

PHILCO
Factory-Supervised
Service



the **PHILCO SERVICEMAN**

VOL. 21 NO. 12

DECEMBER, 1953

What Time Is It?

See page 11.

MERRY CHRISTMAS!

AND THANK YOU GENTLEMEN, one and all!

Yes, thank you for your wonderful cooperation that helped make 1953 a banner year for the PHILCO SERVICEMAN.

Last January saw the first issue of a new PHILCO SERVICEMAN—bigger and, we hoped, better able to represent the average PFSS service technician. If you will recall, in that first issue we asked for your help in creating a truly representative spokesman for those following electronic and appliance servicing careers in the PFSS program. And did you come through!

Twelve months and twelve issues later, we think you're all getting to know each other and Philco better through the pages of the PHILCO SERVICEMAN. And we're getting to know each of you better . . . what you want—what you need—what we can expect of you and what you can expect from us.

But from this side of the fence the job isn't over yet. We want to further improve the PHILCO SERVICEMAN as the service technician's voice in PFSS. You gave your wholehearted support in 1953 toward this goal, and we know you're going to give it again in 1954 so everyone will benefit.

Best wishes for a happy holiday season!



SERVICE FINDS A "HOME" IN TEMPLE, TEXAS!



Gene Dana and Ray Motl stand beside their "service fleet" in front of Temple's leading sales and service establishment.

"WANTED—MAN TO HELP PUT SERVICE ON A PAYING BASIS!"

Situation sound familiar? Sure it does—it's an old story in the appliance business and this month we are privileged to tell about a case history which, like so many others, has had a happy ending because of service.

This is Temple, Texas, trade area population of 40,000; 60 miles north of the state capitol at Austin, and 40 miles south of Waco—the two nearest towns of any size. It is also the home of Home Furniture Co., our service success story store of the month.

Home Furniture for most of its 23 years' existence was essentially a four line "no service" radio store with little to distinguish it from thousands of similar businesses in every part of the country. That is, until a fellow named Don Creech stepped into the picture.

Don came to Home Furniture fresh out of the Air Force where he served as an electronic maintenance man. It didn't take him long to recognize the fact that service (or the lack of it) was the company's major problem.

Away back in the good old days, Don Creech sold his first radio, a "Baby Grand", while working in Missouri. He found then that lack

of good service stopped many of his customers from coming back, as well as the loss of commission on a sale that wouldn't stay sold due to poor service or none at all. Experience taught Don a lesson and has sold him on the importance of good service from the time merchandise is uncrated until it has passed the usable age.

And so luckily for "Home", he was a man who not only recognized the deficiency, but was able to tackle it with the knowledge and confidence of a "service wise" technician.

Thus, when Don and Pat Murphree, Service Supervisor for Crum-packers (the Houston Philco Distributor) got into a huddle and proceeded to work out a service arrangement—it was to mean a substantial increase in sales through service for Home Furniture.

Both Don and Pat decided almost immediately that the answer lay in a service department *that was controlled by the store* in order to control policy and fulfill promises as they were made to the customer.

As one of the few television dealers in town with its own service department, Home Furniture sells Philco TV receivers offering 90 days' free service. It uses the same plan for radio sales. But from here Don Creech has gone a step

further than most dealers. He actually credits the service department with a percentage of each sale just as is done for the salesman who makes the sale. And nothing is added to the cost of the set for the 90 day free service—an offer most competition cannot match with contract service.

The year 1947 saw an important decision made by Home Furniture. It became a "one line" store, dropping all lines except Philco while limiting itself to exclusive servicing of Philco products. Now, there has been a lot of discussion pro and con about the "one line" or "one service" operation. In explanation of this type of service philosophy, Don Creech has put himself on record with a passel of common sense that justifies Home Furniture's decision to go all out for Philco . . .

"I don't want any Philco product in my territory to be without good service because Philco is all I sell and a dissatisfied Philco user hurts my business. Our charges are based on the Philco Service Charge Plaque. They are reasonable to the customer and to us, and we do not charge any differently whether the product was sold by us or some other dealer. We service Philcos that are sold in Dallas, Waco and Austin as well as those sold by nearby dealers without a service department. In fact, we now do service for several conveniently located small town stores so that they can provide better service to Philco owners. These dealers, in turn, refer customers to us for products they do not handle."

One thing they really hate to see happen down in Temple, is for competition to get a Philco trade-in. For that reason Home Furniture tries to offer more on Philco product trade-ins to convince customers that Philco is the most valuable buy. And when a trade-in is resold, *service goes right along with it.*

Don feels they have quite an investment in every customer or potential customer and Home Furni-



Another outstanding service group joins the ranks of Philco Plaque holders. Pat Murphree (left), Service Supervisor for Crumpacker's, Houston, Ray Motl holding the plaque, Gene Dana, and the big sparkplug of Home Furniture, Don Creech himself!

ture cannot afford to lose a single one from lack of service. A standing rule is "never let a call go over 24 hours—make it the same day if the customer desires it—and always make it at the time promised. When quitting time rolls around if a customer still needs service, he gets it and we stick with it until the job has been completed." Whenever possible the store takes a call that comes in late in the day so that the customers will not have to wait until the following day.

