

**PHILCO**  
Factory-Supervised  
Service



# *the* **PHILCO SERVICEMAN**

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DECEMBER, 1954

**TURN THE PAGE AND ...  
"START THE YEAR RIGHT!"**





# START THE YEAR RIGHT!

**R**IGHT now — during this season of good intentions—is the ideal time to lay down a New Year's resolution that can help eliminate confusion and add efficiency to your business operations.

We can tell you how to do this easily enough. The problem is when are you going to do it. Most smart businessmen discover the value of standard business forms early in

Take shop repair tags, for example. They are a customer's claim check, a product check and a transaction record for bookkeeping and filing purposes. Or stationery. It lends prestige to your business while acting as invaluable advertising whenever it is put to use.

Philco Factory-Supervised Service has accumulated a host of business forms for recording, promoting and advertising your service. They are

of advertising mats, direct mail folders and personalized letters. There are shop coats, PFSS uniforms and counter coats to further enhance your service and provide you with comfortable working apparel. And don't forget drop cloths, service binders, PFSS decals and other display material.

There is no excuse for sloppy work and the same applies for sloppy records. You owe it to your-



their careers and continue to rely heavily on them to literally run their operations with pinpoint accuracy.

Forms serve a dual purpose, too, and can be used by customers and as a device to attract them.

indispensable, but inexpensive. And they help to identify your activities with those of Philco.

In addition to the business forms and stationery available, there are many tried and tested sales advertising aids at your disposal in the form

self and your customers to keep accurate records because you both suffer when trouble comes.

Your local Philco Distributor can help you make a selection of proven Philco sales aids for far better business operation.

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**POPULATION-WISE**, South Dakota is one of the smallest states in the Union. People out in this neck of the woods, however, are inclined to make up for their numerical shortcomings by doing things in a big way! Service is no exception. When South Dakotans need it, they go to the place that serves it up in big league style.

Out in the northeast section of South Dakota, the town of Aberdeen (population 28,000) occupies our attention this month. It is the home of Danielson-Brost Company . . . a real stronghold of service . . . one that has grown in the best traditions of service through constant emphasis on it.

When they first met, Art Danielson and Rueben Brost were destined to team up in a sales and service venture. Since 1926, Art Danielson had built up and maintained an extremely large service organization around Aberdeen, drawing business from a considerable territory in that vicinity. Rueben Brost who started servicing in 1934, was a Philco veteran of long standing, having worked for the Philco Distributor in Aberdeen and did a stint as a Philco Dealer before the war. In addition, he had put time in with the Philco overseas group in England on Philco's radar program. In fact, both partners taught in Signal Corps schools during the war.

In 1945, the pair formed a partnership that has steadily broadened its horizons in both sales and service. With one partner firmly established in a going service operation, and the other utilizing his wide sales experience to complement the service end, the Danilelson-Brost Company has prospered.

"D-B" sells and services a complete line of quality home appliances. They employ four servicemen and one outside salesman. All office work is done by the partners' wives. Service shops dot the building, located strategically for quick in-shop repairs and broken down into product categories. Service benches upstairs in the rear of the store are able to handle any electronic equipment that can be serviced quickly. In and out in the absolute minimum of time attracts customers who desire quick, accurate service. The downstairs service department handles all types of products requiring more complete service and overhaul. Where possible, all service benches are located 20 feet apart and in separate rooms to permit better concentration and hearing. It has been said

