



Service Efficiency in

Birmingham is a Profit Payoff!

This month we're down in the land of corn pone, fried chicken and "hi y'all." That's Birmingham, Alabama, the home of Chapman Radio and Television . . . a real go-getter service outfit, southern style!

For every one of their 24 years in the service business, Bill and George Chapman have concentrated on ways to make work easier. We think you'll agree that they have succeeded once you read this story of time and effort saved to create a *more profitable* business.

It was ten years after opening a service business that the Chapmans decided to branch out into appliance sales. The immediate success of this sales venture is testimony to the solid foundations of service acceptance they have built. Prosperity increases for the Chapmans year after year as the sales end continues to rely almost exclusively on what service has created.

Here are just a few results of that continuing faith. Chapmans is "big time service," employing eleven technicians and three counter

girls—it is an all electronics center where only TV, home and auto radio are serviced—the technicians, all eleven of them, are the permanent sales force (along with Bill and George) and receive regular commissions for each sale made—average 1953 service load was approximately 50 sets per day—three panel trucks, elaborately equipped, comprise the motor pool—and, a Chapman owned radio station, WCRT, is located right in their store!

The Chapmans have certainly made their mark on Birmingham. They've done it with a liberal service and sales policy, a knowledge of public demand and efficient methods throughout. They render free service for the factory warranty period on all products and claim it costs them nothing—particularly when balanced against increased customer good will.

Good will is something Bill and George Chapman have really piled up through service. And that good will is reflected in something even more concrete—sales! The brothers credit 90 per cent of all sales—repeat and new—to their service philosophy, the quality brand of service they offer and their dynamic service salesmen.

Now for that lesson we learned in efficient operation. First, we'll let you study the illustration of the Chapman's new building floor plan. The arrangement of a Parts Department in the shop and business area center is one unique feature. Along all outside walls of the shop area



George (left) and Bill Chapman and their three radio-equipped service trucks outside the Chapman establishment in Birmingham. Note WCRT radio tower in background.

(Continued on page 2)



This long, sleek service counter is a heavy traffic spot at Chapman's. Inset shows convenient file location for quick reference to customer calls.



SERVICE EFFICIENCY IN BIRMINGHAM IS A PROFIT PAYOFF

(Continued from page 1)

are shelves for incoming and outgoing sets. You'll notice there are eight shops, all strategically located just a few steps from the Parts Department. Ample space has been allocated to each shop and all are equipped with the latest test equipment available. Inside and out, Chapman's has been designed for efficiency.

Keeping efficient records is a problem for any business. The Chapmans feel (and we agree) that their system is unusually effective. For instance; at the time service tickets are filed, the information from the ticket is transferred to a rotary file which becomes a "forever" record and is kept at the front counter. Each set brought in for service receives its own special code designation which then becomes a permanent Chapman serial number for that set. With this code the service history on any

set is checked and followed easily. This has an additional advantage. Should someone bring their table model in for repair, the counter girl can call the customer by name within a matter of seconds if the set has been in Chapman's before. She merely looks at the bottom of the set, turns her rotary file to that serial number and addresses the customer by his name. The Chapman boys get a kick out of the customer's amazement when the girl "remembers" him after two, or even three years since his last repair job.

NEW SERVICE BINDERS FOR HOME USE!

Save time—save unnecessary trips—carry vital service information with you!

Instead of pulling a chassis into the shop because that's where you keep your technical data, take the most necessary and important information and schematics with you—right into the customer's home. Then watch your efficiency climb!

Philco "Leather Web" binders keep any information that you feel you need compactly and neatly—with you at the moment

you need it most! The Leather Web is a 3-ring, one-inch capacity binder made of simulated leather that is flexible yet sturdy. The rich imitation gold leaf PFSS insignia is very impressive where customers are concerned, too.

The beauty of the Leather Web is that new information can be easily carried with you until you are thoroughly familiar with it, and then can be placed in the regular PFSS post binders (PR-2157) for a permanent shop reference library.

The Leather Web comes in a choice of two colors—in a blue cover imprinted in gold with the words "Electronic Service Information," and green with "Appliance Service Information" in gold.