Home Furniture advertising constantly plugs the service department, offering service on any Philco product whether it is sold by them or not. Many sales of other merchandise have come from customers gained through this method. All newspaper advertisements carry a reminder that Home Furniture is Philco Factory-Supervised Service Headquarters in Temple and the calls for this service extend sixty miles from the town, which is the limit of its service area. Salesmen stress PFSS when talking to prospects, telling them that it is further insurance for the Philco they plan to buy, that it will give them many years of *protected* pleasure and use.

Looking back on their early history before service, and comparing it with operations today, it looks as though Home Furniture has "arrived." Now the store's General Manager, Don Creech has passed on service responsibilities to Ray Motl who ably handles that end with Eugene Dana. These two men comprise the Home Furniture service department and between them do one whale of a job.

An inspiring policy that Don Creech has instituted is the placing of both service technicians on the same basis as salesmen on any contest open to the sales department,

and they compete just as hard to make their quota. Both get a commission on sales they make, and if a prospect is encountered while on a service call, they pass the tip on to sales if they feel that it would be better than trying for a sale on their own. In one typical week recently, a 12 foot freezer, an automatic refrigerator, and a television receiver were sold by service personnel while on calls and without help from a salesman to close the deal!

Recently when Service Manager Ray Motl received Philco's Service Achievement 2nd Year Award for Home Furniture's outstanding service record, newspaper advertising helped to publicize the event. The plaque is prominently displayed on the main floor near the office where every customer paying a bill or seeking information can see it and know that at their disposal is a service department rated among the best by Philco.

The service department specializes in television but through the use of Philco manuals and visual training programs have become proficient in servicing ranges and refrigerators. Both technicians have acquired the wise habit of using the phone when a tough fix comes up knowing that Pat Murphree at Crumpacker's is always available to lend a hand. Both men feel the continuous training gives them the "know how" that makes for quicker, more reliable service.

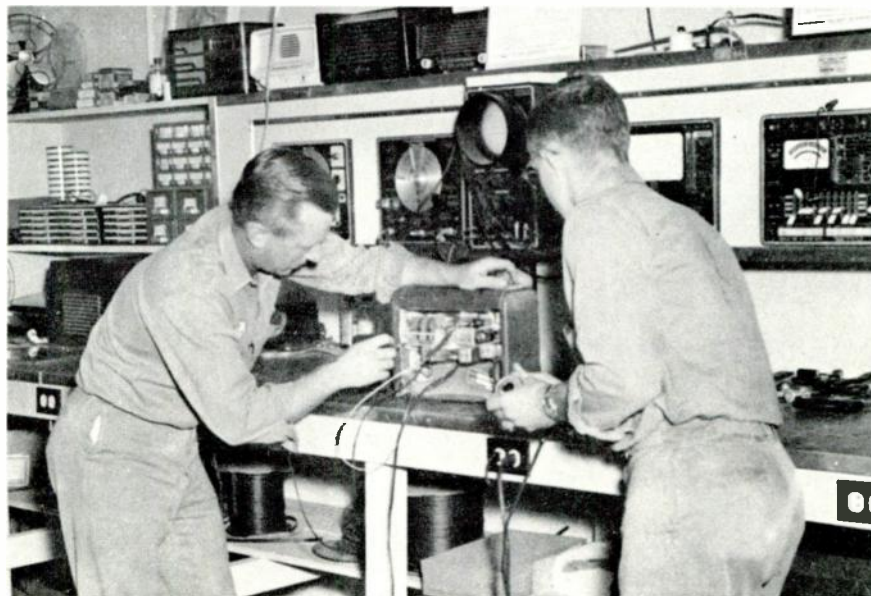
And all the while, the main thought is "keep the customer happy that they bought a Philco product from Home Furniture Company."

Ray and Eugene have both given high praise to the visual training forums. Since they were comparatively inexperienced in appliance servicing as opposed to electronic servicing, they feel that visual training has definitely speeded up their capacity to absorb this unfamiliar material. With only two men to handle the volume, both are avid readers of all Philco Factory-Supervised Service mailings with special attention given to advance information on new models and special features in these models.

Probably the most dynamic and far sighted policy instituted by Don Creech is his idea of equal footing for salesmen and service men. And he has proven all the way down the line how well a good service department pays off in sales. It was with justifiable feeling of pride that Don announced his 1953 sales were well above those in 1952 with no increase in costs. And the reason is directly attributed to the many sales traced to his liberal service policies and the natural sales talent of the men in his service department.

Among other things, Home Furniture Company of Temple, Texas, has proved that the old dodge "service is a necessary evil" is nothing but pure fairy tale. They have

(Continued on page 10)



A service technician's dream . . . the really elaborate bench set up in Home Furniture's service department. That's Service Manager Ray Motl on the left and Gene Dana showing quick, efficient service in action.

