

PHILCO

Factory-Supervised

Service



the **PHILCO SERVICEMAN**

VOL. 21 NO. 1

JANUARY, 1953

FEATURE

See Page 4 and

"Philco 'Round the World"

THE LOW DOWN ON UHF!

How do Philco UHF Tuners stack up against the rest of the industry? Well, let's eavesdrop on a conversation that could have taken place recently between any pair of Philco service technicians...

Harry: For cryin' out loud, Bill, can you set me straight on this UHF tuner deal? I've heard plenty about



Can you set me straight on this UHF tuner deal?

it but no one seems to pin it down to basic facts!

Bill: I'll try, Harry. As you know already, there have been many different approaches throughout the industry to the type of tuner to be used to receive UHF signals.

Harry: Yeah, there's strips, and converters, and tuners, and who knows what else!

Bill: Well, you've covered it all, Harry. But some companies do believe that strips fitted into existing tuners would answer their UHF problems. And other companies have chosen to build converters to handle up to two stations.

Harry: That sure sounds to me like Philco has the right approach.

Bill: Right you are! From the beginning Philco has gone along with a continuous tuner which will cover the entire UHF spectrum.

Harry: The way I understand it Bill, most areas will eventually be able to receive 10 to 20 TV signals.

Bill: And that's where Philco's got 'em coming and going Harry! With a continuous tuner the customer is able to receive any of these signals and is not limited to only one or two channel operation on the UHF band.



Philco's got 'em coming and going!

Harry: So far, so good. Now, what can you tell me that I can tell my customers when they start asking about UHF?

Bill: Let me tell you about the desirable features in the Philco UHF Tuner, from the customer standpoint then from the standpoint of good electrical design. First, the customer is able to receive all channels from channel 14 to channel 83. The tuner is so designed to mount inside the cabinet—they don't have to worry about a bulky attachment to the set. And there is a mechanical dial arrangement which allows the customer to select the UHF channel of their choice and then tune it in with the fine tuning built into the UHF tuner dial assembly. The Philco All Channel UHF Continuous Tuner provides your customer, Harry, with a complete package that insures all-inclusive UHF reception.

Harry: My customers should go for that in a big way!

Bill: Let's hope so! Now, here's some more information you personally will be interested in. When examining the tuner you will notice



My customers should go for that in a big way!

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A NEW YEAR...

A NEW FACE!

And we sincerely hope you like it!

January 1953 inaugurates the start of a new year and first issue of a completely new PHILCO SERVICEMAN. This new eight-page publication is all yours from cover to cover. We're going to cram it with the type of news designed to help you in every phase of service—selling, advertising, promotion, public relations, technical advice—and a host of colorful features.

Here are just a few of the many features you can look for each month the PHILCO SERVICEMAN makes its appearance.

You will find news of local and national interest from Distributor Headquarters from every section telling you what is happening along the electrical appliance scene.

Through the pages of the PHILCO SERVICEMAN your tough technical questions will be answered; you will read about new Philco Service publications, service sales and advertising aids; information of sales and service value will be presented; all of this designed to be of practical assistance to your operations.

As members of Philco Factory-Supervised Service you are a part of the great Philco team and we want you to know more about the organization for which you perform so well. Therefore, in following issues you will learn how the Story of Philco Quality is achieved. Functions of different divisions of the corporation will be described—you'll discover just how quality is

(Continued on page 2)

REPEAT BUSINESS!

PROTECT YOUR INVESTMENT

Call

JE-5-9123

SMITH'S SERVICE

102 MAIN ST.

For



- and
GENUINE PHILCO
PARTS

When a customer is sold on your reputation as a service technician, you have gained a solid testimonial to your technical efficiency. Protect this customer as a repeat call . . . it's important and profitable to anyone engaged in the service business! Make sure your customers know how and where to reach you in the event of future service!

USE INEXPENSIVE PHILCO CHASSIS
STICKERS FOR MORE REPEAT BUSINESS

Imprinted with your name, address, phone number, these stickers are placed on the chassis of any radio or television set you may repair. When a customer next requires service, your reminder is right on the job plugging you as the man to do the job!

You merely strip off the paper backing and place the sticker on the chassis . . . it's that simple. No moisture or glue is needed and the sticker's bright color and impressive Philco seal will do the rest.

Available from your Philco Distributor in quantities of 250, 500, and 1,000 the part number on this inexpensive customer reminder is PR 1961. See your Philco Distributor as soon as possible and put this clever reminder to work for you!



ARE YOU A PHILCO FACTORY-SUPERVISED SERVICE MEMBER FOR '53?

If you have already renewed your Philco Factory-Supervised Service memberships for 1953 . . . congratulations! You're all lined up for a steady stream of the most current, most informative package of service information ever assembled!

BUT—if you haven't renewed as yet, you stand the chance of missing out on the most terrific training and assistance any company in our industry has ever come up with.

Just stop a minute and look over your first 1953 mailing—it's a preview of what's still to come. Look over the new gigantic 105-page antenna book included in this mailing. This is really an extra-
plus! No sir, it positively cannot be bought anywhere—and if it could—it would cost you a good \$7.50! Here's a book that not only covers Philco antennas. But includes the whole subject of antennas, from the ground up . . . everything you'll ever need on antennas. And to top it off, there's

plenty of solid, up to the minute scoop on television antennas for both VHF and UHF! You get this valuable book as a part of your low cost Philco Factory-Supervised Service membership. And mark our words—this will definitely not be the only "extra" you'll receive for 1953!

This is only the beginning fellas, "you ain't seen nothin' yet"! There are twelve BIG 1953 mailings. But they're only at the disposal of authorized members of Philco Factory-Supervised Service and that means that right now your most important consideration is RE-NEWAL!

Make tracks to your local Philco Distributor and renew for '53 without delay. Don't take the chance of missing out on the right information for you, at the right time! Renewal of your valuable Philco Factory-Supervised Service membership . . . make it the very next thing you do!

A NEW YEAR... A NEW FACE!

(Continued from page 1)

built into the whole range of Philco products from the smallest receiving tubes right up to the "top of the line" in major appliances.

Philco Service Headquarters is anxious to make this new PHILCO SERVICEMAN of the utmost value to you. This can only be accomplished by you telling us what you want most in the publications.

So we want your comments, good and bad—your suggestions on how we can better make the PHILCO SERVICEMAN the most representative publication for the readers it serves. We're still doing business at the same old stand:

PHILCO CORPORATION
Post Office Box 6738
Philadelphia 32, Pa.

Why not drop us a line even if it's just to let us know what you think of the new PHILCO SERVICEMAN? And keep those ideas coming in! There are plenty of chances for you to make connections with a \$10.00 bill.

