

INCORPORATING THE PHILCO SERVICEMAN



post

PHILCO SERVICE TECHNICIAN

VOL. 1

No. 5

MAY 1957

OFFICIAL PUBLICATION OF THE WORLD-WIDE PHILCO FACTORY-SUPERVISED SERVICE ORGANIZATION



SERVICE DEALER
Philco dealer Feldi's TV and Appliance operates its own service department. Owner Joe Feldi is shown here in the appliance showroom. Television is displayed on upper level, at rear of photo.
See "Personalities in Service" . . . page 9

PHILCO SERVICE TECHNICIAN

MAY 1957

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NUMBER 5

Official Monthly Publication of, by, and for the world-wide Philco Factory-Supervised Service Organization.

RICHARD A. PHILLIPS Editor

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Address Correspondence to:
"PHILCO SERVICE TECHNICIAN"
PFSS Headquarters
2nd and Westmoreland Sts.
Philadelphia 40, Pa.

POLICY . . .
Philco Service Technician will strive to "mirror" the activities of the thousands of PFSS members and to provide them with useful and helpful information.

WRITE

We'll be glad to hear from YOU on any news, views, or comments — and especially pictures — for use on the "Shop Talk" page. All material that is suitable will be used, as space allows. You might also have some ideas for the "Monthly Awards," too. Send all correspondence to the address shown above.

THE Editor's WORKSHOP



Hi, fellas! A lot is being said in many quarters these days about manufacturers and their service programs. Just about all of them have been criticized — and this includes Philco.

Now, Philco hasn't had too much to say on the subject, because it was felt that the Philco service program could stand on its own merits. It would be possible to spend money to tell everyone "how good we are," but it always seemed like a better idea to spend more money to put together the finest service training program possible.

But, with all of the criticism being bantered about somewhat carelessly these days, it can be difficult to know what to believe. So, perhaps it's worthwhile to set the facts straight occasionally of *how Philco helps the independent service technician.*

Philco believes that PFSS members *know* the kind of technical training and assistance that has been offered for more than 25 years.

This is the program Philco offers the independent service technician:

1. Identification Material and Signs.
2. Business Forms and Aids.
3. Advertising Aids Program.
4. Visual Training Films.
5. Training Schools and Clinics.
6. On-the-Job Assistance.
7. Service Achievement Award Program.
8. Service Manuals.
9. Specifications and Parts Lists.
10. Production Change Bulletins.
11. "Appliance Supervisor."
12. "Electronics Supervisor."
13. "Philco Service Technician."
14. Home Study Reference Books.

And, all of the service information is delivered right to the door of PFSS members, month after month, for practically the cost of postage and handling. As for special training, thousands of independent service technicians have attended the free Philco 80-hour course in Black and White Television, 40-hour course in Color Television, and 40-hour course in Motor Compressor Changing, to name a few.

Is Philco interested in the independent service technician? You bet! It takes a lot of dough and hundreds of people working together to offer a comprehensive program like this to help independent service technicians in their work.

So, why does Philco do it? It's because Philco wants the finest service available everywhere Philco products are sold. And, Philco feels that by offering this help, the independent service technician will continue to do the job that *keeps* Philco products "Famous for Quality the World Over."

The organization of PFSS members is the largest and most unique in the world . . . and members renew their memberships year after year because they know that this is a program really designed to help them.

Shop Talk

NEWS—VIEWS—COMMENTS
from PFSS members



FLUSHING, N.Y.

"Imagine my startled surprise when I turned to page 5, of March 'PST'!

"There I was! As studious a looking chap as ever crossed test prods with a shorted by-pass condenser — but the pity of it — my name printed out with two 'e's' instead of an 'o' and 'e'. Somewhere in all this is a moral, though its expression, at the moment, escapes me.

"It was most gracious of you to consider my picture of 'a corner of my shop,' suitable enough to grace the pages of your new and interesting publication.

"Servicemen, in these days of complex electronic equipment and instruments, need every bit of certified service notes and hints that they can lay their hands on. No hint is too small — no problem too complex — that, with proper service data, it cannot be (1) restored to

proper and correct efficiency at a fair price, or (2) explained to the customer clearly and unmistakably that service as of the moment will result in only limited service — that replacement is the proper economic answer.

"Integrity is the base of our worth and people admire it and seek it, though it may appear at times the exact opposite is true.

"I wish you every success, most sincerely, and will look forward each month for your white and blue envelope.

"As for your hints, service sheets, and anything else helpful — keep 'em coming."

Florenz Drosch
Drosch Radio Service
75-27 195th St.

NEWARK, N.Y.

"In the 'Philco Service Technician,' I like Customer Psychology,

'how to handle customers.' Of course, some things are not too new to me after 17 years in the business, but I liked it just the same.

"Enclosed is a photo of my shop taken in 1946 (see photo below).

"I was graduated in Radio in 1939, in Installations and FM in 1950, and in Television in 1951, from NRI and TCI. You can call me the 'Lone Ranger,' since I always work alone and do strictly repair work.

