

PHILCO
Factory-Supervised
Service



the **PHILCO SERVICEMAN**

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Mid-Year PFSS Directory
For Easy Reference
On Page 8!

ONE MAN SERVICE

GROSSES \$12,500 IN FIRST YEAR!

The service business as we know it ranges from a one man shop all the way up to giant dealer and contracting organizations employing scores of service technicians. Yet, thinking of service as a big, growing industry, we are often inclined to ignore the "home" operation. In the following paragraphs you'll read about a home operation, one that is being efficiently run and proving to be a steady profit maker!

Don't let the shaded walk and well kept garden at 1089 Greenlaw in Memphis, Tennessee fool you—not only is it part of a comfortable home made for easy livin'—it's also the home of Venters Television Service, one of Memphis' up and coming service businesses!

30-year old Walt Venters is an example of what good training, efficiency and lots of drive can produce in a service technician. A five-year hitch with the Navy as an Aviation Radioman working on radar electronics provided Walt with an excellent basis for a service career. And after his discharge he went to work in earnest with that goal in mind.

With the McDonald Brothers in Memphis, Walt made his first start in service, and while there wisely attended the Philco-sponsored TV school. Here he received his first taste of television and it tasted mighty good to him! Throughout this intensified training program which featured all day classes Walt matched up his military service experience with a new background in commercial techniques.

After a short stint with McDonald and then Shobe, Inc., the Philco Distributor in Memphis (as Assistant TV Service Manager), Walt joined Whitten Brothers, the largest

servicing dealer in Memphis. With the thought of his own business in mind for the future Walt received invaluable dealer service experience here. A year on this job was enough to convince him that a background now covering dealer and distributor TV service as well as military electronics indicated readiness for an operation of his own.

Starting business in your own home requires a lot of thought and plenty of planning. Walt Venters decided to go whole hog in this case. For example, his operating stock of parts and tubes runs upwards of \$2,000 . . . and that's substantial enough for any "home" operation!

Walt kept stressing the advantages of an in-the-home setup and his arguments are worth passing on. As Walt says, there's always some-

one to answer the phone and his customers have learned that they can get TV service any time. With a permanent base of operations he is able to give prompt service at all times, and better service because he doesn't have to work by any set patterns or hours. There are no gaps in the continuous service offered and he finds this stimulates repeat business in practically every instance.

One of the outstanding things you find in fellows like Walt Venters is their philosophy on the customer approach. To impress them with the complicated aspect of his job Walt tells his customers that there are approximately 2,000 individual parts in the average TV set. He compares tubes to light bulbs, stresses the fact that they go out just like light bulbs. Above