Order these inexpensive binders from your local Philco Distributor:

PR-2687 "Electronic Service Information" binder (blue)

PR-2688 "Appliance Service Information" binder (green)

The system is also an excellent check on deadbeats that you are bound to get sooner or later.

The three Chapman trucks are each manned by two technicians who handle calls and make deliveries. In addition, the trucks are equipped with two-way phones. Since their trading area is split into three sections (each truck assigned to cover a section), full and flexible coverage results. Bill and George claim these communications systems more than pay for themselves in time and equipment saved.

With their own radio station, the Chapmans are in an excellent position to publicize their sales and service departments. WCRT operates on 1260 KC and features "good music all day long." While WCRT carries the brunt of Chapman advertising to Birmingham audiences, the brothers do not neglect newspaper ads and benefit from word-of-mouth customer recommendations.

Across the top of Chapmans main service counter, neon tubing spells out "Alabama's Finest Service Department." Bill and George feel their set-up is actually the best in that great state, and work daily to keep extremely high standards whenever possible.

Naturally, all eleven Chapman service technicians are PFSS members. According to Bill and George, PFSS support materially contributes to their top quality brand of service way ahead of all other types of information in the industry. They particularly feel the timing of new manual releases to coincide with the unveiling of new model receivers is of inestimable value.



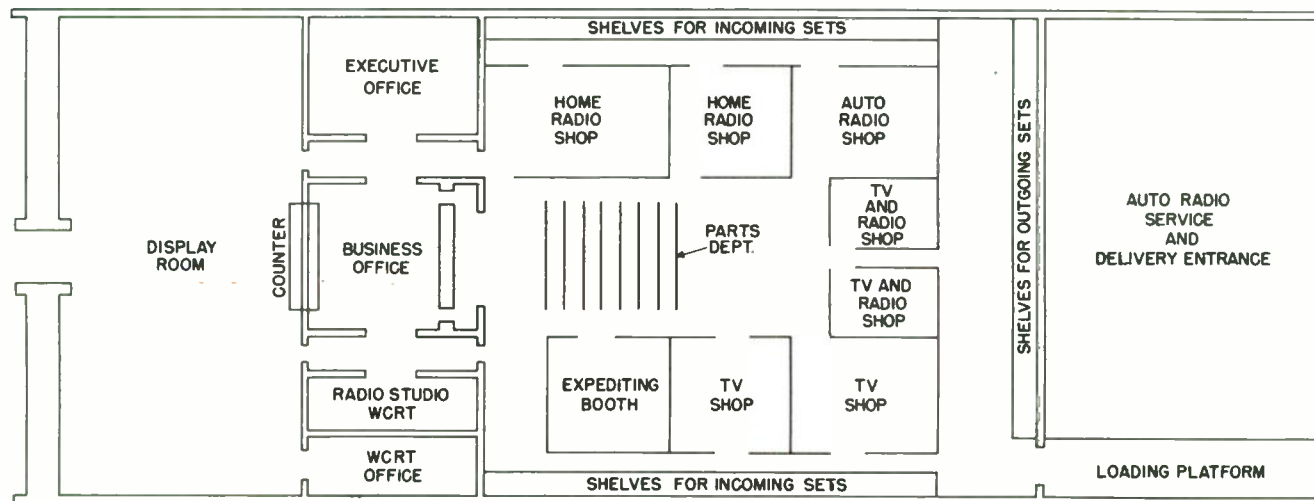
Chapman technicians "load up" for service calls that will take them far and wide throughout the Birmingham trading area.

Over at Watts-Newsome Company, Philco's Birmingham Distributor, Service Manager Waller and PFSS Manager Haralson are both quick to praise the efforts of Chapman Radio and Television to continually improve the quality caliber of their Philco Service and cooperate with the Philco organization and distributor.

Just to give you an idea of how the Chapmans feel about increased service training—they are holding meetings at night with their personnel to create better understanding of new and old service techniques

while rendering better technical service to the community. These meetings are held with PFSS material, of course, with the basic fundamental study courses being used as well as film/record equipment from the distributor.

Well, that's Chapman Radio and TV—the story of a company, a pair of service aces and the results of what intelligent management and imagination can do for a business. This is WCRT, the voice of Chapman Brothers in Birmingham . . . signing off!



