



the PHILCO SERVICEMAN

VOL. 21 NO. 9

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MEET YOU ON
"SHOP TALK CORNER"
PAGE 7!

WASHINGTON'S SERVICE DIPLOMATS

FOR THE past few years we've been hearing stories from the nation's capital about an unusual operation that has been doing a bang-up service job. So we "hit the trail" to see for ourselves. And it was a trip worth taking!

We met Norman Selinger and Larry Ventry, co-owners of Video Engineering Company, Inc., outside their headquarters at 516-518 Rhode Island Ave., N.E. The first thing that struck us was their outdoor sign which has become somewhat of a landmark in Washington for anyone seeking satisfactory service.

At this point we immediately started to dig into the background of these two young fellows who have been making a name for themselves and for Philco. Norm Selinger is a former Army electronic technician and Larry Ventry a graduate of Villanova College with a B.S. in Engineering. Both men worked for a short time after the war at the Joseph Zamoiski Co., Philco Distributor in Washington. They made the big decision to go into business in 1948 specializing in television service. And from then on it was . . . "look out Washington, here we come!"

As an interesting sidelight, we learned that the initial capitalization for this infant business was a borrowed 300 dollars! But this is not too unusual since a number of highly successful operations in our industry were started by men with the determination and courage to

take a chance on a shoestring in a growing field.

But the only "growing pains" experienced by Video Engineering were those they had trying to keep from expanding too fast. Right from the start the type of service they offered seemed to click. And it was only one year later that appliance (refrigerators, air conditioners, ranges) and washer service was added. Video now services the

complete Philco line and you'll hear more about that later.

What that special type of service Video Engineering produces is summed up into a series of rules that have become sort of a philosophy for doing business . . .

"... every customer is entitled to expect the best possible job you can do for them, and every time you do it."

(Continued on page four)



Video's guiding lights, Norm Selinger, right, and Larry Ventry, center, stand under their "sign of good service" with John Kimball, Service Manager for distributor Joseph Zamoiski Co.

THE NEW MODEL E-345



PHILCO has again produced one of the finest Ranges in the Electric Range industry. The basic design may be considered as a rigid, heavily-reinforced, self-supporting box type frame, upon which the exterior porcelain panels are at-

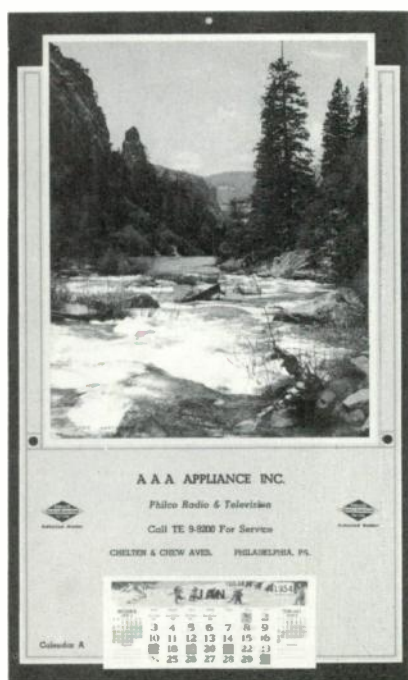
tached. The front frame is of one piece construction from the floor to the top of the Range. Any stress or strain placed on the top of the cooking surface is transmitted directly to the floor without any strain on the porcelain panels.

The rear frame is a one piece stamping, formed in such a manner as to provide great strength and rigidity in the construction, without additional braces.

The formed vertical channels are reinforced members on the side of the rear frame, and take the complete load at the rear of the Range. Horizontally formed channels provide additional strength and support at points where the oven mountings are attached.

This frame construction just described results in a very sturdy structure which lends itself admirably to sub-assembly on the production conveyor. Because of this rigid frame construction, the somewhat vulnerable white titanium porcelain panels are not used as structural members in the Philco Range and are, therefore, less susceptible to damage in movement. Due to this fact, they are made from a finer gauge steel than that required for structural members.

This new 30" Range obtains a great amount of its beauty from the chrome escutcheon and Key Largo colored glass windows mounted in the escutcheon. It can be seen that the table top has a new arrangement of the surface unit positions. Three units across the back and one unit at the left front corner.



