

PHILCO SERVICEMAN



RADIO • MANUFACTURERS • SERVICE • NEWS

MARCH, 1942



DEALERS' SERVICE AND MERCHANDISE SHORTAGE

EDITORIAL

by G. J. IRWIN

Chief Engineer, Philco Corp. of Canada Ltd.

HOW TO AFFORD GOOD SERVICE

Picking at random one of many letters received at Philco headquarters in Toronto, we quote the following:

"I paid a good price for my table model, and ever since I have had it, something seems to be wrong with it, cannot get it fixed satisfactorily. It hurts to pay out a good amount of money for a radio, and get no use of the radio".

To Philco for Help

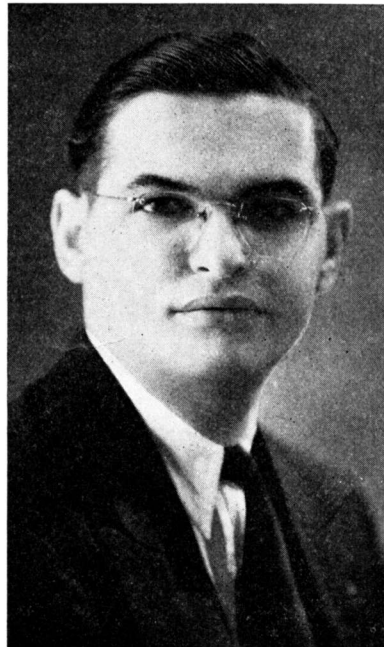
Here is a case where the dealer has failed to give his customer satisfactory service with the result that the customer has written to Philco for help. Many letters of this kind are received at Philco every week, most of them condemning the product and the dealer.

Looking Into Service

As far as Philco's quality is concerned, we all of us know that it is good, and Philco engineers are constantly striving to make it better. As far as service is concerned, we believe this should be looked into by every dealer at frequent intervals. When a dealer allows a customer to become dissatisfied, like the one whose letter we have just quoted, no possible good can result, but certainly there can be harm done. The customer has friends, and people do talk.

Dealer Responsibility

Service is definitely a dealer responsibility. In backing up his sale with qualified service, the successful dealer thinks not of the amount of gross profit on any individual sale, but rather of the gross on all sales. One sale might require plenty of service to make the customer satisfied, whereas the next sale might not require any. By setting aside a certain amount for service from all sales, the dealer can afford to have all of his customers satisfied, and still retain a fair margin of profit for himself.



G. J. IRWIN

A great many of our radio and appliance dealers are beginning to realize that within a few months there will be a definite shortage of merchandise to sell. This, of course, will mean a definite decrease in the earnings of the dealers' business, and this in turn will make it imperative that the dealer cut down his overhead to some extent in order to stay in business. It is very essential, however, that the dealer maintain and even expand his service department.

With a definite shortage of merchandise in sight, it will be necessary as a service to his community for the dealer to be in a position to keep those radios and other appliances which he has sold in good operating condition. His customers will definitely expect him to do this. Service parts may be in some instances difficult to obtain, but it is expected that in the majority

of cases, there will be adequate parts supplied.

In cases where the correct replacement part is not available, considerable skill and ingenuity will have to be exercised by the dealer's servicemen in order to devise a substitute.

Apart from the patriotic duty and the dealer's obligation to the community to keep radios and other appliances in working condition, there is no doubt that an increasing proportion of the dealer's revenue will be brought in by his service department. Under these circumstances, it would be an error in judgment to cut down the service department at the present time.

Regarding advertising — With less merchandise to sell, the dealer may be tempted to dispense with advertising altogether. Inasmuch as the dealer will be looking to the service department to provide more revenue, it is essential that some advertising effort be directed towards selling service. R.M.S. can be of invaluable help in this regard. R.M.S. has provided in the past, and will continue to provide, definite advertising schemes to help you sell service. One of the most successful of these has been the R.M.S. Tune-Up. Look into these sales helps and if you are not familiar with them, talk it over with your Philco distributor.

Refrigerator Ice Cube Trays

Due to the need for aluminum in defence industries, a number of substitute ice cube trays have been appearing on the markets. Rubber trays are quite common, as are hot tin-dipped copper trays.

Philco now has a blue-rubber ice tray and grid assembly, Part No. 5650-2, and a tin-dipped copper tray with stainless steel grid, assembly Part No. 5520-17. While these trays are available, they may be obtained from Philco distributors at the list price of \$4.25 for either Part No.