FLOOR PLAN—CHAPMAN RADIO AND TELEVISION COMPANY

NEW ARRIVALS SWELL

PHILCO DISTRIBUTOR FAMILY!



In late 1953 and early 1954 a large number of new additions helped to strengthen the force of Philco Distributors serving you in every section of the country.

As a typical representative of these outstanding new distributorships, we singled out Boyd Distributing Co. of Denver, Colorado, to give you an idea of the efficient organizations lining up on the Philco side of the fence.

Serving dealers and servicemen in the Rocky Mountain area, Boyd offers complete sales, service, display and shipping facilities from an impressive modern installation located in Denver. The company is another proud addition to the rolls of Philco Distributors who have displayed a tremendous inter-

est and responsibility to the men with whom they deal.

Cecil H. Boyd, President and sparkplug of the organization, is also typical of the men you'll find making things hum at Philco Distributors everywhere. The young, energetic Mr. Boyd was born in Denver, attended Colorado schools and is extremely active in Denver community affairs. In 1943 he was chosen as outstanding citizen of Denver by one of its larger civic clubs. Under him Boyd Distributing Co. has all the qualifications and drive to help make Philco Products and PFSS bywords in the Rockies.

Say—all you Coloradans who haven't visited the big new Boyd warehouse (it's at 1661 West Third Avenue)—why not drop in and get

Cecil H. Boyd, center, President, Boyd Distributing Co., Denver, poses with group of Colorado service technicians, all winners of Philco Service Achievement Awards.

Standing, left to right: Leonard Mastrodomino, George Bluze of Tele Masters TV Service, Denver; Forest Dines, Bob Hipps Co., Loveland; George Yager, Donk's Television, Rocky Ford; Dick Gilmore, Gilmore's Radio Service, Denver; John Bleskan and Vic Bergstresser of Viner's Television, Denver; Milo Scram, Scram's Radio & TV Service, Denver.

First row, left to right: Al Johnson, Al Johnson's Radio & TV, Denver; George Kelso, South Denver Radio & TV, Denver; Ray Chartier, Ray's Radio, Fort Morgan; Jim Failing, Holmes Radio, Greeley; Dave Friend, Friend's Radio and TV, Denver; and Tad Shimizu, Skylyne TV, Denver, Colo.

acquainted with Cecil Boyd, Cy Krisher, his Service Manager, and the whole Boyd gang—they're expecting you!

And you members who are located in the territories of the new Philco Distributors listed below—the door is open at every one of these facilities for you to inspect and bring your service problems. Drop in and meet your Distributor Service Manager and his staff and get in the habit of going back if you need help . . . that's what they are there for.

Welcome to Philco: HOUGH-WILEY COMPANY, Charlotte, N. C.; JOHN MABLEY APPLIANCES, Asheville, N. C.; SOUTH ALABAMA DISTRIBUTORS, Montgomery, Ala.; JOHN F. LEAHY COMPANY, INC., Worcester, Mass.; CHEMUNG APPLIANCE DISTRIBUTORS, Elmira, N. Y.; LUCKENBACH, INC., Pottsville, Pa.; PHILCO-RICHMOND, Richmond, Va.; CURREY'S WHOLESALE DISTRIBUTORS, Nashville, Tenn.; ELECTRO-PLIANCE DISTRIBUTING, INC., Milwaukee, Wis.; V. & V. DISTRIBUTORS, INC., Green Bay, Wis.; and OKLAHOMA TIRE AND SUPPLY COMPANY, Tulsa, Okla.

FOR A MORE EFFICIENT PFSS

Many times we have been asked: "What do you mean—Factory-Supervised Service?"

The key factor in PFSS, to explain this, is the Philco Service District Representative who, with the Distributor Service Manager locally, supervise Philco's vast serv-

ice program in each of our distributor territories.

A recent policy decision by Headquarters has resulted in the divisionalizing of Philco SDR's. Therefore—and this is official—from now on these Philco representatives in the field will be classified as either Appliance or Electronic SDR's

Through the reduction of duties effected by this change, we will now be able to give the individual member better overall supervision through more concentrated effort.