1954 CALENDARS AVAILABLE *Now!*

NOW, *RIGHT NOW*, is the time to order beautiful 1954 calendars with your own personal imprint on them! These calendars, which we first talked about in May, are loaded with sales appeal and good will—will sell your service every day of the year.

Calendars ordered before October 1st will be mailed to you in ample time for Christmas distribution, but don't hold off too long. The later in the year it gets, the bigger pile up there is on orders. And gorgeous

four-color calendars are the perfect Christmas give-away!

Your Philco Distributor is displaying these wonderful art calendars. There are six outstanding art reproductions and photographs to choose from, each a true masterpiece. Make it a point to look them over immediately and start planning your 1954 promotion and public relations program.

Remember—order now and be assured of before Christmas delivery!

S.O.S.

HERE'S HOW you can give us the big boost that will make the PHILCO SERVICEMAN a more interesting publication for all Philco Factory-Supervised Service members!

The "News—Views—Comments" form, illustrated here, is being sent out to you periodically. It provides an easy way for you to contribute to the PHILCO SERVICEMAN and its success. There's plenty of space for your written comments and snapshots, and it carries a suggested list of subjects for you to write about.

Remember, the PHILCO SERVICEMAN depends on its friends and we want to make it a bigger, more friendly publication. So watch for the easy-to-use, postage free form, but don't wait for it if you feel a comment coming on . . . just come through for the PHILCO SERVICEMAN—please! It's your magazine—let's build it that way!

SERVICE NEWS - VIEWS - COMMENTS
It's all for the "PHILCO SERVICEMAN"

"The Philco Serviceman"... DEPENDS ON ITS FRIENDS

HERE'S WHAT WE WOULD LIKE YOU TO SEND US FOR PUBLICATION IN "THE PHILCO SERVICEMAN"

- ARTICLES: SERVICE, REPAIR, MAINTENANCE, TROUBLESHOOTING, etc.
- QUESTIONS: SERVICE, REPAIR, MAINTENANCE, TROUBLESHOOTING, etc.
- COMMENTS: SERVICE, REPAIR, MAINTENANCE, TROUBLESHOOTING, etc.
- LETTERS: SERVICE, REPAIR, MAINTENANCE, TROUBLESHOOTING, etc.
- QUESTIONS: SERVICE, REPAIR, MAINTENANCE, TROUBLESHOOTING, etc.

AND DON'T FORGET TO SEND US PICTURES OF:

- YOUR SHOP
- YOUR CUSTOMERS
- YOUR EQUIPMENT
- YOUR TOOLS
- YOUR SERVICE

PLEASE send the design and title to be used in "The Philco Serviceman" and give us names and address of those who have sent you the design and title to be used in "The Philco Serviceman" to make them known.

Don't worry about them. You say it—just say it—and we'll do the rest.

WRITE IT! FOLD IT! LEAVE IT! MAIL IT! TODAY!

DISINSTRUCTIONS

- Fold on dotted lines.
- Be sure you have identified your name, address, etc., in the space provided.
- Staple or glue edges and fold the flaps to seal.

PASTE PICTURE HERE

IN THIS SPACE PASTE YOUR OWN PICTURE OR PHOTOGRAPH OF YOUR SERVICE, EQUIPMENT, TOOLS, OR CUSTOMERS.

SEND TO: PHILCO FACTORY-SUPERVISED SERVICE, 1000 N. 10TH AVE., PHILADELPHIA, PA. 19107

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

MAIL TO: PHILCO SERVICEMAN, 1000 N. 10TH AVE., PHILADELPHIA, PA. 19107



The above photo shows a unique portable chassis display of a completely operative Philco TV-90, designed and built by that progressive distributorship in Portland, Oregon, Appliance Wholesalers. Not only is this one of the cleverest merchandising display and demonstration units around, it has proved especially effective for circuit descriptions in Appliance Wholesalers' television training classes. Credit for design and construction goes to Martin Bankus and Bud Monda of Appliance Wholesalers' Accessory and Service Departments respectively.

WASHINGTON'S SERVICE DIPLOMATS

(Continued from page one)

"... it's better to lose money on a customer and keep him than leave him dissatisfied and overcharged—he then becomes a constant detriment to your business."