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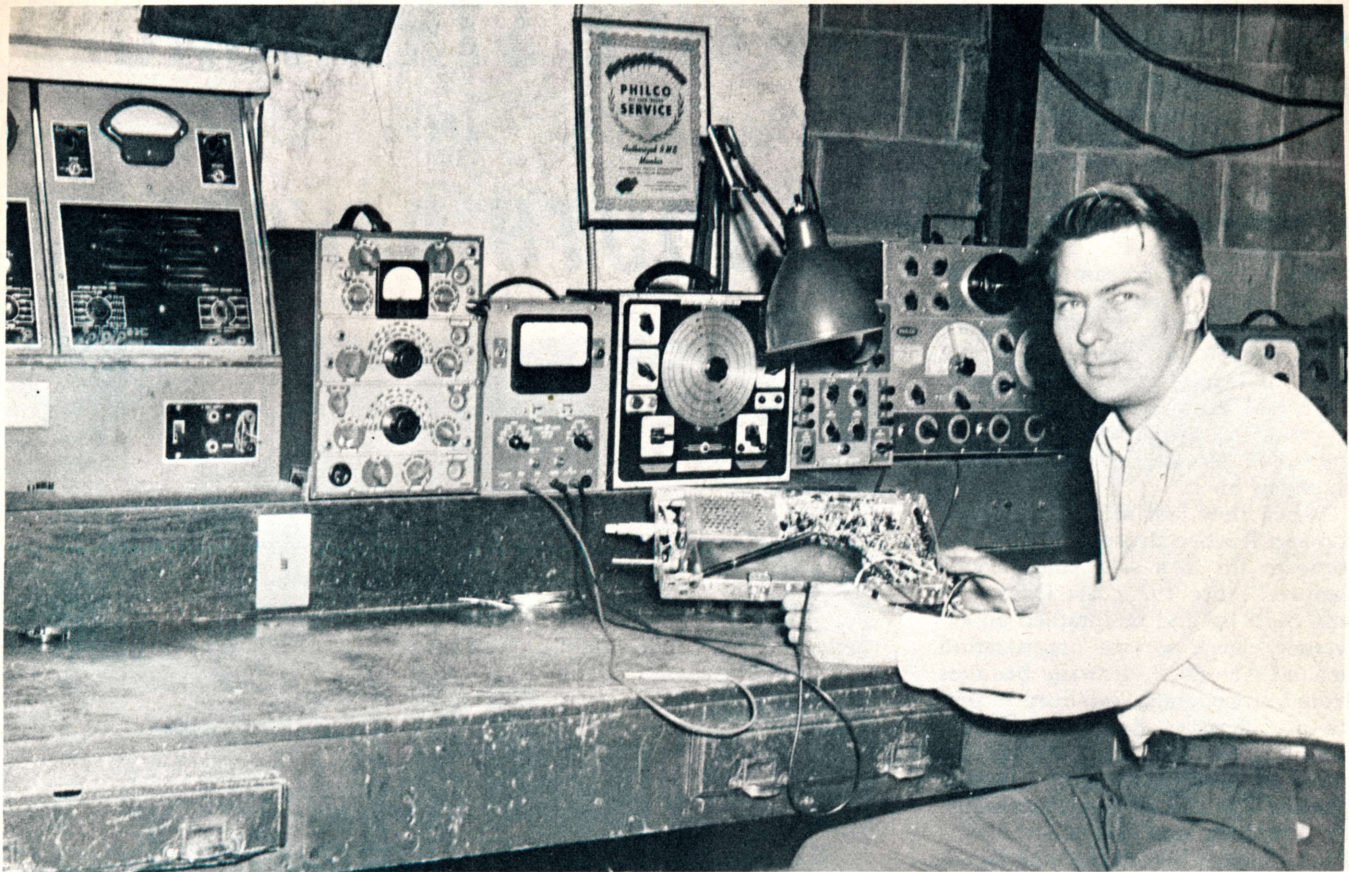
# SERVICE STRONGHOLD IN SOUTH DAKOTA



Art Danielson (left) and Rueben Brost in their "dream" set up for a Servicing Philco Dealer . . . including a Philco Quality Plaque, PFSS Customer Plaque, Service Achievement Award (1952 and '53), and, of course, a line of Philco TV Receivers and Refrigerators.



D-B's top-flight servicing crew, Art, Rueben, Ray Harold, Lewis Bailey, Duane Angerhofer and George Elliott.



Acting Shop Foreman Duane Angerhofer, (he has been with D-B since he was 15), trouble shoots a chassis on one of D-B's well equipped service benches.

## SERVICE STRONGHOLD

*(Continued from page 3)*

that this operation is one of the largest to be found in South Dakota.

The D-B guarantee on service is geared to giving the customer absolute value with a liberal call back option if warranted. Art and Reuben claim it doubled their service business during the first two years of its use. To keep the guarantee before their customers, a direct mail piece is keyed for mailing 60 days after the repair has been made.