Remember, the SDR is your direct field contact through to Headquarters. He will be glad to discuss your problems and help to expedite or solve any difficulty you may have.

Motor Compressor Grads Now in Field

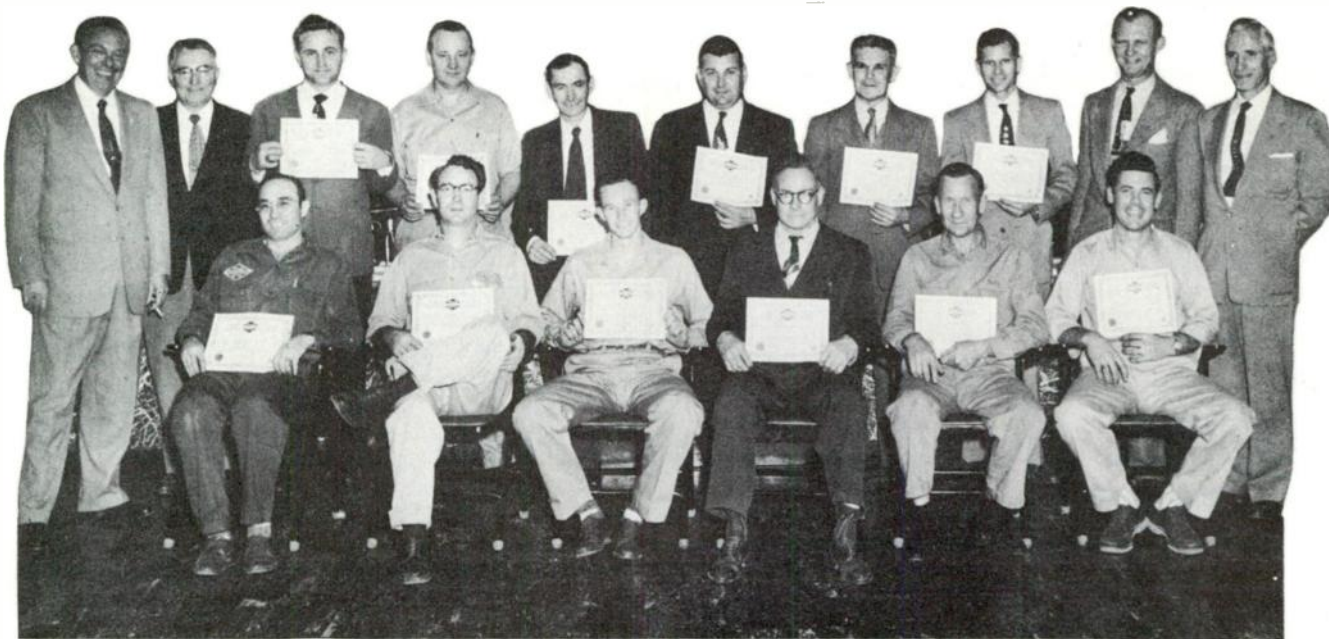
"Will help greatly to speed up service."

"It's wonderful learning new things while working on units right in the shop."

"Very good coverage on new refrigerator servicing."

"These meetings are worth anybody's money!"

"Saves the dealer money on every trip!"



The above are direct quotes from these first graduates of the Shobe, Inc. (Philco Distributor, Memphis, Tenn.) Motor Compressor Clinic who are already out in the field putting "One Call—One Hour" Service to use.

Standing, left to right: Mr. N. S. Shobe, President, Shobe, Inc.; J. D. Grimes, Parts Manager, Shobe, Inc.; Homer J. Hogan, Jr., Memphis; Andrew Anderson, Memphis; Harry Sasser, Covington; Edgar Looney, Memphis; Homer Dennis, Dyersburg; Ronald Pugh, Dyersburg; Troy Ritter, Appliance Service Manager, Shobe, Inc.; Jack Wilson, Appliance Service District Representative, Philco Corp.

Seated, left to right: Houston Patrick, Shobe, Inc.; Joe Brooks, Memphis; Billy Johnson, Jackson; J. R. Utterback, Memphis; Charles Reedy, Memphis, and Douglas Bostick, Shobe, Inc.