Well, here it is fellows, the new PHILCO SERVICEMAN, how do you like it?

UHF TOUCHES OFF NEW PHILCO SERVICE ACTIVITIES!



Earl Abramson, Philco Service District Representative, conducts UHF seminar for Philco Factory-Supervised Service members at distributor Momsen, Dunnegan & Ryan showroom in Phoenix, Arizona.

With UHF now a commercial reality, Philco Service Headquarters, Service District Representatives, and Distributors are working overtime to ready UHF presentations to their membership nationwide.

Already a Visual Training Forum has been prepared in Philadelphia for use by all Philco Distributor Service Clinics. You are even now receiving the first installments of the UHF story through the pages of the PHILCO SERVICE SUPERVISOR. And our roving Philco Service District Representatives are hopping around the country setting up UHF seminars in their respective territories.

Shortly after Portland, Oregon's Station KPTV (Channel 27) opened with the first UHF television station, the gratifying story of Philco receiver operation in that area went out. Wherever UHF will be utilized (and that means everywhere!), the story of the Philco All-Channel UHF Continuous Tuner, its theory, operation, and installation, is being brought to Philco Factory-Supervised Servicemen as advance information for application when their own areas are opened to UHF.

As illustrated here, service technicians in Phoenix are receiving the benefit of heretofore unpublished UHF data. This is not an isolated case. Service technicians all over the country are attending this type of UHF meeting. Their participation in Philco Factory-

Supervised Service is paying off by receipt of the latest technical developments, *as they occur*, to put them miles ahead of non-members! As this article is being written, many other Distributor Service Clinics are opening their doors, *to members only*, for service and sales information on the very latest pertaining to UHF.

The experience of Portland members is a good one to remember. Those who took advantage of the pre-transmission training sponsored by Philco in the form of our 80-hour Associate Member Course for Television, were able to greet KPTV's first test pattern with the confidence that their business was geared to the tremendous demand from Oregonians for the sensational Philco High Fidelity TV 90, and for UHF antenna installations and conversions.

Our 80-hour Associate Member TV Course is loaded with current UHF information . . . and it just can't be beat! You can buy a lot of standard television text books, but you won't find any that are up-to-date or kept that way. With a Philco Factory-Supervised Service membership you are assured of dynamic, current material—as new developments happen your mailings are geared to include them, and month after month they go out to you!

As a prime example of Philco's readiness in this ever-changing business—hardly had our 80-hour

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LETTERS

Here we go for '53 with a brand new column for the PHILCO SERVICEMAN! In this space we want to reprint your letters or excerpts from your letters on any service subject you may want to write about. And that includes your gripes as well as orchids. This month we're starting out with a few bouquets from Philco Factory-Supervised Servicemen who like what they're getting from service's greatest organization:

* * *

GENTLEMEN:

As you know, I recently completed your two-week Philco TV course. I wish to take this opportunity to thank both you and the Philco people for making this course available to us. It is my sincere belief that the course is the best available at any price. As you know I enrolled in the ——— Trade School TV course which cost \$75.00. I have paid and completed about one-third of this school and after attending your classes believe it is unnecessary to finish, as your course has answered all of my questions!

HAROLD M. EICKMEYER,
City Television
Spokane, Washington

* * *

TO WHOM IT MAY CONCERN:

I wish to express my views on the recent Philco TV Service Course which

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PHILCO 'ROUND THE WORLD



In Cairo, Egypt, Philco and its famous slogan are read from left to right in English and from right to left in Arabic. The Nile Valley Trading Company, Cairo distributor, is responsible for this poster.

If someone were to tell you that Philco had distributors and service technicians in the heart of the Belgian Congo or in the wilds of Siam, you probably would think they were pulling your leg! But this is not as far-fetched as it sounds, for today, Philco products are being distributed, sold, and serviced in nearly every country in the world. That's right . . . aside from the Communist dominated nations, Philco is the electronics leader all over the world—the sun never sets on Philco products or service!

Responsible for this far-flung enterprise is the Philco International Corporation with sales headquarters in New York, and service headquarters in Philadelphia. This energetic division of Philco is doing a terrific job in promoting Philco 'round the world!

Philco International had its modest beginning during the war, and since that time has expanded and grown until today its operations extend over seven continents with over 200 distributors and 10,000 dealers throughout the world and large assembly plants in England, Israel, Mexico, Argentina, Brazil, and other countries. Yes, Philco International has its hand on the sensitive buying habits of the world!

The great Philco laboratories in Philadelphia design and engineer the products that Philco International exports to the four corners

of the earth. Among these is the famous Philco Tropic Radio line designed for world-wide use and tremendously popular abroad. This line is especially designed for use in countries where high conditions of humidity prevail and seriously interfere with proper operation of sensitive radio components. Advances along this line of experimentation have been applied to television as well as to radio and have proven to be the bulwark against faulty operation in many countries of the world.

In the field of entertainment and advertising, Philco International sponsors a weekly short-wave radio program broadcasting on the 19 and 25 meter bands over station WRUL. On the popular "Philco Rendezvous" program leading guest personalities are featured along with a two minute spot commercial covering one of the major Philco product lines. Just recently WRUL carried the Marciano-Walcott heavyweight championship bout to listeners around the world!

Instrumental in bringing television to Cuba, Mexico, Italy, Argentina, the Dominican Republic, and Brazil, Philco International's next step is the installation of equipment in Venezuela which will be operating in the near future. Since radio and television transmitting standards vary in each country, Philco International Field Engineers are sent to these countries

to set up schools for the training of native service technicians in the installation and servicing of receivers. On the other side of the service picture, Philco International Field Engineers have carried out extensive courses on the repair of refrigeration and air conditioning sealed units, and general installation and repair on Philco Refrigerators for large distributors abroad.

These distributors, scattered all over the world, have their own yearly conventions and in the majority of cases Philco International is right on the spot. During these conventions, no matter where in the world they may be, Field Engineers representing Philco International conduct service forums and clinics for the distributors and their service technicians. You can see why Philco International Field Engineers are not only well skilled in the applications of electronics but are well versed in all the languages.

And these Field Engineers have high regard for the ingenuity of native technicians. Here in the states the service technician picks up a phone and orders his parts and components from a nearby Philco Distributor. But in many of the foreign countries the average serviceman has many major obstacles to contend with. Great distances, lack of depots for parts, and shortages are some of the causes for the effective "jackknife service surgery" and improvising these men have to do. Nothing stops them and they know that as long as Philco is behind them, nothing ever will!