Although 200 miles distant from their Sioux Falls Philco Distributor, the E. J. Gustafson Company, D-B has managed by pre-planned purchasing to offer a complete stock of tubes, parts, batteries and other accessories in order to give a full and specialized service to their customers' varied requirements. This, in part, is one reason for their success, since rapid turnover in parts and accessories indicates they are receiving a large share of the Aberdeen potential for service work.

In this day and age of high television saturation it is only in the past year that full scale TV reception has been available to Aberdeen

residents. Strictly fringe area until then, the recent opening of a Valley City, North Dakota station has brought them much closer to a constant signal.

Not satisfied with the fringe operation, and anticipating more powerful facilities, the owners of D-B took steps to insure their company of a competitive advantage when full strength TV came to town. Although both Art and Reuben are actively engaged in sales, they took time out to attend the Philco 80-hour television training course. With overall management problems a full time job in itself, these two were willing to devote many hours of study in what proved to be a strategic move.

This has been borne out by the surprising success they have achieved in providing first class installations and amazing reception results for their customers with Philco High Fidelity Receivers.

In the same manner as above, both Art and Reuben went through the Philco Motor Compressor Training School held by Gustafson, to insure their customers of equally personal attention to their refrigeration service problems. All of this is building

for the future — making more and more people come back to Danielson-Brost.

Training activity is not confined only to the company's principals. Sales personnel have undergone special training to make them outstanding representatives selling a complete Philco line. Here again, the importance of service is stressed to the sales force, just as the service crew is continually made aware of sales principles.

In this area, D-B has succeeded in a vital aspect of good sales psychology — a phase of business that many operators fail dismally in, or do not recognize as even existing. That is using the service technician as a salesman in the home, and the salesman to explain the advantages of service on the showroom floor.

D-B concentrates on advertising and direct mail to attract potential customers. Once in the store, however, Art and Reuben feel confident of selling them with the personalized, interested approach already described. They have carefully analyzed the methods used to sell and maintain their products, and state emphatically that service has brought them more good prospects than have actually turned into sales than any other method used.

Danielson-Brost, in the truest

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# SERVICE

# AWARDS



## ARTOPHONE, ST. LOUIS

On stage everybody! Nineteen service celebrities line up for their picture at this Artophone Corp. service meeting. Reading left to right: Morton Singer, Schweig-Engle Co., St. Louis; Bernard A. Crain, Doy Electric, St. Louis; Charles Hoereth, Mascoutah Equip. Co., Mascoutah, Ill.; Donald Souder, La-Don Appliance Service, Alton, Ill.; Gregg Goessling, Dennis, Bros., Alton, Ill.; Laverne Pirtle, La-Don Appliance Service, Alton; Russell Moss, Perry TV, St. Louis; Tom Potter, Television Service, Inc., St. Louis; Howard Freiner, Empire TV Service, St. Louis; Edward Tiefenbrun, Atsco Video Corp., St. Louis; Harry Sachs, Lewis Radio & TV, St. Louis; Arthur Kunz, Bigalte Electric Co., St. Louis; Buck Otto, Otto & Co., Washington, Mo.; Bud Moser, Bud's Radio & TV, St. Louis; Oliver Cordes, Oliver Cordes' TV, St. Louis; Carl Havermann, Associated TV Service, Maplewood, Mo.; Paul Lubin, Service Engineers, St. Louis; Jim Pace, Auto Radio Service Co., St. Louis; C. R. Raines, Jr., Raines TV, Belleville, Ill.; F. J. "Bud" Dempsey, Artophone Promotion Mgr.; and Mel Boehm, Electronics Service Manager for Artophone.

## BENARR, TOLEDO

Upper photo, left to right: Wayne Collins of Benarr Distributors, Gene Rager, Rager's Appliances, Rossford, O., young Billy Rager and Harold Barbre, Benarr. Lower right photo, left to right: Bill Cohan, Benarr Sales Manager, Paul Bowman, Dave's Radio,



Toledo, Ohio, and Robert Weirich, Benarr. Lower left photo, left to right: Andrew Murnick, Philco Field Rep., Elwood Gledhill and Red Mason, G & M Electric, West Galion, Ohio, and Harold Barbre, Benarr Credit Manager.



## SERVICE STRONGHOLD

(Continued from page 4)

sense, is a servicing dealership which is not willing to merely make over-the-counter sales and then spend their time trying frantically to woo the customer back the next time they are appliance shopping. By straight-forward service thinking, D-B have assured themselves of contact with the customer for the life of the product, and have increased the

odds that the second sale will be exclusively theirs.