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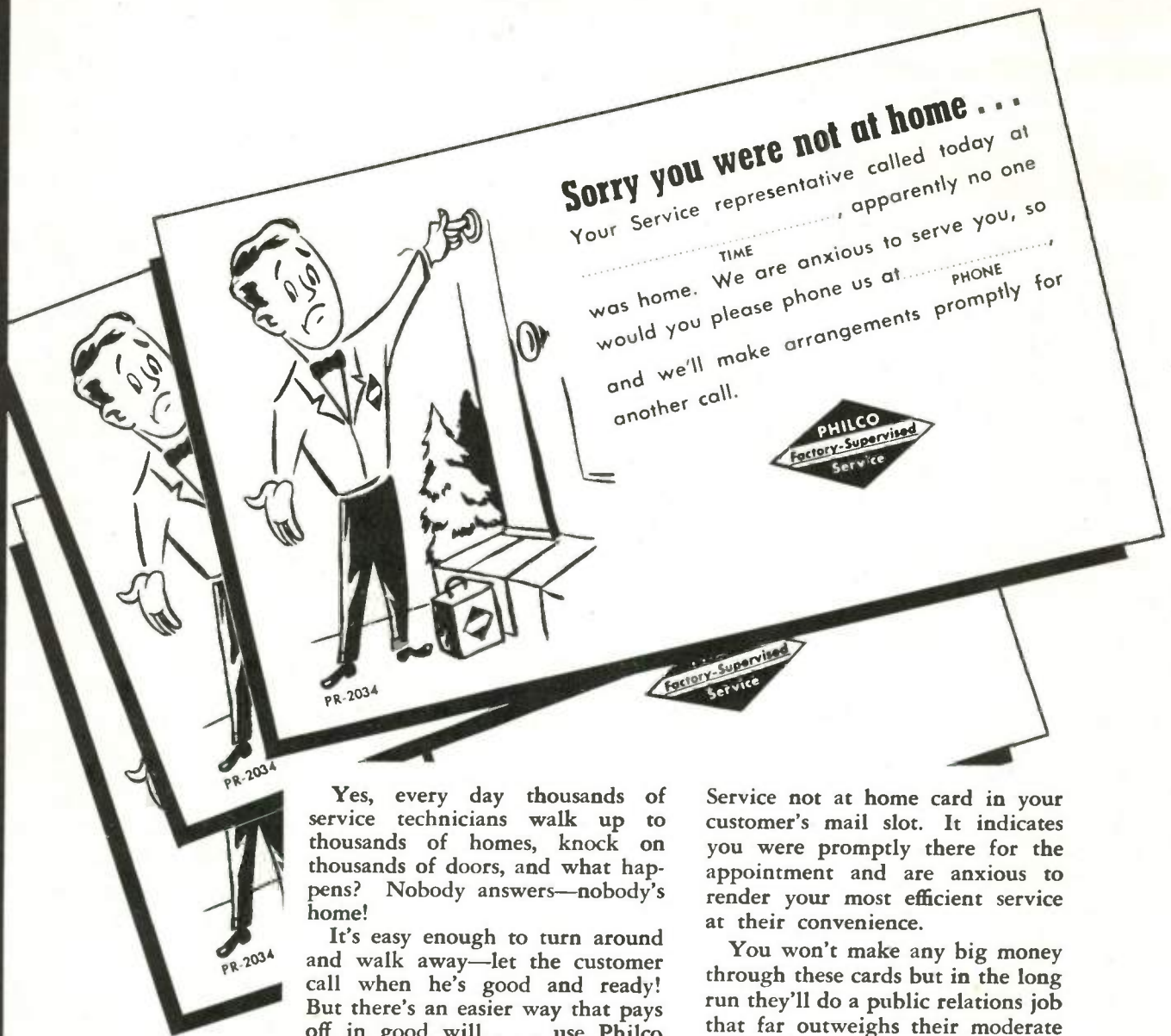


Here is Walt Venters on his way to render another efficient service call that is helping him build a successful one man business.

PR-2453

WRH

IT HAPPENS EVERY DAY...



Yes, every day thousands of service technicians walk up to thousands of homes, knock on thousands of doors, and what happens? Nobody answers—nobody's home!

It's easy enough to turn around and walk away—let the customer call when he's good and ready! But there's an easier way that pays off in good will . . . use Philco Factory-Supervised Service "not at home" cards!

Politeness pays off and you're doing it the right way when you leave a Philco Factory-Supervised

Service not at home card in your customer's mail slot. It indicates you were promptly there for the appointment and are anxious to render your most efficient service at their convenience.

You won't make any big money through these cards but in the long run they'll do a public relations job that far outweighs their moderate cost.

Order from your local Philco Distributor by Part No. PR-2034 . . . and pay off your customers with courtesy!

BE PREPARED FOR IT!

LONG RANGE AUTO RADIO SERVICE PROGRAM CAN MEAN *EXTRA DIVIDENDS!*



Out in Chicago, Harry Karlson, owner of Lowell Radio, 5340 West Addison Street, gives us another example of the big payoff in auto radio service through long range thinking.

Service Plaque winner Karlson has been specializing in auto radio servicing at his shop, illustrated here, since 1936, and has parlayed his Philco Auto Radio Warranty Service Station into a business where over 50% of his volume stems from automobile dealers. His own experience in servicing auto radios goes back 27 years and that's just about on the ground floor for this product! Add two full time employees and you can gauge the volume of business Lowell Radio has done, is doing, and is prepared to do.

