



the PHILCO SERVICEMAN

VOL. 23 NO. 10

OCTOBER, 1955

JOIN THE "PHILCO VIGILANTES"
AND DRIVE
THE REPROCESSED TUBE RACKET
OUT OF BUSINESS!

JOIN PHILCO'S DRIVE TO CRUSH THE USED TUBE RACKET!

In a startling move to rid the service industry and its customers of a multi-million dollar tube racket, Philco Corporation has announced its nation-wide campaign designed to discourage this type of illegal operation and drive it out of existence.

Hardly a service technician is not familiar with this vicious racket that is estimated to cost television and radio users in the vicinity of \$100,000,000 a year. The racketeers, who buy used, worn out tubes for one, two or three cents each, reprocess them, then resell them as "first quality" tubes to unsuspecting service technicians at fantastic profits are a growing menace to each individual and the service industry as a whole.

Philco Distributors, Dealers and Servicemen alike have been fed up with the siphoning off of profits from these illegal operations. And now Philco has stepped in and intends to do something about it! The first large manufacturer to take definite action against the racket.

Through its Distributors all over the country, Philco will credit every radio and television technician with five cents for every old, worn out, useless tube brought in, against the purchase of new Philco receiving tubes. To eliminate these old tubes from circulation forever and to keep them out of the hands of the "operators," they will be smashed to bits right before your very eyes in the Distributor's place of business!

As a service technician, you know just how badly this racket is hurting your own business. Maybe you don't realize this also—but the industry it-

(Continued on page 3)

WANTED

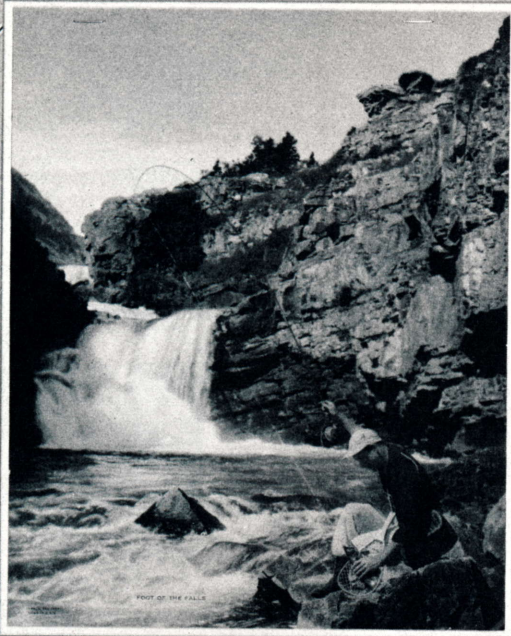
THIS TUBE IS DANGEROUS!

HE IS USED, WORN OUT, USELESS. ALL PHILCO DEALERS AND SERVICEMEN ARE WARNED TO BE ON GUARD AGAINST THIS VICIOUS CHARACTER. WHENEVER YOU COME ACROSS HIM OR HIS FELLOW CRIMINALS, REPORT WITH HIM TO YOUR NEAREST PHILCO DISTRIBUTOR AND SEE HIM DESTROYED. FIVE CENT REWARD FOR ALL USED TUBES APPREHENDED IN THIS MANNER.

1956

ART CALENDARS

ORDER NOW —
AVOID THE
RUSH!



AAA APPLIANCE INC.

Philco Radio & Television

Call TE 9-9200 For Service

CHELTEN & CHEW AVES. PHILA., PA.



Calendar A

memos, as well as the choice of three separate color reproductions.

As a Christmas give-away the calendar has no equal for beauty and utility. Out of the thousands of specialty items distributed each year by businesses, it has been proven that calendars stand the best chance of being displayed in the customer's home. Once your calendar is hung you are assured of an invaluable advertisement without competition for a full twelve months. That's hard to beat!

You will have to order early for assured Christmas delivery. See your Philco Distributor, make your choice, sit back and relax—for then, early delivery will be made and a personal Christmas gift will be available for timed distribution to your valued customers.



AAA APPLIANCE INC.

Philco Radio & Television

Call TE 9-9200 For Service

CHELTEN & CHEW AVES. PHILA., PA.

Calendar B

POCKET FOR BILLS

RECEIPTS AND MEMOS



October is the month you should start thinking seriously of your calendar requirements for the coming year. Don't put it off until the end of the year when suppliers are bursting at the seams with orders and cannot fill yours!