The records again bear out this contention. Repeat sales dominate D-B's books in every product line they carry. Another substantial facet of their business is the handling of service for other dealers in the area who do not have the facilities for it. This, too, is another financial benefit for D-B traceable to their unblemished reputation for efficiency in service.

Art Danielson and Rueben Brost have helped sum up the overwhelming advantages of providing service with the sale and after it. Along with the other servicing dealers we have written about over the past 21 months, we think a mighty imposing case has been built up for service — one any non-servicing dealer should give long thought to, particularly if he is wondering to where his immediate future in appliance sales will lead.



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

I ask your indulgence while I get slightly windy on this basement operator kick. I will try to do it as nicely as I know how and I might cover a couple of points that have not occurred to you in spite of your vast experience.

Out here the basement operator is no small problem and the legitimate shops are spending a fortune and doing everything in their power, individually and collectively, to rid this area of such.

At a cursory inspection this might seem greedy, or a plan to make it difficult for newcomers to get started. Be assured greed is not involved and newcomers are given every assistance imaginable to get their shops under way.

The most important thing is fairness. Fairness to TV owners. By the same reasoning that an owner is given an estimate before repairs (so it will be his privilege "not to do business" with a given shop) he should also have the following fair privileges:

- 1) He should know where his set is or will be.
- 2) If he wants to tell his serviceman off, he should be able to personally grind his axe at a publicly accessible place during established business hours.
- 3) He should have an unimpeded

path to inspect his property or repossess it without a search warrant, or a search, or arrest for trespassing, or crawling down alleys fighting off barking dogs. Fair enough?

Now, I find it increasingly difficult to be nice about basement operators, but I will. Naturally, we dealers jaw this matter over quite a bit and by comparing notes we learn that all shops are bothered by an alarming number of confused TV owners looking for sets they released to "a pleasant fellow who lived on an unpaved side street but he moved." The tale is about the same in all cases. The landlord doesn't know where he went and creditors are also interested in his welfare and whereabouts. After a few chosen observations on the mentalities of owners and creditors who would release money or property to someone who is not restrained by so much as a business lease hold, I usually soften up and try to help.

All basement operators are not like this you say. I enclose the TV ad section from the Omaha Herald. Four shops advertise curiously moderate prices and not one of the four has a shop. They fleece their victims with breathtaking outrageousness and when the inevitable call back comes up they simply advise the sucker that they are no longer in the

service business and they will have to call someone else to repair the set. A few simple changes of name and phone number biannually and they stay in business forever. Unfortunately the owner does not make the distinction between basement operators and legitimate operators when he loudly and frequently denounces all TV servicemen as crooks.

I suggest you carefully consider all the ramifications of this matter and do what can be done to rectify a nearly irreparable damage to your prestige among the fellows who service your products and who are daily asked, "What do you think of such and such make TV set?"

Thanks for listening and kindest personal regards.

EUGENE LEE OLNEY  
Columbia TV Service  
Omaha, Nebraska

*We can well appreciate Mr. Olney's concern with the sharp practices that seem to be plaguing Omaha TV owners. But, we cannot go along with his designation of these fly-by-nights as "basement operators." The mere classifying of anyone guilty of cut-rate inefficient service as basement operators only serves to add insult upon injury to the large body of men who operate service shops from their own homes and do it on an honorable, competitive basis.*

*Any number of gyp operators have been found established in large shops right down town or other heavily trafficked business neighborhoods. Many of these unscrupulous technicians think nothing of falsely identifying themselves as affiliated with one or another large manufacturer to further hoodwink the public. But*

they are not basement operators.

A basement shop which is run honestly and efficiently by its owner with guaranteed satisfaction as its basis should not have to experience ridicule because of its physical location.

In a recent exposé the Cleveland Better Business Bureau reported half a dozen established shops, with lease holds and trucks as falsely advertising their services. Would you call these shops "basement operators?" We think not.



Although I have never seen the B.B.C.'s television service in operation, I read with interest the comments of Mr. Ronald Tidmarsh appearing in the Shop Talk Corner of the August SERVICEMAN. The first-hand comparison of the purchasing power of English and American labor was very good. However, the comments on the picture quality of the American television system do not tell the full story.