By planning for day-to-day business rather than waiting for it to come in Karlson has managed to assure himself of a steady flow of business. As part of this plan he has sold his large car dealer accounts on having Lowell Radio personnel remove the radio from the customer's car. This is of great advantage and convenience and insures a correct diagnosis of trouble; the right warranty data; is a means of stopping "operator trouble" first; and creates a personal contact with the customer with an eye to future business.

Dealers like the above plan because they get fewer repeat calls from the customer and actually this method costs them less than removing and replacing the sets them-

selves. Lowell Radio is currently working on plans to line up its 50 odd car dealers for this program.

Auto radio service work has always been credited with a potential for extremely profitable business over the long pull. The type of program and business conducted by Harry Karlson's Lowell Radio, backed up by a spotless service reputation and satisfaction guaranteed, provides unlimited possibilities. For example, an average car dealer has about 20 employees.

spect—rarely does the service technician have the opportunity to create a substantial business through his association with car organizations, and at the same time, insert himself as a regular service on any or all products owned by the employees of the agency.

Harry Karlson and Lowell Radio are reaping extra dividends from this arrangement—it's something every auto radio service technician could look into for his own lasting benefit.



Harry Karlson, center, proudly displays Philco Service Achievement Award which he won for a progressive and efficient auto radio program in Chicago.

Each one of these people represent a home that is equipped with radios, television, refrigerators, and other appliances that need service from time to time. When you give honest service and satisfy the car dealer with the type of work that you render, there is no better medium for selling these employees that you are the only establishment to whom they should turn when they need service. Auto radio service is almost unique in this re-

Here's the model auto radio service station that enables Harry Karlson to do a volume business with his many customers.



A HALF-BILLION DOLLAR A YEAR TV SERVICE BUSINESS...

AND YOU'RE IN IT!

Quite often you hear these questions asked about service—"Can a TV Service Department make money and not be a burden to the sales department of a Sales-Service organization?"—and this is another favorite—"Can an independent service operation really make money?"

Well, here are a few established facts that should prove both answers are an emphatic YES!

As of April 1, 1953, there were approximately 23,250,000 TV sets in use in the United States. According to the national average, each of these receivers requires 2½ service calls per year. This means that over 50 million times a year television technicians are called upon to perform service in an American home or place of business. Considering the average national charge for home and shop service calls, the cost to television consumers is an average of between eight to twelve dollars per call. Using simple arithmetic, we find that the American television consumer pays out *almost* \$500,000-000 a year to maintain their

receivers in proper operating condition!

Almost half a billion dollars a year—this is BIG BUSINESS!

You, the television service technician and servicing dealer, are entitled to your share of this fabulous 500 million dollar business. But before you are capable of taking advantage of this tremendous opportunity, your servicing organization must be properly trained and qualified to render the best and most efficient service available.

Let's sit back and take inventory of what you have to offer. Are your service people properly trained in the latest techniques of servicing? Do they have the necessary test equipment to enable them to do a more efficient job of servicing? It is of prime importance that each technician have a complete understanding of television servicing and trouble-shooting procedures. However, even the most qualified technician is greatly handicapped if he is limited by the quality of equipment with which he works.

If your service organization is



staffed with highly trained personnel and equipped with a high quality of test equipment facilities, you are standing on the threshold of one of the greatest opportunities ever to face the enterprising businessman. An opportunity such as this will increase, not diminish, through the years. But don't think you have time to get set up for it at some later date. Your competition is plugging away now getting a head start and a share of the big money!

Philco is ready to help you in any way possible by aiding you to increase your technical ability with carefully prepared home study material, UHF and VHF service training schools, and with individual assistance at the Distributors Service Clinics.

PHILCO COLOR WORKS FOR PHILCO FACTORY-SUPERVISED SERVICE MEMBERS!



1953 is "Philco's most colorful year," a fact that will mean a lot to electric range service technicians!

For 1953 the Philco Range Division has scooped the entire industry with its Color Overlay Panels. Available to Philco customers in a variety of radiantly beautiful colors they can be matched effectively with most kitchen color schemes.

With its other incomparable features for '53—Quick Set Timer, Jiffy Griddle, Broil Under Glass, Thermo Color Controls, Balanced Heat Ovens, High Speed Monotube Surface Units, Double Ovens—the greatest sales year of all is forecast for Philco Electric Ranges!