"NEWS—VIEWS—COMMENTS" FROM PFSS MEMBERS IN THE FIELD



We appreciate all the help and tips that we get from Philco and PFSS. It certainly helps us do a better job. But—if Philco would stop changing their sets 16 times a year with different codes, etc., we could do a lot better job. Even though we save everything you send us, we do not seem to have the correct print, or if we do, we find that it is difficult to take time to read through all the changes and modi-

fications that have been made. We honestly feel that Philco does an unnecessary amount of this, and most of it is avoidable. The ultimate effect is to add to the customer's cost of owning a Philco set.

We will say that Philco TV sets perform very well and do not often have trouble, other than tubes, but when they do have to come into the shop, the average time is greater than most.

As for your part of it, here is our suggestion. Only at the factory is all the information about consistent troubles available. All manufacturers have them, and they will naturally vary from year to year. More emphasis could be placed on getting this information to us, or the more consistent troubles which may be hard to determine. One factory sends field men around to lecture to us, and this information is freely given out in the lectures. We do not think less of his set for learning about all the troubles it may have, but more for making it easier for us to make a living fixing them.

I know this will never get published, but you sent me a piece of

SHOP TALK CORNER (Cont'd)

paper and asked me to say something, and I did.

GUS B. MOORE, JR.,
S O S Radio Service.

Production changes are necessary from time to time and the men in the field are informed of them through file supplements or special bulletins. In some cases, these production changes eliminate many of the "bugs" that servicemen have trouble with.

Your local Philco Distributor, Medaris Company, 1202 Dragon Street, Dallas, is kept up to date on problems pertaining to Philco sets, and is more than glad to pass this information on to the service technicians. You will find that regular attendance at their service meetings and clinics will keep you informed as to the latest changes, etc.



Do you have a suggested list of replacement parts to carry as replacement stock for your different lines?

JONH S. SHERLOCK.,
Lancaster Radio Inc.,
Lancaster, Calif.

Your local Philco Distributor can supply you with a list of replacement parts to carry in stock.



I have some suggestions and gripes that I would like to get off my chest. First of all, why do you put the small subchassis that the antenna lead runs to on top of the tuner? The 6BZ7 socket is hidden from view and sometimes it is almost impossible to see how to replace the tube. It takes a lot of time to use a mirror or pull the chassis to replace one tube. Some of the other tubes are hard to reach, too, so please redesign the chassis to put all tubes out in the open.

I also prefer one chassis instead of two, to do away with so many plugs and cords.

I would rather have radio chassis the way they have been for so many years. That is, put the speaker and dial face back on the chassis where they are easy to handle without dragging the cabinet around and getting things broken.

DONALD B. SLACK,
Palmer Furniture Co.,
Lebanon, Mo.

Suggest that Philco manufacture and make available to Factory-Supervised Servicemen at a reasonable price, harnesses for Yoke circuit, for power connections between dual chassis, for speaker connection, for power and signal connections to convertors and tuners, so that full advantage can be taken of the dual chassis design by making it possible to work on one chassis without removing the other from the cabinet. I didn't mention the high voltage and picture tube socket connections as suitable harness are already available, but they could be included in the kit.

W. W. BOYES,
Boyes Radio & TV,
Center Moreland, Pa.



In your last issue of the PHILCO SERVICEMAN, you asked for comments, etc. for publication that would be of interest to other PFSS members. Permit me to take this opportunity to thank the Philco Corp. for being the friendliest and most helpful to the serviceman. Keep up the good work, I know it pays off. I never fail to recommend a Philco when my customers ask me the usual question, "What do you think is the best set on the market?" With all the information and help from my Philco Distributor, I know I can meet any problem that arises and can keep my Philco customers happy with the least amount of delay in servicing their sets.

I would like to make the following comments in regard to the manufacture of TV sets and hope the day will come when the situation can be corrected.

1. I now carry 2 tube caddys loaded with tubes, extras in the car, and still find upon checking the set that it needs a tube I've never heard of, in spite of all the reading I do to keep up with the situation. Most of the time it's the same tube with a different pin connection or envelope.

2. On production runs, the ink used to stamp the identification on the rear of the chassis is smeared and might just as well not have been stamped at all. The same applies to model numbers.

