



PHILCO SERVICE

Businessman

VOL. 1 NO. 1

JANUARY, 1959

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Rolling Radio Repairs

John Towber of Philadelphia goes to his customers in this rig that is equipped with everything he needs for radio service—plus a three months' supply of food!

See Story beginning on Page 3



Official Publication of Worldwide
PHILCO FACTORY-SUPERVISED SERVICE

SERVICE TECHNICIANS UNDER ATTACK BY THOUGHTLESS PRESS

Nothing in this world makes our blood boil so furiously as the thoughtless charges that are leveled against servicemen from time to time in the consumer press. Ever since the old days when the plumber was the butt of all the jokes, the feature writers and cartoonists have been jabbing at the appliance and television repairman. Sadly enough, like the plumber, the technician has no "voice" with which to reply.

Some time ago, a national weekly newsmagazine carried a feature story which said, in part, that the appliance and electronics serviceman was a bandit who annually gouged "millions" from the suffering American public. Even though the article appeared a couple of years ago, we still hear echoes of it from indignant (and misinformed) householders.

The damage such an article does to customer relations in our industry is nearly irreparable. And we maintain that the charges are mainly untrue, and the stories related to support the charges are grossly exaggerated.

Sure, we've all heard stories about "comic operas" in which television sets have been returned with the picture upside down. These are just stories told for amusement. Can you picture *any* serviceman or shop delivering a set without even *looking* at the picture?

Automation has invaded the kitchen, the laundry room—even the living room. The service technician has become a man to be reckoned with, just like a factory maintenance man. He helps to keep the American home running smoothly.

Yet in some quarters he is still looked upon with suspicion, and the

feature writers feed the suspicion with vicious articles attacking his honesty, his efficiency, even his purpose in life!

Let's get mad and stay mad! Philco Service Businessman urges all technicians to reply to every single instance of disparagement of the serviceman—by letter, by telephone, by telegram. Write direct to the editor of the offending publication. *Demand* that the publication tell the other side of the story—how thousands of service technicians are banding together in regional associations to set up standards of the industry just the same as doctors, engineers, and manufacturers have set their standards.

In the belief that, if one editor finds one side of a story of interest, others will choose the opposite side, your Philco Service Businessman will seek out the editor who will publish the "other" side. We propose to write an article defending the service technician and have it published by some national consumer magazine.

In order to accomplish this, we need the cooperation of all our readers. Tell us about stories you have read which you have found to be untrue or greatly exaggerated. Give us the facts, men—dates, places, names if possible. Armed with these facts, we can write a story about the service technician as a reputable businessman that will be just as convincing as the damaging attacks ever were!

Address your letters to the "Get Mad" Editor, Philco Service Businessman, 2nd and Westmoreland Streets, Philadelphia 40, Pa. Do it now!

PHILCO SERVICE *Businessman* JANUARY, 1959 VOLUME I NUMBER 1

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RICHARD A. PHILLIPS Editor

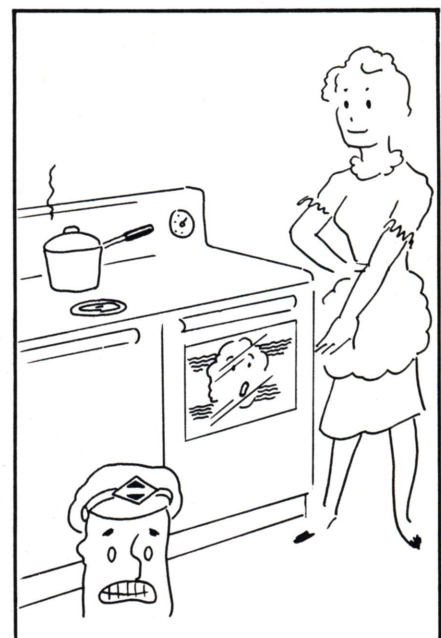
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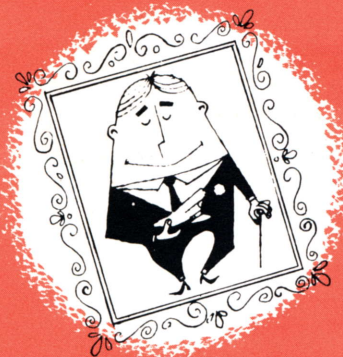
POLICY . . .

Philco Service Businessman will strive to mirror the activities of the thousands of PFSS members throughout the world, and to provide them with useful and helpful business information.

