclusively demonstrated in preparing the additional tests necessitated by the last new tubes. All of the most unusual tube base arrangements which are constantly outmoding many of these latest tube testers readily submit to testing in the Philco 050 Tube Tester. This fact, plus the latest up-to-the-minute test chart information, makes the 050 the ideal tester for all dealers and servicemen.

of R.M.S. members:

"Will you kindly send me two of the new R.M.S. Standard Labour Charge Placards. I think that these Standard Labour Charges as well as the ideas expressed in the recent R.M.S. bulletin will help the R.M.S. members to prove to the public that the serviceman is not as big a gyp as a certain recent magazine article would lead them to believe."

PHILCO CORPORATION of Canada Limited
PARTS AND SERVICE DIVISION
TORONTO

The Philco Serviceman reaches you free of charge with the compliments of your Philco Distributor