At present there are several thousand Philco Service members who



Dempster McIntosh, President of Philco International Corporation, speaking for Philco for the "Voice of America" program to Latin-American countries.

belong to the Philco International service organization and these men receive information and mailings in the form of technical advice to help overcome their obstacles. Naturally this calls for a gigantic translation effort but this, too, is deftly and expertly handled by Philco International. Currently many of the fine Philco Factory-Supervised Service training films are being translated into Spanish for use abroad. The user's instructions which accompany every Philco product are also translated into Spanish and French in order that users receive best service from their appliances.

Extending their service program to higher echelons, Philco International has conducted a Service Managers' School at headquarters in Philadelphia where foreign Distributor Service Managers are trained. In addition, from all parts of the world stream many service

technicians for special training in Philco factories throughout the United States. This fine policy for training is one more reason why Philco quality is truly famous the world over!

As you can well realize, Philco International has a big job to do and they are doing it well. Staffed by men who are familiar with service on a world-wide scale, its programs encompass all servicing phases of consumer products. Nowhere else can foreign service technicians receive the training that Philco gives them. And nowhere else is there such a devoted group of men who have come to rely on Philco for the latest information and advancement on service techniques. Philco International is on the job all over the world . . . the Philco Serviceman is right there with them!



Here is Sayed Abdalla Abed Senussi, third from right, president of the newly appointed Philco International Distributing organization in Benghazi, Libya.

QUESTION CORNER

If you are "over the barrel" on a tough fix, send it along to the **PHILCO SERVICEMAN**. We'll have it answered immediately by the Product Service Manager in whichever product category it falls. This answer will be sent out to you by return mail just in case the particular problem is sitting on your bench (we don't want to hold you up on that score!).

If your question proves to have sufficient application, it will be published in a subsequent issue along with your name and address.

In this way you'll be helping yourself as well as your fellow service technicians in different parts of the country.

Don't forget, we want to answer your questions, so send them in as often as you like. We'll make sure they are answered promptly by mail to eliminate any inconvenience. Just be sure to use our official post office address (**PHILCO SERVICEMAN**, PO Box 6738, Philadelphia 32, Pa.), and we'll insure you prompt action.



And still another new feature in your new **PHILCO SERVICEMAN**! "Service Clips" will appear monthly bringing you the latest Headquarters news and items of general appeal touching on the electrical appliance servicing field.

Here you'll find latest information from Philco, organizational news, tips on servicing and advertising, trends, and just as much material of practical value that can be published every month.

If you know of any activities going on in your territory that you feel would be of interest to your fellow service technicians, send them along. We'll be glad to print anything of value in the field.

See you next month in this corner and we hope you like "Service Clips" as a regular feature of *your* own publication . . . **THE PHILCO SERVICEMAN**!

LETTERS

(Continued from page 3)

was held at the local Philco Distributor. The course in general was very good on theory and shop practice. The way of presenting the theory from the beginning of a simple circuit to the actual circuit under study was a very good idea. As far as I am concerned the only part I did not think was correct was the repetition of the same circuits two or three times during the course. Some circuits should be repeated twice if they were complicated enough, but not the simple circuits.

I wish to thank your company very much for furnishing the course to the radio servicemen in this area.

Thanking you, I remain:

W. J. CORNER, JR.,
Corner's Radio Service
Pensacola, Florida

* * *

That's all for this month fellows, and don't forget our promise—we'll print your letters, gripes or otherwise, and we're counting on you to help us keep the **PHILCO SERVICEMAN** on the highest level of assistance to you.

SERVICE ACHIEVEMENT AWARDS HERE TO STAY!



A mass presentation in Cleveland following important UHF service meeting held by Philco distributor Strong, Carlisle & Hammond, Cleveland. Back row, left to right: Willis Wentz; R. E. Kuhn; John Link; George Lingafelter; John Bennett, Sales Promotion Manager, Philco Service Division; Wm. Parrish; Walter Buble; and Sam Chuppa. Middle row, left to right: Tony Londrico; Michael Vavrek; Dean Boston; Alvin Vanderhide; Karl Rau; Stanley Talarcek. Front row, left to right: Vince Flowers; Albert Gazda; Edward Wank; Willard Hawkins; Franklin McClain; and Joseph Shandle. Lincoln Hartman, an awardee, is not shown.

Yes Philco Servicemen, you can expect Service Achievement Awards to become a permanent part of Philco Factory-Supervised Service policy . . . they're here to stay! The service profession's highest honor will continue as an indication of Philco's faith in independent service.

As you know the Service Achievement Award is given exclusively by Philco Corporation to Philco Factory-Supervised Service members with the assistance in selection by its customers, distributors, and Service District Representatives. Philco and Philco alone has made the decision to show its appreciation for the efficient job being done by its service technicians with tangible evidence in the form of a valuable prestige and business building award.

We'd like to again run over the qualifications necessary to win Philco's Service Achievement Award:

1. Cooperation with Distributor's Service Manager.
2. Attendance at Distributor Service Clinics.

3. Reputation among Philco owners for quality servicing.

4. General attitude toward Philco—the factory, the distributor and all Philco products.

5. Cooperation with Philco Factory-Supervised Service promotion programs.

If you're putting out the effort to satisfy your customers and cooperate with your distributor, as above, be assured you are high on



Harry Huff, right, Huff's TV, Pottstown, Pa., receives Philco Corporation award from Les Braun of distributor Saphin TV, Pottstown, and Carl Savage, also of Saphin.

the list to receive this honor and join the select circle of past winners.

Yes, Mr. Philco Serviceman, those of you who have won and those of you who are going to win have given a new meaning to high quality service from Philco.

(More award photos on Page 8.)

SERVICE QUESTIONNAIRE WILL PROVE HELPING HAND

To promote a better understanding and to more accurately gauge your needs during in-the-field servicing, Philco Service Headquarters has mailed a questionnaire for distribution to all members.

Just as a doctor takes your pulse to determine bodily changes, so are we attempting to keep a finger on the pulse of your requirements in the big and little problems of everyday servicing.

Maintaining the high standards of quality Philco service requires that we know what you are thinking as well as vice-versa. And Philco is anxious to get a birdseye view of what is going on from the service technician's side of the fence.

The questionnaire, which is actually called "Report For Headquarters Guidance," is divided into three sections—one for all members to fill in, one for self employed members only; and one for dealer service technicians or employees of service shops. Actually we hope to get a complete picture of Mr. Philco Factory-Supervised Serviceman, as well as invaluable data on the individual. Your interests in appliance servicing, the types of equipment you use, your ambitions for the future, are all of vital interest to Philco!

To help us help you, we will all appreciate your full cooperation in completing this questionnaire as soon as possible and returning it to the proper source if you haven't already. It's still not too late to influence Headquarters' plans for you!

