

INCORPORATING THE PHILCO SERVICEMAN



post

PHILCO SERVICE TECHNICIAN

VOL. 2

No. 6

JULY, 1958

OFFICIAL

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



Convention Movie

A special movie "Philco Central Service" was seen by distributors who attended the national Philco convention, held in Philadelphia in June. Shown filming one of the scenes in Los Angeles is Carl Voelker, chief of Philco's Photographic and Recording Unit. Appearing in the scene are Robert M. Myers (l.), general service mgr. of Philco—Los Angeles, and Carl Wilson, factory rep. These two men receive credit as originators of the new service plan that directs business to service independents.

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

RICHARD A. PHILLIPS Editor

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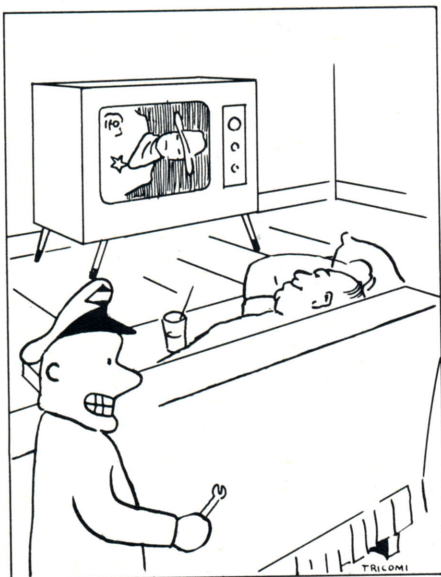
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POLICY . . .

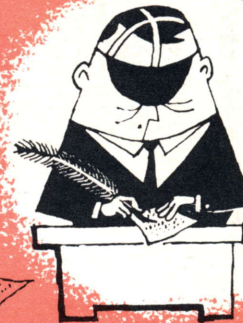
Philco Service Technician will strive to "mirror" the activities of the thousands of PFSS members and to provide them with useful and helpful information.

GOING THE ROUNDS WITH UNCLE PHIL



"O.K.?"

THE Editor's WORKSHOP



Hi, fellas! Do you ever stop to ask yourself, "How do I look to my customers?" This doesn't refer to your resemblance to Clark Gable or Tab Hunter, but it does refer to the appearance of yourself and your equipment.

When you walk into a \$40,000 home in the suburbs, do you look as though you just returned from a 10-day camping trip . . . or do you have a neat, confidence-inspiring appearance? A good appearance doesn't help you repair an air conditioner or a TV set any better, but it can help in getting and keeping customers.

Start with a clean shave and with hair neatly combed. Make sure clothes are clean, and also pressed. Shoes should be shined. Wearing a tie will help you to look like a businessman. Your personal appearance reflects the consideration you have for the customer.

When you arrive and leave your truck or car in front of the customer's home, is the vehicle an eye-sore or is it a good advertisement for your business? Wash the vehicle regularly . . . keep the paint looking good . . . and make sure your firm name and phone number are well displayed. The neighbors will see it as well as the customer.

How about your tool chest or tube caddy? Their appearance reflects your "technical neatness." A salesman would never be very impressive with an old, tattered briefcase—and you can help sell yourself by the appearance of your "tools of the trade." And the tools themselves should receive attention. No one would like to see a surgeon walking around with a rusty scalpel.

You can be considerate and impress the customer by what you do inside the home. For instance, if it's a rainy day, don't track mud over the customer's white wall-to-wall carpeting. Indicate your concern for the customer's furnishings, and she will undoubtedly suggest an answer.

Your consideration in the home can also be shown by using a drop cloth in the work area and by using care if it is necessary to move the product.

It is worthwhile to occasionally "take stock" of ourselves by analyzing how we appear to our customers. This appearance is part of "salesmanship" and can have an influence toward improving business. Especially during times when business is not as good as it could be, everything we can do to help ourselves will make a difference.

Think over the points mentioned above, and with each one, ask yourself, "How do I look to my customers?"

Field News

NEWS ABOUT
PEOPLE AND EVENTS
IN THE SERVICE WORLD



BURLINGTON, VT.

Vermont Appliance Co. held a home laundry service training meeting on Mar. 31, as reported by Philco factory rep. W. D. Fore. The meeting was held at Bennington, with an attendance of 10 servicemen.