GOING THE ROUNDS WITH **UNCLE PHIL**



Personalities



IN SERVICE

This is a service shop on wheels whose equipment and accessories might be the envy of many a shop housed in more conventional quarters!

John Towber, whose shop address (whenever you can find him there) is 3527 N. 5th St., Philadelphia, Pa., owns and operates the floating Towber's Auto Radio Mobile Shop.

Because an auto radio is installed in a car, you would expect that it's easy to bring it into the shop for service. John didn't think so—and he set out to prove it.

The way he figured it, the average family car is on the go constantly. Dad uses it to drive to work, Mom wants it for shopping and PTA meetings, even Junior puts in his bid for it occasionally! The family car is like a taxi—with several shifts of drivers to keep it going all day and evenings!

This doesn't help to get the car serviced, much less the car radio. If

ROLLING RADIO REPAIRS

the radio goes on the blink, chances are that it will stay that way until some rare day when nobody needs the car—or until John Towber comes around.

This is how Towber's Auto Radio Mobile Shop operates.

John will select a factory having a sizable parking lot. He will tack up on convenient poles and fences signs announcing that his mobile shop will be parked nearby for three days (or more, depending on the number of cars in the lot). The day before he is scheduled to appear, he slips a large white card under the windshield wiper of all the cars on the lot. This card reads, in part: "Man on duty where you work to repair your car radio. Same day service. Ring remote control buzzer near main gate for fast service."

The next day, car owners leave their keys with John and go in to work. At the end of the day, they come back to the repair truck, pay for the work and pick up the keys. The car radio is repaired, with no loss of time, no inconvenient arrangements for picking up.

To further advertise his service, John has installed a phonograph turntable and loudspeaker on the truck. He plays a record of his own composition, titled "Ha Ha Polka," interposed with short "commercials."

The remote control buzzer John leaves with a gate guard will ring a bell inside the truck. When John hears the bell, he knows that a customer is waiting at the gate.

Following is a *partial* list of the equipment and accessories John has installed in the truck over the past three years:

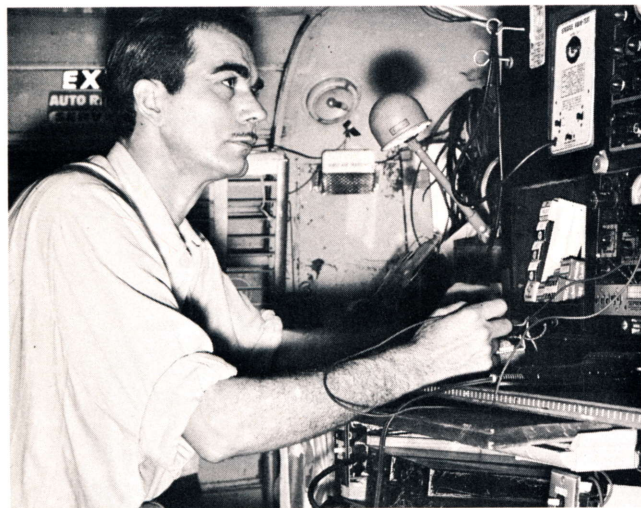
Tube checker, ohmmeter, speaker, condenser checker, scope. Tube rack with 200-tube capacity, dozens of reels of wire.

$\frac{3}{4}$ -ton air conditioner, refrigerator, 7" television set with outside antenna, 45-rpm record player and inside and outside speakers, auto radio antenna which automatically extends or retracts.

Short wave radio (for his own amusement between jobs), sink with running water from pressurized 10-gallon tank, automatic fire sprinkling system, and three separate power supply generators: 1000-watt—AC, DC, 110-volt generator run by the truck's engine. Converter, operates on 12-volt battery with an output of 150 watts, 110 volts AC. Emergency supply, single cylinder gas engine operates 110-volt DC generator and also recharges the 6 and 12-volt truck batteries.

John is a man who likes all the comforts of home while he works. He

(Continued on page 5)



John Towber checks out a set on his testing equipment. Note the "bar" switches beneath the counter. A flip of one of these switches produces a frosty glass of beer.



Phono turntable plays an advertising message and music that Towber composed himself. Service truck stores a three-months' supply of food, as well as complete equipment.

Mr. Service Dealer...

YOUR PHILCO DISTRIBUTOR IS HEADQUARTERS FOR A COMPLETE SELECTION OF GENUINE PARTS

Bendix

Automatic Electric Washers • Automatic Electric Dryers • Duomatic Washer-Dryer Combinations • Automatic Gas Dryers • Gas Duomatic Washer-Dryer Combinations.

