



the **PHILCO SERVICEMAN**

VOL. 22 NO. 4

APRIL, 1954

"ONE CALL—ONE HOUR" SERVICE
... coming your way **SOON!**
(see page 4)

A \$43,000 GROSS IN FIRST YEAR

FOR TOLEDO'S "HONEST TV SERVICE"

Starting in the sales and service business from scratch, with but little experience, is a risky business at best. A great percentage of this type of operation close their doors during the first year, unable to create the necessary momentum to carry them through in the black.

But, when you conclude first year operations (without the heavy experience usually called for) with a sales gross of over \$200,000, and a service gross of \$43,000, it's not only unusual—it's phenomenal!

This is the record of Cliff Clark, owner of Clark's Home Appliances, Toledo, Ohio . . . a young man with big ideas. While short on experience, he's long on ambition, imagination and common sense.

A scant 18 months ago Cliff Clark went into business for himself, probably on the same day that hundreds of others did all over the country. (And you readers know just how tough that first year is.) So, it would be interesting to know, in the year and a half passed, how many are still in business, and just how few would come anywhere near Clark's impressive yearly gross.

To give you an indication of what he's done in so short a time, here's a brief rundown of Clark's 18-month tally since he started from "nowhere." Personnel employed totals eleven; including six service technicians, three salesmen and two office girls. Clark sponsors a TV wrestling show beamed out of Toledo every week. His sales record, stock and service equipment have made him what is reported to be the biggest servicing dealer in the area covered by his Philco Distributor, Benarr Distributing Company of Toledo. A Philco Serv-

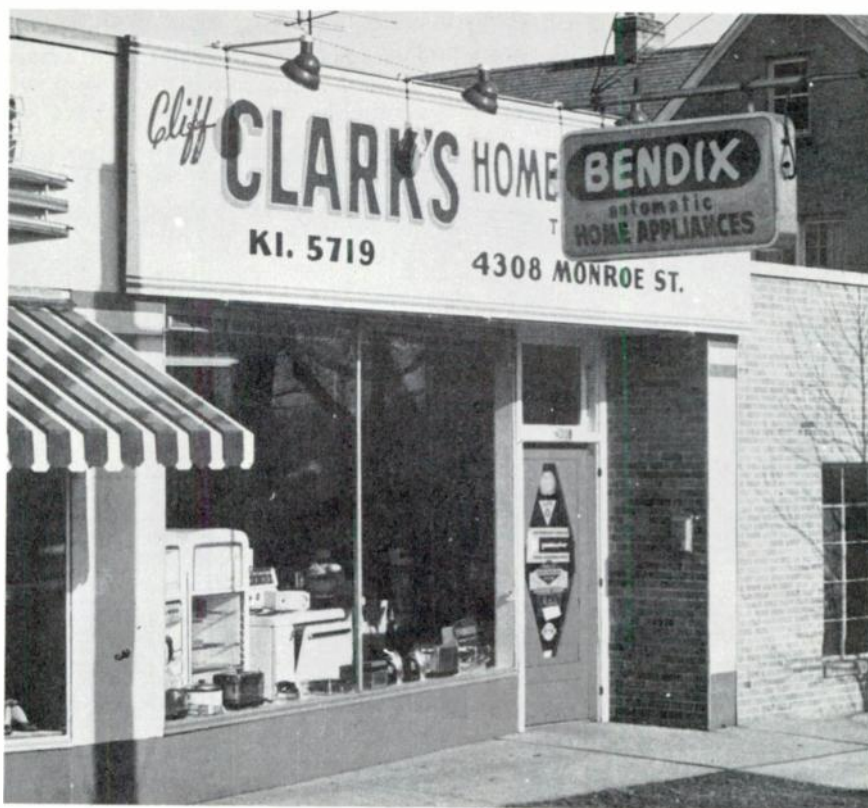
ice Achievement Award is displayed in the store prominently for his customers' attention. His promotional efforts, using give-away drawings and contests have drawn an estimated 25,000 to 30,000 entries. In an economic period of slight levelling off, his business continues to climb to new heights. All this and more in 18 months!