Let's get better acquainted fellas! Through the pages of your own exclusive medium, the Philco Serviceman; through your requests for information to Headquarters personnel—and through the Headquarters Guidance Report, you will benefit by a broader, more understanding approach to what you want from Philco Factory-Supervised Service and what we can do to fulfill your needs.

EXTERNAL ANTENNA CONNECTIONS FOR IMPROVED OPERATION ON SPECIAL SERVICE BAND

Under some conditions, it is desired to improve the reception of signals on the Special Service Band. An external antenna is necessary or useful in locations where the signal strength of the average station is low. Poor reception due to low signal strength can be caused by the shielding effect of steel reinforced buildings, other large buildings, objects or land masses in the immediate vicinity, or by the distance to stations.

An external antenna may be connected in the following manner. Connect a $5\mu\mu$ condenser to the high side of the built in loop (this is the loop lead that goes directly to the converter tube grid). To the free end of the $5\mu\mu$ condenser fasten the external antenna. The antenna used in this application may be any convenient length over about fifteen feet. When placing the antenna, try to avoid close proximity to large metal objects and AC lines. The metal may tend to attenuate the signal pickup and the AC lines may introduce hum. Place the antenna so as to receive maximum signal.

After the antenna has been connected to the set the Special Services antenna compensator must be repadded. Before this is done, very little gain (or even a drop) of sensitivity will be experienced.

Adjust the Special Service antenna compensator at 3200KC. This will compensate for the detuning effect of the added antenna so as to present the added signal to the tuning circuit without loss. Quite a considerable gain may now be obtained.

It should also be noted, that if at any time the external antenna is removed, the antenna compensator must again be repadded.

"SEÑOR MANUAL"



Eet takes two to tango—but, Señor Serviceman, weeth Philco TV Yearbooks you do a job queecker and better by yourself! Get 'em at your local Philco Deestreebutor pronto!

10 DOLLAR AWARD!

From a 70-year young Philco Factory-Supervised Serviceman in Star City, Arkansas, comes an idea that rates the \$10.00 Award this month.

Lee C. Sprague, who has been "fooling with radios since before the days of crystal detectors", sent us an idea on detecting trouble on battery operated radio sets. We'll let his letter tell you how it is done.

"At least 60% of the radios in my trade territory are farm battery sets using 1½-90 AB packs. I can plug one into the piece of apparatus shown in the sketch (see page 8) and analyze the trouble in nothing flat.

"For instance—I plug a set in, set the rheostat to position 'A' and close the 117 Volt switch.

Neon pilot 'A' comes on showing that current is going to the battery eliminator. Immediately after, neon pilot 'B' lights up showing B+ side hot. The voltmeter swings over and shows A+ hot. That all takes about 3 seconds. I turn the set on and adjust rheostat so that the voltmeter reads 1.4 volts. Then look at milliamp meters. Another 3 seconds consumed. You now know how many MA B+ is taking—usually 8 to 10 on a Philco. You know, if the 500 MA meter reads 200 or 250, all tubes are burning. Hook up the aerial and ground (another 3 seconds) and you can usually tell your customers in less than one minute what is probably wrong.

(Continued on page 8)



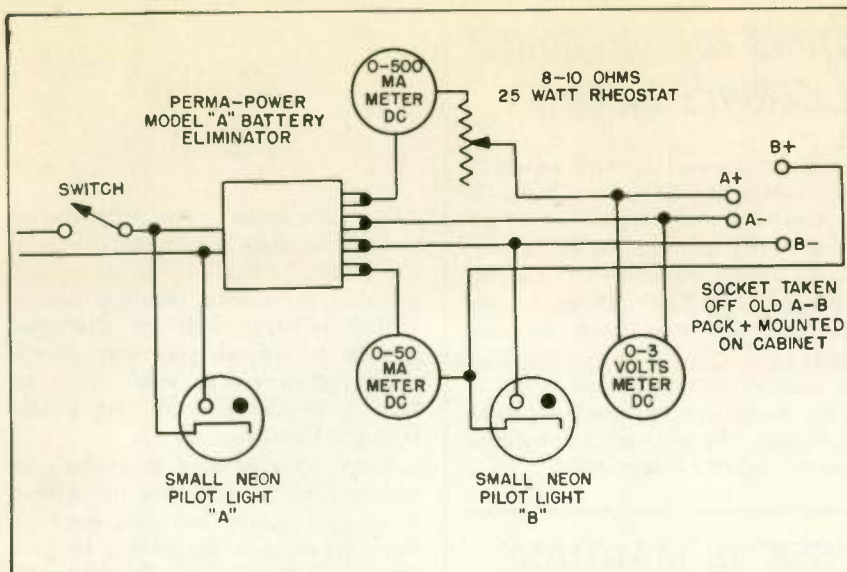
Another feature you will find in your new PHILCO SERVICEMAN is the "Book Bin". Each month a series of service publications of varied interest will be discussed briefly to afford you the opportunity of learning what information is available from the Philco Service Division.

Since your printed material contributes to your servicing know-how, it is good business sense to have it at your fingertips in condensed or chronological order. As an aid to efficient referencing, yearbooks have always proved popular to servicemen in every product category. Of continued interest and application year in and year out to all television service members will be three yearbooks that always prove of value when servicing older type receivers—the 1948, the 1949, and the 1950 Philco Television Yearbooks.

Included in these packages are a compilation of hundreds of pages containing all the practical data needed to quickly and efficiently service the receivers produced during these years. Alignment procedures, base views, circuit descriptions, replacement parts lists, production changes, service hints, accessory items and many other features are thoroughly discussed and explained to give you complete service information on the particular models. Each yearbook contains many foldout schematic diagrams which alone are invaluable to the practicing service technician right down at the shop and home repair level.

It's the wise electronics technician who makes a careful survey of his publication requirements. The practice of depending upon printed reference to carry the brunt of your servicing techniques pays off with faster, better jobs for your customers. And in the long run it pays off for you in more business from satisfied clients.

From your nearest Philco Distributor you can order the 1948 Philco Television Yearbook by PR-1773; the 1949 by PR-1785; and the 1950 version by PR-1942. If you are servicing these models, you'll find the yearbook method quicker, easier and much more satisfying.



\$10.00 AWARD

(Continued from page 7)

"I don't like to work, and anything that saves me time and does a better job is for me. How about it, do I win that sawbuck?"

You certainly do Mr. Sprague! And with this sawbuck you join the ranks of Philco service technicians who have found servicing ideas not only time-saving but mighty profitable too.

How about you? In the course of everyday servicing, you might overlook some little idea that speeds up or simplifies a "fix", or an idea that brings more business into your shop. Those are the ideas that we want to hear about—and they are worth \$\$\$\$!