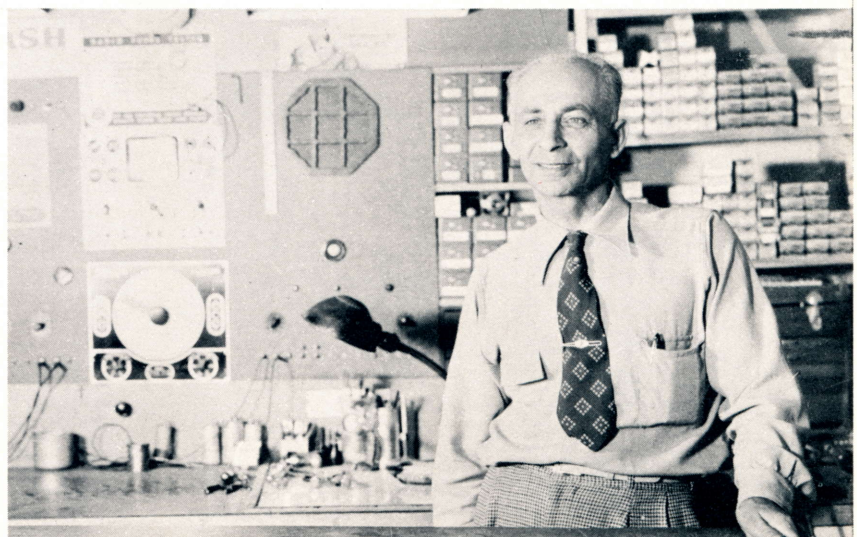
"The technician needs diagrams and more diagrams of TV and radio — you know this just as well as I do. Give me a diagram and I'll fix the set. No set ever did scare me and I don't think any will now."

John B. Patrizi
John's Radio-TV Service
221 Seigrist St.



PFSS member Russell E. Hill of 538 Idora Ave., Youngstown, Ohio, sends us a photo showing this big array of test equipment. He says there are 12 pieces of Philco equipment in the group.

**NOW AVAILABLE
THROUGH YOUR
PHILCO DISTRIBUTOR**
1955 PHILCO TELEVISION
YEARBOOK — No. PR-3023
—
SPECIFICATIONS AND PARTS
IDENTIFICATION, MODEL
660
FOOD WASTE DISPOSER
No. PR-3109-A
—
SERVICE MANUAL
FOOD WASTE DISPOSER
No. PR-3109



John B. Patrizi is shown in this shop photo taken in 1946. He says there have been a lot of changes since then. See his letter above.

PHILCO-BENDIX HOME LAUNDRY TRAINING

Service training schools for Philco-Bendix home laundry products are being held by Philco distributors all over the country. These are to provide important training for the service technicians in their areas. This training job is a big one, because there are thousands of service technicians involved.

One of the first steps in the

complete program was for the factory to offer special training to representatives of the many distributors. You have seen pictures of these groups in previous issues of "PST," and more are shown on this page and the next. These service representatives travelled from all parts of the nation to Philadelphia, where they went through a solid week of concentrated training. The

schools were held week after week so that the sizes of the groups could be kept small, for most effective training.

The result of this complete training program will be more service work for the technicians who take part in the program. They will be able to get more business because of their qualifications.



Frank Tressel, Philco Corp. Product Service Mgr. of Home Laundry Equipment, instructs (l. to r., 1st row): Morgan Thorne and Frank Mannion, Philco Distributors Inc., Philadelphia, Pa.; Julien Highsmith, Brown-Rogers-Dixon Co., Raleigh, N.C.; Homer Bowden, Mountain Appliance Distributors, Denver, Colo.; (2nd row) Philip Hoefling, Saginaw Distributors Inc., Saginaw, Mich.; Wm. M. Crosman, Roycraft-Iowa Co., Des Moines, Iowa; Archie D. Martin, Pensacola Appliance Co., Pensacola, Fla.; Norman Nutter, Merkel Bros. Hardware Co., Quincy, Ill.; Madison Shaw, Philco Corp., Accessory Division; (3rd row) Robert Brown, Hunter Bros. Inc., Fayetteville, N.C.; J. C. Hinkle, Mardick Distributing Co., Joplin, Mo.; Warren Heston, Meyers-Taube Co., Fargo, N.D.; and Al Costa, Philco Corp., Accessory Division.

(l. to r.) Frank Tressel, Philco Corp. Product Service Mgr. of Home Laundry equipment; Joe Lickwar, Roskin Distributors Inc., East Hartford, Conn.; L. Hartung, Broome Distributing Co., Syracuse, N.Y.; John Boyett, Ark-La-Tex Wholesale Co., Shreveport, La.; John Brink, Electric Appliance Distributors, Williamsport, Pa.; Terry Burke, Crum Distributing Co., Decatur, Ill.; Glenn Haines, C. B. Cole Co., Portland, Me.; Chuck Pontius, also of Broome Distributing Co.; Lester Jones, Butterfield Inc., Winston-Salem, N.C.; Harry Quebbeman, Philco Corp., Home Laundry Specialist; and Jim Honaker, Dixie Appliance Co., Bluefield, W. Va.