3. Why can't the yoke harness be longer—who carries extensions on all their service calls?

4. Having to take the chassis

out of the cabinet to change a tube or a fuse.

5. Why can't the selenium rectifiers be of the plug-in type?

6. Why not have the top lid of the cabinet made removable?

If the set is a dog to service, then the serviceman will refrain from recommending that make of set to his customers. In fact, he may knock it. After all, the manufacturer makes the set but we have to keep the set in working order. If the customers are pleased you can be sure that they will keep the manufacturer in mind when they think of future purchases. Our future depends too on whether we give them satisfactory service. It all boils down to this: make both your servicemen and his customers happy and we'll all profit by it.

Again permit me to thank you for the wonderful cooperation given by you in the past. It is really appreciated. Keep up the good work.

GEORGE B. MESEROLE,
Meserole Radio & TV,
Brooklyn, N. Y.

The following answer also covers questions asked by Mr. Slack and Mr. Boyes

1. *There is a definite reason why television manufacturers are frequently changing tube types. In 1946 and '47 when television had its beginning, the only tubes available in quantities were those types which were designed for radio receivers. Since then, there has been a constant effort to improve the design of tubes specifically for television requirements. No doubt this trend will continue until the manufacturers feel that the tubes employed for television receivers are at a satisfactory level.*

2. *The ink stamping method is employed on the production lines for number identification because it is the simplest and most efficient method of marking the chassis. The ink is fairly permanent and ordinarily will not smear unless it is rubbed with heavy pressure.*

3. *The yoke harness length is kept to a minimum to reduce the problem of lead dress on the chassis which can bring on further problems under certain circumstances. Philco's Extension Cable Kit, Part No. AD-2968, available through your local Philco Distributor, consists of the five major extensions required to service Philco chassis of the selenium rectifier power*

SHOP TALK CORNER (Cont'd)

supply variety. The kit consists of these cables:

- a. Speaker cable for electrodynamic type speakers
- b. High volt cable
- c. Picture tube cable
- d. Deflection yoke cable
- e. Interchassis power cable

It is easily carried in the technician's tool kit.

4. Because of the necessary physical design of the chassis, certain tubes will naturally be more difficult to reach and remove. The placement of tubes and fuses is governed by the Underwriters' requirements and essential safety factors.

When replacing a tube that is difficult to reach, it is a good idea to observe the direction of the key position, or pin gap in the case of miniature tubes, as soon as the tube is freed from the tube socket. The technician can then hold the new tube in the same position when reinserting in the socket and thus reduce the time spent in feeling around for the proper pin position. The \$10.00 Award for November, 1953, is a tool designed by a serviceman for simplifying the job.

5. Your suggestion concerning the plug-in type selenium rectifiers and removable cabinet tops has been under consideration. Their use will depend upon whether a definite need exists for such features and whether production costs can be brought down to a reasonable and satisfactory level.

Here's a service oddity that I ran into: the puzzle—how can a set work with the damper tube out? A Philco Model 52T2190 had a picture that lacked full width and was out of focus. I took the back off and saw that the 6BY5 damper was unlit.

Solution: this model uses two 5U4 rectifiers. Someone had switched the 6BY5 and a 5U4. So one 5U4 was acting as the damper and one was working as a rectifier. The wiring is such that the 5U4 will light in the 6BY5 socket but not vice versa. Note: the customer had bought three 6BY5's trying to get one that would light!

ROBERT M. THORSON,
Gregg's TV & Appliances,
Palo Alto, Calif.

This is a problem that may be expected in cases where the cus-

tomers try to play "serviceman" and fix his own set rather than call in a competent technician. In saving (the customer thought) the price of a service call, he was out the cost of three 6BY5 tubes and wound up calling the technician to fix the damage.

I had some experience with a TV set that had picture pull, and a defect that caused the raster to reduce in width. The two different defects seemed to be difficult to find, but with the scope and a knowledge of the TV signal and wave form, I didn't have any trouble.