THE LOW DOWN ON UHF

(Continued from page 1)

the rugged construction of the UHF tuner chassis. It is completely rigid and has no weave. This is necessary so that the inductance and capacitance in the tuner do not change because of movement in the chassis. The entire base is copper plated for good, low resistance ground and also keeps down stray RF current in the chassis. Many of the tuner circuit components are silver plated to reduce losses and improve the "Q" of the circuits. In this way we achieve better signal-to-noise ratios. Test points are also brought out to measure the oscillators operation and the crystal current of the mixer. And these Harry, are some of the reasons why Philco's UHF Tuners are being enthusiastically received by the customer and the service industry.

Harry: I can certainly see why Bill. And I think my customers will be glad to hear the Philco UHF Tuner Story and how Philco's bringing them the maximum UHF coverage in the industry!

UHF TOUCHES OFF

(Continued from page 3)

course been completed when UHF broke. All current UHF material was immediately included in the course—we did it then—we'll keep on doing it!

We cannot urge you strongly enough to be present when your local Philco Distributor makes available his UHF clinic.

And watch for more UHF mailings from Headquarters. We're reporting the latest developments to you as fast as they come in!



E. E. Roberts, of Roberts Bros., Doniphan, Mo., receives award from Herbert Schiele, President, Artophone Corp., Philco Distributor in St. Louis, flanked by Ken Cooper, Artophone Sales Manager, and F. J. Demsky, Artophone Radio & TV Sales Manager.



At Philco-Los Angeles, the following members received Philco's Service Achievement Awards (left to right): Arnold J. Meyer; James L. Gorin; James L. Brewer; and Kenneth G. Mendes. Robert M. Myers, Service Dept., Philco L. A., stands at extreme left.



the PHILCO SERVICEMAN

VOL. 21 NO. 5

MAY, 1953

FEATURE

See Page 4—a "Big Event"
 That Can Mean More
 Business for You!

BIG TIME SALES THROUGH BIG TIME SERVICE!



From left to right, John Kimball, General Service Manager, Joseph M. Zamoiski Co., John Bennet, Philco Service Promotion Manager; and Andy Gill, General Service Manager discuss progressive policies of George's Radio and Television Company.

At Washington, D. C., the Evening Star on March 19 carried news of a silver trophy award having been given to Mr. George Wasserman at a testimonial dinner during which the highlights of his success story of 25 years was described. It identified Mr. Wasserman as President of George's Radio and Television, Inc., Washington, an appliance company with eleven retail stores in the Washington area, which is expected to do a business of \$10,000,000 this year.

Mr. Wasserman deserves congratulations on receiving this special honor and his 25 years of outstanding success. \$10,000,000 is a nice annual sales volume in anybody's language, and it's a notable fact that much of the growth and success of this fine retailing organization can be attributed to its service policies.

In 1948 George Wasserman made an important decision when he engaged Andy Gill as General Service Manager for George's Radio and Television, Inc. Andy was given a free hand and the fruits of his imagination, his personal knowledge of service techniques and his executive ability have produced one of the finest dealer service set-ups in appliance retailing today.

Before we touch on some of the highlights of the service system that keeps fifty service technicians busy every week, day in and day

out, and easily handles 15,000 television service contracts and much other business, let's record some of the service wisdom that makes Andy Gill a top flight Dealer Service Manager. This is the information he gave us when we asked him how a retailer should set up a successful service operation.

"The retail service department should be set up just like any other department of the business—to operate at a profit," Andy Gill stated.

"We are set up at George's Radio and TV to show a Service Department profit of 25% to 30% on the year's operation.

"The store must pay more than lip service to its creed that the

'customer is always right!' And a customer is worth hanging onto regardless of cost. A good service department can be a big part of the answer. Some stores spend a lot advertising for customers and forget about spending to keep the ones they have.

"A store must get its thinking straight about service. Service will always be an evil—never an asset—if the store looks at service as a 'necessary evil.' At George's we think of 'service' as an investment not an expense. No store ever goes any place without satisfied customers, and to keep customers satisfied you've got to have an efficient, bona-fide Service Department.

"And last but not least," Andy Gill concluded, "customer satisfaction starts way back when the merchandise first comes in your door. Here at George's Radio and TV we unpack every single piece of merchandise at our warehouse and give it performance tests before it is sold or delivered to a customer's home. We catch a lot of little things

(Continued on page 3)



Part of the fleet of cars and trucks used by George's outside service technicians ready to start another service day. Three of the cars are radio-phone equipped for direct in-transit contact with the service dispatcher's desk.

SELL YOUR SERVICE... 365 DAYS A YEAR!

*Six Beautiful Four-Color
Illustrations To Choose From!*



A A A APPLIANCE INC.

Philco Radio & Television

Call TE 9-9200 For Service

CHELTON & CHEW AVES. PHILADELPHIA, PA.



Calendar A



But how you may well ask? Year 'round advertising is a costly operation for even the largest of service organizations.

HERE'S YOUR ANSWER!

Yes, here's the answer to a 365-day advertising campaign that's steady, eye-appealing, and economical!

Philco Service Headquarters has made arrangements with one of the nation's leading calendar manufacturers to put at your disposal a truly fine selection of calendar art for use with your own personal business imprint. The art available for use with these calendars has been carefully chosen for originality and beauty—you'll agree it is the finest calendar line you've ever seen!

There are six different paintings which can be used with either of three calendars—envelopes or mailing tubes, depending on the type and size of calendars ordered are also available.

This is a great chance for you to order early and insure prompt summer delivery on 1954 calendars for advertising your service. This type of promotion material is hard to get later on in the year as the manufacturers will not accept orders beyond early summer for late 1953 delivery.

Calendar advertising has long been credited with many, many advantages—and to businessmen in the service profession even more so! There is really no more effective way of getting your name, your business, and your service specialty into more homes and offices than through attractive, useful calendars. And here's still another reason! You'd be surprised how many people feel that the receipt of a beautiful calendar is in the nature of a gift. There are countless ways calendar advertising can go to work for you. Try 'em!

Since the illustration here cannot do justice to the gorgeous color reproductions available, why not drop in at your local Philco Distributor and see for yourself the beauty and business getting potential of these fine calendars!

BIG TIME SALES THROUGH BIG TIME SERVICE!

(Continued from page 1)

this way. These are fixed, corrections and adjustments made—then the merchandise is repacked, resealed and tagged as okay. My company regards this as an operating expense and the cost of pre-testing is charged to the department making the sale. Say it costs a dollar to pre-test an item that has cost us \$60.00 to purchase—we figure our net coast as being \$61.00. This reduces service calls and assures a high rate of customer satisfaction."

Here are some of the highlights that may be found useful to other Philco retailers or to Dealer-members of Philco Factory-Supervised Service.