If you didn't take advantage of the calendars Philco made available in previous years, start that serious thinking right here. Dealers and Servicemen had great success last year with these beautiful art calendars and we think you will want to follow suit.

There are two separate versions to choose from. One is an 8 x 10 full color reproduction (a selection of three different pictures) attached to a 10 x 17 calendar back with plenty of space for your imprint up to four lines. The other is a smaller version that features a more prominent calendar and special pocket for bills, receipts and

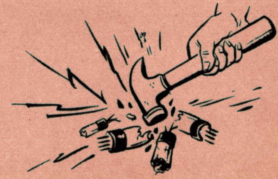
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JOIN PHILCO'S DRIVE TO

CRUSH

THE USED TUBE RACKET!



(Continued from page 1)

self has been staggered and badly hurt, too! We're talking in figures of a \$100,000,000 loss—that is more than some industries gross in one year! Why in New York City alone, in a one-month period, over three million of these used, practically worthless tubes were foisted off onto unsuspecting service technicians and their customers. These are tubes that have had their lives shortened to such an extent that they cannot be expected to give anywhere near the service that can be expected from brand new tubes manufactured and sold by legitimate concerns.

In addition to the millions of dollars in lost profits this racket has caused, no one can possibly calculate the harm that has been done to the service industry. All you have to do though, is look at the situation through the eyes and minds of your customers. How would you feel after paying out good money for service work and replacement tubes to find that these tubes are practically useless and would perform for only a brief period of time before complete failure occurred? Your customers will not be inclined to blame the shady crooks who have caused this situation. They will be more apt to put the blame directly on the man who performed the work and who sold them the tubes. That's you! And you know full well what that kind of attitude can do to even the most successful business.

Another interesting fact points up just how serious this problem has become. In the last year, phony radio and television tubes have shot up into second place behind drugs as the biggest counterfeit swindle going on in America. Of course, none in the service industry is blind to what is going on. In fact, many of you have felt the effects of this unscrupulous racket from personal experience—you

know it is difficult, if not impossible, to explain it away to your customers.

Since Philco is leading the crusade to break the tube racket once and for all, we are urging all Philco Factory-Supervised Service members to cooperate and participate fully in the tube smashing campaign.

One of the industry's leading publications, a pioneer in the fight to expose the tube racketeers, offers this advice:

"There are ways to protect yourself (when you buy tubes). But more important is the way you can protect everybody in the industry. Don't sell your old tubes. Scrap them! The couple of pennies you make are probably costing some other poor serviceman dollars."

That's sound, sensible advice. But now Philco is offering you the grand opportunity of getting credit for these old tubes and insuring that they never get into the hands of anyone. Every tube you turn in will end up as junk, and that is the way it's got to be if a concerted attack is to be made on those who prey on our livelihood. It's the only way to stop them—by cutting off the source of supply.

Come down to your local Philco Distributor's Parts Department with all your unusable tubes. See them smashed beyond recognition and get in on the satisfaction that you, too, are helping Philco to stamp out an evil practice that is giving everyone in the service industry a black eye.

EVERY DEALER OR SERVICEMAN WHO BUYS TUBES FROM OTHER THAN REGULAR SOURCES OF SUPPLY "STICKS HIS NECK" OUT AND STANDS A GOOD CHANCE OF BEING "TAKEN" BY THE REPROCESSED TUBE RACKETEERS. YOUR BEST BET EVERY TIME IS TO BUY ONLY THROUGH THE ACCEPTED CHANNELS IN THE ASSURANCE THAT YOU ARE GETTING BRAND NEW, FACTORY-MADE TUBES WITH A FULL AND HONEST WARRANTY BEHIND THEM.

MOTOR COMPRESSOR PROGRAM PROVES

BIG SUMMER SUCCESS!

With Philco's Motor Compressor Program in full swing by the time this summer's intense heat hit the nation, the dealers and service technicians who put this program in effect are patting themselves on the back for a wise decision.

Most important of all the positive results gained from the motor compressor replacement concept is, of course, the prompt and efficient manner in which Philco owners were serviced at a time when loss of refrigeration could have meant severe health hazards and tremendous inconvenience. This past summer we were subjected to one of the most prolonged heat waves in history. Yet, whenever Philco dealers and service technicians followed motor compressor replacement as their mode of operation, they gained customers who will be with them for life. Many reports have come into Headquarters revealing the grateful reaction of customers who were able to maintain their refrigerating and air conditioning facilities without a break when these facilities were the most important convenience in allowing them respite from the heat.