HARLAN, KY.

McComb Supply Co. held an electronics service training meeting on Apr. 3, as reported by Philco factory rep. Roy A. Gumm Jr. Attendance was 18. Two door prizes were awarded and a pack of resistors was given to each serviceman. Phillip Brogan, distributor service mgr., opened and closed the meeting.

SEATTLE, WASH.

Graybar Electric Co. held two electronics service training meetings in

April, as reported by Philco factory rep. Walt Kembel.

Apr. 15—Olympia. Transistor production movie was shown to an attendance of 12.

Apr. 16—Seattle. Transistor production movie was also shown to the 12 service technicians who attended this meeting.

ATLANTA, GA.

Brown Distributing Co. held a series of electronics service training meetings in March, as reported by Leon Kull, Philco factory rep. The meetings were attended as follows: Mar. 24—Rome, Ga., 13 attended; Mar. 25—Gainesville, 15 attended; Mar. 26—Athens, Ga., attended by 13 service technicians.

FRESNO, CAL.

Devlin-Drew Co. held two electronics service training meetings in March, as reported by Philco factory rep. Ted Roberson. The meeting held on Mar. 18 at Modesto was attended by 15 service technicians. Of the 15 men present, 10 dealers were represented.

The meeting of Mar. 25 was held in Tulare, with 16 men in attendance. The 16 attending represented 11 dealers.

John Randall, distributor service mgr., conducted the training at both meetings.

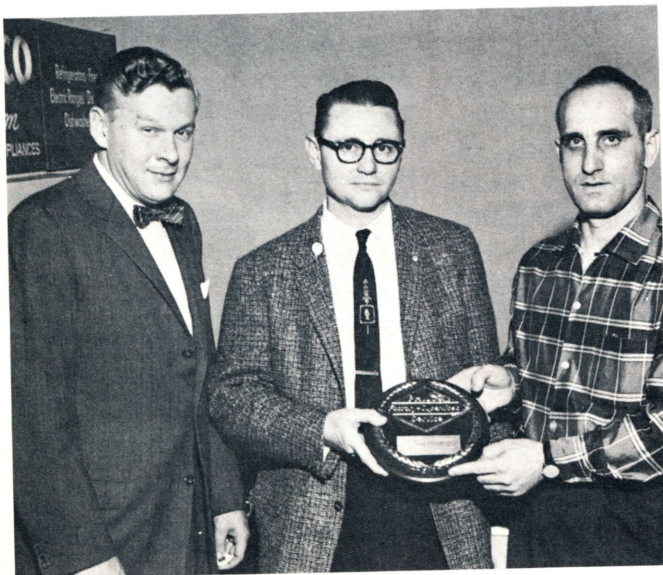
ALTOONA, PA.

Radio & Motor Service Co. held a two-day home laundry service training meeting on Mar. 18 and 19, as reported by Philco factory rep. L. O. Botti. A total of 33 service technicians attended.

SAN FRANCISCO, CAL.

California Electric Supply Co. held an electronics service training meeting on Mar. 20, as reported by Ted Roberson. Meeting was conducted by Hal Gray, distributor electronics service mgr. A total of 40 servicemen attended.

(Continued next page)



Philco Service Achievement Awards were presented at an electronics service training meeting held at Crumpacker Distributing Corp., Houston, Tex., on Mar. 12. Shown in photo at left above (l. to r.), are George Saylor, Philco factory rep.; Wollie Schlabach, owner of Wollie's Radio & Appliance Co., 217 W. Alamo, Brenham, Tex., receiving the award; Sam



Benestante, distributor gen. service mgr. In the photo at right are shown (l. to r.) George Saylor; Joe Miller, owner of El Campo Electronics Co., 120 N. Washington, El Campo, Tex., receiving the award; and Sam Benestante. 54 service technicians attended the training meeting. Door prizes were awarded and refreshments were served.



ALBANY, N. Y.

Roskin Brothers, Inc. held a series of electronics service training meetings in April, as reported by Ed Burke, Philco factory rep.:

Apr. 14—46 members of the night class in advanced electronics of the Pittsfield High School. Training was conducted by Roy Palmer, distributor electronics service mgr.

Apr. 16—56 members of the Albany Television Servicemen (A.T.S.). Training was conducted by Roy Palmer.