(l. to r.) Ben W. Wilbur, Radio Equipment Co., Grand Rapids, Mich.; Ray Webb, Philco Corp., Dryer Specialist; Bill Sprouse, Dixie Appliance Co., Roanoke, Va.; Clare Seely, John A. Blessing Co., Harrisburg, Pa.; Craig Weigle, Radio Equipment Co., Ft. Wayne, Ind.; Art Pollock, Lynn Distributing Co. Inc., Savannah, Ga.; Jim Sander-son, Medaris Co. Inc., Dallas, Tex.; Jim York, Crumpacker Distributing Corp., Houston, Tex.; Bernard Worrel, Legum Distributing Co., Baltimore, Md.; Jess Reed, Graybar Electric Co., Richmond, Va.; Bill Treichler, also of John A. Blessing Co.; George T. Nuckols, also of Graybar Electric Co.; Paul Alley, Philco Corp., Ball Point Washer Specialist; and Dick Vozenilek, Philco Corp., Duomatic Specialist.

Distributor Bulletins

NEWS FROM DISTRIBUTORS
ABOUT PFSS MEMBERS AND
AREA ACTIVITIES



folk at the address listed below:

Graybar Electric Co.

1081 W. 35th St.

CHANUTE, KANSAS

A Philco-Bendix home laundry training session held on March 19, by Pioneer Hardware, Philco distributor, is reported by M. F. Champieux, Philco representative who conducted the training. Distributor men at the meeting were Henry Myers and Jack VanLeewen. The following attended the training session: Harold Myers, R. F. Sears, Jim F. Hurt, Clell L. McClung, Glen LeVieux, Ron Stout, Virgil J. Mix, Harold Cornett, Jas. L. Adamson, Howard Houser, Pat Geraghty, Willis Bell, and Ross Piper.

QUINCY, ILL.

Philco representative Vic Haugeberg reports a Philco-Bendix home laundry training meeting at Merkel Bros. Hardware, Philco distributor, on March 20. The following attended: James L. Hoyt, Dick Worrell, R. B. Davidson, Norman Newton, Sonny Hagenbaumer, Floyd Walker, Basil Templeman, Richard Phillips, George Vradenburg, Clarence Shields, V. A. Miller, Ronald Oitker, Roy Lumemeyer, Bill Clair, L. N. Dickson and L. B. Turner.

DENVER, COLO.

"Stan Lassiter, who is well-known to most of this area's PFSS members, is back with us once more. He will again head up our parts department, taking the place of Willis DeRenzy who has asked for the job he has always wanted—selling parts in the field. So, parts buyers may look for Willis to be calling on them soon.

"The boys in the Parts Department are getting things will in hand now, and with the capable personnel they now have, they will be able to give our PFSS members and dealers the kind of service they deserve.

"To greatly speed up the handling of warranty parts for our dealers, we now have a man whose only responsibility is warranty. He was formerly with our service department. For proper warranty handling, it takes a technician; we have just the man — Mitsuo Fukui. When you need help with warranty problems, ask for 'Mitzie'."

Laurence Costa

Service Mgr.

Mountain Appliance Distributors
300 Quivas St.

EAST ORANGE, N. J.

The distributor listed below is now covering the territory formerly handled by Philco Distributors Inc. The address is the same:

Fineburgs'

444 William St.

HOUSTON, TEXAS

"We've had four complete schools on Philco-Bendix home laundry

equipment so far, with a total of about fifty servicemen attending.

"We hope to have a school this summer on motor compressor changing and also one on color television service for dealers and servicemen who haven't previously had this training."

Jim York

Crumpacker Distributing Corp.
101 Crawford St.

NORFOLK, VA.

The new Philco distributor in Richmond, which was listed previously, also has a branch in Nor-