Any of you who have had to face a customer with the sad tale that their particular unit could not be repaired on the spot and would have to await a complete replacement assembly, will remember the often unreasonable attitude that prevailed. You just can't reason with people in that state of mind. And any explanation you make still leads to dissatisfaction and probable loss of the customer.

Motor compressor replacement has replaced all that. The one-call service it accomplishes is often the difference between retaining and losing the customer, as well as eliminating forever the ill will and misunderstanding that long periods of waiting engenders. If what your fellow service technicians are experiencing through one-call compressor replacement means anything—and it should for they are in the same boat as you are—there is absolutely no reason for any Philco Factory-Supervised Service member to operate under old fashioned "customer baiting" conditions.

The success of this program is pointed up statistically by the mounting gain in the number of motor compressors returned to the factory, as opposed to the number of complete units returned. Obviously, the man in the field is learning from experience that the speed of motor compressor replacement service allows him to complete more appliance calls and, in the long run, means more impressive profits at the end of the year. Equally important, he finds the customer cannot be antagonized when quick but efficient repair is offered. Summer weather results, when complaints are at their highest point, proves the superiority of motor compressor replacement. But, this service concept works to your advantage twelve months a year and benefits not only you, but the consumer, the distributor, and the manufacturer.

Follow the lead of successful appliance service technicians who have learned that one-call motor compressor service is the easy way to the customer's pocketbook and his everlasting satisfaction.

TOMLIN APPOINTED HQ APPLIANCE SERVICE MANAGER



To fill the important post of Manager, Appliance Service, Philco Headquarters has named Howard Tomlin, a 15-year Philco veteran of appliance engineering.

Howard's past experience will be familiar to you since his Appliance Field Engineering Department was featured in a recent issue of *THE PHILCO SERVICEMAN* (Philco's Private Eyes' In Action," May, 1955). In this former capacity he was responsible for the far-flung operations concerned with field testing and for guarding Philco appliance product performance in the home.

Except for a few short months Howard has spent his entire 15-year

tenure with Philco in some phase of appliance engineering, and brings invaluable experience to his new position. Included in his Philco career was a tour of duty at Philco's world-famous quality headquarters, Plant 16 in Philadelphia.

Under the guidance of Howard Tomlin, you can expect the high standards of appliance service assistance for the field to be maintained. In view of the advanced designs coming out of Philco's appliance laboratories, we are sure you will welcome the broad experience in appliance engineering that Howard brings to this extremely important phase of the overall Philco service operation.

SHOP TALK CORNER

NEWS—VIEWS—COMMENTS FROM PFSS MEMBERS IN THE FIELD

GENTLEMEN:

The opinions expressed here are not the opinions of one individual, but those of the most successful men in this country.

Many, or most of the largest department stores operate on the basis that the customer is always right. This means they have complete confidence in people. Without people (customers) neither we nor they could exist. This policy of trust must be well founded or the large stores would not continue such a policy.

I, as manager of one of the largest exclusively service organizations in the state of Arkansas, have followed this same policy with very gratifying results. I feel that it does us all good to, just for a moment, place ourselves in the position of the customer. If I, as a customer, felt that I had not received value for my dollars, I would be hesitant to pay. Therefore, we do all within our power to completely satisfy each customer. This policy has been more than rewarding in personal satisfaction of a job well done

as well as noticeably increasing our company's income.

Thanks for listening.

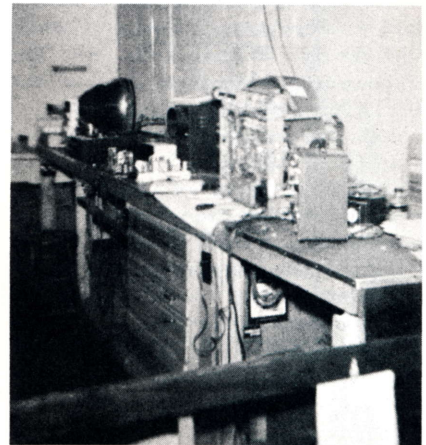
MERRILL E. BREEZE,
Radio Center,
Little Rock, Ark.

You are absolutely right when you say that the most successful men in the country have found the policy "the customer is always right" to be in a large part the reason for their unqualified success. In the service business particularly, your relationship with the customer is deserving of extremely delicate handling. You certainly cannot haggle with him. The only course open to you is to charge fairly for the work done, defend your charges within reason and you will find yourself rewarded with continued patronage.

