

INCORPORATING THE PHILCO SERVICEMAN



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## PHILCO SERVICE TECHNICIAN

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No. 6

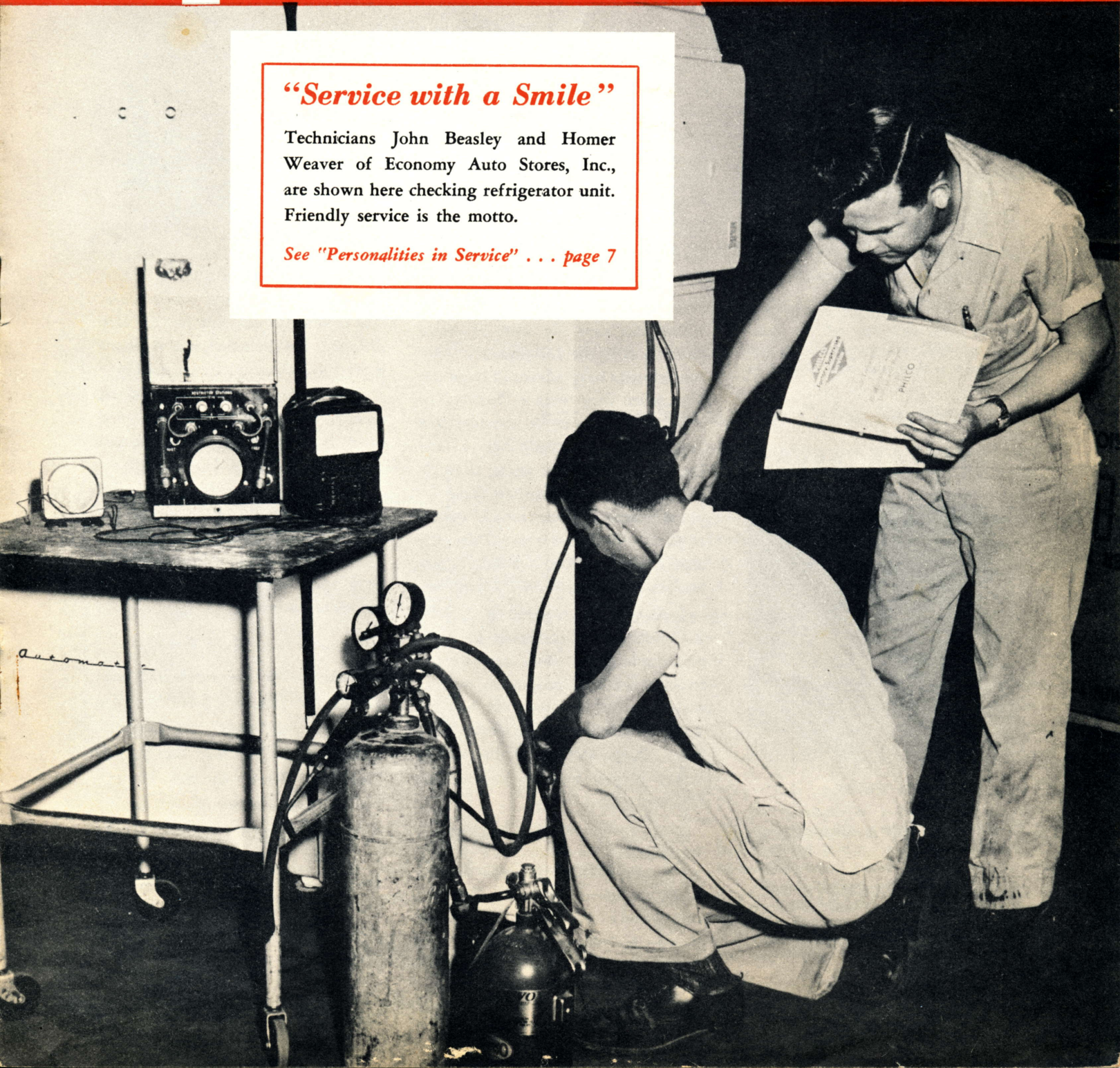
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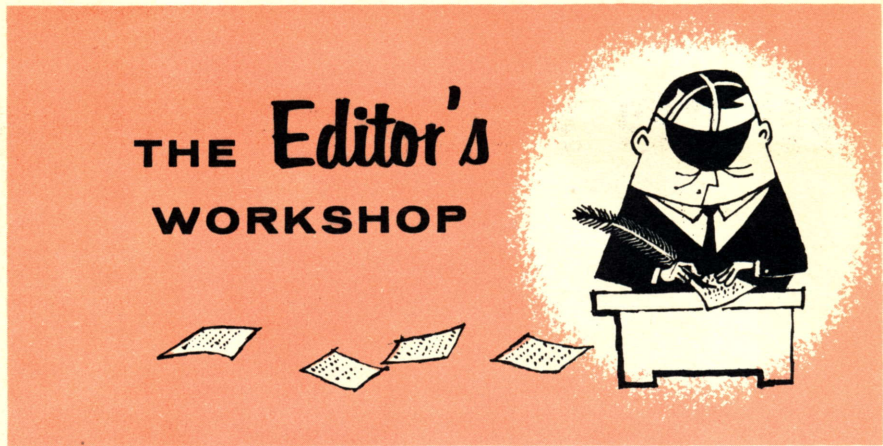
### *"Service with a Smile"*