CROSLEY

Radio • Television • Refrigerators • Ranges • Freezers • Air Conditioners • Automatic Dishwashers.

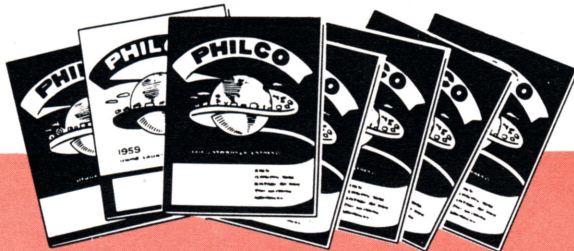
PHILCO-Bendix

Automatic Electric Washers • Automatic Electric Dryers • Duomatic Washer-Dryer Combinations • Automatic Gas Dryers • Gas Duomatic Washer-Dryer Combinations.

PHILCO

Radio • High Fidelity • Stereophonic High Fidelity • Television • Refrigerators • Electric Ranges • Freezers • Air Conditioners • Automatic Electric Washers • Automatic Electric Dryers • Duomatic Washer-Dryer Combinations • Automatic Gas Dryers • Gas Duomatic Washer-Dryer Combinations.

Don't Settle for Less than Genuine Replacement Parts



COMPLETE PARTS CATALOGS—All models of all products listed above are completely covered in separate Philco catalogs on Electronics, Appliances and Home Laundry. See your Philco Distributor today for this valuable information.

PHILCO
Accessory Division

WORLD WIDE DISTRIBUTION

Service Parts • Power-Packed Batteries • Universal Components • Long-Life Tubes • Heavy Duty Rotors • Star Bright 20/20 Picture Tubes • Long Distance Antennas • Appliance Parts • Laundry Parts • Universal Parts and Accessories.

PHILCO . . . Famous for Quality the World Over

PERSONALITIES (cont'd from page 3)

has installed a tiny bar which delivers ice cold beer from a faucet. By merely pushing a button, the beer is drawn from a bottle, fed through icing coils and delivered to the waiting glass!

In addition to the list above, the truck also contains fluorescent lighting, fans, a work bench, a desk, 3-months' supply of food, cooking utensils, a hot plate, toaster, clock, paper towel rack, two chairs, a hot water heater, air compressor and a first aid and medicine cabinet!

Towber lives with his family in their home behind the "stationary" shop. His wife, Margaret, helps with the office work and keeping track of service calls. They have a daughter, Diane, 11.

John started in the auto radio service business in 1941 in Coatesville, Pa., where he still maintains a branch shop. He has worked in several television service firms in Philadelphia, and opened his present shop in 1950 at the same location.

He graduated from the N. R. I. course in 1950, and has attended a number of Philco training courses.

While auto radios are his specialty, Towber does about 30% of his volume in television servicing at his home shop.

From the looks of things, it appears that John Towber has proved his point very well: it's better to go to the car radio than to sit back and wait for the car radio to come to you.

Three Faces of Crippling



Birth Defects Arthritis Polio

JOIN THE
MARCH OF DIMES

TOWARD GREATER VICTORIES

FACTORY-BRANDED PARTS BUILD GOOD BUSINESS

Like every business, the service business has its shortcuts. Most of the shortcuts have to do with the cost of the replacement parts and accessories installed in any brand name product.

Sure, a serviceman living near a big city can visit some of the "wholesale" outlets advertising big bargains. He can come home loaded with picture tubes, pumps, motors and cam switches bearing no trade name—and purchased for a song!

He can do several things with these parts: He can honestly tell his customers that these are unbranded parts and charge accordingly. Or he can say nothing and charge regular list prices as for branded merchandise. Or he can throw the whole kit and kaboodle out the window and resolve "Never again!"

Why all the ballyhoo about unbranded parts? Why isn't one part as good as another? The answer might surprise you.

It's not just because the branded part will give better service—although this is certainly true most of the time. The answer goes deeper than that—it's customer satisfaction. Remember that the American public is brand conscious—and any serviceman who fights this fact is sparring with windmills.

Take the case of Joe Misstaykn. He installed a Jerry-Bilt Super-Flo pump in his customer's automatic washer. He proudly showed her on the bill how he had saved her \$1.38 by installing a substitute part in her brand name washer. Three months later, the

washer spilled water all over the floor. Mrs. Customer didn't remember the \$1.38 Joe had saved her. All she knew was that her washer was in need of repairs again so soon—and it was probably caused by the "inferior" pump. She called in another serviceman.