The bench in attached photo is 19 feet long by 4 feet wide. An equipment shelf has been added since the picture was taken.

We use a service of the Carolina Telephone and Telegraph Company that has been invaluable as a time saver and we advertise it in the following manner:

PLEASE NOTE
For your convenience our Electronic Secretary enables us to give you 24-hour telephone answering service.
WILLIAM P. (PAT) MORTON
TV & Radio Clinic,
Greenville, N. C.



For those of you who have not been formally introduced to an Electronic Secretary, you'll find them fascinating gadgets and, although they will never replace the flesh and blood version, they do enable you to make available a 24-hour telephone answering service, regardless if there is anyone in the shop or not. You can get full information from your local telephone company.

TOOLS FOR THE TECHNICIAN

We were leafing through a number of trade publications recently and were amazed at the number and nature of new tools (and old tools with new uses) that have found their way on the market designed specifically to make the electronic technician's job much easier.

If you are struggling along with a few standard hand tools in the belief that you are saving money by improvising and doing without — then brother, you are only fooling yourself!

The specialization that has characterized the service industry is being catered to by the scores of tool manufacturers who supply this industry. The trend today is to multiple style tools that can be used for at least more than one purpose and often for a wide variety of purposes. Each month sees newer and newer adaptations hitting the market for use on more and more components and assemblies.

A special trip to your tool supplier or careful study of his basic catalog will reveal surprising new tools and gadgets that are inexpensive to purchase, yet indispensable to the efficient service technician's equipment investment. Many of the tools available are conventional types that have been ingeniously adapted for completely new uses.

Continuing our research further we came up with such fascinating tools as stud guns, roll-away service benches, printed circuit kits, wire strippers, slug retrievers, 10-way wrenches, probe pliers and a combination tube puller-tapper and pin straightener... all commercially available to you for faster, more accurate servicing.

Since we are deep in an era of complex technology (and you are an integral part of it), it is only logical to assume that the dependence upon mechanical aids makes for a quicker,

more foolproof job. Actually, the investment for hand tools compared to your other business expenditures is ridiculously small. For every new tool that finds its way onto the market, you can be sure that it will be followed by even more improved versions. At the risk of repeating, these tools are so reasonable to own that the average technician cannot possibly do without them if he expects to keep on expanding his business by handling more calls in the same amount of time.

Just as the doctor, the dentist, and the engineer utilize tools to complement their skills, so must the service technician make his skills more valuable to the customer and he can do that by placing more reliance on the time-saving tools of the day. In a large part, it is these tools that help to determine the service techniques you will be using on tomorrow's products.

PEOPLE YOU SHOULD KNOW

"HANDY ANDY" AT THE HELM

Remember the old saw about how a skilled mechanic would join the army and end up in cook's and baker's school? It used to happen a lot in the old army!

It's quite a different story in today's modern army, as Andy Colvin will testify. When Andy was recalled to active duty from Reserve status, he left a thriving radio and television service shop in his native country of Orange, Virginia, and probably had visions of a tour of duty in the infantry, or even possibly as the aforementioned cook or baker!

But the new army does its assigning according to the books these days. Due to his heavy technical background and experience in servicing electronic products, Andy was assigned to fa-

apparent problem. Sergeant Andy had upwards of 150 sets as his sole responsibility.

Whenever a new set was received, it was given a thorough pre-installation check and then installed carefully wherever it was most needed. As new sets arrived, older ones were inspected and declared obsolete if Andy decided a set was in need of constant repair and the cost of upkeep ran higher than its value. The older sets would be dismantled and all operable parts and tubes placed in stock for use as replacements.

At Valley Forge, sets would run for an average of twelve continuous hours daily, 365 days a year. This is approximately four times the average running time for comparable sets in

at various times for retreat parades, lectures, stage shows, and special holiday programs.

For the bang-up job of keeping a vital part of the hospital's morale factor at a high point, Sergeant Colvin was affectionately known as "Handy Andy," the guy to call when a job needed doing.