Technicians John Beasley and Homer Weaver of Economy Auto Stores, Inc., are shown here checking refrigerator unit. Friendly service is the motto.

See *"Personalities in Service"* . . . page 7







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

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"PHILCO SERVICE TECHNICIAN"  
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**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.

**25-YEAR CLUB**



**TOM WALSH**

Tom Walsh, who is in charge of all Philco service mailing operations, was recently honored by receiving an award as a member of Philco's 25-Year Club. In addition to his responsibilities in the mailing department, Tom also serves as expeditor of printed materials such as the many service publications and manuals.

Hi, fellas! The Summer season is upon us again. To most folks this means swimming, fishing, lots of other outdoor sports, and vacations in the mountains and at the beaches.

To the service technician, though, Summer means other things, too. To many it means *more business*. This is the season when more refrigerators and freezers break down.

But, the one big area of *more business* is in air conditioners. Air conditioners have advanced from the days when they were a "luxury" to a point where they're considered a "necessity." The little lady of the house says, "I'm not going through another Summer like last year — you'd better get me an air conditioner." Well, for every little lady that says this, there's usually more business for some service technician.

Each year, the number of air conditioners in use continues to grow at a rapid pace. This means more business in installations as well as service work required. It has become an all-year-'round service business. In the sections of the country where Winter weather is cold, this is equally true.

Many companies do a big business by cleaning, checking, and storing air conditioners during the Winter. They are taken out in the Fall and reinstalled in the Spring. The Spring is also a time of tune-ups for air conditioners not serviced during the

Winter. All of this business provides work to handle during slack days.

For those who want to tackle bigger jobs and get bigger pay, the field of commercial air conditioning service provides plenty of opportunity. At one time movie theaters were popular escapes in hot weather because they were early users of air conditioning. Today, many places *lose* business if they are *not* air conditioned. It's the trend, and it means more service work.

Does it sound as though the air conditioner service business is a good one? It is. Like any other business of course, it has to be run right.

But, there's room in it for good service operations, and you can bet that it's going to continue to grow. The boys in air conditioner service have what looks like a rosy future for *more business*.

\* \* \*

Father's Day is celebrated this month on June 16. It's the day when all the "dads" are honored. The theme of the day this year is "Integrity Starts in the Home." Naturally, the reason we are fathers is because we have children — make it a point to spend more time with them. It's something simple like this that makes better citizens of them and can eliminate juvenile delinquency.



*Mr. Service Dealer...*



**PHILCO 7100A—Newest Philco  
Universal Color and Dot Bar Generator**

# PHILCO is the Best Buy in Color Servicing



The new Philco Universal Color and Dot Bar Generator, like all Philco Test Equipment, was designed by expert engineers who know service work best. Built by trained technicians to rigid and high quality standards for more dependable, more accurate, faster work on the job.