While Cliff Clark admits that he uses standard business procedures and forms, operates his service de-

partment in a conventional manner, and makes no claim to "secret" methods, there are a number of reasons for his unprecedented success. And the way he tells it, service is the key factor!

Basically Cliff Clark is a salesman, although he sells no particular product. He sells himself—his honesty, his sincerity and his ability. With supreme confidence he has managed to communicate his en-

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Doorway to success! Clark's Home Appliances, a beehive of activity for big sales and quality service in Toledo, Ohio.

TOLEDO'S "HONEST TV SERVICE"

(Continued from page 1)



Men and motors! The Clark service crew, left to right, Cal Bennett, Gene Supinski, Dallas "Tex" Crider, Dick Witkowski, Bob Driver, Philco SDR, Cliff ("himself") Clark, and Joe Stadler.

thusiasm to a long and growing string of satisfied customers.

How is it done? Cliff says it is easy. All you have to do is put in 18 hours a day, live with your work and your store, keep close tabs on competition, watch the market, buy wisely, sell smartly and do the right thing at the right time, every time! Seriously, he has enjoyed building the success of this operation and it shows best in some of his advertising to customers, a part of which we'd like to repeat because it successfully mirrors how a servicing dealer should feel about his business and the people he sells. This copy was on a little card entitled "Because Some Had Faith" by Cliff

Clark, and was widely distributed throughout Toledo. The reaction was fabulous because it said what the great majority of buyers wanted to hear, right down to the last word . . .

"Yes, because some Appliance and Television dealer had faith that you, the general public, wanted a dealer where you could buy with confidence and a service department to serve you honestly and dependably, in what is today the greatest means of entertainment ever known . . .

"Shortly you will hear more about the Toledo Appliance Retail Dealers Association, a group of reputable dealers who believe in

square shooting with you, both in sales and service. Too often you are misled by big deal or discounts into buying off-brand or obsolete merchandise. Don't take chances! Be sure your dealer has his own service department before you buy, and does not farm his service out to any Tom, Dick or Harry. For further information and your own protection, call your Better Business Bureau."

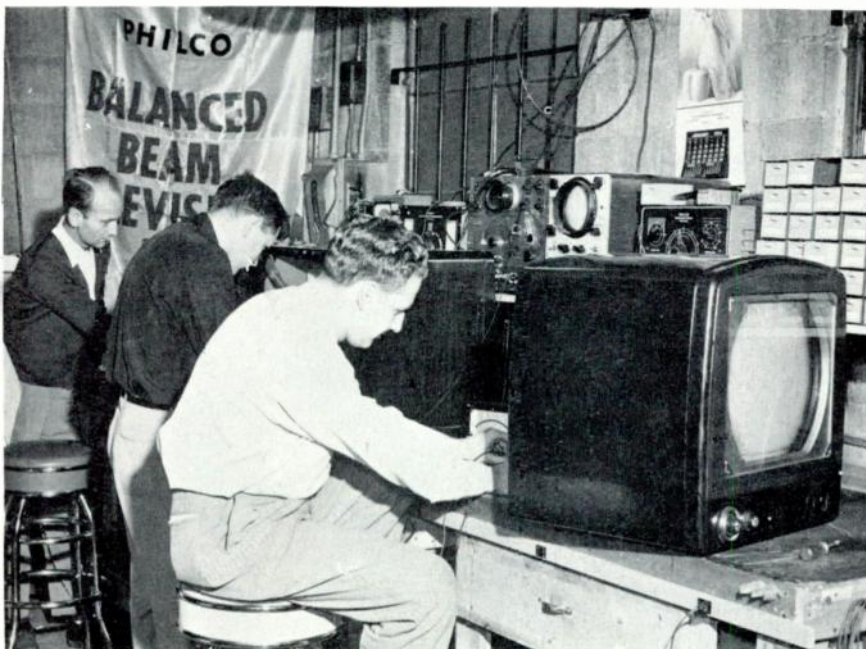
Whatever in general or particular he is promoting in appliance or electronic products, Cliff Clark *always* stresses service. In his ads, his printed material, his TV commercials—the byword is "Honest TV Service" because he believes, above all, that is what people mainly want. Clark's is strictly a list price store. No deals, no discounts offered. You can't get one no matter how hard you try. But it hasn't hurt him, nor has he lost business because of this policy. On the contrary, Cliff feels that the list price store *with service* pays off hundreds of times greater than cutting price or making deals.