Some of the 25% to 30% profit on service at George's results from the policy of selling service contracts when they sell a television receiver. On the sales floor a salesman's commission is increased if he successfully signs the customer to a 90-day or a full year's TV service contract. If he fails to sign a customer for a service contract, his commission is reduced in varying degrees depending on the merchandise.

All of the 15,000 television service contract customers are carefully recorded on a revolving index card file for ready reference in the Service Department office. Filing cases hold thousands of job envelopes filed alphabetically by customer name, both contract and non-contract customers. In these envelopes are copies of all the service orders—they give a complete history of service work done for each customer.

George's Service Department has its own telephone switchboard with sixteen special lines devoted to service calls. Nine of these lines are for customer use and all must be busy before an incoming caller receives a busy signal. Other lines—with some numbers unlisted—are for special use of the 25 service technicians who operate outside the store. The whole telephone set-up is designed for streamlined efficiency.

Women service clerks take incoming service calls. They have been taught to answer with a "smile" and never to try and win an argument with a customer. At their finger-tips are four order boxes that hold orders concerning jobs "in shop," service calls "out today" and which are split up into four



Part of the TV and Radio chassis files and shelves where "in shop" work is stored awaiting attention. Rooms to the left are individual servicing set-ups.

geographical sections for purposes of routing and reference. The boxes are also used for new calls being taken over the phones and ready to be checked for "service contracts" against the index card wheels.

Each outside service technician turns in a daily service sheet that provides a complete record of each service call and service order—from the original ticket to the completion of work. Daily speedometer mileage is recorded, name and address of each customer, disposition

of the work and the pertinent details, C.O.D. collections, time check on the job and special remarks. Files of these daily service sheets provide an invaluable record and serves to tie all jobs together for reference purposes.

Bernard Jowett, Andy Gill's shop foreman, is responsible for "in shop" work. Accountable to him are 25 inside service technicians who have been selected to do top quality service work.

(Continued on page 8)



Harold Simmons, Phono Specialist, has both hands free because of the ball jointed turntable holder and the plate glass bench top that provides full illumination in those hard to see places.



Coronation Broadcast will Increase Your Business!

Now comes another opportunity for Television and Radio Service Members of Philco Factory-Supervised Service to expand their service activities and renew their contacts with old customers.

On June 2, 1953 thousands of Britishers will attend the Coronation of Her Majesty Elizabeth II, Queen of a British Empire, while millions of Americans will follow the Coronation ceremonies with the aid of radio and television. Mass listening and viewing of historical events has become an American habit. U. N. Meetings, National Crime Investigations, Political Conventions, Elections and Inaugurations, and Atomic explosions have all—thanks to network television and radio coverage—given the American public an appetite for being “there when it happens.”

You can't be “there” with a tired radio or a faulty TV receiver, and this fact makes the month of May an important month on the service technician's calendar. Because of the color and pageantry of this warming link with the past, the spectacle of Her Majesty's Corona-

tion will grip the imaginations of all Americans young and old. Magazines, newspapers, radio and television will enlarge this interest in the weeks prior to the event; and that is when you should cash in whether you use the opportunity to secure additional service business or simply to remind your community of the services you offer to assure reception.

There are several things you could do: a postcard to your entire customer list cordially inviting them “to view the Coronation of Her Majesty Elizabeth II,” mailed to reach your customers during the third or fourth week of May, would be a much appreciated reminder; letting them know the television and radio stations that will cover the spectacle in your area would also be welcome information.

A card of larger size, or a simple folder, can be prepared to similarly call attention to the historical event, but with the addition of a ten point tune-up offer at an attractive flat price.

Tell your TV customers to “Get your TV set in top shape for Coronation viewing!”

“Here's a money saving pre-Coronation offer—a complete ten point tune-up for only . . . \$0.00!”

1. Make physical check of antenna, transmission line and connections for mechanical condition and electrical efficiency.

2. Make mechanical check of chassis component parts for signs of electrical breakdown.
3. Adjust all rear chassis controls to assure maximum picture linearity.
4. Adjust receiver focus for maximum brilliance and sharpness.
5. Check picture to assure maximum height and width with good linearity.
6. Check range of all front controls.
7. Adjust fine tuning range for maximum picture and sound quality.
8. Adjust horizontal hold system for maximum horizontal steadiness.
9. Clean safety glass and face of picture tube.
10. Furnish written report of inspection and general operative condition of set.”

Servicing Dealers who have new Philco merchandise to sell should review their customer lists and also use this Coronation promotion to offer favorable terms of purchase, with an eye to replacing small screen TV receivers with new 21” Philco sets in time for Coronation viewing.

As this is written, it looks like the major radio networks will carry several hours of the Coronation reporting concurrently with the event, and that the major TV networks will have camera crews in London, England, with preparations for live film to be flown from London to New York to provide several hours of telecasting the day following the Coronation. A plan to televise the actual Coronation by relaying video and audio signals from booster aircraft, spaced at intervals across the Atlantic and circling at 40,000 feet, has been discarded we understand.

TV AND YOU!

Long before the FCC lifted the freeze on the construction of new television stations, the Philco Television service group were busily preparing a complete 80-Hour Course. Many man hours of preparation were taken in compiling the material. Contacts were made from engineering level all the way down the line, to find out the best method of presenting this material so that any one attending this course would be fully qualified to service today's television receivers. Through the use of the 80-Hour Course, Philco has trained thousands of independent service technicians throughout the nation. This program is still being carried on with renewed

vigor. Also, Headquarters has made available a complete training school on UHF for those areas which now or shortly will be in a UHF market.

You as a service technician owe it to yourself to attend this school so that you will be better qualified to handle television when it appears in your area. Most distributors are now setting up service clinics which will allow the service technician to take individual sets to the clinic and obtain expert help from the clinic instructor. Regular service meetings are also being scheduled which deal with the individual circuit problems so that each serviceman may have a better understanding of television problems from the theo-

retical and practical standpoint.

It has been proven time and time again that this method of technical training just can't be beat! Any way you look at it, TV and its study presents many problems training-wise. Only through the method of having untrained people get together with well trained personnel, working on the actual receivers—“learning by doing”—can this difficult subject be mastered.

Once again we urge you to check your local Philco Distributor and find out about his Service Clinic schedule. With the type of information and methods coming out of these clinics, Philco is fully aware that the individual service technician will be able to perform a more useful position in the television service industry and be an asset to his community.

GRAND RAPIDS PREPARES FOR UHF!

The Philco UHF Training Forums presented in the Grand Rapids, Michigan territory recently are typical of those taking place nationwide as service technicians prepare themselves for one of the biggest advances in electronics since the introduction of television.