"... make every effort to get new business through customer recommendation—it's your best form of advertising."

Video's 15 man service setup is departmentalized for the greatest flexibility with 7 men on TV and radio, 6 men on washer service, and 2 men for air conditioners. The office is staffed by a manager and a girl Friday both who take incoming calls for service.

Service is accepted within a radius of 15 to 20 miles around Washington for both home and pick-up jobs. Situated in a semi-residential district and housed in a converted apartment building, Video provides in-shop servicing from three separate shops. The use of this type of building results in a low overhead, yet does not lessen their efficiency. Located practically in the geographic center of Washington, they are actually at an advantage as an all-service operation over a downtown site. It's worth thinking about!

Probably the most outstanding servicing policy Video has established from a technical standpoint is their four hour life tests on all products serviced and done before delivery to the customer. When a



Co-owner Norm Selinger and secretary Cherrigale Twitty handle a pair of incoming calls for service—two of the many hundreds received every week.

job is completed, it is allowed to operate for four continuous hours to determine that all faults have been discovered and eliminated. This has resulted in an unusually high record for satisfactory fixes and has eliminated many unnecessary call backs. Norm and Larry feel that the heavy expense involved in call backs more than pays for this unusual service provided the customer.

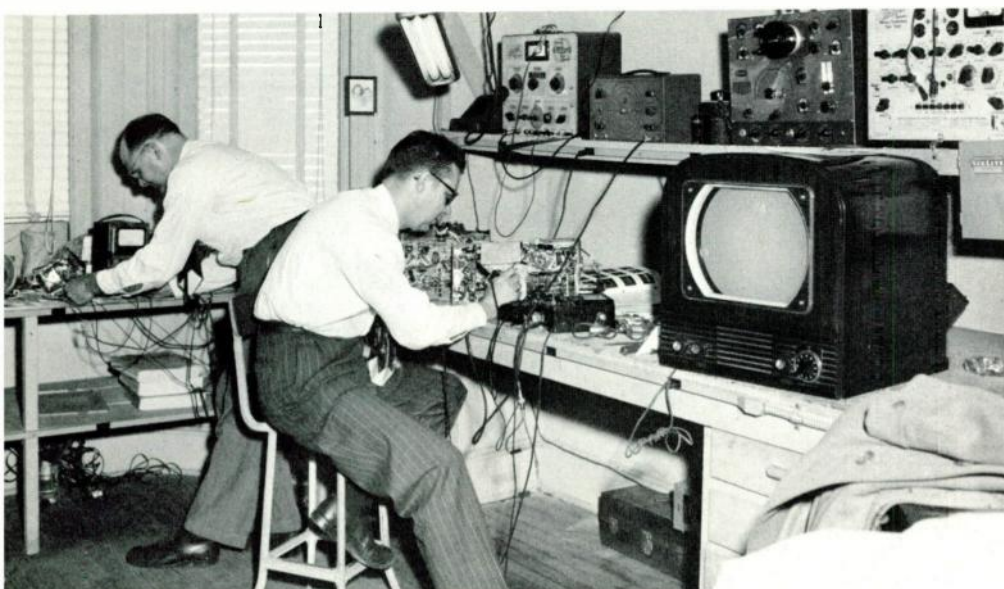
Video's co-owners both feel that records play an important and often overlooked part in any business and service businesses in particular. For

this reason they have provided both office and service personnel with forms to cover all possible transactions and to serve as permanent, visual records.