Apr. 21—50 service technicians attended.

HUNTINGTON, W. VA.

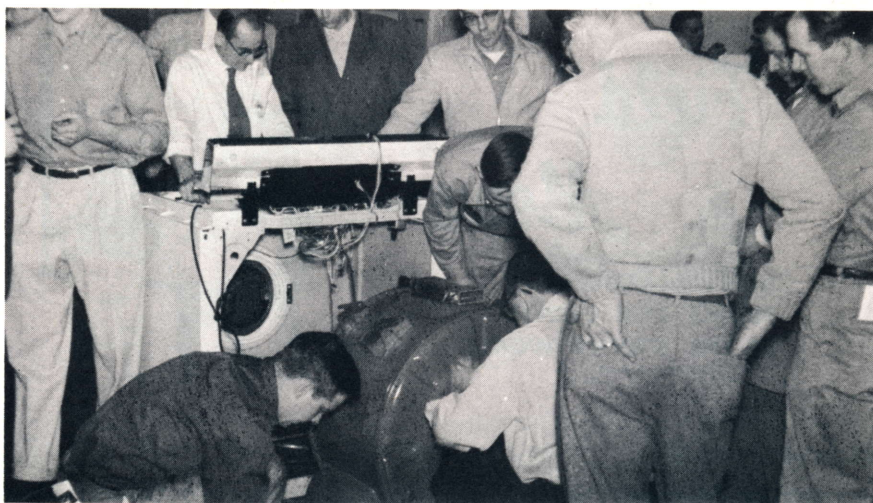
Tri-State Appliance Co. held home laundry service training meetings on Mar. 25 and 26, as reported by R. Q. Gruber, Philco factory rep. The meeting on Mar. 25 was held at the Diamond Department Store in Charleston, and was attended by 6 servicemen. The Mar. 26 meeting was held at the distributor's Clarksburg branch and was attended by 14 men.

FT. WAYNE, IND.

Radio Equipment Co. held morning and afternoon home laundry service training meetings on Mar. 11, as reported by Philco factory rep. O. J.



R. E. Harris Inc., San Diego, Cal., held a two-week refrigeration motor-compressor school ending Mar. 6, as reported by Philco factory rep. Carl H. Wilson. The course was divided into a series of six three-hour classes. Shown above are the 10 service technicians who completed the course.



Benarr Distributing Co., Toledo, Ohio, held a home laundry service training meeting on Mar. 5, as reported by Philco factory rep. W. H. Fensch. Gas and electric Duomatics were covered, with the meeting being opened by Ben Rubin, pres. of Benarr Distributing. Ed. Knipper, distributor service mgr. and Fensch conducted training. Shown above are service technicians taking part in the "service clinic" during which they completely dismantled and rebuilt a gas duomatic.

Atkinson. The meetings were held at Ohio Gas Co., Byron, O., and the training was conducted by Atkinson and Charles Joscelyne. A total of 42 service technicians attended both meetings.

ROCHESTER, N. Y.

Bergman-Rochester Inc. held a series of electronics service training meetings in April, as reported by Glen Cummins, Philco factory rep. Meeting dates and places as follows:

Apr. 22—Elmira. This meeting was held in conjunction with the Southern Tier Electronics Association. 33 servicemen attended.

Apr. 23—Rochester. 12 servicemen attended.

READING, PA.

B. O. R. Corp. held a home laundry service training meeting on Apr. 17, as reported by Philco factory rep. L. O. Botti. Botti conducted the training before a total of 14 servicemen.

MILWAUKEE, WIS.

Electro-Pliance Distributors held two home laundry service training meetings on Mar. 12 and 13, as reported by Philco factory rep. Ed Cammer. Instructors were John Radar and Bill Kleermund. A total of 51 servicemen attended.

SEATTLE, WASH.

Graybar Electric Co. held two

home laundry service training meetings in March, as reported by Philco factory rep. Mike Viall. One meeting was held on Mar. 19 in Seattle, with a total attendance of 38; the other was held Mar. 20 in Tacoma, attendance 26.



Philco Service Achievement Awards were made to six dealer-service shops in Delvin-Drew Co.'s area in and around Fresno, Cal. Shown above (l. to r.) are Philco factory rep. Ted Roberson; Mrs. George T. Lyon, owner of George T. Lyon's, 51 S. Washington, Sonora, Cal.; and distributor service mgr. John Randall. The award was received by Mrs. Lyon posthumously for her husband who passed away Nov. 16, 1957.