R.M.S. QUESTIONNAIRE REPLIES POUR IN FROM ALL ACROSS CANADA

Further typical questionnaire replies recently received at R.M.S. Central Headquarters were:—

CLIFFORD COOKE, of Grenville, P.Q.—

"I wish to thank you for all your mailings and business helps which I have been receiving all these past years. I want to do everything possible to help R.M.S. keep up the good work."

ALEX. RALSTON, of Adanac, Sask.—

"I find your mailing very much to my liking. It makes me proud to belong to the R.M.S. I wish other Radio Manufacturers thought enough of the radio serviceman to keep us up to date on their new models."

W. WYLLIE, of Broadview, Sask.—

"All in all your service is wonderful, with all the help we receive from the R.M.S. we can't help but recommend Philco."

PERCE SERGY, of Toronto, Ont.—

"R.M.S. Tube prices are very reasonable, also service charges as issued by R.M.S. are very helpful."

C. W. HARVEY, of New Waterford, N.S.

"R.M.S. Service Bulletins are indispensable. I think the man who is responsible for the R.M.S. mailings knows his stuff."

A. T. KOBAYASHI, of Okanagan Centre, B.C.—

"R.M.S. Service Bulletins are indispensable. There is very little more to be desired. Please keep up the good work."

SYDNEY W. TURNER, of Hayter, Alta.

"I like R.M.S. Standard Service Charges very much."

A. S. RUTHEN, of Saint John, N.B.—

"Can think of nothing off hand to improve your very valuable service."

E. D. W. SMITH, of Winnipeg, Man.—

"Just keep up the good work."

CLAUDE A. BELLWOOD, of Toronto—

"I can't suggest any improvement; you seem to have the service very well mapped out, and very generously distributed."

CHENIER'S HARDWARE, of Alexandria, Ont.—

"Your Philco Service Bulletins and Serviceman are of great help to us. They keep us informed as to the latest developments in your products and sales. Hope they will keep on coming to us. Thank you."

F. W. HALEY, of Niagara-on-the-Lake, Ont.—

"I think there is nothing like the R.M.S. mailings, they are just the thing for servicemen. Hope you can keep up the good work that you are doing."

J. E. LALUMIERE, of Valleyfield, P.Q.—

"I should like to express my deep appreciation of all R.M.S. literature, which is very helpful (cannot be beat)."

CHAS. RICHARDSON, of Semans, Sask.—

"Congratulations and keep up the good work. The R.M.S. is indispensable to me."

B. T. POOLE, of Toronto, Ont.—

"I take this opportunity to thank you very much."

JENSEN RADIO SUPPLY, of Calgary, Alta.—

"At present I cannot offer any improvement or suggestions, as you seem to cover all that I have ever wished you in the line of helps and tips to easier and more profitable servicing."

JOSEPH ABEL, of Hamilton, Ont.—

"No suggestions—just keep your mailings 'as is'."

RALPH A. MARSH, of Chilliwack, B.C.—

"Please keep up your good work—Appreciate your articles on new developments as they come along."

W. H. VAN ZANDT, of Maidstone, Sask.—

"I find these R.M.S. mailings and Philco Serviceman very helpful and I think that you are doing a fine job of it. I appreciate very much this help which you are giving servicemen and want to take this opportunity of thanking you very much. I use all the Philco tubes I can and use nothing but Philco parts on Philco radios."

P. HEWSON, of Toronto, Ont.—

"I would like to take this opportunity to express my appreciation of the very constructive helps received in four years of R.M.S. membership."

H. T. HOLTAN, of Jenner, Alta.—

"Just keep up the present work—it's a great help."

J. H. LEEMANS, of New Westminster, B.C.—

"All I would suggest is to keep them coming every month, even if we have to contribute in terms of money for it. As a manufacturer you like to see your products give the most satisfaction to the buyer, and we can play our part in seeing that this satisfaction lasts, through the information contained in the R.M.S. mailings. In return you surely do not ask much, except that we should use Philco parts, which any R.M.S. member should use anyway."

ERIC A. BOWERS, of Kamloops, B.C.—

"I find the R.M.S. Standard Service Charges very handy and believe them to be fair both to customer and serviceman."

EVAN R. WHETSTONE, of Toronto—

"The Philco mailings are very well thought up, and I look forward to them each month. I use Philco parts and tubes in most of my service work."

R. K. ROBAR, of Halifax, N.S.—

"Everything perfect — couldn't want any more."