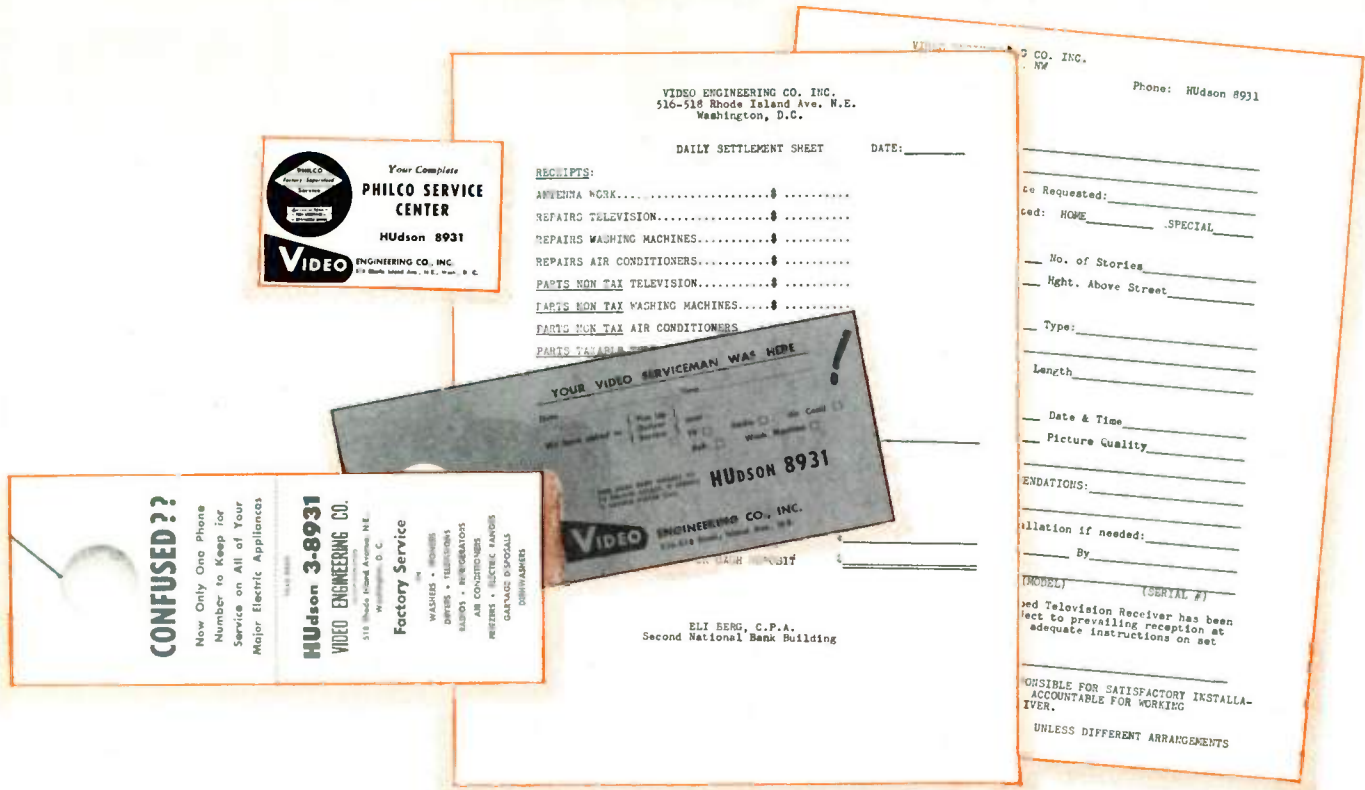
Of particular note is the TV installation form (illustrated) which is complete in every respect—contains space for a customer's statement which he signs to the effect that a satisfactory job has been done—and for recording purposes lists all details of the installation, both general and technical. The Daily Settlement Sheet, also illustrated, is an excellent way for any service operation employing outside men to keep an accurate, day-by-day account of income as it is collected, and when combined with other data, can pinpoint the cost of doing business over short and long periods of time.

Video Engineering has always done an extensive promotional job. Not depending on customer recommendations entirely, they rely heavily on direct mail through letters, doortags, business cards, etc. A recently installed addressograph system provides the basis for the mailing list which runs to a total of 50,000 names! In the past year alone an average of 10,000 direct mail cards were sent out to old customers and future prospects. And in less than five years Video Engineering has racked up 25,000 active customers on the books!

The decision to base their business on a heavy emphasis and con-



Interior of one of Video's three shops equipped with the latest and best test equipment.



centration of Philco Products has no doubt played a large part in the success story of Video. From the business cards and door tags illustrated you can see how the idea of "one-place to call for all of your major electrical appliance servicing" is stressed. By making it easy for the customer to call for service and creating a "Specialist" effect, Video has rung the bell for customer appeal and acceptance. The use of Philco's Service Achievement Award on their business cards serves to increase the prestige of an already comprehensive service coverage.