Other Service Achievement Awards were presented to the following:

L. E. Edises, owner, Electronics Engineers, 4510 E. Belmont, Fresno.

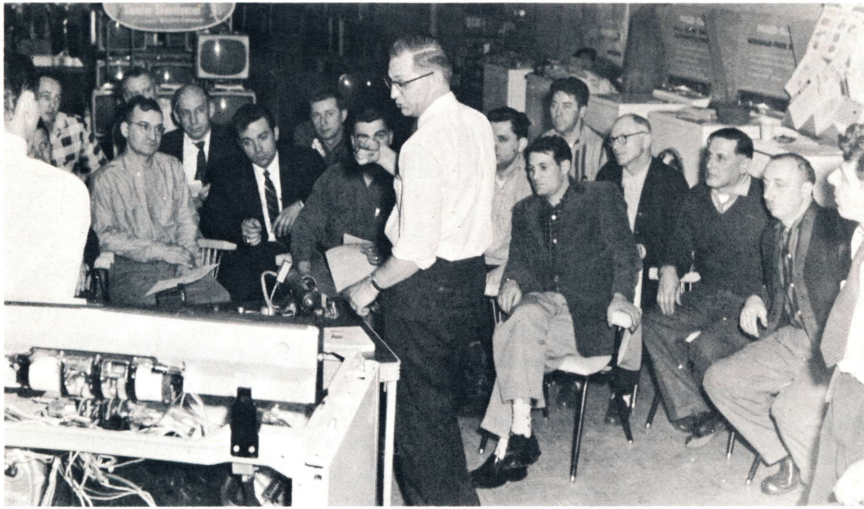
J. W. Hobbs, owner, Jay Hobbs TV, 4231 E. Shields, Fresno.

Tracy Pheley, serviceman, Roy H. Blackburn, 724 Olive, Fresno.

M. K. Nelson, owner, M. K. Nelson, 125 S. Center, Turlock.

Wilbur McMurry, owner, McMurry's Auto Electric Co., 739 17th St., Merced.

All the above presentations were made at the respective dealers' stores on Mar. 11.



Fineburg's, Elizabeth, N. J., held a home laundry service training meeting series on Mar. 18, 19, and 20, covering Duomatics. Training was conducted by factory Duomatic specialist R. Vozenilek, assisted by distributor appliance service mgr. Frank Aglietti. 40 service technicians attended the series. Lunch was served at each meeting. Shown above is one of the training sessions during the series.

PROVIDENCE, R. I.

Tri-State Wholesalers Inc. held an electronics service training meeting on Apr. 9, as reported by Philco factory rep. Ed Burke. A total of 65 service technicians attended.

ST. LOUIS, MO.

Philco Distributors Inc. held a home laundry service training meeting on Mar. 7, as reported by Philco factory rep. V. Haugeberg. Bigalte Electric, 5400 Gravois, St. Louis, had 100% attendance of all their servicemen. A total of 8 attended.



Sterling Hardware, Hazard, Ky., held an electronics service training meeting on Mar. 31. Total attendance was 13. Shown above (l. to r.) are Henry Howard, distributor service mgr.; D. A. Davis, winner of a special PFSS rod and reel prize; George A. Roach, winner of the door prize; and Philco factory rep. Roy A. Gumm Jr., who reported on the meeting. Refreshments were served after the meeting.

BUFFALO, N. Y.

W. Bergman Co. held an electronics service training meeting on Apr. 24, as reported by Philco factory rep. Glen Cummins. 75 service technicians attended the meeting.

PORTLAND, ORE.

Graybar Electric Co. held a series of home laundry service training meetings in April, as reported by Philco factory rep. Mike Viall. Following is a list of the meetings and the places they were held: Mar. 11—Portland; Mar. 12—Eugene; and Mar. 13—Newport. A total of 53 servicemen attended.

SYRACUSE, N. Y.

Broome Distributing Co. held an electronics service training meeting on Apr. 2, as reported by Ed Burke, Philco factory rep. A total of 59 service technicians attended.

BOSTON, MASS.