## BUILT-IN QUALITY FEATURES

- 4 crystals for maximum accuracy.
- Crystal controlled sound carrier, picture carrier, sync circuitry and color display.
- Visual marker signal to identify color bars.
- Regulated power supply.
- Separate R.F. and video attenuators.
- Positive and negative video signals for localizing trouble.
- Complete with R.F. and video cables.
- Tube complement of 14 tubes: 7-12AT7, 1-12AU7, 2-6CS7, 1-6CL6, 1-513, 2-OD3.

## For Sure Success in Color Servicing

Philco Test Equipment is designed to help your profits grow by being faster and more accurate in solving every service problem. This latest Philco Universal Color Bar and Dot Bar Generator combining both services in one compact, lightweight case eliminates the nuisance of using separate instruments. Improved convergence signals are provided and a "white-raster" display is included to speed up accurate "color-purity" adjustments.

Now, it's no longer necessary to disable the set by removing a tube or changing circuit to obtain the "quiet", snow-free raster required. Halves the work time and eliminates old-fashioned methods requiring you to handle hot tubes. Front panel of etched aluminum with black knobs and easy-to-read etched markings. 18 lbs. light. Dimensions: 13 $\frac{3}{8}$ " wide, 11 $\frac{1}{8}$ " high, 9 $\frac{3}{4}$ " deep.

*Get the full story on how the  
Philco Universal Color Bar and Dot Bar Generator  
can streamline color servicing.*

**PHILCO CORPORATION**  
Accessory Division • Phila. 34, Penna.



PHILCO CORPORATION ACCESSORY DIVISION  
"A" Street and Allegheny Avenue  
Philadelphia 34, Pa.

Please send me information on Philco Universal Color Bar and Dot Bar Generator with superior accuracy and speed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



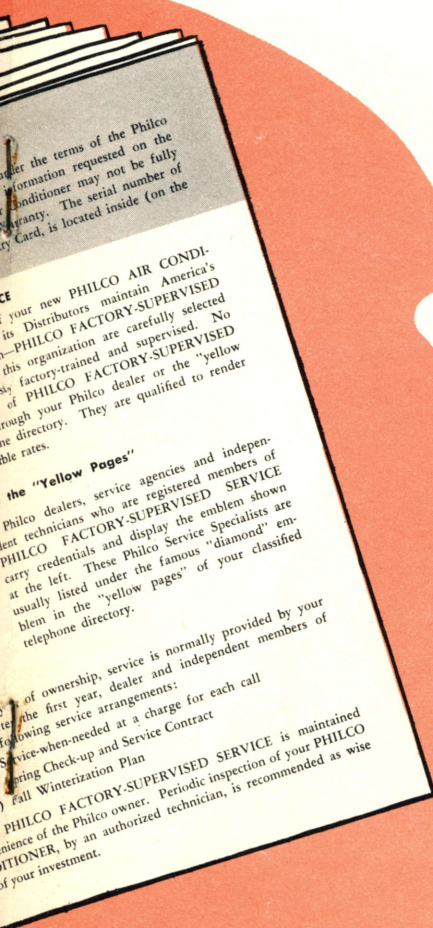




# PHILCO SERVICE COPY BOOKLETS FOR PFSS MEMBERS

service beyond that period: (1) Service-when-needed at a charge for each call. (2) Annual operational check-up . . . In the case of air conditioner booklets, this section of the copy is a little different, as shown in the illustration below.

The advertising value of the Service copy in the booklets to independent PFSS technicians should be excellent, since each Philco owner receives a booklet and there will be literally millions of them seen.



with which they are packed. The booklets, reaching millions of owners, will promote independent Philco Factory-Supervised Service technicians.

## Distributor Bulletins

NEWS FROM DISTRIBUTORS ABOUT PFSS MEMBERS AND AREA ACTIVITIES



### BURLINGTON, VT.

Philco representative Ed Burke reports that a service meeting was held on April 30, by Vermont Appliance Co., distributors. Service subjects on the M-39 record changer and transistors were covered and visual training was used. The attendance at the meeting was 20.

### DES MOINES, IOWA

A new distributor is now covering this territory and the address is listed below for reference.

General Appliance Co. of Iowa  
1520 Walnut St.