In his letter, Mr. Tidmarsh says, "due to the lower writing speed used in the English system a quite considerable increase in horizontal resolution can be obtained for the same bandwidth receiver." This is quite true, but the English and American systems are of different bandwidth. In either system the horizontal resolution (expressed in elements per line, or "lines") will equal twice the limiting system frequency multiplied by the time required to scan the unblanked portion of one line. For the American system this equals  $(2) \times (4.5 \text{ mc.}) \times (53 \text{ us.})$ , or 477 lines. For the English system this equals  $(2) \times (3.5 \text{ mc.}) \times (84 \text{ us.})$  or 588 lines.

This confirms the statement that the English system has the greater horizontal resolution, but it is only half the picture. Comparing the number of effective scanning lines in the two systems, we find the English system has a vertical resolution of only 385 lines as against the American system's 473 lines.

Multiplication of vertical and horizontal resolutions in each system will give the maximum number of picture elements that each system is able to deliver. The result is roughly a quarter of a million elements in either case, the two answers being within one percent of each other. In other words, each system has an edge in resolution in

one direction but the number of elements per unit area of picture tube is practically the same.

These figures do not of course include practical limitations such as pickup devices and picture tubes, but these factors are common to both systems. For a true practical comparison, both pictures should be available side-by-side, with the televised subject available simultaneously as reference.

Having worked in Mr. Tidmarsh's locality, I will admit that New London's fringe reception does not provide many good examples of American picture quality.

GEORGE F. STEEG  
Troy, New York



I thought you might like to hear of something put out by Philco which is normally discarded but this time put to good use.

I am in the Air Conditioning and Refrigeration business in New York City selling and servicing Philco Air Conditioners in this area and we do sell quite a number of Philco Air Conditioners.

I live in a suburb called City Island which is located 15 miles from the city and my house is right at the waterfront facing Long Island Sound. Here we have about an 8 foot rise and fall in the tide level. We had a problem due to the fact that to reach the water, at low tide, to either go swimming or to board our 16 foot runabout outboard boat, we had to walk on slippery mud and rock which was very treacherous. I came up with the idea of making a runway out to a point where the water could be reached at any stage of the tide. This was done by driving pipes into the ground at 5 foot intervals and bolting them to a stringer piece of 2 x 12 and then capping this with the heavy wood skids from the Philco Air Conditioner crates. There are 2 pieces of skid with each crate and this is what we used. The runway is over 150 feet long and is under 6 feet of water one-half of the time and has weathered many storms successfully. In order to keep it from becoming slippery, we coat the runway with anti-fouling copper paint.

Enclosed is a photo of this runway.

WILLIAM A. SCHWARZ, JR.  
New York City, N. Y.

We've heard of some pretty unusual uses for Philco products in



our time, but never anything like this! That's using the old noodle, Bill. Any of you other readers have some unusual uses for Philco products, or as in this case, the crating material? We'd like to hear about it.



In the past twelve years of servicing refrigerators I have had to change many door latches. I find it is a lot of trouble as you have to tear the door apart in most cases. I have often wondered why there couldn't be a space about 4 inches square cut out of the door liner so that a service man can change the latch without tampering with any other part of the door. There could be an escutcheon plate fitted in. It would sure save a lot of time.

REX R. WESTFALL  
Home Outfitting Co.  
Spencer, W. Va.

The problem of changing door latches has been considered from all angles. Many solutions have been offered and there are many reasons why these are not acceptable. For instance, a larger opening cannot be made as it would create an unsightly bulge at the point where the latch is mounted in the door panel, which is unacceptable design-wise. An engineering problem is encountered in forming the door panel so that it will not split or crack at the point where the latch is mounted.

The ideal solution would seem to be the designing of a better latch, one that will stand up under thousands of door openings without fail-

## SHOP TALK

(Continued from page 7)

ure, for the life of the refrigerator. This would eliminate entirely the need to change the latch. The engineering department is working on this problem, and while the solution seems a long-range one, it is the best we can offer at this time.