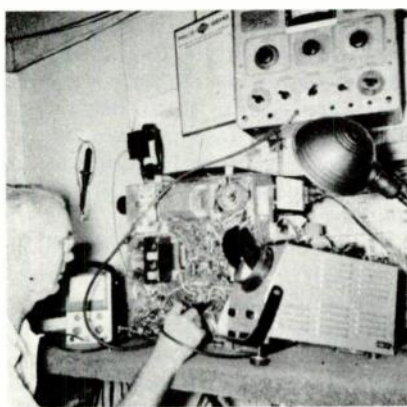
The trouble that caused the raster to reduce in width was a resistance in screen grid circuit of the horizontal output tube which was intermittent.

The defect that caused picture pulling was sync clipping at the output of the video output tube, but the trouble that caused sync clipping was the 1st video IF tube which reduced the AGC voltage that caused the video output tube to be overdriven. That's where the peak to peak voltage at the video detector showed the trouble was ahead of that point and, of course, the logical suspect would be the AGC voltage.

A fellow in Monett couldn't find the trouble because he didn't have the training.

So you can see why I appreciate Philco's school, and I want to thank Philco and Mardick Dist. Co. for the opportunity to attend the TV school. I really appreciate the kind of training that I got.

CARL ADCOCK,
Carl's Radio Shop,
Aurora, Missouri



J. E. Collier, Magnum, Okla.

Can't think of anything that could make the PHILCO SERVICEMAN any more educational or enjoyable to read. As far as I am concerned it is tops right now.

MYLES H. WINKLER,
St. Albans, New York.

I am enjoying my 8200 scope (see illustration below). Thought you would like to know about the foot I put on it. I was always reaching for something to prop it up—now I can set it any angle. The foot was easy to put on—just an old screw 1/4/2 1/2 dug out of the junk box—bore a hole large enough for it to slip through. Found an old bracket which happened to be already threaded—with a 1/4 hole. Screwed it on the inside bottom of case (with two metal screws) and I could run my foot all the way up or down.

I am sending along a picture—my first try with a flash bulb inside. I am 56 years old, wife and two sons, and 2 grandchildren.

Moved to Greer County, October, 1904. Went into business August 10, 1920 and have been in our present building since 1923.

J. E. COLLIER,
Collier's Service,
Magnum, Oklahoma.

We would like to add a note to this letter—anything up to a 3" screw can be used safely without shorting anything out. Over that length, the screw will come too close to the bulb of the CR Tube.

Would prefer analytical discussion of TV circuitry, plus scope and kine photos of actual trouble in the field.

A discussion of, for instance, the video circuit showing the relationship between the input signal scope analysis and actual photo of the kine pix.

MENDEL MASKEWITZ,
Mendel's Radio & TV Lab.,
Oak Ridge, Tenn.

All of the information which you request is contained in Philco's 80-hour Film/Record Television course which is available from your local Philco Distributor. These schools and training programs are held periodically and your Distributor will notify you of the date of the next school.



SHOP TALK CORNER (Cont'd)

Having been engaged in television service since its beginning in this area and having built several set-ups in various places of employment, I naturally had some ideas to incorporate when I started my own business. This photo was taken right after the bench was finished, and before the addition of several test instruments and various service manuals.

It is built in a corner of the room and occupies sixteen feet of wall space. The panel in the center contains a 21KP2A automatic focus kinescope which eliminates all concern for various focusing systems used in different chassis. A deflection yoke was selected which gives good compromise results on all sets. Adapter cables have been made up to patch the various sets to the yoke. Of course, some allowance must be made for deficiencies in linearity. The small panel door to the left

of the scope gives access to the yoke, speaker and hi voltage connections. Two separate antennas are available, one at either end of the bench. I have since equipped one of the antennas with a variable attenuator as the signal level at this location is very high and it is often necessary to check sets at a signal level similar to that available in the set's own location.

I believe the photo speaks for itself as to other details.

CLYDE L. BUNCH,
C. L. Bunch TV Service,
Wilmington, Del.