Over 75 members took part in the training forum held at Philco Distributor Radio Equipment Company, Grand Rapids. Bob Smith, Service Manager for Radio Equipment opened the meeting with a review of Philco Factory-Supervised Service membership in 1952 and a preview of what could be expected by members in 1953.

This was followed by the UHF Tuner Installation film with a discussion and questions on tuners and converters.

The conclusion of this meeting saw six Philco Factory-Supervised Service Achievement Plaques awarded to the following: E & J Radio Center, Holland; Frank Cinders, Grand Rapids; Lee Lasher, Cedar Springs; Henry Faber, Grand Rapids; Robert Wisse, Grand Rapids; and Henry Boozer, Ravenna (all Michigan). A display of antennas, lead in, test equipment, and UHF converters mounted on a breadboard were inspected by the membership.

On the next evening a comparable school was held at Muskegon, Michigan, by Bob Smith, and a service plaque presented to D. C. Hobby, Muskegon Heights, for his all-around cooperation with Philco Factory-Supervised Service and for service skill.

For the third successive UHF school program Fremont, Michigan members were briefed. This meeting covered the territory's fringe area which will soon be open for UHF.

All in all these three hectic days saw practically all interested Philco members brought up to date and prepped on UHF practices. And all agreed that a great deal had been accomplished in readying them for the beehive of activity that UHF brings. Are you attending your Distributor's Service Clinic on UHF? Better get on the ball and make sure you don't miss a thing!

PHILCO MEMBERSHIP RENEWALS GO UP! UP! UP!

As we go to press with this issue, the impressive total of 79% of membership has renewed for 1953 Philco Factory-Supervised Service benefits. Thirty-eight Distributors have reported over 100% of their 1952 memberships renewed for 1953.

And just as was promised late last year, 1953 mailings have been and will continue to be chock-full of the type of practical servicing information needed, whether your category is Television, Radio, Re-

frigeration, Air Conditioning, or any combination of these!

If you have friends who have been putting off their renewal plans, better give 'em a little prodding—we're all aiming for 100% renewal, which means that every last Philco Factory-Supervised Service technician will stay on top of the industry with better servicing data as fast as it comes out.

Let's keep those Philco customers happy so they'll keep coming back for that better Philco Service!

QUESTION CORNER

Is our face red! We promised to send you answers to your questions by return mail and now we've got to pull in our horns! It seems that some of your questions have been really comprehensive, involving all sorts of related servicing theory and practices. So—we'll still do our darndest to get your answers out quickly, but if the question is an involved one, we'll need a little more time. Thanks!

* * *

Question

I am having trouble with "high voltage" on a Philco 51-T1601, code 121. I can draw a $\frac{1}{8}$ " spark from the 1X2 and the plates of the 6CD6 turn light red after set heats 3 or 4 minutes. I have checked everything and voltages on tubes seem most normal. Have substituted new tubes, have checked for tube elements and anode with a good oscilloscope and of no avail. I do not have the circuit for the code 121 set showing or using 2-1X2. The run I have is 1-1B3 and 1-1X2. The high voltage fly-back transformer windings check similar ohms as per diagram.

CLIFFORD D. LESSIG
Milford, New Jersey

Answer

From the indications you have mentioned, you have insufficient drive from your horizontal oscillator. Place an oscilloscope at the input to the 6CD6 (grid). Compare

the amplitude and wave shape with the waveform given in the service manual. If the waveform is normal, the trouble lies in the horizontal output circuit; however, if the waveform is abnormal, the trouble lies within the oscillator or associate circuits.

In some circuits the B+ supply for the horizontal oscillator is obtained from B+ boost, consequently, the B+ supply for the oscillator plate will be low if there is any trouble in any portion of the sweep circuit. This necessitates the applications of B+ from the low end of the horizontal oscillator plate load resistor, hence enabling the oscillator to function normally.

With the aid of the scope, check the waveforms at various points in the oscillator circuit as given in the service manual, paying close attention to the amplitude as well as the shape of the waveforms.

* * *

Question

What is the cause and cure of a mechanical buzz in an electric clock as used in Model 53-701?

CHARLES SAMPSON
Wilmington, Del.

Answer

This may be caused by a loose fit between the clock cover and the front plate. To cure this condition, remove the clock cover and spring the retaining ears so as to give greater mounting tension against the plate.



LEFT: At a recent UHF service meeting held at the Household Appliance Distributors, Miami, Florida, Warren Rife, Distributor Service Manager made two Service Achievement Award Plaque presentations. Pictured are (left to right):

Charles Russell, Philco Service District Representative; Joseph H. Moblo, Miami; James C. Madden, Miami; and Warren Rife.

RIGHT: Service Achievement Award Plaques were presented at the Refrigeration and Air Conditioner Clinic held at Crumpacker Distributing Corp., Philco Distributors in Houston, Texas. The Award winners were (from left to right):

Russ Oliver—General Manager of the Philco Service Division making the presentations; Dave Kunetka—Moore Engineering Company; Pat Henry—Pat Henry Refrigeration Service; Pat Murphree—Service Supervisor, Crumpacker's; and E. L. Crumpacker—President; all of Houston, Texas.



SECOND YEAR PLAQUE AWARDS ON THEIR WAY!

In a move to further expand the service - sales dynamite provided you by Philco Service Achievement Awards, Philco Factory-Supervised Service Headquarters has announced a system whereby plaque winners are now eligible for additional awards every year!

The second year award will be attached to the original plaque and become a permanent part of it. As future awards are won, individual plates will be added. The presence of a Philco Service Achievement Plaque in your shop with a string of yearly award plates on it is tremendous public relations at the very highest level. Your customers can't ignore it—can't fail to be im-

pressed with your obvious technical superiority.

Philco Service Achievement Awards have captured the public's imagination. And what's more, they've earned the support of the industry through the leading trade magazines as well as national and local trade associations everywhere.

With acceptance of these awards at a peak, every Philco service technician is missing out on a new and important source of business if he has not as yet won the award. Therefore, we feel that a recap of the qualifications needed for successful competition in the award program is in order at this time. And they are as follows:

1. Cooperation with Distributor Service Manager.
2. Attendance at Distributor's Service Clinic.
3. Reputation among Philco owners, disclosed by supervised service inspection calls.
4. General attitude toward Philco, the Factory, the Distributor, and all Philco products.
5. Cooperation with Philco Factory-Supervised Service promotion program.

To every technician who takes his service job seriously, who is interested in service as a lasting career, and who looks on the future as a means of business expansion, the Philco Service Achievement Award offers him increased prestige among his neighbors, the respect of his fellow workers, and the satisfying knowledge of a service job well done.