### PITTSBURGH, PA.

Philco - Bendix Home Laundry training schools were held on April 16, 17 and 18, by Philco distributor

J. E. Miller Co. The total attendance for the three days was 75.

### SEATTLE, WASH.

The new distributor covering this territory is Graybar Electric Co. Inc.

### YOUNGSTOWN, OHIO

Philco representative Lou Botti reports Philco - Bendix Home Laundry training was held by distributor Appliance Wholesalers on April 23, 24, 25 and 26. An average of 20 attended each session.

### MONTGOMERY, ALA.

Two sessions on Philco - Bendix Home Laundry were held by South Alabama Distributors Inc., on April 8 and 9. A total of 27 service technicians attended during the two days.



Remember some of the floods in the early part of the year? The damage caused is still in evidence as shown by this picture from distributor Sterling Hardware Co. of Hazard, Ky. Pictured above, l. to r., are (kneeling) Bob C. Williams, Marvin H. Campbell, Jason Spicer, and (standing) Henry H. Howard, Astor Johnson, Buford Engle, and Roy Grigsby. A big job of reconditioning Philco products from dealers and consumers was handled by Sterling Hardware. A complete program, in cooperation with Philco, made it possible to replace "total loss" merchandise to consumers at special pricing as well as damaged merchandise on dealers' floors. "Emergency pricing" was also applied to all reconditioning work.



# Customer PSYCHOLOGY

by JOE LYDON



The PRE-REPAIR DISCUSSION is a most important part of any service call.

As we all know, it helps us to diagnose the problem. The answers to a few well-chosen questions very often point out the problem immediately. Certainly the answers will always guide us in our investigation. The information gained can save time and money for both ourselves and our customer.

Without a PRE-REPAIR DISCUSSION, many a good service technician has quickly repaired the obvious problem in the appliance or TV set — only to learn later, through a second call, that he did not get at the root of the real problem . . . because he didn't hold a PRE-REPAIR DISCUSSION.

The second, and perhaps even more important, benefit of the PRE-REPAIR DISCUSSION is the fact that customers like to *tell us* what is wrong. Our questions make it easy for them to do so. It establishes the customer's confidence in us — makes them say, "*This man* knows what he's doing."

It really makes sense when you think of it. Wonder what you'd think if you went to your doctor with a pain in your side and the doctor took one look, put you on the scale, felt your pulse, and wrote out a prescription with instructions to take two of the pink pills and one of the brown.

Now the prescription may have been *exactly right* . . . but I'm afraid that during the 48 hours required to

completely relieve the pain, we might find ourselves a little sceptical about the treatment. It just didn't seem to us that the doctor learned enough about our case to prescribe a cure — because *we* didn't have a chance to "enjoy" talking about our ailments.

Nearly all of us have a great respect for our family doctor. Come to think of it, it seems that every year I get some sort of bad cold, virus, or whatever they may call it, and, you know, I think my doctor uses the PRE-REPAIR DISCUSSION!

He always asks at least a half dozen questions, such as "Where does it hurt?" — "When did it start?" — "Have you been overworking?" — "Have you lost any weight?" — etc., etc.

*Then* he proceeds to take the temperature, check the blood pressure, and feel the pulse. And *without fail*, he taps the back of his hand as he slides it over my back. You know, I never have found out why he does this. But, *I've* always been impressed with all this . . . and *he* prescribes the same pills every time.

You may have heard about the railroad man whose entire working life had been spent in checking for "hot boxes" when the trains pulled into town. At his retirement banquet, top brass on the railroad made many flowery speeches about old Pat's contribution to safety . . . how many accidents he may have prevented.

After awarding the customary gold watch, they asked for a few words from old Pat. He said, in his Irish brogue, "Fifty-two years ago the foreman handed me a hammer and told me to tap every wheel when the trains pulled into the station. I've been tapping them ever since and I never have found out what for." — the very opposite of a PRE-REPAIR DISCUSSION.

Remember, the customer is always in hopes that only a minor repair is necessary. The good PRE-REPAIR DISCUSSION will set the stage, condition the customer, and avoid the shock if we must later tell her that a major and more expensive repair is required.