Sorry, but space does not permit the reprinting of all the many letters that we've received recently, but we would like to take this opportunity to thank the many Philco Servicemen who took the time to write in to the SHOP TALK CORNER with their ideas and opinions. Among some of the letters received were:

RADIO TV CLINIC, Sarasota, Florida; GEORGE G. BRANDON, Kinsman Radio & Appliance, Kinsman, Ohio; W. BUBLEY, Bubble Radio & TV, Cleveland, Ohio; HAROLD B. WRIGHT, Wright Radio-TV, Plainville, Mich.; STEVE C. THEMIS, Smithfield TV Center, Smithfield, No. Carolina; H. CARROL KING, King's Radio & TV, Stockton, Mo.; ROBERT V. BETICE,

Ravenna, Nebraska; CHARLIE KNUCKLES, Yancey, Ky.; DAN W. DAMROW, Oak Lawn, Ill.; GRADY BROWN, Augusta, Ga.; HOWARD O. NORLAND, Mullins Radio & TV, Mulvane, Kans.; R. G. CARSON, Carsons Sundries, Walnut, Kans.; IRA I. GOTTSCHALL, Gottschall's Electronic Service, Minerva, Ohio; DON L. FIEN, Rochester, N. Y.; JOHN DEVOTO, Hecht Co., Baltimore, Md.; SIDNEY H. MANNING, Funick Springs, Fla.; JOHN LUNDBERG, Lundberg Radio Service, Topeka, Kansas; MARTIN SOMMERFIELD, Maso Co., New York; VICTOR KANE, K & K TV, Newark, N. J.; J. B. HECKLER, Heckler Refrig. Service, Lexington, Ky.; HENRY H. TORRENCE, Torrence Radio, Toledo, Ohio; JOSEPH J. RISH, Central Radio-TV, Wallingford, Conn.; RUSSEL E. POVIER, Harley Electric Paris, Mo.; M. E. LOGAN, L & M Radio & TV, Glenwood, Ark.; PAUL UYEHARA, National TV Service, Los Angeles, Calif.; RAY WOOD, Anderson, Ind.; NICHOLAS WEISENBACH, Madison Radio Service, Madison, Ind.; RAY MASTERS, Norristown, Pa.; R. W. HAUX, Haux Radio Service, Mobridge, S. Dak.; R. V. HILL, Hill Radio & TV, Kansas City, Mo.; OTIS C. RICH, JR., NDB Radio & TV, Troutdale, Ore.; L. H. COOK, Cook's Radio & TV, Lincoln, Nebraska; and WILLIAM M. HOUGH, JR., Howard Bros., Oxford, N. C.

10 DOLLAR AWARD!

This month we hear from the wife of a service technician! Mrs. J. R. Laudermilch of Palmyra, Pa. wins in her bid for the \$10.00 Award as a result of an Award published in the January, 1954 PHILCO SERVICEMAN.

Mrs. Laudermilch writes:

"In the January issue of the PHILCO SERVICEMAN, someone suggested using nail polish to acquaint the customer with the setting of the knobs when installing a new set. That may work for a few stations, but with UHF we have a total of 11 stations. Thus, this system wouldn't work. We like our own method better, which is as follows:

"After my husband tries the set himself for the performance of each

station, he shows the customer. He then gets the customer to tune in a particular station. After he gets one alright, my husband throws all the knobs out of position and then lets the customer get a good picture on the station asked for. He does this several times until he is sure the customer has the feel of it. We have had no call backs and no customer dissatisfaction by using this method.

"A second time-saver we have been using is this: all of our stations are in opposite directions making it difficult for some to remember the station number, direction, programming, etc. We had printed in the local paper, along with our ad, the station numbers, call letters, city, network, and rotor direction,

informing all to cut it out for reference. We also had some printed up on a heavier stock as a giveaway card for our customers and future sales."

Chan.	Sta. Call	City	Network	Rotor Dir.
2	WMAR	Baltimore	CBS	S
3	WPTZ	Phila.	NBC	SE
6	WFIL	Phila.	ABC and Dumont	SE
8	WGAL	Lancaster	NBC, ABC, CBS, Dumont	SE
15	WLBR	Lebanon	None	SE
33	WEEU	Reading	NBC	E
43	WSBA	York	ABC	S
49	WNOV	York	Dumont	S
55	WHP	Harrisburg	CBS	NW
61	WHUM	Reading	CBS	NE
71	WTPA	Harrisburg	NBC	NE

FOR VALUE THRU QUALITY SERVICE
SEE

J. R. LAUDERMILCH

TV SALES and SERVICE

979 W. Main St.

Palmyra, Pa.

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