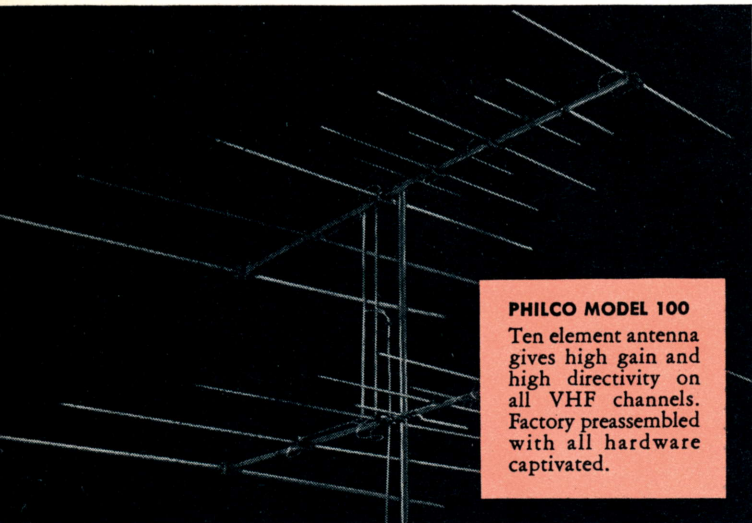


Dick Vozenilek, Philco Corp. Duomatic Specialist, conducts Philco-Bendix home laundry training for another distributor group. Seated are (l. to r., 1st row) Tom Caine, Duluth Distributing Inc., Duluth, Minn.; John Ogden, Philco Corp. of Canada Ltd., Toronto; Joseph Caolo, Beacon Distributors Inc., Scranton, Pa.; Nick Martin, Guy W. Plank Co., Spokane, Wash.; John Rader, Electro-Pliance Distributors Inc., Milwaukee, Wis.; Oral Shoemaker, J. H. Ewinger & Son Distr. Co., Burlington, Iowa; (2nd row) Sam Hammond, Appliance Wholesalers of Oregon, Portland, Ore.; George O. Haddox, Tri-State Appliance Co., Clarksburg, W. Va.; John Horton, H. T. Waller Inc., Santa Barbara, Calif.; Arnold Havens, Beaucaire Inc., Rochester, N.Y.; Ed Knipper, Benarr Distributors, Toledo, O.; Bob Baughman, Young Brothers Electronics Inc., Erie, Pa.; (3rd row) R. M. Dalton, also of Philco Corp. of Canada Ltd.; Harold Conley, Hardware Products Co., Sterling, Ill.; Fred Turner, also of Philco Corp. of Canada Ltd.; Fred C. Laite, Vermont Appliance Co., Burlington, Vt.; Jack Falatic, Utterback Corp., Bangor, Me.; and Albert Helton, McComb Supply Co., Harlan, Ky.



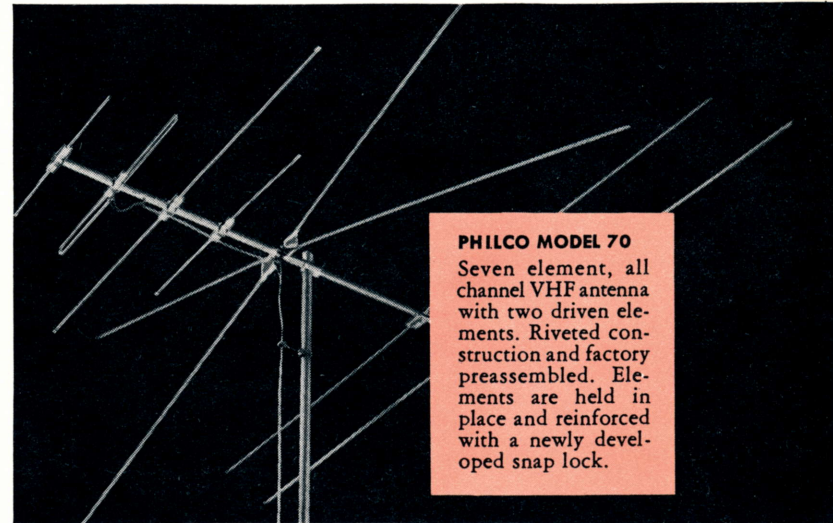
PHILCO MODEL 50

Five element, all channel VHF antenna. High gain, clean lobes and high front to back ratio. Easy to handle. Reinforcing tube supplied with two bay assembly. Factory preassembled. Two driven elements, high frequency and low frequency aluminum folded dipoles. Aluminum tubing reflectors and director. Cross arm of seamless aluminum tubing. Profile serrated and riveted to cross arm. Molded plastic insulators. For the finest reception on color or black-and-white.



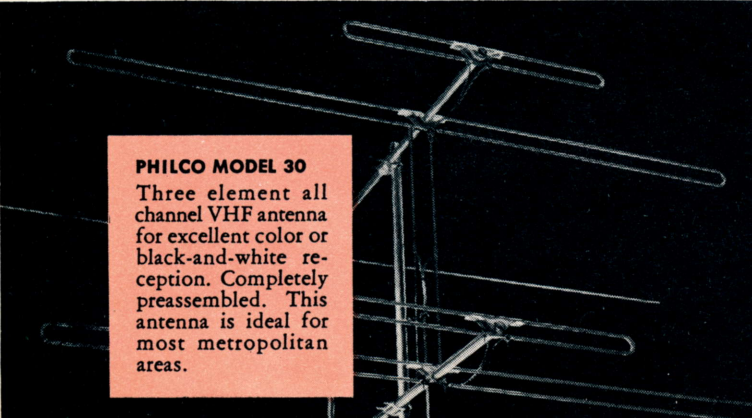
PHILCO MODEL 100

Ten element antenna gives high gain and high directivity on all VHF channels. Factory preassembled with all hardware captivated.