When we find that a major repair is necessary, it is important to *sell* the necessity and the value of the job required. It is further important to point out how the repair work you recommend will *restore the value* of her appliance or TV set.

For example, instead of . . . "Mrs. Jones, the picture tube in this set is shot. You've had it quite a long time anyway and it's up to you whether you think it's worth the expense or not." . . .

Why not say . . . "Mrs. Jones, I've checked your set thoroughly in hopes that this would be just a minor job. I found everything in the chassis in good order except the picture tube. I think you will find it wise to let me replace it with a new Philco Starbright 20/20 tube, and when I do it will be almost like having a new television set. The complete job will only cost \$..... Doesn't that make sense to you?"

Yes, selling is a part of every service technician's daily work. The PRE-REPAIR DISCUSSION gives you the opportunity to *sell* your services and build good customer relations.

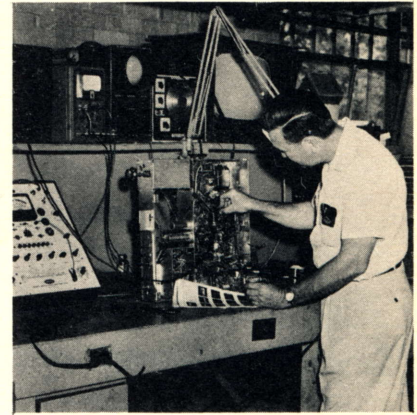
\* \* \*

**IF YOU'VE HAD ANY UNUSUAL EXPERIENCES WITH CUSTOMERS, SEND THEM IN TO BE PRINTED IN "PST" WITH JOE LYDON'S COMMENTS.**



# Personalities

## IN SERVICE



Sam Thompson, parts manager, pitches in on radio and TV work when he has time. He is shown here aligning a television chassis.

This is the story of a \$100,000 a year service business. It is the service business of Economy Auto Stores, Inc., located at 1130 Bankhead Ave., N.W., Atlanta, Ga.

Economy Auto Stores is a chain of 16 company-owned retail stores, plus 70 associate dealer stores. The headquarters service operation primarily covers nine of the company-owned stores located in Atlanta.

Service manager Marion Cornett heads a department of 15 people, handling service for television, radio, phonographs, refrigerators, freezers, air conditioners, and electric ranges.

His philosophy for handling service is "to render good service, be a good listener and treat customers as our best friends. (That's what they are.)"

Marion, who was born in Atlanta in 1924, joined Economy Auto Stores in 1945, as a radio repairman. At that time it was a two-man service operation.

His interest in electronics began when he was in high school and

continued to develop with further schooling as a civilian employee with the Army Signal Corps, at Philco Training School in Philadelphia, and at Alabama Polytechnic Institute.

Marion is married — wife's name is Joan. They have three children, Marion Jr., 13, John Allen, 11, and Kay, 2.

In his spare time he teaches Radio and Television Servicing at night school sessions of Smith Hughes Vocational School in Atlanta.

The two trucks and five automobiles used for service by Economy Auto Stores handle calls in the Greater Atlanta area, covering a radius of about 30 miles. The population of this area is about 800,000. The Philco distributor in this territory is Brown Distributing Co. in Atlanta.

Service work is handled only for products sold to customers of Economy Auto Stores, and as a result of this business, it has not been found necessary to advertise for more service work.

Many of the product customers have charge accounts, and as a result, the percentage of charge service calls is about 70%, compared to about 30% C.O.D. The various stores handle the collection of customer accounts in the normal operation of the business, so the percentage of charge calls is not too big a factor.

The dispatching procedure used is to route each service technician to a particular section of the city each day. This system eliminates the necessity for any one man to cover any long distance in making his calls.

Each service technician calls in twice daily in the event there are any rush or emergency calls to handle. In this way, fast service can be rendered where it is needed most.

A complete system of maintaining customer service records is used. All of these records are handled by Mrs. Ruby Lunsford.

One practice that has proved beneficial is the holding of a school session each week for the appliance and television service technicians. Included in these sessions are discussions of any new problems or service aids. The organization is better trained and better coordinated as a result of these.