He reported that the pump was OK—it was the timing mechanism. But it was already too late—Joe was out and another serviceman was in.

By putting a substitute pump in her brand name washer, Joe was telling his customer her judgment was poor! He was saying, in effect, "Mrs. Customer, your choice of a quality washer was wrong. You could have had the same performance features in another washer, and saved money, too!"

"This unbranded part I'm installing will prove it to you. It will last just as long, and it will perform just as well as a factory-branded pump. Next time, you'll know better!"

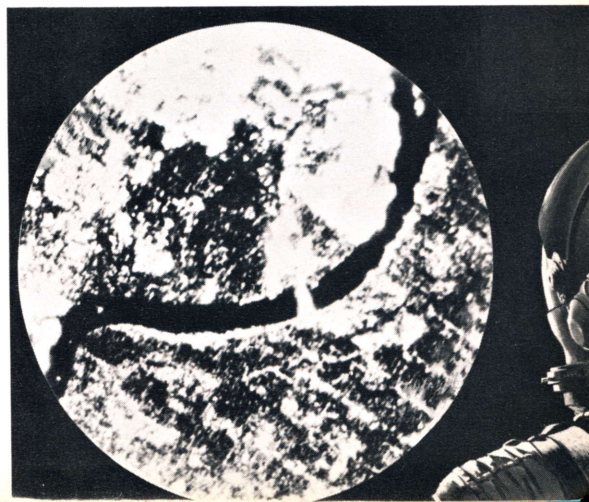
Mrs. Customer knew better. She called in another serviceman.

Folks who have paid out a lot of bucks for a quality Philco product (sure, we're prejudiced) have the right to expect a service technician to use Philco parts when replacements are needed. It's just as true, also, that a service technician's job is to restore a customer's confidence in the product, just as he restores its mechanism.

It makes sense to assure customer satisfaction by installing only factory-branded parts in brand-name products!

NEW PHILCO "REDAP"

Another recent development by Philco's Government and Industrial Division is an all weather radar system that produces clear, detailed ground maps from behind protective cover of darkness, clouds or fog. This equipment will be used in advanced drone reconnaissance aircraft. Shown at right is the "picture" produced by the system. The system is far more detailed than the usual "blips" produced by standard radar. The Philco division has been awarded a \$2½ million contract to build eight of these systems for the U. S. Army Signal Supply Agency.



DISTRIBUTOR MANAGERS ATTEND SCHOOL, TOO!

Philco Service Headquarters played host to 22 distributor service managers in December in a two-day school session. The service managers came from distributors in Philco's South and Southeast Sales Areas, including N. C., S. C., Ga., Fla., Ala., La., Miss., and Tenn.

Frank Whitten, factory Electronics Service Manager, was chairman of the sessions. The purpose of the school was to train the service manager in all phases of service administration. Some of the subjects covered were:

- Customer relations.
- Sales assistance — how the service manager helps train distributor salesmen with relation to features, demonstrations and serviceability.
- Technician service training.
- Warranty administration.
- Product engineering as it relates to the problems of the service technicians.
- Service problems in general.
- PFSS membership.
- Product performance.

The Philco Accessory Division sent representatives to explain the role of parts and accessories in the service picture.

A plant visitation to Philco's production facilities in Philadelphia was also included in the agenda. The service managers were instructed in the workings of automation in production, and how it has helped to produce better and more uniform quality.

Technicians' Organization Expresses Gratitude

After Hank Forster, service manager of W. Bergman Co. Inc., Buffalo, N. Y., conducted an electronics service training meeting for the Buffalo Radio Institute Alumni, he received the following letter:

"The members of the Buffalo Radio Institute Alumni Association and the students who attended would like to express their appreciation for the fine and very informative lecture and demonstration Mr. Forster put on for us Monday of last week.

"I am sure that all who attended took home some very good information, and can better service a television set now. I already know of a case—there was pulling in the picture and the serviceman had changed tubes in the horizontal section. Upon hanging the scope of the video detector he found AC in the pattern. There was grid leakage in the RF Amplifier tube.

"If you can give us additional information on the use of a scope we would be pleased to arrange for another meeting after the first of the year. Thank you again."

Very truly yours,
Joe Shields
Vice President

Any technician worth his soldering gun is hungry for information and training, because this is the only practical way to keep up with the fast-changing service industry!

Technicians Resist Phony Tubes

What might have been a flourishing racket was nipped in the bud by a California radio and TV technicians' association. It seems that some promoters had purchased distributors' rejected CRT tubes at junk prices, re-dated them, and heat-treated some of them so that they would operate for a short time.