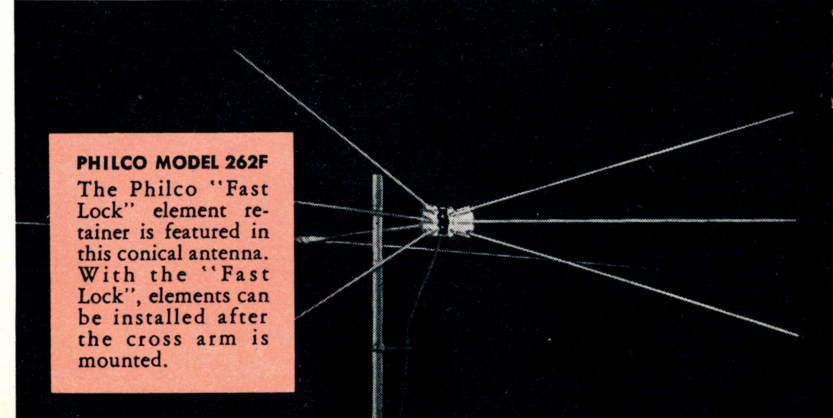
PHILCO MODEL 70

Seven element, all channel VHF antenna with two driven elements. Riveted construction and factory preassembled. Elements are held in place and reinforced with a newly developed snap lock.



PHILCO MODEL 30

Three element all channel VHF antenna for excellent color or black-and-white reception. Completely preassembled. This antenna is ideal for most metropolitan areas.



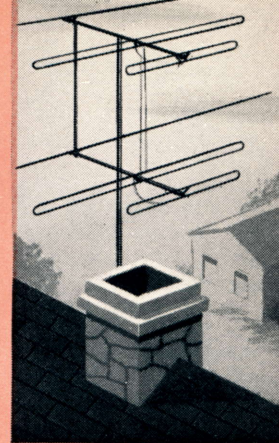
PHILCO MODEL 262F

The Philco "Fast Lock" element retainer is featured in this conical antenna. With the "Fast Lock", elements can be installed after the cross arm is mounted.

Mr. Service Dealer

BIG NEWS from PHILCO!

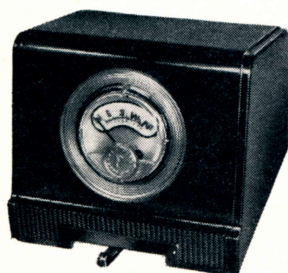
Fringe tested, color tested TV Antennas, now at volume prices!



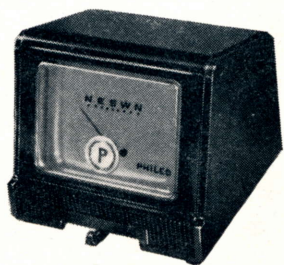
Give picture power equal to antennas priced two to three times higher. Compare! Now, Philco brings you a complete line of quality antennas with a wide range of models to give outstanding performance over the entire VHF range. These antennas were designed and engineered to reproduce the best pictures whether in strong signal areas or far out into the fringe and whether receiving

a picture in color or black and white. In many locations you can give your customers stations they never received before. Field and laboratory comparison tests conducted under the most exacting circumstances on actual on-the-air programs give you the complete insurance that you can always sell Philco antennas with complete confidence in any TV area.

Philco Super Power TV Antenna ROTORS color or black-and-white at its best



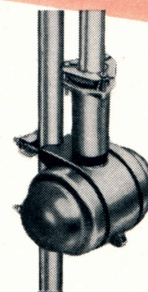
P11 CONTROL
Manually operated antenna rotor that will easily handle two bays. Designed for years of dependable service. Fits masts up to 1 1/2" diameter.



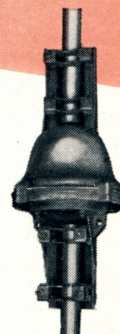
P4A CONTROL
A heavy duty rotor. Accurate direction control provided by manually operated motor switch and indicator meter. Plastic cabinet of modern design.



AP22 CONTROL
Heavy duty, long-life automatic rotor with new automatic control unit providing dependable and fool proof operation. Also available as AP1.



**P11
AP1
Rotor**



**P4A
AP22
Rotor**

a complete line, Mr. Service Dealer, for every installation need!

Get the full story on Philco antennas and rotors with more quality and performance for your dollar. See your local Philco distributor or mail this coupon now!

PHILCO CORPORATION
ACCESSORY DIVISION • PHILA. 34, PA.



Philco Corporation Accessory Division
"A" Street and Allegheny Ave.
Philadelphia 34, Pa.

Please send me information on Philco antennas and rotors with more performance per dollar.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SD-457

Customer PSYCHOLOGY

by JOE LYDON



In our last issue we analyzed the service call itself. We found there were ten basic steps in the service call . . .

1. The Greeting
2. The Introduction
3. The Entrance
4. The Authorization
5. The Pre-Repair Discussion
6. The Job Itself
7. The Post-Repair Discussion
8. Making up the Bill
9. Presenting the Bill
10. The Departure

Then we further analyzed the greeting and the introduction and found how easy it is with the right attitude and a few well-chosen words to win our customer's confidence early in the call.

Now let's discuss the next two steps. First, the ENTRANCE. Getting into the home to the appliance or TV to be repaired can sound like a trivial matter. But, it's important in making a good first impression as we further build our customer's confidence.