What this means to the range technician is more activity in his specialty over the years. Electric range cooking is fast becoming the standard in the modern American home. Faster, cleaner, more economical, it is steadily replacing other cooking methods. More and more electric ranges are going into the home. Every year sees more electric ranges needing additional service—service that can only be given by qualified range spe-

cialists—and that means you!

Since this category became a part of Philco Factory-Supervised Service less than three short years ago, appliance technicians who had specialized in radio and television exclusively found a new and interesting servicing function open to them. And if you ask around, you'll find every one of them more than satisfied with the extra profits and increased business they've received from it.

Yes, color and exclusive features found on no other range has put Philco in the lead of this growing industry. This same color magic coupled with the "hottest" range in existence will add up to bigger and better profits for the Electric Range Service Technician.



MEMPHIS, TENN.—Shobe, Inc. award presentations. Reading from left to right: Harvey Antley, Shobe; Cy Shobe, President, Shobe, Inc.; John Bennett, Philco Corp.; H. V. McHugh, McHugh Radio Shop, Trenton; Charles McKnight, McAlister Bros., Humboldt; Glen Jones, Lowenstein's Home Service, Memphis; Clyde Prather, Television Service, Inc., Memphis; Hiram Blaylock, Radio Center, Memphis; Bill Robinson, Hollis Appliances, Memphis; Walt Venters, Venters Television Service, Memphis; Ray Sweat, Shelton Tractor Co., Covington; Billie King, Home Appliance & Television, Jackson; Ben Barber, Whitten Bros., Memphis; Troy Ritter, Appliance Service Manager, Shobe; Earl Qualls, Electronics Service Manager, Shobe. (All award winners are from the state of Tennessee.)

"FOR OUTSTANDING SERVICE"



SYRACUSE, NEW YORK—Broome Distributing Co. award presentations. Top row left to right: Rod Hammona, Broome Service Manager; Frank Kurowski, recipient for Leon Jewell, Utica, N. Y.; John Stockton, General Television, Syracuse; Melvin Burtis, Fenske's, Oswego, N. Y.; Norton Hunt, Wilson's Leading Jewelers, Syracuse; Robert Kompf, Dey Brothers, Syracuse; Donald Shaver, J. D. Shaver's Syracuse; Nelson Reed, Philco Service District Representative.

Bottom row left to right: Lewis Chamberlain, Curtis-Holmes, Watertown, N. Y.; Morris Noss, Noss Radio, Cortland, N. Y.; Ivan Fenton, Palmer Hardware, Boonville, N. Y.; Sam Scheer, Philco Electronic D.R.; William Palmer, Palmer's, Oswego, N. Y.; George Kashuba, Kashuba's Television, Syracuse, N. Y.

QUESTION CORNER

Question

Can you tell me what might be the cause of the 6AQ5 output tubes popping out in the Philco Auto Radio—Model No. PD4908?

A customer recently brought in a set of this model and upon taking off the cover to the tube compartment I saw that the two 6AQ5 tubes had a white film inside the glass envelopes. Both tubes had open filaments.

I have checked various components associated with the output and power circuits and everything checks O.K. I put in two new tubes and the set works fine but I don't know how long it will last.

The customer said that he had

had this trouble before and took it to another serviceman. He said that he had the cover off of the tube compartment while the set was turned on and that a blue flame was shorting from the top of one of the output tubes to chassis. This is a new one to me. I always thought that glass was a fair insulator and there was no dust or grease visible on the glass envelope.

VINCENT G. ALBRIGHT,
Walworth, New York

Answer

We believe that your trouble is not caused by component failure but by water getting into the radio. When this model was first introduced there was trouble of this

kind and the Chrysler Corporation, therefore, made available a fibre shield which was installed over the radio so that water could not get into the set when the ventilator was left open or leaked. In some cases the glass doesn't have an apparent crack but water dropping down on the hot tubes will cause enough of a crack to occur to allow air to enter and the filaments will then burn out.

Question

Will a $\frac{3}{4}$ H.P., 115 volt air conditioner operate within the new National Electric Standards?

MARVIN SHELL,
Houston, Texas

Answer

Yes, the addition of a running capacitor to the $\frac{3}{4}$ H.P. window model series will operate on 115 volts, and draw less than 15 amps, as specified by the National Code.