They hopefully put them on the market at drastically reduced prices. However, Radio Television Association of Santa Clara Valley, through their president, Jack M. Morrisroe, succeeded in publicizing the scheme and most technicians are working closely with distributors to head off the "invasion." President Morrisroe suggested that technicians buy only from distributors to help defeat the racket.

INTENT ON TRAINING



Technicians in Traverse City, Mich., listen and watch intently as laundry service is explained and demonstrated. Training was conducted by factory rep. W. H. Fensch at a service training meeting held by distributor Graybar Electric Co., Grand Rapids. Harry's Service Center was the scene of the meeting, which was attended by 12 service technicians. Graybar held meetings in several other cities in its area to assure maximum attendance.



View of attendance at laundry service training meeting on Vertical Axis Washers held by R. E. Harris Inc. in San Diego. Training was conducted by distributor service mgr. Charles Frice and factory rep. C. H. Wilson.

CLOSED CIRCUIT TV USEFUL IN REHABILITATION



Pennsylvania's Gov. George M. Leader witnesses a dramatic moment on closed circuit television as 16-year-old Helen Hall, of Philadelphia, walks for the first time in two years. The girl, a victim of polio, didn't know she was being watched on monitors by her parents and 75 guests at a luncheon. If she had known, she might have failed because of "propositionality," a medical term for self-consciousness. The luncheon was held at The Rehabilitation Center at Philadelphia, where the patient underwent treatment. Closed circuit television equipment was loaned by Philco and installed by J. F. McCarthy Co., Philadelphia industrial equipment distributor.

Better Business

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



HOW'S YOUR CREDIT?



Good credit is one of the best business assets you can have. Good credit can mean freeing dollars to work for you, it can mean easing you over a difficult or slack period, it can mean adding equipment that will help you do a more efficient job.

Yet credit is an intangible. Of the five "C"s that a banker investigates before granting a loan (Character, Capability, Capital, Collateral, and Conditions) only two of them can be counted in dollars and cents.

Perhaps by understanding the conditions that govern the acceptance of your loan application, you will be better guided in your campaign to build a good credit reputation:

Character There's an old thought among bankers—beware of the fellow that goes around hating bankers. His credit is probably poor. In dealing with a banker, particularly when large sums are involved, he will look sharply at your general attitude. He will also be very much interested in your record with regard to previous loans.

Capability This is another intangible that the trained banker will investigate. In other words, he wants to know how good you are at your chosen profession. This will influence him because he is investing in *your* future.

Collateral This may or may not be required, depending on the size of the loan, its terms, etc. Many bankers will take only your personal signature on a note—provided all other factors are in your favor.

Capital You can't expect a banker to finance you entirely. He'll want to know how much you have invested in your business, and he will probably participate according to set formulas.

You will have to show him that you have invested at least as much as you are asking for, possibly more.

Conditions Local and national conditions affect the easing of credit. Your community's future is part of the picture that the banker takes into account. There's not much you can do about this.

Of the five "C"s, the ones you can do the most about are the first two. You build a good reputation as a dependable businessman by abiding by sound business practices. You improve your technical know-how by keeping up with changes, by attending service schools, by diligent attention to the job to produce the best possible workmanship.

Remember that bankers *want* to lend you money—it's their only business. It's up to you to be worthy of their trust.

ADVERTISING



We hear it said so many times: "I don't have to advertise. My customers know where I am."

But telling your customers *where* you are is only part of the job of advertising. Advertising can be a timely reminder to a prospect that you are available *when* she needs you.

A small space advertisement in your local newspaper or business directory can bring in returns many times the cost of the space. It's important to keep your name before your prospect so that when her appliance or television does break down, she'll remember you first, because she saw your name *recently*.

Also, advertising can *create* business for you. Why not advertise a special television tune-up for \$7.95 (or set your own price) to include tube testing, antenna servicing, and picture tune-up? You can advertise the tune-up as a special during the summer months, or just before the baseball season.

Advertising can keep your telephone ringing. Use it wisely and you'll be able to count the results in hard cash.

BUDGET YOUR TIME



There are only 24 hours in each day. You should spend approximately 16 hours a day in rest, recreation and rehabilitation. The rest of the time, 8 skimpy little hours, you spend in earning a living.

If you're not careful, you will find the hours slipping by uselessly. It's important to you to budget your time carefully so that you get as much productivity from every hour as it is possible to get.