SEE IT NOW . . . HEAR IT NOW . . . AND LEARN!

Are you aware that your Philco Distributor's Service Clinic has received during the 12 months of 1953 a substantial library of Visual Training Aids . . . film and record albums that provide visual training in special service techniques? These film/record albums have been especially designed and provided to aid the individual service technician, and your Philco Distributor's Service Manager will be glad to screen them for you at your convenience.

Everywhere around you visual training has become the modern way of teaching and *learning*. Once you've seen a thing happen in living pictures you don't forget it! There's no substitute for seeing every little detail happen. The

printed material you receive is still a valuable package since it is reference material without which you cannot run a service business. But visual training is the "how to do it" that creates familiarity and confidence when you're working with difficult technical subjects.

Twenty minutes of seeing it happen before your eyes can make it that much easier for you and mean extra dollars and cents on the actual job. These visual aids are part and parcel of the great Philco training package available to you with your membership in Philco Factory-Supervised Service. It is tested material that has efficiently trained many good service technicians—brought them up to date on the newest techniques—and provided

them with a practical service background with which they are capable of tackling and solving the toughest problems.

Your local Philco Distributor has available the complete Philco Film Record library. It is in his place of business specifically for your use as a member of Philco Factory-Supervised Service. It is a gold mine of information, easy to understand and easy to put into practice. But it's only good if it is used by you!

You want better, clearer, and more practical service information and you can get it free of extra charge from your Philco Distributor. Contact his Service Manager and make it a point to utilize this proven method of increasing your service efficiency. If you see one Philco Visual Training aid you'll want to see them all!

PFSS FILM/RECORD RELEASES—

(for period July 1 to December 31, 1953)

ELECTRONICS:

"B" Line Television Chassis by Dick Hershey (Sections I & II)	PR-2216C
"Servicing of UHF Tuner-Adaptors" by Dick Hershey (Sections I & II)	PR-2216D
"Printed Circuit Chassis, Code 122" by Don Bronson (Section I)	PR-2216E
"Phonorama B-1756 Circuits & Specifications" by Warren Bond (Section II)	PR-2216E
"Understanding Television Sweep Circuits" by Herb King (Sections I & II)	PR-2216F
"Servicing Television with the Oscilloscope" by Herb King (Sections I & II)	PR-2216G

WHITE GOODS:

"Refrigeration Fundamentals" by Earl Jefferies (Sections I & II)	PR-2217D
"Watch Mr. Service Make a Call" by Earl Jefferies (Section I)	PR-2217E
"Air Conditioner Trouble Shooting" by Jim Black (Section II)	PR-2217E
"Freezer Troubleshooting" by Al Tagnon (Section I)	PR-2217F
"Servicing the Model 345 Range" by Al Tagnon (Section II)	PR-2217F

YOU CAN SAVE A LIFE!

16 youngsters have lost their lives by smothering in old, unused refrigerators. You can save lives! Take time out to remove the strike adjustment or mounting screws so the door won't lock. Give strike and screws to the customer then tape the door shut.

It's a little public service . . . and it may save a little life!



SIOUX CITY SERVICE COMES TO RESCUE OF PHILCO OWNERS

A flood and its accompanying destruction provides us with a tremendous example of cooperative effort on the part of Philco Dealers and Servicemen working with their Distributor.

When a major flood hit the Sioux City, Iowa area scores of Philco Refrigerators and Freezers were among the victims. To meet the serious threat caused by lack of individual refrigeration facilities, a group of Philco Dealers and the Philco Distributor, E. J. Gustafson Co. of Sioux Falls, South Dakota, started a joint reconditioning effort that was unique.

So many units were badly damaged that separate warehouse space had to be rented in Sioux City to accommodate them. Six dealers in the area sent refrigeration service personnel to help complete the gigantic task and provide Philco customers with their reconditioned refrigerators and freezers as soon as possible.

In many cases the damage was almost unbelievable. One refrigerator was found two miles from the home it had served! A freezer was discovered with practically an entire house resting on it. The house itself had to be propped up to release the freezer! And other units were marked with the damage that only floods can create—mud seepage in the units, water damage and badly dented exteriors.

These were not ordinary reconditioning jobs, but practically com-



plete overhauls. A lot of work went into the units as can be seen from the accompanying photos showing how well the job went off, since they show a real "before and after" story.