J. H. Burke Co. held three electronics service training meetings in April, as reported by Philco factory rep. Ed Burke. The meetings were held Apr. 8, 11, and 14, with a grand total of 132 service technicians in attendance.

PHILADELPHIA, PA.

Philco Distributors Inc. held an electronics service training meeting on Apr. 23, as reported by Philco factory rep. William Kuyken. Training

was conducted by William Sherman. A total of 12 service technicians attended.

SIOUX FALLS, S. D.

S. Fantle Corp. held a home laundry and refrigeration service training meeting on Mar. 26, as reported by Philco factory rep. M. F. Champieux. Training was conducted by Champieux before a total of 39 service technicians. "Dutch" lunch was served at the distributor's.

SAN FRANCISCO, CAL.

The new address of distributor California Electric Supply Co. is now 19th and Pennsylvania Streets.

POTTSVILLE, PA.

The new address of distributor Luckenbach Inc. is now 1907 Elk St.

JACKSONVILLE, FLA.

Empire State Distributors announces that Carl Marshall is now General Service Mgr., and B. H. Vickers is Appliance Service Mgr.

PHILADELPHIA, PA.

The new distributor for Philadelphia is John M. Otter Co., 2030 Up-land Way.

TAMPA, FLA.

The service mgr. for appliances at distributor L. & L. Distributors is Earl Qualls.

(Continued next page)



Bennett Distributors Inc., Columbus, O., held an electronics service training meeting on Apr. 23 attended by 38 service technicians. Roy A. Gumm Jr. conducted training, assisted by four distributor personnel. Three door prizes were awarded. Shown above is a general view of the attendance.



CLEVELAND, OHIO

Frankelite Co. held an electronics service training meeting on Mar. 25, as reported by Glen Cummins, Philco factory rep. The meeting was attended by 8 servicemen.

SAN ANTONIO, TEX.

West Texas Appliance Co. held three electronics service training meetings in March, and three in April, as reported by Philco factory rep. George Saylor. Meetings were held as follows: San Antonio, Mar. 24—54 servicemen attended; Austin, Mar. 25—23 servicemen attended; San Angelo, Mar. 27—attended by 20 servicemen.

Corpus Christi, Apr. 1—attendance 20; Weslaco, Apr. 2—attendance 20; and Laredo, Apr. 3—attended by 7 service technicians.

RENO, NEV.

Osborne & Dermody Inc. held a general service training meeting on Mar. 13, as reported by Philco factory rep. Ted Roberson. Nine servicemen attended.

ELMIRA, N. Y.

Bergman-Rochester Inc. held a television service training meeting on Mar. 19, reports Glen Cummins, Philco factory rep. There were 14 servicemen in attendance.

CLARKSBURG, W. VA.

Tri-State Appliance Co. held an electronics service training meeting on Mar. 19, as reported by Roy A. Gumm Jr. 32 service technicians attended the meeting. Three door prizes were awarded at this meeting: 99'er Tube Caddy was won by Paul A. White, of White's Radio & TV, Clarksburg; a Ronson lighter went to Gerald Baughman, of Baughman's Home Appliances in Philippi; and a gold watch was won by Ed Royal of Shinnston Appliance Co., Shinnston.

Each serviceman present was given a package of resistors and condensers.

PHILADELPHIA, PA.

Philco Distributors Inc. held an electronics service training meeting on Mar. 19, as reported by R. D. Kettimon. William Sherman was the instructor. 24 service technicians attended.

BUFFALO, N. Y.

W. Bergman Co. held an electronics service training meeting on Mar. 18 at Olean, as reported by Philco factory rep. Glen Cummins. Ten service technicians attended.

SEATTLE, WASH.

Graybar Electric Co. held an electronics service training meeting on Mar. 4, as reported by W. R. Kemmel, Philco factory rep. Seven service technicians attended.

SANTA BARBARA, CAL.

A Philco Service Achievement Award was presented to Aki Sarawatori, Aki Radio Television, 335 N. Voluntario, Santa Barbara on Mar. 19 at distributor H. T. Waller, Inc. Present at the award presentation were Ted Roberson, Philco factory rep.; John Horton, distributor service mgr.; and Mr. Sarawatori. Aki Radio Television is an independent shop specializing in electronics repair.