Clark's service people have been hired on the basis of above-average ability and are particularly qualified for TV service. Of course, all are signed up as PFSS members and have evolved a close working relationship with Ed Knipper, Benarr Service Manager. You can see from this that "Honest TV Service" is only half of the Clark story. The other half is guaranteed "Efficient TV Service"!

Clark's touch of genius shows itself in his store promotions designed to draw traffic. Highly successful in this respect have been a series of raffle type drawings (illustrated on back page), that have attracted thousands of potential customers. Another humdinger is Cliff Clark's "Holiday in Miami Beach," also illustrated, that is, at this writing, still in effect and which is creating a tremendous interest in Philco's new Two Way Door Refrigerator.

The amazing aspect of Clark's raffle type of promotion is the non-aggressive manner in which it is run. There's nothing to buy as a condition for entering the contest. The customer does not have to sign his name. He isn't even required to enter the store! The Clark idea here is to make it easy for this customer to participate without trying to persuade him to buy something. This "gentle" method of promoting has drawn more peo-

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Philco Test Equipment speeds up bench servicing enabling service technicians (left to right) Gene Supinski, Cal Bennett and Dick Witkowski to handle a man-sized share of appliances every day.

STILL MORE RADIO TECHNICIANS JOIN TV SERVICE RANKS



The long and efficient "training arm" of J. George Fischer & Sons (Philco Distributor, Saginaw, Michigan) reached out into the hinterlands recently and brought TV service training to a large group who, because of distances involved were unable to attend their Service Clinic.

The program, masterminded by John Loucks, Fischer Service Manager, and Bob Driver, Philco SDR, consisted of concentrated Philco TV service training to the interested members in and around Houghton Lake, over 100 miles from Saginaw Headquarters. Loucks and Driver transported twelve television receivers and associated test equipment to Houghton Lake and set up the school.

The training class was composed, for the most part, of radio technicians who had never serviced television. The school ran for six consecutive days and nights, with members of the evening group driving an average of 50 miles every night to attend.

With time strictly limited, both instructors and students dug in and really crammed. At week's end, every man was qualified to completely align and troubleshoot television receivers. As a final exam,

on the last night of the course, Bob Driver deliberately "fixed" the sets with every conceivable bug that a serviceman would be likely to encounter. Then he turned the boys loose on them. Each set was diagnosed correctly and repaired without difficulty! It was TV serv-

longer. As qualified radio technicians your background, plus the famous Philco concentrated TV training course, can transform you into an efficient television technician in no time at all. It's wise, it's smart, it's timely, and these Michigan radio boys found it to be easy!



These new, top-notch service technicians, ready for any challenge in TV servicing, were members of the Houghton Lake TV Service School.

Back row, left to right: Gordon W. Warren, Roscommon; Bill Heisler, West Branch; Norman Maxwell, Clare; Jim Corsaut, Clare; Brayton Fisher, Harrison; E. E. Aasmot, Roscommon; and Bob Driver, Philco SDR.

Front row, left to right: Archie Conners, Prescott; Paul Hoffman, Harrison; John Loucks, Service Manager, J. George Fischer & Sons; Dick Roesle, West Branch; Pete Herman, Rose City; Clifford Roberts, Houghton Lake, Michigan.

icing under the worst conditions imaginable for newly trained men, but they came through with colors flying.

If you are not in television servicing yet, don't put it off any

Get on down to your local Philco Distributor's and make arrangements to take TV training now! Don't forget—color is coming—you want to be well versed in basic TV before you tackle color!



FOR A LIMITED TIME ONLY!