10 DOLLAR AWARD!

Hialeah Entry Cops Philco Handicap!

From Hialeah, Florida, where they play at "the sport of kings," a real King comes up with the winning Philco Idea Award entry. He's George A. King, King's Radio Shop, 109 Lindsey Court; and he writes:

"I wish to present an idea which has proved convenient and has saved me quite a few dollars as well.

"In humid climates such as we have here in Florida many crystal cartridges go bad on the serviceman's shelf.

"I have solved this problem by getting one of the small glass cases used in lunch rooms to keep a cake

or pie fresh. I have installed a lamp socket within the case and burn a small bulb a few hours each week during fair weather and burn the lamp continuously during damp or rainy spells. The result is no failure of cartridges on my shelf.

"I am sure other servicemen will find this convenient and a saver of time, temper, and money."

Nice goin', George—that's the type of hint we always welcome in this column. In the first place, it's simple. In the second, it's inexpensive. And finally, it does the job efficiently.

You don't have to be an electronic genius to win ten bucks in

this contest. All we ask for is easy, cheap methods or short cuts that save you bother and money and that you think will save the same for your fellow members.

There's a winner every month, and that means some one is going to be \$10 to the good. Why not make that someone yourself! And don't forget, if you've won already it doesn't matter. There's no rule at all against repeat winners.

Give it a try—you've got nothing to lose—and if you win, a brand new Stetson would look mighty sharp for the summer (unless your wife has other ideas)!

Drop your brainstorm in the mail today or as soon as you can. Send it to:

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

ONE MAN SERVICE GROSSES \$12,500 IN FIRST YEAR!



The Venters "team" in action! Walt trouble-shooting on TV while Mrs. Venters balances the books.

(Continued from page 1)

all, he always tries to build up the set in the customer's eyes, no matter what make it is. This sense of fair play is what builds tremendous prestige and reputations for any business. It puts you way above the other fellow who is continually knocking the product because he is unsure of his skill in repairing it.

In a sense Venters TV Service is not strictly a one man operation. A busy little lady known as Mrs. Walt Venters has been playing a mighty big part in this business. Mrs. Venters, who didn't know a thing about book-keeping, handles all the book work and has developed into an efficient office manager. Walt credits his wife with an excellent memory—claims she remembers jobs right off when customers call. This is another "plus" in making their customers feel that they're getting personal, sympathetic service.

The first year record of Venters TV Service found many, many users of this service thoroughly satisfied with the work rendered—and enabled the business to rack up a \$12,500 gross . . . not a bad take during growing pains!

Averaging fourteen new customers a week keeps Walt Venters pretty busy. His ever-present customer card file now totals 900 names, an amazing 80 per cent of which are repeat calls of one or more. Small scale but highly selective advertising is used for this operation. For his business opening Venters made a mailing to one-thousand names. He mails cards regularly to all customers serviced, thanking them for the patronage

and stressing his availability to serve again. When the customer owns a Philco, he is sure to write them on authorized PFSS stationary, carrying his identification advantage all the way. Since 50 per cent of his business is on Philco, we understand Walt is a big user of this stationary.

Another special feature of service he is trying to expand is the "loan out" which is a terrific good will builder. Walt has picked up a few 16-inch table model receivers which he puts into a customer's home whenever possible if their set requires in-shop service. This keeps folks from calling in all the time to check how their job is coming, cuts down the numerous nuisance calls, and service seems to be more speedily accomplished from the customer's viewpoint.

Venters doesn't give "something for nothing," but he does give full satisfaction for value received. The minimum charge for calls is \$5.00. If the original trouble re-develops within two to three weeks, there is no additional charge. If within one or two months, only one or two dollars is the fee. Parts are charged for, but guaranteed a full 90 days.

Looking to the future, Walt finds the coming of UHF to Memphis early next year a problem . . . but a pleasant one. UHF will naturally mean more installations on antennas, tuners and receivers, as well as general servicing and conversions. So naturally Walt will need at least one more man to help meet his goal of doubling last year's gross volume.