We've all seen the human house-wrecker — he's the guy who can't wait, charges in like a bull in a china shop. He always carries an open tool box that's loaded like Fibber Magee's closet and he leaves a trail

of mud like the dinosaur prints in the LaBrea Pits. When she finally catches up to him, he's on the Oriental rug in the sewing room — looking for the refrigerator.

The proper entrance is really a simple matter of common courtesy. It's showing a respect for her home that can easily be accomplished by quietly asking her to direct us to the appliance or TV we are about to repair.

Now, let's talk about the AUTHORIZATION. This can be the most important step in customer psychology. It's the time when we prevent many problems — actual or imaginative — by anticipating objections or questions in our customer's mind. Among the more important questions the customer may have in her mind are "What is this going to cost me?" . . . "I hope their rates are reasonable." . . . and "Will this cost me more than the appliance is worth?" In fact, a brand new customer, at this stage, may even question the integrity of the service company.

There also can be a couple of questions in *our* minds in the early stages of the call, such as "I wonder if I'll get paid," or "If this is a major job, will the price cause a big hassle?"

The work authorization, used properly, *anticipates* these questions and answers them to the satisfaction of our customers and ourselves before we get into the job.

Here's how it works. All we need is a simple statement printed on our work order or it can be applied with a rubber stamp:

EXAMPLE

"I hereby authorize the Jones Service Company to proceed in the necessary repair of my

..... (Sig.)

..... Check

..... Cash

Now here's how we make the authorization work for us. "Mrs. Jones, our company likes to have us get an okay from you before we start to work on your appliance. This is just a matter of authorizing us to go ahead. So if you'll just okay it right here, I'll start to work. By the way, Mrs. Jones, they also like us to explain our rates. You see, the cost of this call will be \$6.95 and that includes diagnosing the problem and all labor up to and including one hour in your home. If you need any parts, they'll be extra. Incidentally, I should check this off, too — will you be paying me by check or by cash?"

Now what have we accomplished? First, we've used a businesslike procedure that the customer appreciates. Secondly, we've removed any apprehension she may have about the cost of our services. And, last but not least, we've learned before we've even started to work whether or not the customer intends to pay us and when! Of course, you aren't *really* interested in whether you're paid by check or by cash. But, you *are* interested in *whether* you're going to be paid. "By check or by cash" doesn't offend the customer but gives you the information you want.

Using the authorization gets the customer into the act early in the call. Any questions she may have can easily be answered at this time. If she's not able to pay us today, it gives us an opportunity to phone the office for an okay, or perhaps to negotiate an agreement with her that's acceptable to your company.

In any event, it is much easier and safer to discuss problems of this nature *before* we do the repair job than after.

* * * *

SEND IN YOUR "CUSTOMER PROBLEMS" AND SEE HOW JOE LYDON WOULD ANSWER THEM.

Personalities

IN SERVICE



"Try to make the customer feel that it has been good that we have been there," is the philosophy that Joseph A. Feldi tries to follow in the service business. He is owner of Feldi's TV and Appliance, located at 114 W. Main St., in Lansdale, Pa.

The business was started in 1946, with only Joe and his brother Carl, but has grown considerably since then.

In the service end of the business, there are six men besides Carl, who is service manager and handles the parts buying. Three men do TV work, which is the biggest part of the service volume; one handles refrigerators, freezers, air conditioners; one handles washers, dryers, ranges, dishwashers, etc.; and one handles all plumbing work needed. In addition to this group, part time help is used during any period when there is an extra heavy work load.

Three panel trucks and one pickup truck are used in making the calls, which average from 20 to 25 a day on TV, about six a day on

washers, and about four a day on refrigerators. A radius of about 15 miles is covered (population about 35,000), but about 75% of the calls are made within a four-mile radius.

To advertise service, the telephone directory "Yellow Pages" are used, with a 1/4-page ad bringing best results.

Joe, who was born in Lansdale on December 15, 1912, attended school locally. Then, while working in a hosiery mill, he took a correspondence course in radio service, which he had seen advertised. And, in 1942, he took a pre-radar course in Philadelphia, prior to entering the service and going to radar school at Camp Murphy, Florida. As a member of the Signal Corps, he was attached to the Air Force overseas.

With this background in electronics, Joe decided to go into business after getting out of the service. For additional specialized training, he took an advanced television course at Radio Electronics Institute in Philadelphia. He could foresee the

growth possibilities of television even when his business was mostly radio.

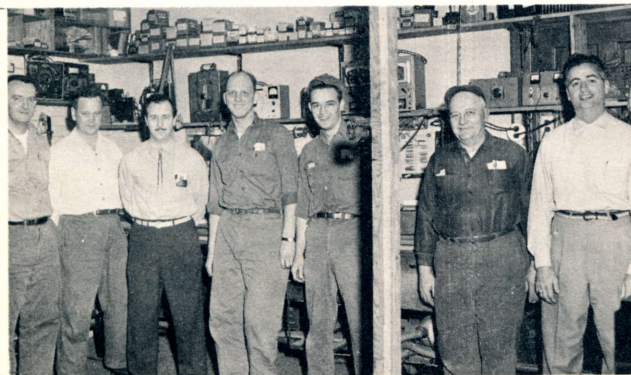
Now he sells a complete line of Philco products, which account for more than 75% of his sales. The distributor for the area is Philco Distributors Inc., Philadelphia.