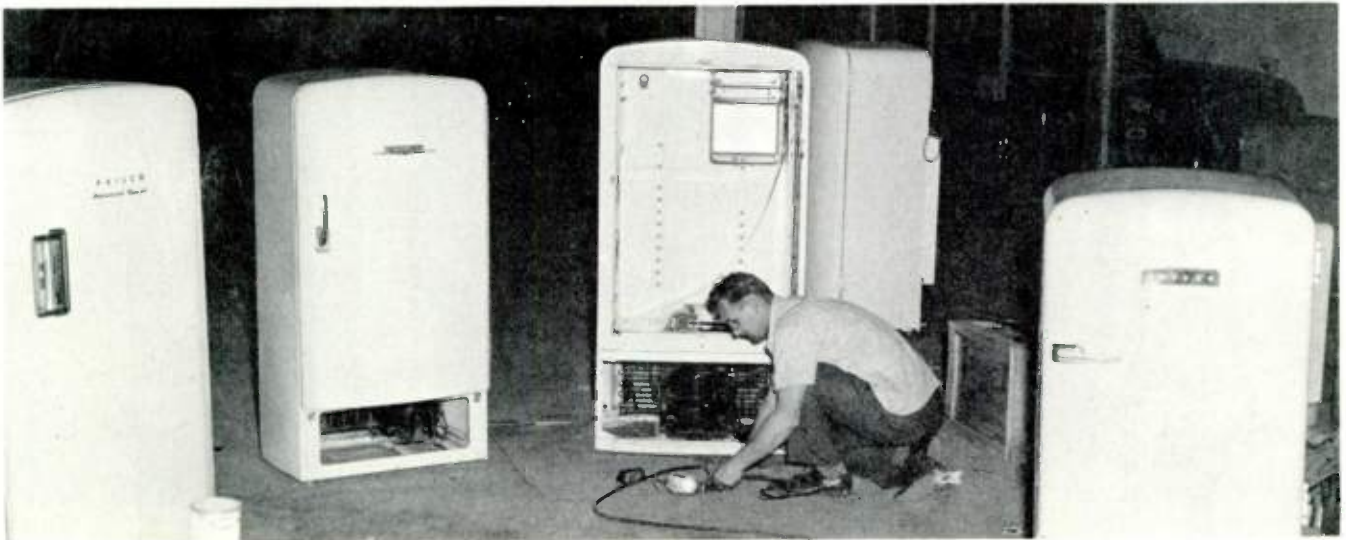
The six dealers participating in this program were H. H. Shiloff Co., Gibson Home Appliances, Beane Plumbing and Heating, Modern Home Appliance, Western Furniture Mart, all of Sioux City, Iowa, and Everetts Furniture of South Sioux City, Nebraska. All were under the capable supervision of Roy Houck, Gustafson's Service Manager.

The service technicians, dealers and distributor involved in this great public service program have shown us how efficient cooperation contributes in a large way to a disaster.

The "Philco Serviceman" wants to say "CONGRATULATIONS!"

ABOVE: Roy Houck, Service Manager, E. J. Gustafson Co., demonstrates what we mean about these units being in terrible shape. Ever see such a mess?

BELOW: Here's the result of a swell overhaul job by our top-notch Iowa members. Look at those boxes gleam! Seem to be practically brand new.





The well-known Drapeau stores in Waterville, Maine, came in for double honors when two Service Managers received Service Achievement Plaques. Here, to the left, Ernie Halle, Drapeau's Refrigeration Service Manager, accepts Award from Glenn Haines of Philco Wholesalers of Portland. While Earl Cook, his television counterpart, is handed Award by Harry Storer, Sales Representative of Philco Wholesalers.

AWARDS . . .

Chalk up eight more for Wisconsin! Presentations were made at a TV service meeting held by Radio Specialty Co., Milwaukee, (Philco Distributor). From left to right—Leslie Ley, Roy Grigg, John Lilly, (Philco SDR) Paul Forgach, George Rehse, Vernon Cage, Robert Draves, George Chapman, William Roehrdanz, and Lester Gerlach.





Philco Service Achievement Plaques being presented to Snow's, Inc., Auburn, Maine. Reading from left to right: Ken Hathaway, Refrigeration Service Manager, T. V. Patterson, Television Service Manager, both of Snow's; Glenn Haines, Service Manager, Philco Wholesalers, Portland, Maine; Wendell Holmes, Sales Representative, Philco Wholesalers, Portland; and Stanley G. Snow, Manager.

... AND MORE AWARDS!

And eight more for the up and coming service technicians from Louisiana. A Walther Brothers distributor service meeting was the scene for these Awards, left to right: W. R. Nichols, James Burnett, George Saylor, Philco SDR, Albert Berthelot, Sam Cashio, S. J. Schexnayder, Walter Zammit, Joseph Maggio, L. Toms, R. E. Norman, all of Louisiana.



SHOP TALK CORNER

We have kept in touch with all of our customers from the first day that we started to handle our own Service Department in television. This was started 5 years ago. Every year we send out the enclosed "service special" and have received a 40% return. We find the best time to send this special offer to our customers is immediately after Labor Day. At the same time we are offered trade-ins on new sets which are turned over to the sales dept. I think that the enclosed card is an excellent way of keeping up contact with old customers.

IRVING WIESMAN
New York City, N. Y.

This is so good that we're re-printing it here (below) for all sales-service TV members. Even better than this fine idea is your willingness to share it with other members of Philco Factory-Supervised Service.

* * *

We have been hearing a lot about education of the public—showing that we are not gymps, crooks, etc.