... POST-WAR HOME RADIO YEARBOOKS

This month we'd like to call your attention to the complete selection of Philco Home Radio Yearbooks on sets produced after the war and as current as 1952.

With Philco Home Radio Yearbooks, as with other Philco Yearbooks, you have the opportunity to acquire specially prepared data that lessens the chance of valuable information getting lost or defaced. In addition, the extra information you receive if used in only one tough fix, to advantage, more than pays for the minor cost of owning these yearbooks.

Bring yourself up to date right now for complete coverage of the radio servicing field. A complete stock of the below listed Philco Home Radio Yearbooks are available and can be ordered by the following part numbers.

1946-1947.....	PR-1522
1948-1949.....	PR-1859
1950.....	PR-1971
1951.....	PR-2128
1952.....	PR-2414

10 DOLLAR AWARD!

Each and every month a \$10.00 bill leaves its home at Philco Headquarters and speeds out to some lucky Philco dealer or service technician who rates it for a winning suggestion sent into the Idea Award contest.

The sawbuck this month goes to Frank T. Kurowski who is the shop manager of Jewell's Radio Service, Utica, New York. Frank writes:

"For your consideration for the service aids suggestion section of the PHILCO SERVICEMAN, I am submitting an idea that may be of use to you.

"This idea is for bench work on the later television sets that use the pin on the antenna lead and leave their terminal strip on the back cover. Many shops use the clothes pin clips for the test antenna leads. Hookup to the new set is difficult unless one has an extra terminal strip. I have been using an old 80

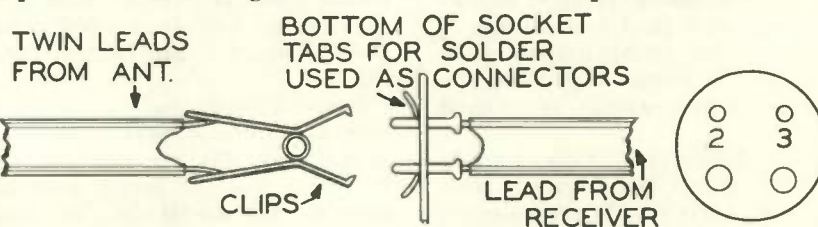
tube or vibrator socket. You plug the antenna pins into 2 and 3 sockets and clip the clothes pin to the bottom of the socket.

"A drawing to illustrate this is below."

And that is another service technician who is \$10.00 richer because he took a little time and trouble to send along his suggestion on speeding up a service job.

How many of you have thought about submitting your favorite shop trick or home-made tool that helps you do a better job but just haven't gotten around to it? A long letter isn't necessary—jot it down on a postal card when you have the time, and be sure to include your name and address so we will know where to send the prize if you win! Get your idea in the running—let's hear from you soon!

PHILCO IDEA AWARD
Post Office Box 6738
Philadelphia 32, Pa.



PETERSON APPOINTED TO TOP PHILCO APPLIANCE SERVICE POST

Philco Service Headquarters has just announced the appointment of Stanley Peterson as Manager, Appliance Division of Philco Factory-Supervised Service.

Stan Peterson takes over appliance servicing fresh from his former position with Philco—Los Angeles, the distributor in that area, and has been associated with Philco Distributorships in California since 1934.

With his own retail sales and service business in refrigeration and air conditioning for many years, Stan can be counted on to be completely aware of the needs and problems of appliance service technicians in the field. And his long experience at the distributor service level (as General Service Manager at Philco—Los Angeles) rounds out a complete service background that, when applied to his new duties, will benefit all members

of Refrigeration, Freezer, and Air Conditioning of Philco Factory—Supervised Service.

When asked of his plans Stan had this to say: "Philco Service members have the reputation of being the best informed technicians in the industry. We intend to keep that record intact with every means at our command." And That, in a nutshell, is what you can expect!



BIG TIME SALES THROUGH BIG TIME SERVICE!

(Continued from page 3)

The service shop area is partitioned into a series of work rooms with bench space and test equipment for two technicians in each room. Half-clear glass partitions give an opened out feeling to the area, yet reduce noise and unnecessary distraction. Each room presents a well lighted, model service set-up. The inside technicians are specialists and work, for the most part, in teams. To one team will go all repair and adjustment of one make of TV receiver or radio; to another team go the sets of another TV manufacturer. Because service repair on Philco is comparatively light, as compared with other makes, only one man is required to concentrate on Philco. This method of specialization permits the technicians to become much more familiar with one manufacturer's circuitry and defection. An easier, faster, better brand of service work results.

George's inside service technicians are well paid and on top of their regular compensation they are given a bonus based on the number of successfully completed jobs.

Andy Gill's key men include Herb Spencer, Chief Engineer, who gets the really tough ones among the inside jobs; and Claude Irving, the outside Service Supervisor. Each week Irving takes time off to personally call at the customer's homes that have been visited by an outside service technician the week before. He checks on the man's personal appearance, his conduct while in



Jimmie Jones and Quinn Bane in an upstairs "set up" department make a pretest of all new merchandise including minor repairs, adjusting and correcting in-transit deficiencies before shipment to customer.

the home, his work on the customer's set, and generally adds to the efficiency of the Department and keeps the outside staff on its toes. You can bet that George's Radio and Television customers get a good job done—with complete customer satisfaction as a result.

Because its efficient service operation has become well known in Washington, George's Service Department does a large over-the-counter service trade. In these cases, or where an outside customer wants an estimate on service work, estimates on radio work are given without charge and radio tubes are tested free. Because of the special work involved to ascertain television trouble, a flat charge of \$2.00 is made to the prospective

customer desiring a television service estimate. Ten television tubes are tested free (customers bring them in by the bag-full)—for any number over ten, a test charge is made.

All fifty of George's service technicians are registered members of Philco Factory Supervised Service. The entire department works closely with Philco's Washington Distributor, the Joseph M. Zamoiski Company. John Kimball, General Service Manager for Zamoiski has been credited by Andy Gill with a big assist in helping to get this progressive service program rolling, and John Kimball is really enthusiastic about the cooperation George's has shown throughout all Philco Factory-Supervised Service efforts.

On a visit to the Service Department of George's Radio and Television, Inc. one can see the beehive of activity—the work systems pay off. One gets an appreciative feeling that every part of this service team knows exactly the position he is to play, and that he is making a whale of a job of it without waste motion. Back of it all one senses the progressive attitude of George's Service Management regarding service. Here's a big time sales operation backed by a big time service program . . . a service set up that is a proud contributor to the fortunes of this selling organization. A full-fledged department of the business that is guaranteeing customer satisfaction . . . a commodity without which no retailer can succeed for long.



Four of Andy Gill's service clerks taking service orders over the phone and handling service customer relations.