COLUMBUS, OHIO

Bennett Distributors, Inc. held an electronics service training meeting on Mar. 12, as reported by Roy A. Gumm Jr. There were 22 servicemen in attendance at the meeting.

CHATTANOOGA, TENN.

Radio Sales Corporation held a general electronics service training meeting on Mar. 12, as reported by Philco factory rep. Len Hardin. 13 service technicians attended.

DES MOINES, IOWA

General Appliance Co. of Iowa held a motor compressor training meeting on Apr. 4, as reported by V. Haugeberg, Philco factory rep. A total of 6 attended.



Dixie Appliance Co., Roanoke, Va., held a two-day home laundry service training meeting on Apr. 1 and 2, as reported by Philco factory reps. H. W. Johnson and Clarence Fore. A door prize, a portable car cooler, was won by J. C. Whitten, fifth from left, standing. Shown above are the members of the training class. Wm. Sprouse, bottom row, far right, is the distributor service mgr. Standing at far right are Howard Johnson and Clarence Fore.



Luckenbach & Johnson Inc., Allentown, Pa., held two meetings covering home laundry service on Mar. 26 and 27, as reported by L. O. Botti, Philco factory rep. Training was conducted by R. Franz, distributor appliance service mgr., and Botti. Shown above is a picture taken at one of the meetings. The meeting on the 26th, covering gas and electric Duomatics, was attended by 44 service technicians. 36 attended the next meeting, which covered dryers, Ball Point, Gyromatic and Economats.

Better Business

... A SERIES ON IDEAS AND METHODS FOR EFFICIENT BUSINESS OPERATION

IV. Telephone Tips



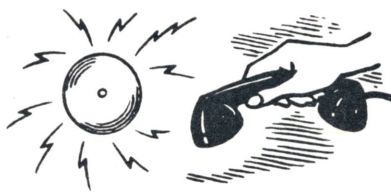
In a service operation, just about all of the business comes in via the Telephone. The telephone, therefore, is a very important factor. Let's consider some of the telephone Equipment, Services, and Techniques that may be used by a service organization.

Naturally, a telephone is needed—but what kind? It may be a single-line desk phone, or additional lines and phones may be added if there is a volume of calls. Buttons on each phone can be used to select the proper line for an incoming call. For larger operations, more elaborate systems can be obtained through the telephone company.

How about extension phones? If the work bench is located any distance from the telephone, an extension phone is a great time saver. The customer should not have to wait very long before someone answers the phone. If the line is available for use by more than one person, a "privacy" button can keep a call from being interrupted when someone else picks up the extension phone.

In order for the telephone not to be in the way on the bench or desk, a wall telephone or a "desk side" telephone is the answer.

Suppose it is Saturday afternoon . . . you are mowing the lawn, naturally . . . your home phone is listed as a number to call for service . . . and one of your best customers phones. Can you hear the ring? If not, an outdoor bell can be installed by the telephone company, and you won't miss that important call.

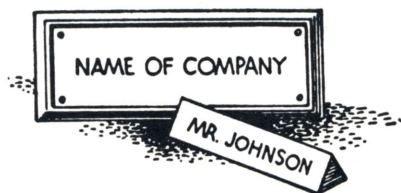


Bells for outdoors

Now, in a situation where the business phone is unattended for periods of time, services are available to handle the calls. A device to do this gives the customer instructions to leave his name and phone number and that you will call back. The customer's message is then recorded. A more personalized system is the Telephone Answering Service, which has an operator take all calls.

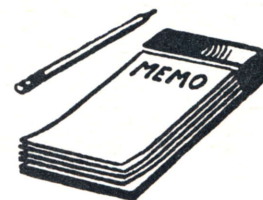
The best equipment available, however, is inadequate if good Telephone Techniques are not observed. This refers to "what to say" and "how to say it."

In answering the phone, the business and the person should be identified, *clearly*. Say, "Jones Service, Mr. Brown speaking." Don't just say "Hello," because the customer then



Identify yourself

has to find out "Is this Jones Service? Who's speaking?"



Have paper and pencil ready

Be prepared by having paper and pencil ready, too. Write down the customer's name and address—if it's not clear, say, "Would you mind spelling your last name?" During the conversation, call the customer by name, "Yes, Mrs. Syzamanski." This indicates to the customer that she is receiving individual attention.