I am now convinced that the ones who do the most harm to this business are *the ones in it!*

A fellow does a job, puts time in on it and charges a legitimate price. The customer gets mad, goes down the street to the competitor and complains. The worst of it is—our friendly enemy agrees with the customer, smiles knowingly and tells the customer: "he is a nice fellow, but not a very good technician." (P. S. the guy is really an honest top technician!) The public is all mixed up by now and thinks all servicemen are crooks because this has happened in reverse a dozen times by now.

The moral is: no matter how hard it is NEVER knock the other guy in the business, even if he is a stiff. Bite your tongue before you knock. Sure it makes you feel good and you think you've got another customer, you don't know it but *you are knocking yourself!* Stick together. Ask the customer if he knows how much time the other guy spent looking for

the trouble. You will be boosting yourself and your profession.

F. RAHTES

New York City, N. Y.

If this doesn't make darn good sense, we'll eat our collective hats! Mr. Rahtes, thanks for the clear, hard hitting, sensible advice contained in your letter. It's a pleasure to print it and a pleasure to have you as a member of PFSS—we're proud of you and the things you stand for.

* * *

A library is known by the book covers, the contents by its index, and interest is held by good reading.

With all the mailings we're getting from this service, how do we classify and fill the binders? How do we know what each binder contains? I hope this suggestion will help.

I've seen binders which contained a little cellophane window that can be written on to aid the users of these volumes in classifying the reading material. Say what you think of this, but I've discussed it with a lot of fellows, even sent in suggestions—but the binders, service news, etc., are still hidden behind blank covers.

SIDNEY GREENBERG
Toledo, Ohio

You're right! We'll see what can be done about binders with "windows" as you describe. May up the price a bit but we'll check. You probably thought of this, but in the meantime, how about typing or writing the title of the binder on a small square of paper (cut to fit the width of the binder) and affixing it with clear cellophane tape.

* * *

Recently one of my customers objected to paying the minimum charge listed on the Philco plaque, saying that it was too much, and he would not patronize Philco stores for that reason. He also said he'd tell all his acquaintances. This was for checking a set.

How can we educate the public to the long hours of study and work it takes to keep up with new developments and run a business?

A. B. NOLAN
El Centro, Calif.

For over 21 years Philco Service has been in the thick of the fight to educate the public about service, service charges and service technicians. While yours is not an

WILLIAM MORRIS CORP.
3872 THIRD AVENUE
Bronx 57, N. Y.
LUdlow 3-3384

Gentlemen:

Please call at my home for the purpose of making a special performance checkup of my Television Receiver. I understand the charge is to be only \$5.95 for the Special Checkup which will be paid at the completion of the service.

Signed _____ AM ☐
No. and Street _____ PM ☐
City _____ State _____
Phone _____ Mon. Tues. Wed. Thurs. Fri. Sat.
Please check (✓) day most convenient for service: ☐ ☐ ☐ ☐ ☐ ☐

FOR BETTER TELEVISION RECEPTION!

We are now offering a Special 10-Point Performance Check-Up on your Television Receiver. For better television reception of the many fine programs now on the air, have William Morris's technicians perform this complete adjustment, including:

1. Calibrate Tuning
2. Readjust Synchro-Lok
3. Readjust Controls
4. Readjust Kinescope Coils
5. Readjust Kinescope Alignment
6. Check Antenna Performance by Inspection on Roof
7. Examine Chassis
8. Test Overall Performance
9. Clean Glass and Tube Face
10. Furnish Written Report

COMPLETE PRICE FOR THIS SPECIAL CHECK-UP only \$5.95

Mail the attached postage-paid card NOW!

isolated case, Mr. Nolan, that fight is being won with more and more people being converted each year to the realization that service is a demanding profession composed of highly trained personnel. If your customer feels the minimum charges you operate under are too high, does he really expect to get competent, guaranteed service at a cut-rate? Nossir, no more than he would expect a doctor to offer cut rates and do an expert job! We'd say, "Stick to your guns."

* * *

I would like to see more in the PHILCO SERVICEMAN on service hints, short cuts, etc. Also would like to see more on different types of service benches, test set-ups, etc. How about some features on repair shops doing complete refinishing and repairing such as refrigerator cabinet repair and painting.

R. J. CHAMBLESS
Allendale, S. C.

If you will note the \$10.00 Award for this month you will find a very good bench set-up that might be useful in your servicing operation. And watch for future issues of the PHILCO SERVICEMAN and the SERVICE SUPERVISOR for the other information you requested!

* * *

... if TV and Radio Notes were separate from the rest, the same could be filed away. Many of us aren't interested in refrigerators and ranges, and vice versa.

EMANUAL SPANDORF
New York City, N. Y.

You are sending me so much Philco Factory-Supervised Service data that I am in a quandary.

Could the PHILCO SERVICE SUPERVISOR be printed in such a manner that the articles could be torn out and filed in their respective categories. At present we find a TV article on the reverse side of a page of refrigeration data.

Thank you very much for giving us the opportunity of making suggestions and please keep up the good work. You will never know how much you are helping us in the service field.

JOHN WIZEMANN
New York City, N. Y.

I would like to see the service material classified according to

products. For example, have all material pertaining to refrigerators in one section, the same with electric range, television, etc.