THESE ALL DAY, ALL NIGHT PFSS
DISPLAY DIAMONDS...
ONE 7" SCOTCHLITE
TWO 7 7/8" PFSS DECALS

ALL THREE FOR ONLY \$1.00

PR-2672 Scotchlite Decal
PR-1938 Standard PFSS Decals

ASK YOUR LOCAL PHILCO DISTRIBUTOR

ABOUT THIS EXCLUSIVE \$1.00 DECAL PACKAGE!

PFSS MEMBERS ALREADY IN TRAINING ON...

Amid scenes you see illustrated here, the first contingent of Philco Distributor Service Managers recently completed Philco's revolutionary "One Call—One Hour" Service program and are already back in their respective territories passing these vitally new techniques along to PFSS members. This is all part of Philco Service Headquarters' tremendous plan to acquaint the appliance service technician with what is undoubtedly the most progressive innovation in refrigeration service history today.

You have by now received, through the mail, advance information of how radically this "One Call—One Hour" Service is going to affect your status and earning power in appliance servicing. Very shortly the entire complement of Philco Distributor Service Managers will have become familiar with the teaching techniques embodied in this unique program. That means each and every one of you will have at your disposal a Philco Distributor Training Center, offering 60 complete hours of

highly specialized, expert instruction on "One Call—One Hour" Service—all at no cost to you! You will receive this in the form of recorded lectures, filmed illustrations and printed material, all tied together by your Distributor Service Manager—the most advanced step toward truly professional appliance servicing ever offered to the independent service technician of America.

The obvious advantages accruing to you from "One Call—One Hour" Service, aside from the overwhelm-





Stan Peterson, Manager Philco Appliance Service poses with the men who are responsible for familiarizing your Distributor Service Managers with "One Call—One Hour" Service. In turn, this great program will be passed on to you! Left to right: Alex Tagnon, Product Manager, Freezers and Ranges; Joe Monforto, Supervisor; Stan Peterson; Marty Suder, Supervisor; Earl Jeffries, Product Manager, Refrigeration Service; Alex Hawkins, Supervisor; and Jim Black, Product Manager, Air Conditioner Service.



The first group of your Distributor Service Managers graduated from Philco's "One Call—One Hour" Service School in Philadelphia. Back row, left to right: Jim Cole, Southern Equipment, San Antonio, Texas; Fred Albrecht; Roy Roberts, Medaris Co., Dallas; Dominick Delgato, Buhl & Sons, Inc., Detroit; Ray Crowder, PDI, Chicago; Preston Jobe, Oklahoma Tire & Supply, Tulsa; Merle Durnick, J. E. Miller Co., Pittsburgh; Ray Frantz, Luckenback & Johnson, Allentown, Pa.; Fred Laite, Vermont Appliance, Burlington; Pat Murphree, Crumacker Dist., Houston; Clarence Hutchinson, Brown Dist., Atlanta, Ga. Front row, left to right: James Hagan; George Hartley, West Texas Appliance Co., Fort Worth; Wally Schmidt, Electro-Pliance Dist., Milwaukee; Ed Bedford, Philco-Los Angeles; Wayne Atwood, Arkansas Radio & Appliance, Little Rock; Homer Bowden, Boyd Dist. Inc., Denver, Colo.; Jim York, Ark-La-Tex Wholesalers, Shreveport, La.; M. McVey, PDI, Chicago; E. T. Chiola, Butts Electric, Charleston, S. C. Not shown in this picture are Jim Asch and Gene Kaminski, Artophone Corp., St. Louis, Mo.; and Jim Justad, Buhl & Sons, Inc., Detroit.

SEE THESE MEN SOON! THEY HAVE IMPORTANT INFORMATION TO PASS ON TO YOU!

... "ONE CALL-ONE HOUR" SERVICE!

ing ease of operation, are important enough for every refrigeration service member to make this program a "must" on his schedule—and as soon as possible!

