

With Dealer and Customer

Getting Together To Solve Radio Problems

THE time has arrived in the New Zealand cities for prompt radio service, or, in other words a "radio doctor" who can be summoned by telephone as though he were a medical practitioner. There are now hundreds of new listeners in New Zealand who know nothing about the little points of radio theory, and who are quite helpless when some little hitch occurs in their outfit which, however, is sufficient to put a stop to broadcast reception. They may have a party of friends assembled to enjoy a concert when, behold, their set refuses to operate. At present there are no "radio doctors," within our knowledge, who can be summoned by telephone any evening at a moment's notice, to render first aid to a disabled set. In the New Zealand cities there seems to be an opening for such a man, just as there are now some "bowser" petrol stations opened all night for business. There are published in the American city newspapers many advertisements of "radio doctors" similar to the following extracted from the "New York Times" (daily):—

NEXT TIME THE RADIO SET GOES WRONG—CALL THIS NUMBER
WISCONSIN
9780

ORV RADIO SERVICE, INC.
1400 BROADWAY, NEW YORK.

While there is not room for several "radio doctors" in each New Zealand city as in America, there should be a good living for one or two in each centre. The idea of being able to summon prompt help by telephone should make a big appeal to many listeners who are able to pay for ready service.

BETTER LOUDSPEAKERS.

RADIO salesmen, when possible, should permit their clients to hear the better class loudspeakers they have in stock. Many a listener is content to potter along with his old fourth-rate low-priced

loudspeaker and through long-familiarity with it believes that it is quite satisfactory. He is apt to revise his opinion when he hears the improved tone to be obtained from a high-class loudspeaker, and music becomes real music under its superior design and workmanship. Many a sale can be effected by demonstrating one's goods, and greater pleasure thus sent into the homes of the purchasers. This radio game is altogether a question of pleasure, and the better the goods the greater the pleasure.

"PERMANENT" CRYSTALS.

"PERMANENT" crystals, those devices which serve the purpose of a crystal, but which do not operate with a catwhisker, have been back on the market for a few weeks, and are selling rapidly. The English manufacturers have excelled in this line, but there "permanent" crystals vary in efficiency according to brand. Radio dealers will find it advantageous to test out the various brands of these devices, personally, and to stock only the most efficient. Some of these "permanent" crystals are more sensitive than the ordinary catwhisker and crystal, while others are far less sensitive. One abiding advantage they possess is that the sensitivity of their operation is not affected by the vibration which causes so much bother by "losing the sensitive point" in the case of the catwhisker and crystal. This is a sound argument in furthering the sales of the "permanent crystal," but the cheapness of the ordinary catwhisker crystal will continue to recommend it to many buyers, and many of these crystals are remarkably sensitive. Plainly there is a market for both types. Salesmen should draw customers attention to the fact when the little bracket mountings are not included with the "permanent crystal."

USE OF COLLOID RECTIFIER.

TRADERS when selling a customer a set of wet "B" batteries

should always give advice on the subject of the correct use of the colloid rectifier if that type of battery charger is to be employed. It is not correct practice to connect the colloid to the batteries if the electric lamp, which is placed in series with the batteries, lights up brightly. This circumstance indicates that the colloid is not rectifying, and is permitting alternating current to pass through the batteries, which has a harmful effect on the batteries. If the electric lamp burns brightly when placed in series with the batteries it should be immediately disconnected. The colloid should have the top removed, and the aluminium rod should be rubbed bright with sand-paper, then wiped with a clean cloth. The top of the colloid may then be replaced, and the electric current should be permitted to flow through the colloid and lamp without their being connected up to the batteries. The lamp may still burn brightly for a few minutes, but when it has been reduced to a dull red glow it can be safely connected up to the batteries and the charging of the latter can now proceed. The liquid in the colloid

rectifier should be kept filled up to within about half an inch from the top of the glass container, by adding only distilled water which is procurable from any battery service station. Not more than about a 48 volts "B" battery should be charged at one time by the colloid. These points should be stressed by radio salesmen, as some folk read printed instructions without being able to grasp the salient features, especially if they are complete novices. It is more satisfactory to the radio trader to know that the batteries he has sold are going to receive fair treatment than to learn afterwards that through incorrect methods his customer has unknowingly damaged the batteries, and is telling his acquaintances that the batteries are no good. The same advice applies to the sale of all accessories, and salesmen should endeavour to give helpful advice when they sense that the customer needs it. While the parcel is being wrapped up for the customer the salesman can diplomatically sound the customer for the purpose of ascertaining whether he is conversant with the correct use of the article being sold.

RADIO FOR BOWSER STATIONS.