Out of the service for quite a while now, Andy Colvin decided to stick around his new eastern location and is now operating a busy radio and television service business at 584 West Bridge St., Phoenixville, Pa., not far from the gates of the great hospital where his technical skills and pleasant personality provided a lot of unfortunate GI's with the kind of entertainment that made their



That's ex-Sergeant "Handy Andy" Colvin, second from left, in front of his busy Bridge Street store in Phoenixville. Posing with him are three of the four personnel that make up the Colvin staff.

mous Valley Forge Hospital in Pennsylvania, as a member of its Special Service Section. And naturally, with the great influx of television sets—they have them in every ward and room it is possible to get them in—Andy was back in business again.

It has been the custom of scores of civic and social organizations to donate television and radio receivers to military hospitals all over the country and in an installation the size of Valley Forge, their service becomes an

private homes. As you can see, Andy was kept pretty busy, even on those sets that were not much older than one year since, for purposes of comparison, they had been in operation almost four years compared to what we consider normal usage.

As if maintaining all the television and radio sets around was not enough, Sergeant Andy included as additional duty the maintenance and installation of all public address systems used throughout the hospital

confinement a little more bearable. We're sure Andy feels mighty good about that particular part of his army service.

Andy has gained a lot of experience in psychology and customer contact from that memorable tour of duty. His philosophy today reflects an understanding of business relationships that we all can take a lesson from and that is, "treat each and every customer as you yourself would want to be treated."

10 DOLLAR AWARD!

REEFER CUT OFF

E. E. Creamer, Service Manager, Tri-State Appliance, Clarksburg, West Virginia, draws ten dollars out of the October Philco Idea Award for his winning entry.

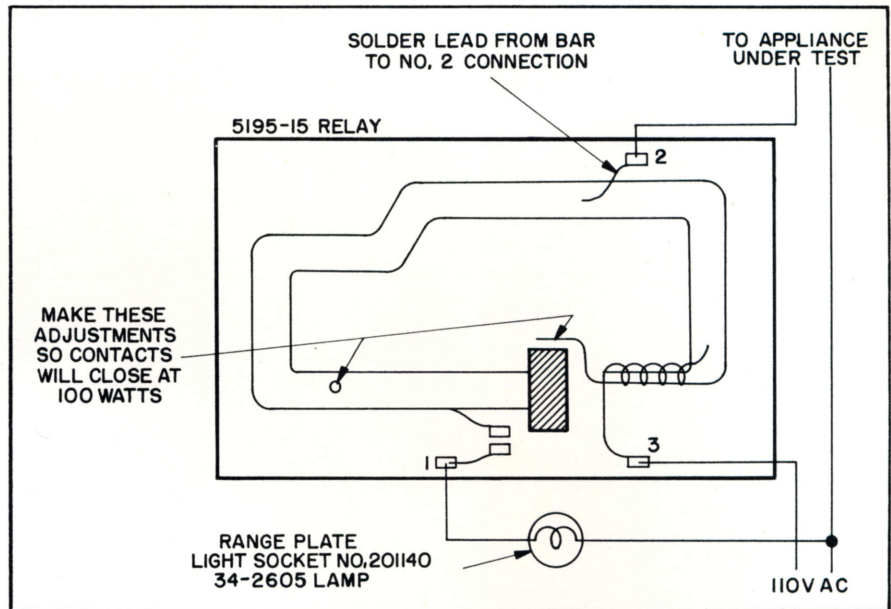
"Due to the quiet operation of Philco Refrigerators, it is impossible to hear when they cut on and off.

"Therefore, in our service shop we have installed a relay and a light on each service drop cord. (In our shop we use reel drop cords. The relay and light is mounted on the ceiling near the reel.)

"The 201140 range pilot light socket clips on the side of the relay case.

"I thought that some of the refrigerator servicemen could use this. We have found it very helpful in checking on and off temperatures."

Come on you appliance service technicians, we're surprised at not getting enough entries from you in the award competition! Are you go-



ing to let these electronic boys keep beating you out? Let's hear from you loud and often about those short cuts you use for servicing the whole appliance line—refrigerators, freezers,

air conditioners, ranges and washers. You must have a hundred-and-one gimmicks that make it easier to do a better appliance service job so... let's go!