Here are some concrete suggestions:

1. Call backs cost you money and effort. You can cut down on the number of call backs by arranging your technical library so that information is at your fingertips. This will help you to make your *first* call your last. Consult your library *before* you make your call.

2. Route your calls so that a minimum of travel is necessary from one appointment to the next.

3. Get into regular work habits. If there is bookkeeping to be done, save it for a special time each week or month.

4. Make it a practice to call in to your office a couple of times a day. There may be a call you can cover while you're in the neighborhood.

5. If you do find that a customer is not in, leave a doorknob card telling her that you were there, and would she call you for a new appointment.

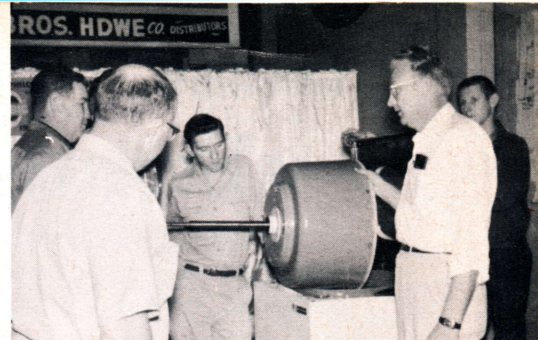
You'll undoubtedly think up other ways to save time. This is a problem that requires your utmost attention—because you, as a service technician, can count your hours in dollars and cents!

Service News

IN PICTURES



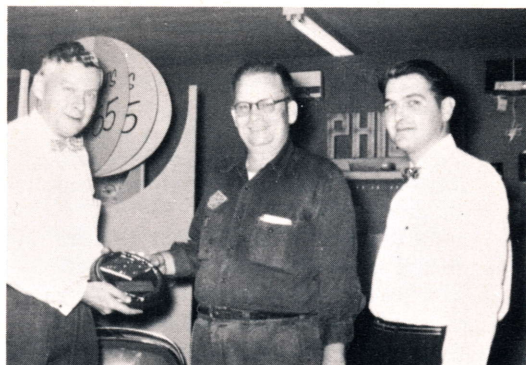
K. Wagoner, Service Mgr. of Roskin Bros. Inc. (shown standing at right), conducted a laundry service meeting in Middletown, N. Y. before 39 service technicians.



Factory rep. Vic Haugeberg explains washer tub assembly in laundry service meeting conducted by Merkel Bros. Hardware Co., Quincy, Ill. The Duomatic was covered in detail.



A Service Achievement Award was presented to F. Connoe of Griffith Appliance Service, 10360 California Ave., South Gate, Cal. Shown above, l. to r., are Ed Bedford, appliance service mgr., Philco Los Angeles; Connoe; and Frank Honeycutt, mgr. consumer services, Philco L. A. Note the well-kept service truck.



B. T. Warwick, of Warwick Radio & TV, Roby, Tex., was presented with a Service Achievement Award at an electronics service training meeting held by distributor Medaris Co., of Lubbock, Tex. Shown above, l. to r., are George Saylor, factory rep.; Warwick; and distributor electronics service mgr. Jim Reed.



Factory rep. M. F. Champieux conducts a laundry service training meeting at Sioux Falls, S. Dak., under sponsorship of distributor S. Fantle Corp. The entire 1959 line was explained in detail to an attendance of 21 service technicians.



A packed house received service information on the 1959 electronics line in a meeting held by Philco Distributors, Inc., St. Louis, Mo. Training was conducted by factory rep. Andy Murnick Jr. When the business of the meeting was over, door prizes were awarded and refreshments served to the 246 service technicians who attended.



General view of the laundry service training meeting held by Mardick Distributing Co., Joplin, Mo. Training was conducted by factory rep. M. F. Champieux and was described as a "complete tear-down meeting." 39 service technicians attended and were treated to lunch buffet style. Door prizes were also awarded.

Part of the 44 service technicians who attended an electronics service training meeting held by Dixie Appliance Co., Bluefield, W. Va. Refreshments were served and door prizes awarded.

Dixie Appliance Co. also held a laundry service training meeting shortly after the electronics meeting shown at left. Training was conducted by factory rep. H. W. Johnson, assisted by distributor service mgr. Mike Stupalsky.

Here's how to start a service meeting with a bang! The first to burst a balloon was given a prize at laundry session conducted by Saginaw Distributors Inc., Saginaw, Mich. Factory rep. W. H. Fensch conducted training—on washers and dryers, not balloon bursting!