We're rather crowded for space this month but we would like to express our thanks and sincere appreciation to the following:

B. M. KATES, Kates Electric Co., Woodridge, N. Y.; HERBERT TRAVER, Saratoga Springs, N. Y.; ELMER C. FISCHER, Fischer TV Service, Parma, Ohio; WADE B. DONALDSON, Monticello, Illinois; IRVING E. MINER, Miner Radio and TV, Cornell, Illinois; P. J. MC NAMARA, Pat's Radio and Electronic Service, Bowman, No. Dakota.

Although we didn't print your criticisms and suggestions fellows, they are being studied and acted upon by the Headquarters staff.

## CLASSIFIED ADS

### FOR SALE:

1 Philco Visual Alignment Generator Model 7008. Good as new, want \$350.00.

JOHN WHARTON  
208 Lee Street  
Laurens, S. C.

### SALE OR SWAP:

I want a good 16mm sound projector or any good camera equipment or a walkie talkie. Will swap for good TV sets or cash. State make, model and price.

SID LUBERT  
Stanhope, New Jersey

*Philco Corporation accepts no responsibility for the contents of the classified advertisements or the goods mentioned therein.*

*No correspondence relative to these advertisements or goods should be directed to the Philco Corporation.*

## SERVICE HEADQUARTERS CONSOLIDATES

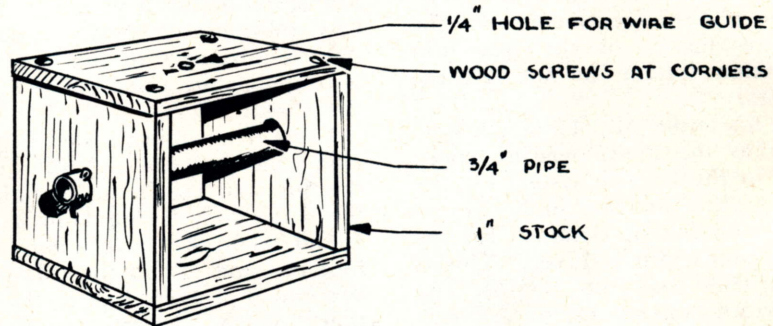
In a move to provide greater efficiency to the men in the field, the Philco departments concerned with the performance of all Philco products have been quartered in one building.

Now located at Second and Westmoreland Streets in Philadelphia, are Philco's Service Department, Product Performance and Field Engineering Departments. This move has been effected to more closely coordinate all product performance functions to the highest degree of efficient operation.

Complete facilities for offices, test areas, warehousing and storage have been made available in this integration, thereby keeping these interrelated departments all under one roof.

However, where correspondence to Headquarters is contemplated, it is still in your best interests to contact your local Philco Distributor on any problem concerning service. He is the main contact between Service Headquarters and the field. Please do not contact Philadelphia directly since much of your correspondence here must be rerouted back to your Distributor resulting in wasted time, often in matters where time is at a premium.

## 10 DOLLAR AWARD!



William H. Farien of Montrose, Colorado has designed a guy-wiring system to be used when installing telescoping towers that saves four or five man hours per installation. Anyone interested in service will be interested in the details, so Bill's letter and drawing are reprinted below.

"When installing telescoping towers use four rolls of guy wire built into boxes, set at four corners of guying area. This aids in getting all guy wires cut proper length with only one tower pushup instead of four pushups for each section of tower. Using this method we install 50 foot telescoping towers complete in 3 man hours and less. Before it ran from 6 to 8 man hours.

"As to the size of the boxes, that would vary with each technician's needs. Here we use 1000 foot 'spools' of guy wire and the box of such size as to fit around the reel of wire fairly snug. (See drawing.)

"As to the use of them: one box is

placed at each corner of the 'guying' area. The wire is run through guying eyes up to the first 10 foot section and tied off at both ends. When a wire is cut at the box, the man immediately takes the guy wire through the eye again and up to the next guy ring. When all four guy's are attached, the tower is pushed up and wires are cut, tower let back down and same procedure gone through for next section. This means 3 pushups for a 40 foot tower, whereas, using 1 roll of wire it would require 12 pushups which in turn actually saves four or five man hours on each installation.

"The boxes are made of one inch lumber, and we use a 3/4 inch piece of water pipe as a bearing surface for the reel to turn freely on. As I said before, the size of the box will depend on the size of spool of guy wire. We find 1000 foot spools are the most economical to use since we get about ten installations without renewing spools."