JOHN A. HAYS
San Diego, Calif.

Could you print the SERVICE SUPERVISOR so that subjects on refrigeration, air conditioning, freezers are removable without cutting up the whole book?

ATLANTIC REFRIG. SERVICE
South Gate, Calif.

It is difficult to separate your PHILCO SERVICE SUPERVISOR when television information is on one side of a page and directly on back of the same page is important refrigeration or other appliance news. Someone in the department is always looking for part of some instruction which always turns up only after a lot of time has been wasted. As you know, time is money.

SHERMAN FURNITURE CO., INC.
North Plymouth, Mass.

I have before me a PHILCO SERVICE SUPERVISOR for September, 1953, which contains in the following order: Electric Range, Home Radio, Freezer, Auto Radio, Television, Special TV article and Refrigeration material. Please tell me how this information can be filed for future reference so it can be found without thumbing through each service bulletin.

C. C. SMITH
Hood River, Oregon

Well fellows, this is about the most popular complaint we've had. And we're glad to inform you that something is definitely being done about it. In response to your requests (and as soon as the plan is worked out) you will be receiving SERVICE SUPERVISORS that you will be able to cut apart and file without destroying or losing other valuable information.

MY CREED—A job honestly done, a fair price, means a fine advertisement. I pride myself in good work and guarantee it three months from date. Am happy to be associated with Philco's fine "body of men." My mailings, I feel, are very fine, thanks a lot.

C. H. JONES
New Bedford, Mass.

And thank you, Mr. Jones. We'll bet a dollar to a doughnut that you can't go wrong in any business with a philosophy like that!

Now that so many schematics and technical data have been received by so many service technicians, how about giving us a little hint as to how to file them in order and with an efficient index. First we get the schematics, then after a little while we get the supplements. How about making this a little simpler for us. Thanks.

DAVID J. WOLFE
Renton, Penna.

In part, Dave, we have been doing this. Insofar as technical data is concerned, television manuals containing schematics are given a file number which appears in the black reverse band running lengthwise of the cover. This we will say, for instance, is "File 18". If a supplement to this manual is issued later, the supplement is similarly marked "File 18A". The next supplement to the same manual would be marked "File 18B", etc. We haven't done this with manuals on our other products and now that you have brought it to our attention, we'll call the master minds together to see what can be worked out. And thanks for this shot of your bench set-up.



Having sold and serviced Philco TV's for a number of years, I would suggest that the advertising department develop some sort of front tube advertising in a ruler type ad and give the full width and height size of the Philco vision, to be applied to the front of the safety glass. I have measured competitive makes and found that the width of the Philco tube is at least 1" to 1½" wider, and have sold Philco receivers on the basis of tube size. But the average customer won't know unless it is brought before

them in actual inches so he can compare with other makes. There are a lot of sets on the market today that the public are buying and are ignorant of the smaller size.

NORMAN RUMMELHOFF
Janesville, Wis.

Philco Distributors have a comparison card along the lines you suggest and these have been distributed to Dealers in the past. We congratulate you for your enterprise in developing this type of competitive selling and hope that other Dealers will put it to work.

* * *

NOTE TO FRED TAPPAN, JACKSON, MISS. YOU'LL FIND THE ANSWER TO THAT QUESTION IN QUESTION BOX, FRED!

* * *

My views on Philco products are that we have the best radio and air conditioners on the market today. People say so! Our refrigerators are as good as any, but I've noticed that the salesmen don't give them a good enough build up. I think we should build them up as everything else that has a well known reputation because I've heard many women say they are the most beautiful box on the market. I think that so many people that sell them don't know a thing about operational upkeep. I find some are not even leveled. I've had 8 years' ex-

perience on sales and service—mostly service, have worked for three different concerns and think Philco has a product that can't be beat. I could tell you folks quite a tale on service experiences but it would take quite some time. As time goes on I will try and make another report on my service. I would like to be self-employed some day.

MIKE BARONE
Mulberry, Kansas

It's true! Salesmen sometimes don't explain enough about product operation and that's where the service technician shines. On installation or routine service calls, the service technician has an opportunity to be a real hero for he is better equipped than a salesman to give a thorough product story. Keep giving customers more product information and you'll give them pride of ownership and confidence in their selection. If you'll take time to do this . . . repeat business will be your reward.

* * *

Get the facts to the Philco customers that their antenna is a **MUST!** Philco television receivers depend a lot on their antennas. The buyer seems to think that his Philco Dealer is just selling him a bill of goods that is not really needed.

You are doing a darn good job. Keep on the beam . . . at least 95%

better than the other six name brands I know of. **H. E. MILLER**
Warren, Ohio

Thanks for the compliments, Mr. Miller, and rest assured that as long as we have Philco Dealers and Servicemen like yourself, the customer will be provided every possible aid to better reception.