NEW USE FOR OLD CONTROL

A five-dollar bill is winging its way to Oscar Schectar, Schectar TV Service, Pittsburgh, Pa., for the following idea:

"Instead of throwing away old concentric controls, I find parts of them very useful. Removing and

CONDENSER GIMMICK STOPS POP OUTS

Daniel Mintz, Dan's TV Laboratories, New York City, is our third award winner for October. Here's Dan's idea:

"Here is a handy tip which saved us a lot of time and trouble. We had a great deal of filter condensers in stock for three or four years and when we installed them into sets they would pop out. We were going to discard them all until we came up with the big idea.

discarding the rear control along with its shaft, the remaining part served as a useful tool to push out tubes from their tight-fitting shields. Many servicemen reach for any blunt tool, often breaking the delicate tip of glass on the top of the minia-

ture tube. The hollow shaft of this home-made tool fits over this protrusion and it allows excellent leverage. Also, the shaft is small enough to push through the opening (which varies in size) of all tube shields."

5 DOLLAR AWARD!

2.50 AWARD!

"After installing the condensers, we plugged the set into a variac, set it to about 50 volts and slowly raised the voltage to normal, taking about five minutes to do so. This process reforms the condenser slowly and keeps you from putting a sudden surge of voltage on it which would cause it to pop out.

"This idea saved us a great deal of time and expensive parts which we were going to discard."

A word of caution from our Engineering Department on the above idea. The metal can type can be handled this way up to two years of age. The cardboard type, however, should be checked carefully for signs of corrosion and drying. Reforming should be done on a separate DC supply before wiring in as shorts or lowered capacity may cause a problem.

TECHNICAL INFORMATION AND TRAINING FILM RECORDS

ISSUED TO MEMBERS OF PHILCO FACTORY-SUPERVISED SERVICE TO AUGUST 31, 1955

TELEVISION

Service Manuals

- PR-2859 Model 22C4410
2861 Service Reference Chart for "C" Line
Television
2885 301A
2890 TV 354A
2870 TV 304
2871 TV 301W
2923 TV 330

Temporary Service Manuals

- PR-2936TI TV 394
2936T TV 390 and 392

Manual Supplements

- PR-2913 Service Reference Chart for "C" Line TV
(File c-k)
2945 Reference Chart & Cabinet Parts List—
"C" Line
— Schematic Diagram TV 304, 354A

HOME RADIO

Service Manuals

- PR-2926 Hi-Fi Phonos D1347 & D1757
PR-2927 Phono D1331, 1333 & 1335
PR-2930 Home Radio Models D655 & D661

AUTO RADIO

Manual Supplements

- PR 2872 S5524, S5528, S5529
PR-2869 C5595, C5596, C5509
P5506 Bulletin

REFRIGERATOR

Service Manuals

- PR-2822 1955 Refrigerator Line

Manual Supplements (Spec. Sheets)

- PR-2822G1 Model K1158
PR-2822A Model K852
2822B Model K1052
2822C Model K1054
2822D Model K1154
2822E Model K1156
2822F Model K1157
2822G Model K1158
2822H Model K1159
2822I Model K1257
2822J Model K1258
2822K Model K1259
2822L Model K752
2822M Model K853
2822N Model K1053
2822O Model K1057
2822P Model K1154G

AIR CONDITIONER

Manual Supplements (Spec. Sheets)

- PR-2823A Model 61K
2823B Model 62K
2823C Model 81KS & 81KSL
2823D Model 84M
2823E Model 85M
2823F Model 86M
2823G Model 101KS & 101KSL
2823H Model 104M
2823I Model 105M
2823J Model 152M
2823K Model 180K & 184K
2823L&M Model 1100K & 1104K
2823N Model 1204K
2823O Model 106M
2823P Model 284M

FREEZER

Service Manual

- PR-2824 1955 Freezer Manual

Manual Supplements (Spec. Sheets)

- PR-2824A Model H-852
2824B Model H-855
2824C Model H-1355
2824D Model H-1855
2824E Model V-1452
2824F Model V-1455
2824G Model V-1945
2824H Model V-2545

ELECTRIC RANGE

Service Manual

- PR-2818 1955 Electric Ranges

Manual Supplements (Spec. Sheets)

- PR-2818A Model F-255
2818B Model F-353
2818C Model F-355
2818D Model F-452
2818E Model F-454
2818F Model F-455
2818G Model F-457
2818H Model F-458
2818I Model F-459
2818J Model F-859

DISTRIBUTOR CLINIC FILM RECORD VISUAL TRAINING AIDS

- PR-2938 Meeting Package—"D" Line Television
and Home Radio
PR-2897 Clinic Package—Printed Wiring Panels
PR-2655 Appliance Meeting Package—"1955
Appliance Products"
PR-2891 Clinic Package—Servicing 1955 Philco
Refrigerators
PR-2935 Clinic Package—"M" Line Air Conditioners