THE selling of radio sets to petrol supply stations should not be a difficult matter, especially to those stations which do business night and day. The owner of a bowser station would soon discover that a good loudspeaker receiving set is a first-rate advertisement for his business. An American writer says:—"A radio set attracts customers to gas-stations and garages. Autoists like to listen to a programme while they are getting gas and oil or vehicle repairs are being made on their cars. Talk it over with your neighbouring gas station or garage owners."

USE BATTERY CABLE.

BY use of a single, neat and attractive cable both A and B radio batteries may be placed on the floor, or in the basement. Each individual wire of cable is marked by means of a colour code so that it cannot possibly become confused with any other. By use of this the service man may quickly replace worn out batteries without any fear of getting connections mixed up and burning out the valves. These cables are usually furnished in 6ft. lengths with ends prepared to connect to the set, and are turned out in America also in continuous lengths of from 100 to 250ft. Thus the radio dealer can always supply the exact length required for any installation.

"FEATURE" THE PROGRAMMES.

WHENEVER a special "feature" programme is to be broadcast radio dealers will find it a good proposition to display the programme in their window, thus drawing the attention of the uninitiated to the pleasure to be obtained from radio. An American dealer goes one further. This is what he says:—"We suggest to the people of our town, by means of placards in our show windows, that they listen to certain specially fine radio programmes from time to time. And we always try to feature pictures of the artists in connection with these suggestions. The use of the pictures helps to make the suggestions more interesting and helps to mark our stores as even more of a live wire proposition. All of which is a splendid thing for our business."

PROMPT REPAIR WORK.

IF you are a radio repairer man, do not keep your clients waiting a week for a small job to be done. If you have too much work on hand, put in a bit of overtime in your workshop. Do not drop a small job to commence on an extensive one just because the latter means more money to you. There is already plenty of opposition building up in the cities, and customers are apt to remember that you have kept them unreasonably long waiting for their job to be completed. They will not come back to you if that is the treatment they receive.

TO GIVE SATISFACTION.

NO dealer should let a radio set go out of his shop until it has been thoroughly tested. If a condenser dial,

or a rheostat knob is loose it should be made tight. All moving parts should be examined closely. Good materials and good workmanship are of prime importance in keeping radio in use. If the owner of a set has to bring it down town with him every three or four weeks to have some repairs made, he is going to get tired of this before long, and will eventually put the set up in the attic and will tell his friends that radio is a washout. Good sets should not require repairs with any appreciable frequency, and good repair work should place the set in shape so it should operate indefinitely without further attention.

DISPLAY YOUR GOODS.

THERE is a good business to be had in spare parts and accessories. A proper display of these articles will always increase interest which will result in the sale of more merchandise. Although a man may have his aerial strung and properly insulated, if you have some wire and insulators out on the counter where he can see them, pick them up, and look over, he will probably buy some before many visits.

Merchandise which is kept in boxes will never sell. It has to be placed out where the public can see it. They like to be reminded that they have overlooked something. They like to see a large assortment of articles that they can pick up and examine. And it is just this that leads them into buying before they get away; for once the person has the article in his hand, the desire for possession has a powerful influence in promoting the sale.

SHORT-WAVE RESISTANCES.

NOW that variable resistance devices of high resistance are being employed in some types of short-wave circuits with most successful results, traders in a fair way of business should stock these variable resistances. For short-wave circuits a resistance of 200,000 or 500,000 ohms is used. Traders would find it advantageous to stock only the very best in this line, as good material, workmanship and design are highly desirable for short-wave work.

INSCRIBING PANELS.

RADIOTRICIANS who build sets to order for customers should pay particular attention to the neatness of the inscription they place on the front panel. Nowadays, when controls are fewer than ever, there is less necessity to inscribe marks on the front panel. A white, inconspicuous mark, vertically over the centre of a rheostat, and a slight mark over each condenser dial, if they are not of the "drum" type, will suffice. Some builders use plaster of paris for filling in the marks, but it is apt to come out in little granules after a while. The best medium for filling in the panel marks is white oil-point. The tip of a steel file, with the point ground sharp, makes a capital implement for marking a front panel.

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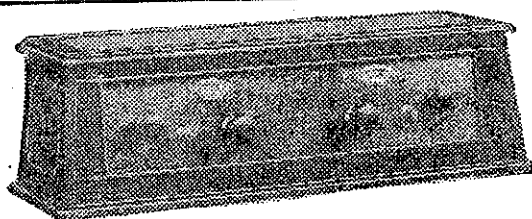
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'Phone 23-147.
(Opp. Y.M.C.A.)



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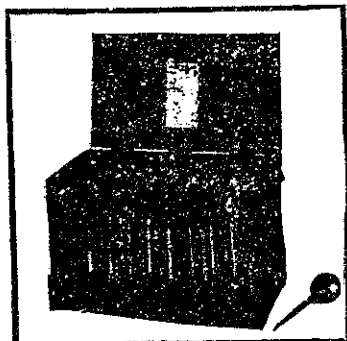
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