Joe is married and has a son Joseph, 16 months old. His wife, Ruth, also helps out in the business by handling the bookkeeping. There are also two other girls in the office, one full-time and one part-time.

To keep records of the service calls, a Cardex system is used. When a call comes in, it is written up on numbered "Service Request" form, and the number is entered in the Cardex system for easy reference. Also, the service technician returns one copy of each bill made out, for the file. The men receive 1% of every job they collect on while making the call.

Recently, tube testers have been used more widely on calls, and it is left up to the customer to decide on replacement of weak tubes. This technique, says Joe, "increases our tube business four to five times and cuts down call-backs 75%."

To make the operation of the business smoother, periodic meetings are now being held where anyone can "unload gripes" and problems can be analyzed. One situation that has been improved as a result is the ratio of charge to COD business. It has been about 95% charge (mostly regular customers). However, the men have changed this in a short time to 65% charge and 35% COD. Joe says, "Everyone has a better understanding as a result of these meetings."



Shown in the shop are (l. to r.) Bernard Bregler, Ted Sobel, Vincent Moyer, Leonard Hendricks, Willard Kriebel, Jerry Long, and Carl Feldi, service manager.



This is a line-up of Feldi's trucks, used for service work. Pictured here with them are (l. to r.) Jerry Long, Vincent Moyer, Willard Kriebel, and Leonard Hendricks.

PHILCO INDOOR AND OUTDOOR SIGNS

INCREASE IDENTIFICATION, PRESTIGE

OUTDOOR METAL HANGING SIGNS



SIZE: 36" x 24"

PR-3044 PE



SIZE: 36" x 24"

PR-3044 PA

OUTDOOR METAL FLANGE SIGN



PR-3043 PE
SIZE: 20" x 14"

(PR-3043 PA — Appliance Flange Sign —
has same copy as PR-3044 PA)

These outdoor signs, with message on both both sides, are constructed of 20 gauge steel . . . Finished in DuPont Dulux and oven baked between coats . . . Final finish in DuPont clear lacquer for long wear and weather protection . . . Grommets holes for hanging.

Identifying your store or shop with a Philco service sign increases the identification of your place of business as "a place to get service." In addition, it shows that you are a specialist in the service of Philco products and shows customers that you are specially qualified. Do you have a spot at your place of business for one of the signs shown here? If so . . .

ORDER FROM YOUR PHILCO DISTRIBUTOR
(ASK THE PARTS MANAGER ABOUT A PLAN WHEREBY
YOU CAN GET YOUR SIGN AT NO CHARGE)

OUTDOOR ILLUMINATED SIGN



SIZE: 48" x 24"

PR-3041 P

Brilliant outdoor sign with message in four permanent colors on both sides. Can be seen blocks away, day or night . . . Illuminated by two large 42" fluorescent lamps . . . Plexiglass faces withstand wind pressure up to 125 MPH. . . . Galvanealed steel case is built for long wear and exposure and is louvered to eliminate humidity, plus copper screen to keep out insects . . . Electrical wiring and ballasts are guaranteed for one year against electrical or mechanical failure . . . Your name imprinted on both sides . . . Underwriters approved.

INDOOR ILLUMINATED SIGN



SIZE: 50" x 14"

PR-3042-P

Illuminates evenly and brilliantly . . . Ends and backs are die-formed metal in lacquer finish . . . Complete with wired end ballast, 4-ft. 40-watt fluorescent lamp, cord and plug, chains for hanging, easel for standing in window . . . Ideal night light . . . Underwriters approved.

BEHIND THE SCENES LOOK AT COMPLETE PRODUCTION OF VISUAL TRAINING SERIES

At many training meetings, service technicians receive instruction by means of film and recorded commentary. This is part of the Philco Visual Training Series, which is designed to simplify the process of learning. As the Chinese proverb says, "One Picture Is Worth More Than 10,000 Words."

The Visual Training Series provides the pictures *and* the words.

But, how does all this come about? A look behind the scenes might be interesting.

Recently a visual training package was in the making, so we got the pictures and information for this story. The subject was "Transistor Application, Theory, and Service," and featured the familiar Philco characters "Phil and Steve." (Incidentally, this visual training package will be in the hands of distributor service managers around the time you will be reading this story.)

Herb King, who is in charge of producing the film series on electronics, decides on the subject matter. He usually consults with Frank Whitten, electronics general manager, Don Bronson, assistant manager, and the Engineering Department. The subject must be both timely and important enough, before being selected for visual training.

After selection of the subject, research is done by Service and Engineering. The information is collected, and work begins on a script from this data.

When the script is underway, Herb calls on the Philco artist who will produce the necessary drawings to be photographed for the film version. The artist works right along with the script as each portion of it is completed.