All Video employees, including Norm Selinger and Larry Ventry, are Philco Factory-Supervised Service members. Norm was particularly enthusiastic about the quality of Philco Service manuals and the speed in which they reach the field. Since getting information on new models as they come out is a major problem for a busy service organization, he described them quite aptly as a "godsend."

A bright, aggressive pair of service career men are running the Video Engineering Company—"your complete Philco Service Center"—an even brighter future can be predicted for them as they develop and improve the policies that have so far brought nothing—no nothing—but success!

Representative of Video's excellent coverage of business and service forms are these TV Installation Report and Daily Settlement Sheet. The door tags and business cards (also illustrated) effectively appeal to the convenience of "only one number to keep for service on all major electrical appliances."



These old brownstone quarters contribute to Video's extremely low overhead without hampering efficiency. Plenty of storage space make them ideal for a servicing operation.



Savannah, Georgia Philco Dealers show that good servicing pays off as they accept Service Achievement Awards. Distributor is Lynn Distributing Co.

Back row, left to right: Don Gillespie, Gillespie Radio Service; Marion D. Beasley, Parts Manager, Lynn Distributing Co.; E. W. Daughtry, Savannah Radio Service; Lyman L. Hutcheson, Service Manager, Lynn Distributing Co.; W. E. Hoffman, Hoffman Radio & TV Service; Charles Parrott, Telecenter Service; W. L. Partee, Chatham Electric Co.

Bottom row, left to right: T. C. Kessler, Kessler Refrigeration Co.; O. M. Googe, Googe Electronics; Abe Goodman, G. & O. Radio and TV Service; Martin Konter, Konter Radio Service.

NATIONAL RECOGNITION



It was a big day in Cleveland, Ohio when distributor Strong, Carlisle and Hammond presented the following Philco dealers with the coveted Service Achievement awards for outstanding service:

Top row, left to right: Glen Cummins, Philco Corp.; Elmer Witmore, Ross Weekly Co.; John Zudell, Omega TV; William Podrucky, Westlake TV; Jack Lapine, Radio Mobile Co.

Bottom row, left to right: Ross Weekly, Ross Weekly Co.; Gene Socder and W. H. Miller, Strong, Carlisle and Hammond; W. Bradley, Bradley TV; S. Heiser, Favorite TV; and Don Bronson, Philco Corporation.

COME ON IN fellers, the water's fine! This is a new department of the PHILCO SERVICEMAN and we want a contribution from you as soon as possible. We don't think you and other service technicians like to do anything as much as talk shop. So let's get the joint jumpin' . . . write us about anything and everything! Get it off your chest and into "Shop Talk Corner" . . . beginning today!

* * *

We're kicking off the column with Walter Goetz who runs Triangle Sales and Service in Durham, Conn. Walt just dropped us a "get acquainted" note with photo attached, stating he has only been in this country for four years but he is applying a good electronics training from his native land (Germany) in his own shop. Lots



of luck with your business Walt, let's hear from you again.

* * *

"I have had considerable difficulty with Philco Mopar Auto Radios in that the A switches are burning out. After replacing buffers, vibrators, checking B voltages, and replacing the regular Philco switch with another factory replacement, I find the switch leads become worn.

"I believe heavier leads should be used in the A switching arrangement and a heavier contact switch be designed for these sets. I also suggest the switch be redesigned so that it can be mounted without 'ripping' the set apart. You can't get at the switch clips as they are underneath a panel. One can take the switch out quite easily, but to get the new one located is a problem—one clip can be bent down. Usually I spot solder the switch into place."

CLIFFORD D. LESSIG,
Milford, New Jersey.

SHOP TALK CORNER

This switch is 50% overrated for normal service. Heavier contacts would not appreciably increase the life and would bring complaints of poor action and stiffness of switch operation. Location of switch is limited by space, lead dress, etc. You have the right idea for replacing it—spot soldering in three places makes a good installation.

* * *

Here's a real funny one sent to us by Alfred C. Michaelson, Radio Analysis Co., Los Angeles. Al's 10 years appliance experience has brought some interesting customers around. Among them, he writes, is "the lady who, when TV just came out, was disappointed to find out that it wasn't available to connect to your telephone so you could see to whom you were talking."

Al enclosed a snapshot of his store (see below)—and you can see from it that there's no doubt at all what he's selling.