Marion Cornett says that service is considered an important part of Economy Auto Stores' business, that it has a direct effect on retail sales. Service was originally provided with this thought in mind, and without placing too much importance on making money from it. He says they now do all right in this department, too.



The group of Economy Auto Stores service department employees is shown in this photo taken in a section of the shop. Marion Cornett, service manager, is shown at the extreme left.



# MONTHLY Awards

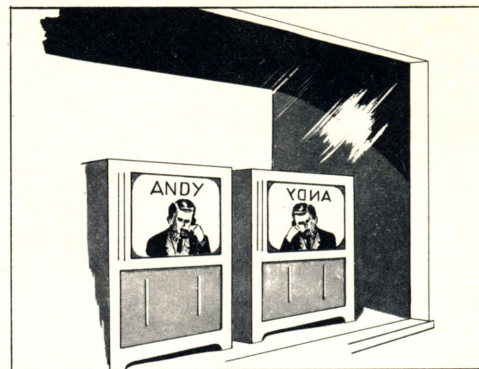
For promotions, trade tricks, time savers, business ideas

## this month's \$20.00 AWARD

1<sup>st</sup>

"We installed in our front window, two television sets, both identical with one exception. We reversed the horizontal yoke leads on one set, giving a reversed effect to the picture. The impact on the public was astounding! Many variations of the idea can be worked out by reversing the vertical yoke leads to produce an upside-down picture on one set. We made many new friends and customers with this idea. The people who came into our store usually ended up making a purchase or later calling for service. We feel that what is common knowledge to us, sometimes, is a mystery to others."

Charles P. Howes, Chuck's TV  
230 West St., Annapolis, Md.

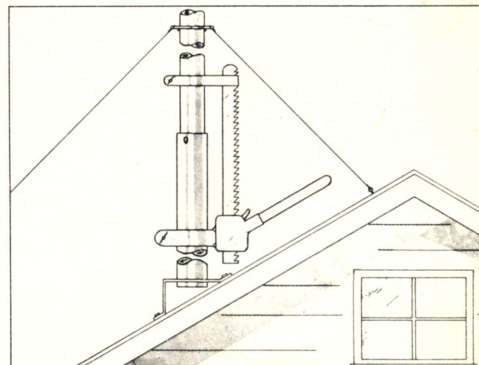


## this month's \$10.00 AWARD

2<sup>nd</sup>

"We install 40-ft. and 50-ft. antennas with rotors. During the Winter months in the Sacramento Valley, there is a lot of wind which sometimes results in antenna lead wires breaking at the top. To save time, we lower the mast at 10-ft. sections, repair the damage, and push it up by hand as far as we can. From that point, we use an auto bumper jack, specially fitted with wing nut clamps, and fasten it to the two bottom sections. Then by operating the jack, the mast is raised to the original position."

David S. Imler, Imler's Radio & TV Service  
121 Sixth St., Marysville, Cal.



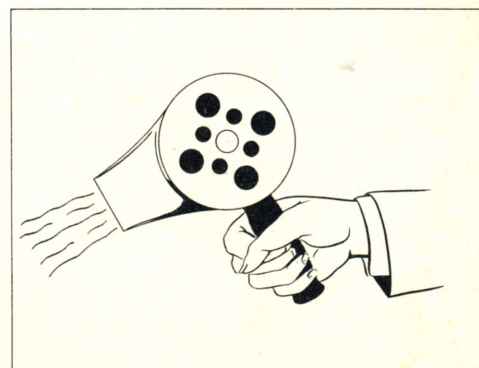
## this month's \$5.00 AWARD

3<sup>rd</sup>

"In dealing with intermittent TV trouble which may take hours to show up on the bench, I have found the use of a small hair dryer very helpful. The hair dryer simulates the heat in the cabinet. Therefore, when concentrating this heat on the chassis, the intermittent trouble can be detected just as it happens. This has saved me endless hours of waiting for the breakdown, and most of all my re-calls have been greatly reduced."

Philip Goldfarb, Consolidated Radio Co.  
60-12 80th St., Elmhurst, L.I., N.Y.

*NOTE: Use caution against too much heat directly on waxed parts.*



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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