Elimination of the wasted service call which will, in turn, enable you to practically double your work load and earning power, are enough incentive for anyone to attend these special Distributor schools for "One Call — One Hour" Service. But, above and beyond even this,

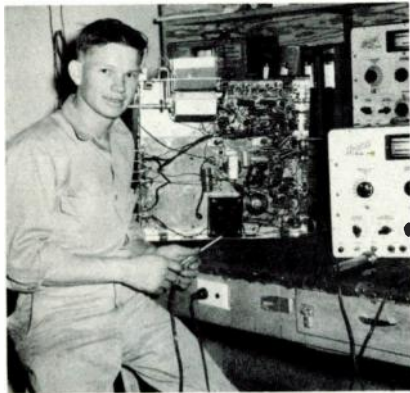
the assured rise to a professional basis and increase of prestige to each and every one of you can be equally as important a payoff in good will and future business.

Philco Service Headquarters is urging all service members of every appliance category (refrigerator, air conditioner, and freezer) to participate in training for "One Call — One Hour" Service. It is going to revolutionize refrigeration

servicing and make PFSS members the envy of all competition. And in this day and age you've got to have the jump on competition. "One Call—One Hour" service can give you that jump.

Please contact your Distributor Service Manager at once and have him sign you up for 60 hours of simplified instruction that will change your future to a brighter hue than it has ever been.

SHOP TALK CORNER



Charles McFatridge sent us this photo of his test bench. And that's Charlie getting ready to dig in!

I am working for Sears in the daytime but I do some service work on my own in the evening. I get a Philco every now and then to service and so PFSS service information really comes in handy. I have worked in radio part time for quite a long time but I have been in television for only about two years. I attended classes run by Mr. Palmer in Fort Worth.

Could you tell me where to get one of the PFSS Binders to keep my service information in? I think they are blue and I could use about two of them. I have seen them used in some service shops.

CHARLES B. MCFATRIDGE,
Lubbock, Texas

The Philco Service Binders, which are ideal for keeping vital service data close at hand are available from your local Philco Dis-

tributor. Ask for them by Part Number PR-2157.

* * * * *

In regard to Bill Dennison's letter in the February SERVICEMAN, I have some very definite ideas on the subject. It is the customer's right to gripe about prices but the effect on me is negligible. To the lady who says that a certain company has a cheaper service charge I reply that my charge is higher than that company because I regard my work and services as being on a much higher plane than theirs. The same reply goes for labor charges. The customer who refuses to let his set go out of the home when it is necessary is told that if he doubts my honesty, integrity, or ability it would have been better for him to call another company in the first place. These ideas have been used on customers as the occasion demanded in the past (with some diplomacy of course) and have always resulted in the customer taking a new respect for me and my work. This may sound like driving business away but since I have more work than I can possibly handle and have to refer customers to other companies at times, I feel that I have nothing to fear from the price cutter or the "screwdriver" mechanic.

Take heart Bill, the public will always recognize and be willing to pay for satisfactory service. If on the other hand, the public reaches a stage where price is the only object, then it will be better for us to find new fields for our talents.

At any rate, I will not be badgered or brow beaten into price cutting. The customer who looks only for price needs only one experience with the inefficient "screwdriver" mechanic to realize where the best bargain can be obtained.

So hold the line and keep your prices (as well as your arches) up.

Many thanks to the PFSS plan, it has been one of the best aids to the serviceman to date.

HARRY C. HOLMES
Holmes Radio & TV Service
College Park, Maryland
* * * * *

I would like to hear what other TV servicemen think about servicing after store hours. In my town I have this problem. My store hours are from 8 to 6, but some customers call me as late as 10:30 at night and on Sundays for service. I go out evenings only on extreme cases.

Another policy I practice is after 20 minutes in a home I should be able to fix the set, if it goes over this time I will take the set into the store.

Here's a hint that helps me. I carry a small magnet from a speaker in my tool kit. This I use if I drop a screw inside the cabinet. By putting a screwdriver through the magnet hole I can pick up almost any metal object.

I have been servicing radios and television for 29 years. I am 45 years of age. Now my ambition is to become a "ham."

HARRY C. WENZEL,
Wenzel's Radio Service
Windsor Locks, Conn.

Harry is asking for the comments of other servicemen who are faced with the problem of customers wanting service after store hours or on a Sunday. So, let's have your ideas on a solution, and the sooner the better!