Space does not permit our printing all the comments recently received. Therefore, we'd like to say "thanks" to the many good friends who have taken advantage of their privilege in helping to make the **PHILCO SERVICEMAN** a true spokesman for the men in the field:

MARTIN SOMMERFELD, 345 Amsterdam Ave., New York City; **ANDREW GOODWIN**, Nygaard Electric Co., Paramount, Calif.; **P. A. HARRIS**, Harris Radio, Johnstown, Penna.; **ARTHUR GEIGER**, Art's Radio Service, St. Clair Shores, Detroit, Mich.; **BUFORD S. WILSON**, Wilson TV and Radio Service, Johnson, Tenn.; **STANLEY ENTERPRISES**, Pautucket, R. I.; **WALTER GOETZ**, Durham, Conn.; **W. HANCOCK**, Hancock Radio-TV Service, Scottsville, Ky.; **IRVING FRANK**, Long Island City, N. Y.; **LOUIS DE MARCO, JR.**, De Marco Radio Shop, New Haven, Conn.; **KENNETH WESTLING**, Jersey Central Electrical Service, Mountain Lakes, N. J.; **I. M. SHERRY**, Sherry Radio, Hartford, Conn.; **ROBERT M. THORSON**, Gregg's TV-Appliances, Palo Alto, Calif.; **EDDIE S. SKALECKY**, Skalecky's TV and Appliances, Jackson, Minn.

SERVICE FINDS A "HOME" IN TEMPLE, TEXAS

(Continued from page 3)

in fact proven that service is a necessary part of sales: that a service department is capable of not only paying its own way, but actually contributes increased profit to the business! The tie-in is certainly obvious in this case when week after week service personnel chalk up unaided sales of new products where often they have to make the need and desire known to the potential customer.

We can't help thinking that fellows like Don Creech and others with the same progressive ideas are the new pioneers in appliance servicing, helping to create not only the highest basis of respect for the technician, but a new type of activity that ties him in more and more closely with the sales function.

CLASSIFIED ADS

FOR SALE:

Volumes 1 to 7 inclusive of Rider's TV Manuals, \$75 F.O.B.:

ROBERT F. WOLFE
2506 E. Hoffman Street
Baltimore 13, Maryland

FOR SALE:

Mission Bell Navy Type (LM-17) Frequency Meter with Audio Modulation, A.C. power supply. Brandes Headphones, Dial Calibration Manual, Circuit Diagram and Instruction Manual. Perfect operating condition. Prepaid express to any point in the United States, \$130.00.

WM. S. DAVIDSON
P. O. Box 547
Lake Forrest, Illinois

FOR SALE:

Two table model coin operated radios, excellent condition, sell cash \$45.00 for both or \$25.00 each; or will trade for used TV set.

HOWARD A. YOUNG
1828 State Street
Quincy, Illinois

Philco Corporation accepts no responsibility for the contents of the classified advertisements or the goods mentioned therein. No correspondence relative to these advertisements or goods should be directed to Philco Corporation.

FIRST DISTRIBUTORS RECEIVE NEW PHILCO AWARD FOR SERVICE COOPERATION

With its National Philco Distributor Service Award, Philco has created a fitting partner for the famous Philco Service Achievement Awards presented to individual Philco Factory-Supervised Service technician-members and dealers.

Both awards are unique in the service field. The Achievement Award recognizes the retailer or technician for better than average service rendered Philco customers, and the National Distributor Award recognizes the distributing organization that gives 100% support to the individual service technician and servicing dealer.

Three Philco Distributors have been honored thus far with the National Service Award: Artophone Corporation, St. Louis Mo.; Roskin Distributors, Inc., East Hartford, Conn., and Tri-State Distributing Corporation, Cincinnati, Ohio. Other Distributors are being considered for the National Award.

In paying tribute to these service-minded Philco Distributors, Henry T. Paiste, Jr., Philco's Vice President in charge of Product Performance and Service, summed up the reasons behind the honors . . .

"The increasingly complicated nature of television sets and appliances requires a highly skilled group of service technicians in



Herbert Schiele (right center), President, Artophone Corp., beams with Mr. Henry Paiste as he accepts new Philco National Distributor Service Award for his company. Flanking them are Mel Boehm, left, Artophone Electronics Service Manager, and Gene Kaminski, Artophone Appliance Service Manager.

every community to install and maintain these products at top levels of performance during their lifetime. Through a national organization known as Philco Factory-Supervised Service, whose members are servicing dealers or independent professional technicians in every locality, we satisfactorily discharge service responsibilities to the ultimate consumer. This could not be done were it not for the effort and fine cooperation of the Philco Distributor, who supervises and locally administers our Philco Factory-Supervised Service program."

Heavy publicity will be given to the new National Philco Award in those localities where Philco Distributors are honored. Thus more and more people will become conscious of "better service", particularly if it carries the Philco brand.

The National Philco Distributor Service Award crystallizes the program and provides a goal for all Philco Distributors to shoot at. With increased support from Service Headquarters scheduled for the coming year, your local Philco Distributor will be in a position to expand his service facilities and make more and more technical data and service information readily available. The net result, all down

the line, will be an increase in the knowledge and technical ability of every member of Philco Factory-Supervised Service, regardless of the type of products he repairs.