BOULTON RADIO, of Toronto, Ont.—

"Look forward to these mailings each month and hope you will be able to continue them. I use Philco parts and tubes as much as possible and certainly like the service the 'boys' at— (Philco distributor) give me."

T. MEEK, of Toronto, Ont.—

"I wish to thank you for making the Philco service data so readily available to the trade."

T. RICHARD, of Quebec, P.Q.—

"Thanks for everything."

STEVE J. KOZAK, of GRONLID, Sask.—

"The R.M.S. mailings and Philco Serviceman are very helpful to R.M.S. members as servicemen. And it offers security to the public to replace old parts in radios with genuine Philco parts that are guaranteed for ninety days."

G. LEYDEN, of Toronto, Ont.—

"I would like to thank you for this wonderful service which is far more than all other manufacturers put together do."

J. R. G. McVITY, of Toronto, Ont.—

"There are, of course, quacks in every profession or trade, but the frank presentation of correct service data should go a long way towards eliminating irregulars in the radio service field."

J. M. FORDE, of Brantford, Ont.—

"We wish to thank you for the splendid job you have done in producing the recommended service charge list. This is one of the greatest strides that has been made in helping service men realize that if they are to render good service consistently there must be a common basis of charge for services rendered. Philco has taken the lead in the production of this price list. Keep on plugging it."

KENNETH COSLEY, of Gravenhurst, Ont.—

"Please keep up the good work. Every bulletin I have received is on file, and I'm sure proud of them."

*You too can SERVE—
by SAVING!*



**BUY
WAR SAVINGS
CERTIFICATES**

Questions and Answers

1. Q. In cases where high line voltage is causing tubes in A.C.-D.C. portables to wear out too frequently, do you recommend installing a wire-wound 10 watt resistor between the cathodes of the rectifier tube and the B+ load of the radio?

A. We would not recommend this as a universal method because of the care which would have to be exercised in the location of this resistor with reference to the cabinet. A more desirable way of obtaining the same results would be to insert a suitable line-dropping resistor at the socket from which power for the portable is derived.

2. Q. I noticed the article about using headphones on Philco sets in the January Serviceman and would like to know if an output transformer connecting the voice coil winding through a switch between terminal No. 1 (antenna terminal board on back of chassis) and ground, then using phones across the original primary winding of the transformer, will be successful.

A. This method should be very satisfactory, but is of course, only applicable to those Philco models where the voice coil lead from the speaker is brought out to the No. 1 terminal of the antenna terminal panel.

3. Q. What is the cause of the drive cord jumping off the pulleys in Philco models 46, 47 and 48?

A. This is usually caused by incorrect alignment of the pulleys on the front bracket with the pulley on the tuning condenser. To correct this, bend the front bracket so that its pulleys are in line with the pulley on the tuning condenser. Considerable drive cord slippage may also be avoided by doing this.



GEORGE TRAPP,

Service Manager for Motor Car Supply Co. of Canada Ltd., Philco distributors for Alberta at Edmonton, Alberta.

New Farm Radio Aerial New Philco Radio Tube Handbook



Due to the acute shortage of copper, the Philco Farm Radio Aerial 40-6383 is no longer available.

A better aerial, using phosphor bronze wire is now available instead. Although this wire is more costly than copper wire, it is far superior in efficiency and strength, and is less subject to corrosion.

The new aerial is known as Part No. 45-2950, and lists at \$3.00. Available from Philco distributors.



The new Philco Radio Tube Handbook, with Philco tube characteristics, interchangeability notes, and pin connections is just about to be released. This valuable data book is 8 1/2" x 3 3/4" and contains 22 pages in an attractive cover.

These handbooks will be available from Philco distributors very shortly.

From the Correspondence File

From Alex Cassels, Tillsonburg, Ont.

"On a Model 3116RX mystery control radio which we have, when we dial for volume to go louder or softer, the motor will run for about three seconds and then stop. Then when we dial again for louder or softer, it will do the same thing again. It seems as if oscillation from the mystery control box is not sustained long enough to put the signal through to operate the motor. Can you help any with this problem?"

Answer:

"We believe that the problem you have can readily be solved by the changing of two tube types. The type 2A4G thyratron tube in the remote control amplifier has probably weakened somewhat with use, and also the type 30 tube in the remote control box is probably weak.