SERVICE DIPLOMACY

Diplomacy is the tactful management in meeting situations without arousing hostility. There have been cases where hostility has been aroused only because service diplomacy has not been used. There are times when a service complaint is received and after the call is made, it is found that the trouble is not with the merchandise, but instead it is a case of the customer not being too familiar with the operation of the merchandise.

Much hostility has been aroused between the customer and the serviceman by the simple development of an attitude that the customer does not know what she is talking about. The diplomatic service technician is never a "wise guy" or a "know-it-all." Always allow the customers to retain the belief that they too know something about the merchandise they have purchased. If the serviceman develops a good listening attitude, he will gain the customer's confidence, and will more readily be able to satisfy the customer's complaint.

The serviceman's attitude towards the customer is of ultimate importance. The old adage that "the customer is always right" may not hold true in every instance; however, the customer must be respected always. A customer will be belligerent only if the serviceman gives her cause to be. The serviceman who is not afraid to be amiable and who offers only that information and satisfactory service necessary is the one who is insuring his future.

Diplomacy is an important factor in service work and will assist in decreasing customer complaints.

AWARDS

"Sunny Cal" first year awards were presented to (left to right): N. Griffith; Charles Burton; Bob Shanholtzer; Frank Malin; Don C. Vickers; W. Mac Jones; Kenneth Long; Bob Myers, General Service Manager, Philco-Los Angeles; Ivan Hoffman; and George Martin.



Upstate New York Awards, left to right: Rod Hammond, General Service Manager, Broome Distributing Co., Binghamton, N. Y.; Julio Martell, Broome Service Manager for Electronics, Appliances, Parts and Accessories; Si Pinizzotto, of the Philco Product Performance Group at Sandusky, Ohio; Louis Marsh and John Talkiewicz, Colonial TV, Johnson City, N. Y.; Norman Alderman, Perris Bros., Binghamton, N. Y.; John Mason, C. & B. Electric, Walton, N. Y.; and Ted Gibson, Philco SDR.

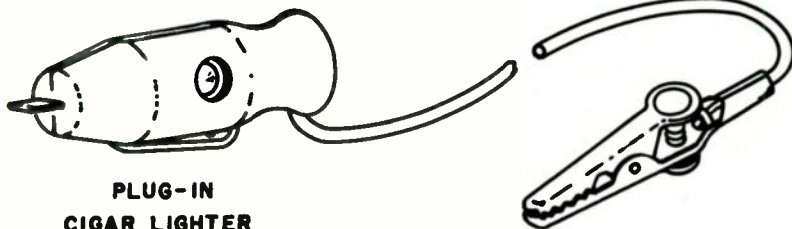
Californians repeat with second year plaques for their Philco Service Achievement Awards. Left to right: Bob Myers, General Service Manager, Philco-Los Angeles; Jim Brewer; Ralph Tenney; Arnold J. Meyers; Forrest Myers; and George Thornton.



10 DOLLAR AWARD!

Congratulations to Howard Keilholtz of Baltimore, Maryland who is this month's winner of the lucky \$10.00 Idea jackpot! That check is on its way to you Howard, and we're printing your letter below to help other servicemen as it helped you:

"I am not the inventor of this idea, nor have I read it in your columns. However, I submit it because it is one where the user can purchase the gadget on the market already manufactured or build it himself.



PLUG-IN
CIGAR LIGHTER

"The problem: Mr. Serviceman has an auto radio to install, his test set-up is on one side of the shop, not portable, the car sits on the opposite side of the shop and perhaps other cars are in the way. The serviceman using a small metal utility table on rollers with his tools, rolls alongside of the car. A heavy piece of cable, with an alligator clamp on each end, connects his metal table to the car chassis. The radio is set on the metal table, another 2-way cable with an adaptor plug which fits

all car cigar lighters gives him a source from the car he is working on, and lo and behold, he tests a new radio before installation or makes a quick estimate test on a sick one. This saves time when a drive-in shop is crowded, and saves moving a working source of power around and disturbing a test set-up on the bench. The adaptor plug resembles the illustration below:

"Someone will ask about the antenna." For convenience how about mounting one on the metal roller table as I did. I use this system in

CONNECT TO RADIO UNDER TEST

one of the largest Auto Radio drives in Baltimore which is celebrating its 30th anniversary.