Fix the appointment time clearly in the customer's mind, so that someone will be home when you arrive. . . . "I'll write that on my schedule now, Mrs. Syzamanski . . . that's 10 o'clock tomorrow morning." In addition, it is also wise to phone ahead just before making the call.

If it's necessary to keep the customer waiting longer than 30 seconds while checking something, explain the delay and ask whether the customer prefers to wait or have you call back. No one likes to be left "hanging" on the phone.

While speaking on the phone, use a normal voice and talk directly into the mouthpiece (held not more than one inch way). Don't use a different telephone voice; your natural one is usually more convincing. Be sympathetic in your remarks and the tone of your voice—this lets the customer know that you are interested.

Don't interrupt the customer unnecessarily. Letting the customer tell the whole story may give a clue to the real problem and makes the customer feel better, as well.

Be polite in the conversation—the call means business for you. And close by saying, "Thank you for calling us. Good-bye."

The Telephone is a functional part of a service business—use the most efficient equipment, and use it properly for best results.

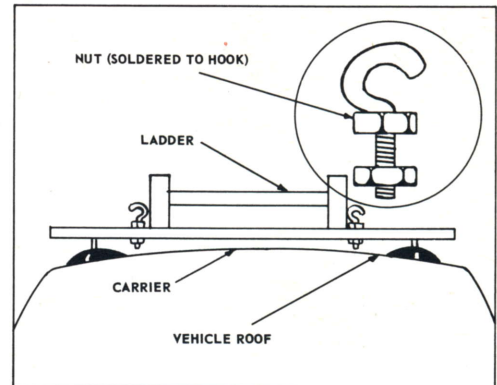
MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

\$10.00 AWARD

"Here's how I have improved my roof carrier for ladder hauling. I drill two holes in each carrier and insert two hooks so that they are just far enough apart to clear the width of the ladder. This prevents lateral slipping and permits a more secure rope lashing to prevent forward and backward slipping."

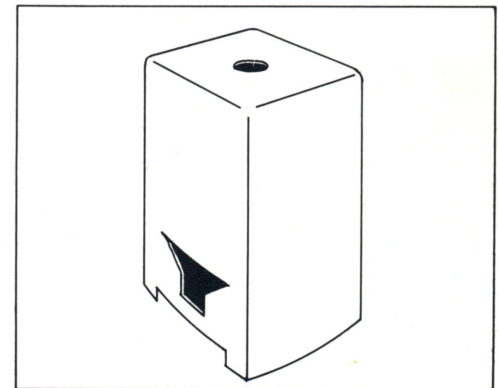
Oscar Schectar, Schectar TV Service
2112 Murray Avenue, Pittsburgh 17, Pa.



\$10.00 AWARD

"Often radios come in for repairs with the tube shields missing. The shell of an I. F. Transformer (miniature) can be used over most miniature tube shield bases. Simply round out the square a little and it will give you a push fit. Saves time and effort in looking for the proper size shields."

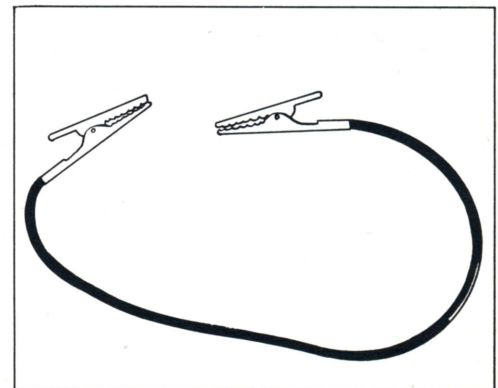
Abe Levine, Abe's Auto Glass & Radio Service
Box 874, Liberty, N. Y.



\$10.00 AWARD

"I solder two small alligator clips to the ends of a 6" hookup wire to save soldering when shunting the ringing coil. This "third hand" also comes in handy when removing the back of a late model TV having the antenna terminals fastened to the back of the set. Also, I use the wire and clips to hold leads up near the top of the set when checking for sweep or high voltage trouble."

Wes Kieke (Baden's Furniture Co.)
5703 Chesterfield Ave., Austin 5, Tex.



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. All such ideas are to be submitted only on the basis that Philco shall have unlimited rights to the use thereof for any purpose whatsoever, free from any obligation to the sender. We will consider all suitable items.