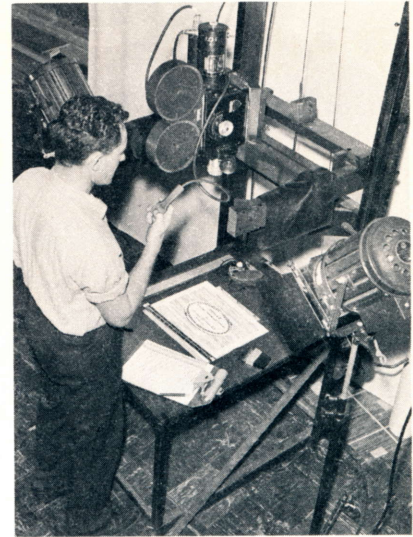
After this part of the job is done, the script and artwork are submitted to the engineering department to be checked for technical accuracy — to be sure that no misinformation slips in along the way.

The next step is the preparation of "carry home" booklets. These are technical summaries of the material in the film and record version, for service technicians to keep as a reference after they have seen the film.

From this point, the final production job begins. The script and artwork go to Philco Photographic and Recording Unit headquarters. Carl Voelker, who is in charge here, schedules a recording date, and professional announcers are secured to handle the script in making the records.

At the same time, special cameras are put to work to get a film version of the illustrations that go with the script.

Then, the material is produced in quantity for shipment to all Philco distributors. It is used in training meetings or in special service schools.



Using special equipment, Roy Zeper of Philco Photographic and Recording Unit "shoots" artwork for one panel of film used in Visual Training Series.

So, the next time you watch a film and listen to a record at one of your distributor service meetings, you'll know what happens behind the scenes when this special training material is prepared.

Be sure to watch for the next showing of "Phil and Steve" in the Philco Visual Training Series.



Herb King (center) goes over script of "Transistor Application, Theory, and Service" with professional announcers at Philco Photographic and Recording Unit headquarters.

MONTHLY Awards

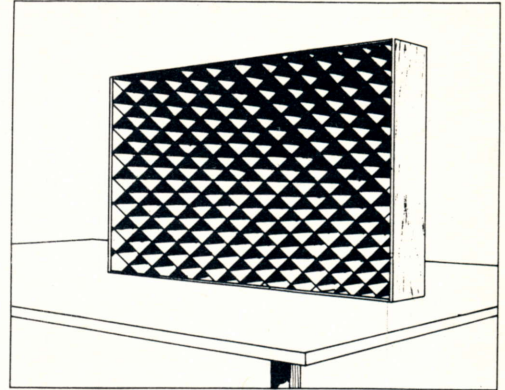
For promotions, trade tricks, time savers, business ideas

this month's \$20.00 AWARD

1st

"Here is the answer to those cluttered tube shelves, that has saved me a great deal of time and trouble. I made a set of cubby holes 4-1/4 in. square, 4 in. deep, and set them on a 45 degree angle. Each section holds 16 Philco miniature tubes. The tubes stay in place instead of falling over as they do on conventional shelves."

Alden D. Clymer
McClary Appliance Co.
75 East First
Coquille, Oregon



this month's \$10.00 AWARD

2nd

"As a PFSS dealer since the start, and having sold and serviced Philco merchandise for the past 25 years, I would like to pass on to you the enclosed 'Thank You' card. I send these out to customers who recommend others to me. This has a tremendous effect to the extent of future sales."

Russell Hubbs
1226 Third Ave.
New York 21, N.Y.

Russell HUBBS
greatfully acknowledges your kind reference of

(NEW CUSTOMER'S NAME)

(ADDRESS)

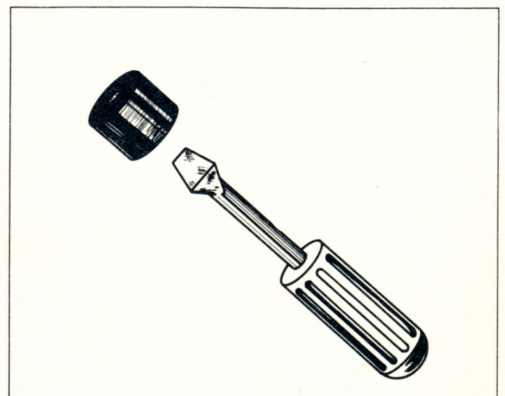
1226 Third Avenue Radio - Television
New York 21, N. Y. Air Conditioning
Regent 4-4969 Established 1932

this month's \$5.00 AWARD

3rd

"I have a gimmick that has proven to be quite handy on the service bench. It is a small rubber bushing which slips on a small screw driver for tube tapping. It also fits the shafts of car radios and is much handier than taking a knob from stock for car radios brought to the shop without knobs."

Frank Umbauer
225 Mississippi Ave. So.
Bemidji, Minn.



Send in your ideas . . . you may be a winner, too. It might be something you do every day . . . but it might help others. Enclose photographs if possible (or even a rough sketch) to illustrate your idea. We will consider all suitable items.

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