This all-around electronics member of PFSS feels that his Philco training has been a major factor in his steady progress. Philco and Shobe, Inc., certainly feel that he has made progress, as evidenced by the recent presentation to Venters Television Service of Philco's Service Achievement Award for outstanding service. And Earl Qualls, Shobe Electronic Service Manager, feels that Walt's 12 years electronic experience, his pleasing personality and efficient service will continue to make a mark on the Memphis television service picture for a long time to come.

We hope that Walt Venters (and Mrs. Venters!) have proved to you the extent to which a home servicing operation can be parlayed. They sure proved it to us!



Walt gives Mrs. Venters a delivery date for the set he's working on. The Venters pay close attention to their records and claim that keeping them up to date helps reduce nuisance calls and overhead.

MID-YEAR DIRECTORY OF TECHNICAL INFORMATION AND TRAINING

FILM/RECORDS ISSUED TO MEMBERS OF PHILCO

FACTORY-SUPERVISED SERVICE January 1 to June 30, 1953

TELEVISION

Home Study

- PR-2207 Antennas
PR-2409 Tuner (Theory, Design, Servicing, Alignment)

Service Manuals

- PR-2390 UHF Tuner-Adapters for Receivers Using R-F Chassis 81, 84, 91, 91R, 94 or 94R
PR-2445 R-F Chassis 97 and Deflection Chassis J-7
PR-2473 UHF Tuner-Adapters for R-F Chassis 81, 84, 91A, 94A and 97
PR-2472 UHF Tuner-Adapter UT-21, for Receivers Using R-F Chassis 41, 42, 44 or 71
PR-2497 R-F Chassis R-81 and Deflection Chassis D-81

Bulletin #52T4

- PR-2474 Reference Charts for '53 TV Receivers; Cabinet Parts List for '53 Receivers; Production Changes for '53 Receiver Chassis

REFRIGERATION AND AIR CONDITIONING

Home Study—Ref.

- PR-2406 Refrigerator Cabinet Construction and Parts Identification
PR-2504 Refrigeration Principles, etc.

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- UHF Tuner & Converter Dial Drives by Dick Hershey PR2212-N (TV)
FM Discriminators by Warren Bond (Sections One & Two) PR2216-A (HR)
The Customer's Point of View by Frank Whitten (Section One) PR2216-B (AR)
Audio Phase Inversion by Warren Bond (Section Two) PR2216-B (HR)

Service Manual—Ref.

- PR-2427 1953 "H" Line
PR-2514 Supplement to 1953 "H" Line, Manual PR-2427

Service Manual—AC

- PR-2446 1953 Air Conditioner Line

Service Manual—Frz.

- PR-2397 1953 Models 6-H82, 6-H82S, 6-H122, H-183

ELECTRIC RANGE

Home Study

- PR-2405 Construction and Mechanics

Service Manual

- PR-2411 1953 Line

Specification Sheet

- PR-2501 Model D431S
PR-2502 Model D433

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Home Study

- PR-2404 Everyday Electronics Reference Manual
PR-2493-1 Radio Service Fundamentals, Lesson I
PR-2493-2 Radio Service Fundamentals, Lesson II

Service Manuals

- PR-2436 Model 53-652 Port. Radio
PR-2479 Model 53-559 Table Radio
PR-2482 Model 53-701X Radio-Clock
PR-2480 Model 53-565 Table Radio
PR-2481 Model 53-568 Table Radio
PR-2483 Model 53-1754 Radio-Phono.
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- PR-2484 Supplement to Manual PR-2173 for Models 53-561, 53-562, 53-564; PR-2177 for Models 53-700 and 53-701; PR-2418 for Models 53-702, 53-706 and 53-707
PR-2437 Model 53-800 Clock Radio
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Home Study

- PR-2403 Servicing Auto Radios with an Oscilloscope
PR-2493-1 Radio Service Fundamentals, Lesson I
PR-2493-2 Radio Service Fundamentals, Lesson II

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- PR-2425 Philco Model S-5327, Stud. Model AC2300
PR-2426 Philco Model S-5323, Stud. Model AC2301

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- PR-2492 Philco Model C-5211, Mopar Model 823 and Philco Model C-5212, Mopar Model 822
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