"Extra cable mentioned can be dispensed with except if adapter line is overloaded. This cable can help carry part of load by connecting to radio chassis from car chassis."

Have you sent your \$10.00 Award Idea in yet? It can be worth hard cash if published in the Idea Award column. Why not jot it down and send it in now?

QUESTION BOX

Question

I recently completed an installation of a UT-1 tuner-adaptor on a customer's receiver and noticed a peculiarity of the unit with regards to sound. When operating on UHF, the loudest audio is obtained when the fine tuning control is turned into picture smear. This effect is not produced when operating on VHF. What causes this split?

J. A. OBBLER,
Trenton, N. J.

Answer

This effect is produced when the oscillator setting of the UT-1 is adjusted so that the oscillator fre-

quency is above that of the desired UHF channel. This is incorrect. Due to the double conversion from a UHF channel to a VHF channel and then to the IF frequency of the receiver, the correct UT-1 oscillator setting is with the oscillator frequency below the frequency of the UHF channel being received. The correct setting of the oscillator is made with the trimmer all the way in, then turn the trimmer out until the first signal is obtained. The second signal, obtained by turning the trimmer further out, should be avoided. The correct setting of the oscillator can be checked by the action of the fine tuning.

"HONEST TV SERVICE"

(Continued from page 2)

This is your FREE ENTRY BLANK for Cliff Clark's Miami Beach Holiday Vacation contest.

CLIFF CLARK'S
Holiday
in Miami Beach

— ALL EXPENSE VACATION for TWO PEOPLE for ONE WEEK — at the beautiful SOBRENTO on the OCEAN hotel — FLY to MIAMI BEACH and return via CAPTOL AIRLINES.

CONTEST STARTS JAN. 30 — CLOSES MARCH 2, 1954

I hereby certify that I did not purchase any merchandise or services in the vicinity of this contest and participate in the contest.

In 25 words or less, complete the following sentence

I like the new Philco Two Way Door Refrigerator because _____

Name _____

Address _____

City _____ Phone _____

All entries become the property of Cliff Clark's Appliance. Winner will appear on the TV Broadcasting Show March 6. One of the judges of this contest will be Mayor Otto C. Caruso. All employees of Cliff Clark's Appliance & Philco Corporation are not eligible to enter this contest.

SAVE THIS CARD TO WIN!

FREE! \$199.95 **FREE!** 57 Pcs. Silverware
PHILCO TV 5 DRAWINGS!
Tuesday HONEST TV SERVICE Nov. 3

You are invited to attend a public drawing at our store Tuesday night, NOVEMBER 3, at 8:00 p.m.

The winning number will be posted in our store for 15 days. Five drawings will be made to determine a winner on Nov. 3.

Keep in touch with us! DROP IN or PHONE!

You may be the LUCKY WINNER!

Dishmaster and Silverware to be given to Lucky Person Present at Drawing.

HONEST AND DEPENDABLE TELEVISION SERVICE
CLIFF CLARK'S HOME APPLIANCES
4308 MONROE ST. (Englewood 5719 - 5710)
THE STORE WHERE CUSTOMERS SEND THEIR FRIENDS

These are examples of Cliff Clark's imaginative type of promotions that have helped make his store a household word around Toledo.

ple into the store of their own accord than could ever be expected from all sorts of inducements that repel rather than attract.

Cliff Clark is anxious to keep diversifying and expanding as much as possible to keep sales on a steady upward curve. Along service lines, Clark is making a strenuous effort to continue gaining in service gross and has set a goal of \$100,000 from service in 1954! This may sound ambitious beyond expectation, but on the basis of a first year \$43,000 take and steadily increasing activity in all service lines, Cliff Clark is sure it can be done. They are running well ahead of last year—and last year was really good!

Cliff Clark has created a companion motto for his "Honest TV Service." We think it needs no explanation and covers a lot of unnecessary words about what Toledo people think of Clark's. It is . . . "THE STORE WHERE CUSTOMERS SEND THEIR FRIENDS!"