* * *

"When we had memberships in Philco Service without a charge, we also felt we belonged to an outfit which gave us exactly what we wanted. Philco Service gave us schematics and service notes instead of all the Philco advertising material which now stuffs each mailing.

"The general consensus among members now seems to be that Philco has found a way of paying

for the envelope stuffers. In short—let's have more TV and radio diagrams."

"JUST A MEMBER,"
Albany, New York.

After reading your letter, "Just a Member," we checked into a typical Philco Factory-Supervised Service member mailing (July, 1953) and came up with these facts: out of a grand total of 304 pages of literature, 288 contained pertinent technical data on Philco products, while only 16 pages were on general, non-technical service material. Each member mailing contains important technical information of vital interest to every type of member. The "Philco Service Supervisor" alone brings a wealth of service data on at least five major product subjects every month. To furnish this material costs Philco more than \$45 a year per PFSS member!

There are no "envelope stuffers" in this great package . . . any "advertising material" has a serious purpose . . . to call attention to tested service helps designed to increase your service business—the ACCESSORY MERCHANDISER presents appropriate items that the enterprising service technician can stock and sell for extra profit.

Thanks for your letter . . . and pardon the longer-than-we-intended rebuttal . . . we just couldn't take this one lying down!





HERE'S an okay idea that's so effective in its simplicity that ten bucks is on its way to Victor

10 DOLLAR AWARD!

... THERE GOES ANOTHER SERVICE HEADACHE!

Kane, K & K TV Co., 61 Pacific Street, Newark, New Jersey.

Vic's letter in its entirety follows:

"For cleaning tuners (wafer type switch) as used by Philco—a plexi-plastic bottle sprayer put out by deodorant manufacturers, window cleaner fluids, etc., is 'the greatest thing' when filled with carbon tet. No noise or bother, just give the tuners a bath and it gets into those inaccessible spots. Also very useful for squirting controls. The bottle must be of the refillable type.

"I also wish to thank you and express my appreciation for PFSS—and am sending this contribution as my small token of gratitude (sounds corny, but it's an honest opinion)."

Thanks a billion Vic, your attitude is the kind that's making Philco Factory-Supervised Service stand alone wherever service is talked about!

And how about you, Mr. Reader? There's no easier way to pick up a sawbuck—we're waiting to hear from you!

QUESTION BOX

Question

A 1953 Philco TV set, Model A-T1818, Code 128, RF 91A Run 2 PWR J2, has an objectionable hum which appears to come from the audio stage and yet when the Vertical Sync Control is rotated the hum decreases and increases in frequency. Reversing the line cord does not help.

The same set showed a test pattern (Channel 6) as being far from centered, with the top third stretched up and disappearing. How can I adjust this set to function properly?

CARL H. MILLER,
N. Wildwood, N. J.

Answer

From your description of the hum which occurs in your Model A-T1818 television receiver, and the fact that varying the vertical sync control causes the frequency of the hum to vary, indicates that some vertical pulses from the vertical oscillator or output circuit are getting into the audio section of the receiver. This can most easily be found with the use of an

oscilloscope. The most common cause of this condition is insufficient decoupling of the audio stages from B-Plus or insufficient filtering in a B-Plus circuit feeding the vertical output stage. The non-linear picture and centering of the picture can be adjusted with the controls on the back apron of the receiver and the centering lever which is located next to the focus assembly on the neck of the cathode ray tube.

* * *

Question

Please advise us as to the best instrument to use for adjusting the picture when a test pattern is not on.

HENRY HECK & COMPANY,
Cannelton, Indiana.

Answer

The Philco Television Linearity Pattern Generator, Part No. 45-1841, which is available through all Philco Distributors, is one of the better pieces of test equipment providing a linearity pattern with which television receivers may be serviced and adjusted without a station pattern on the air.

CLASSIFIED ADS

FOR SALE:

Complete master multiple antenna system with ADO outlets. Worth a lot. Want low power transmitter or \$50.00 cash. Joseph N. Peckham, Peck's Radio & TV, 143 State Street, Auburn, New York. Phone 3-3531.

Have YOU anything for sale, or swap, or that you need? Send it into the CLASSIFIED ADS.

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