All members of Philco Factory-Supervised Service are eligible for the Philco Service Achievement Award, as we have pointed out and outlined in preceding issues of the **SERVICEMAN**. There is no good reason why, if you have not already been honored, you cannot receive the Philco Service Achievement Award during 1954. This award should be first on your list of "things to get" as we roll into the New Year.

IS OUR FACE RED!



Yes, fellers, just as red as the service uniform we illustrated in the November issue. Only trouble is—we don't have red uniforms! We're sorry if any of you got the idea that the Philco Service Uniform comes in that color. They are all a smart dark green, easy to keep clean and hard wearing just as we reported in the copy last month.

IT'S RENEWAL TIME!

Yes, time to pick up your valuable Philco Factory-Supervised Service memberships for 1954! It won't take but a few minutes of *your time* to make sure you're in line for the gigantic PFSS package a 1954 membership entitles you to.

Then we can spend all of *our time* making sure you get the most out of that 1954 membership with **BIGGER** benefits and **MORE** information than ever before!

10 DOLLAR AWARD!

Someone ask for bench setups? Well, here's a jimdandy service bench that's both simple to install and a real boon to any service shop. For that reason, S. P. Prillaman, Manager of the Radio and TV Dept. at Spence & Kahle, Inc., Christiansburg, Va., wins the \$10.00 Idea Award for the month of December with the following letter:

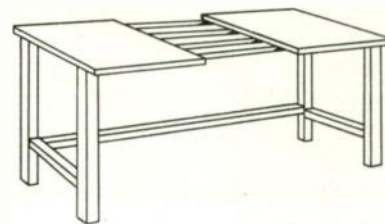
"I would like to submit the following hint for Servicemen:

"An open space in the top surface of the television work bench bridged by four 1/2 inch pipes. The open space is 28 inches long and the pipes run lengthwise of the bench.

They are spaced 9 inches apart center to center. The pipes are bolted to the underneath side of the bench top with 1/4 x 1 1/4 inch carriage bolts. The work bench top is 1/8 inch thick.

"This setup enables us to remove the bolts that hold the television chassis in table model sets without letting the cabinet hang over the edge of the work bench to get the bolts out. This makes the job both safer and easier, because the cabinet can be slipped onto the rack from the bench without lifting, and there is no danger of dropping the set."

This is an idea that is right in



line with the purpose of the \$10.00 Award—passing simple but useful ideas on to other servicemen for their use. And it's worth \$\$\$\$!

How about getting some of your own good ideas down on paper and off to that old Post Office Box 6738, Philadelphia 32, Pa. Do it soon!

QUESTION BOX

Question

I notice in servicing a C-5209 Chrysler-Philco auto radio that a different part number vibrator is used than in some other Chrysler-Philco radios I have repaired. Can this vibrator be substituted by the standard type vibrator or must this special part number be used? S. CALLA

Youngstown, Ohio

Answer

Part No. 83-0035-2 is a heavy duty vibrator with a heavy zinc constructed case. It should not be substituted with any other type vibrator. It was especially designed for low mechanical resonance because any type of mechanical noise is noticeable in the new Chrysler cars due to the sound proofing now found in their automobiles.

* * *

Questions

What causes the 80 series to make 1B3GT Hi Voltage Rectifiers crack around the cap? I have noticed that this trouble is much more prevalent among Philcos than the other brands I have serviced. Why?

FRED W. TAPPAN
Jackson, Miss.

Answer

During the early part of 1952, certain materials became difficult to obtain due to the Korean situation. Lead was among these items. Lead is a necessary component in the manufacture of certain types of glass. Vacuum tubes use this type glass for their envelopes. The addition of lead to glass permits the glass to exhibit characteristics which are advantageous where it is necessary to extend an element of the tube through the glass envelope, as is done in a 1B3 type tube. The shortage of lead forced tube manufacturers to cut back or stop production, or to produce tubes with lower lead content glass. To meet the tremendous demand for tubes many manufacturers followed the latter course.

The trouble which you had experienced with the glass envelope developing a fracture at the point where the anode cap extrudes through the envelope is a result of "lead free" glass. This problem is no longer present since for the past many months the lead situation has relaxed to the point where lead

glass is readily obtainable for manufacturing these tubes. It is possible that parts wholesalers still have some of the 1B3 type tubes with lower lead content glass on their shelves but this stock will soon be exhausted.

* * *

Question

In a model A-T 2277, located in a fringe area, interference is being encountered which produces a pattern of horizontal light and dark lines in the picture. This interference occurs only on channel 4 from Boston and does not occur on channel 7 from the same city.

I believe the interference is due to a taxi-cab radio system installed here in Portland, since we have at times been able to distinguish conversations between the driver and the dispatcher. What is the best method of eliminating this interference? Portland, Maine

Answer

The problem of interference of this nature occurs at times under weak signal conditions. The solution to this problem is the installation of a high pass filter such as the type supplied by the Philco Corporation under part number 45-9617 which may be obtained through your distributor.