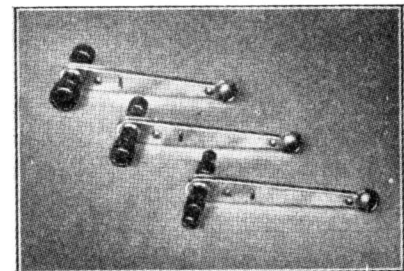
The combination of these two slightly weak tubes would cause the effects you describe. It is quite possible that replacing either one of these two tubes alone will apparently correct the fault, but the repair will not be lasting. We recommend replacing both types."

Corrections to Philco Service Bulletins

Bulletin No. 348, Model 301RP— This bulletin shows a 10 inch turntable. Change this to read 8 inch.

Bulletin No. 356, Model 52 — Item No. 45 is shown as being 4.7 megohms. Change this to read 470,000 ohms.

Wrenches Always Available



A convenient way of using Philco socket wrenches and always having them handy was worked out by an Eastern radio serviceman.

He uses the Philco ratchet wrench part No. 45-2837, in conjunction with several sizes of sockets arranged on opposite ends as shown in the sketch. Three of these wrenches, each with increasing sizes of sockets, make every size of socket wrench quickly available with a minimum of searching.

CUSTOM BUILT PANEL PLATES FOR PHILCO AUTO RADIO**Models 804, 805, 807, 808 and 809****1938 CARS**

	No.
Buick All Models.....	P381
Chevrolet All Models.....	P383
Dodge All Models.....	P386
Ford All Models.....	P387
Plymouth Road King.....	P3816A
Plymouth DeLuxe.....	P3816B
Pontiac All Models.....	P3817

1939 CARS

Buick All Models.....	P391
Chevrolet All Models.....	P393
DeSoto All Models.....	} P394
Chrysler All Models.....	
Dodge All Models.....	
Ford All Models.....	} P397
Mercury All Models.....	
Hudson 112, 118.....	P398A
Hudson 122.....	P398B
Nash All Models.....	P3913
Oldsmobile All Models.....	P3914
Packard 6 and 8.....	P3915
Plymouth Road King.....	P3916A
Plymouth DeLuxe.....	P394
Pontiac All Models.....	P3917
Studebaker Commander.....	P3918A
Studebaker President.....	P3918B
Studebaker Champion.....	P3918C

* NOTE—Only kit No. P4116B and kit No. P4216B can be installed in the Plymouth Special DeLuxe Models.

1940 CARS

	No.
Buick All Models.....	P401
Cadillac-LaSalle All Models.....	P402
Chevrolet All Models.....	P403
Chrysler All Models.....	P404
DeSoto All Models.....	P405
Dodge All Models.....	P406
Ford Standard.....	P407A
Ford DeLuxe.....	P407B
Mercury All Models.....	P409
Hudson All Models.....	P408
Lincoln Zephyr.....	P4012
Nash All Models.....	P4013
Oldsmobile All Models.....	P4014
Packard All Models.....	P4015
Plymouth Road King.....	P4016A
Plymouth DeLuxe.....	P4016B
Pontiac All Models.....	P4017
Studebaker Comm. and President.....	P4018
Studebaker Champion (Same as 1939 Champion).....	P3918C

1941 CARS

Buick All Models.....	P411
Cadillac All Models.....	P412
Chevrolet All Models.....	P413
Chrysler All Models.....	P414
DeSoto All Models.....	P415
Dodge All Models.....	P416
Ford All Models.....	} P417
Mercury All Models.....	

1941 CARS (Continued)

	No.
Hudson All Models.....	P418
Lincoln Zephyr.....	P4112
Nash All Models.....	P4113
Oldsmobile All Models.....	P4114
Packard All Models.....	P4115
Plymouth Std. and DeLuxe.....	P4116A
Plymouth Special DeLuxe *(See Note below).....	P4116B
Pontiac All Models.....	P4117
Studebaker.....	P4118

1942 CARS

Buick Model 40.....	P421
Buick Models 50, 70.....	P421A
Cadillac All Models.....	P422
Chevrolet All Models.....	P423
Chrysler All Models.....	P424
DeSoto All Models.....	P425
Dodge All Models.....	P426
Ford All Models.....	P427
Hudson All Models.....	P428
Mercury All Models.....	P429
Lincoln Zephyr All Models.....	P4212
Nash All Models.....	P4213
Oldsmobile All Models.....	P4214
Packard-Clipper All Models.....	P4215
Plymouth DeLuxe.....	P4216A
Plymouth Special DeLuxe *(See Note below).....	P4216B
Pontiac All Models.....	P4217
Studebaker All Models.....	P4218

All 1942 Kits List at \$2.75

All other years List at \$2.50

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