



the PHILCO SERVICEMAN

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SELF-SERVICE
TUBE TESTERS

Page 2

HI-TIDE HAVOC!



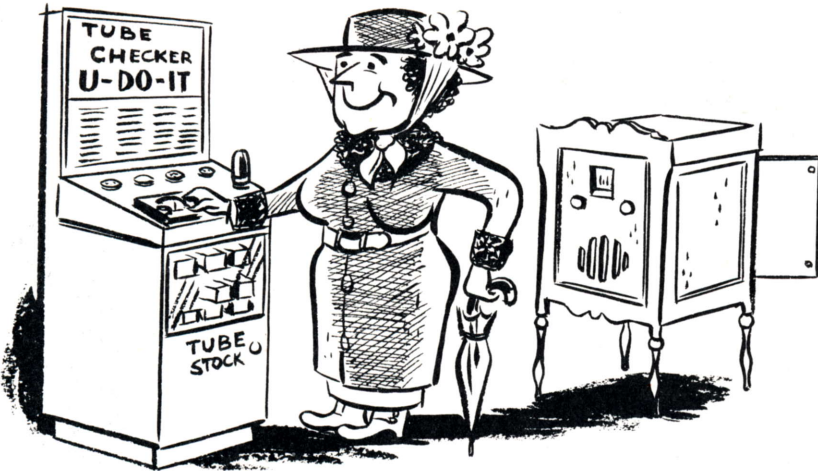
HURRICANES roared through the eastern coastal area during August and September of last year leaving chaotic conditions in their never-to-be-forgotten path. As a result, frantic phone calls were re-

ceived by the Philco Service Division from its distributors and dealers whose stocks and customer-owned appliances were damaged by the ravaging flood waters. Service headquarters immediately dispatched its

(Continued on page 4)

Photo courtesy Easton Express, Easton, Penna.

The PROS and CONS of SELF-SERVICE Tube Testers



THE NEW "do-it-yourself" trend has finally reared its head in the electronic servicing industry. It arrived in the form of a self-service tube tester which the consumer himself can operate. The tester carries a full complement of replacement tubes in its cabinet stand. It is simple in construction and design, and is standard in size. It has been advertised as "simple enough for even a child to operate," and in most cases children probably will.

Many of these testers have already been installed on a consignment basis in drug, hardware and food stores throughout the country during the past year. The owner of the tester in this case usually services it, maintains the tube stock and rebates approximately 25% of the gross tube sales back to the store owner.

We have been informed that this method of tube merchandising is expected to account for only a small part of the multi-million dollar replacement tube market... but, can we depend on it, should "test-'em-yourself" become a growing trend?

Following are a few reasons why

various technicians and electronic manufacturers either support or are definitely opposed to this method of tube merchandising:

FAVORABLE

1. Dealers or service technicians could possibly set up routes of installations in non-electronic stores and thereby increase their tube sales with the aid of these multiple outlets. They

could also place signs on the machines promoting additional service business if the tested tubes were not the cause of operation failure. But, if this method is attempted, an insurance factor covering the testing equipment must be taken into consideration.

2. People who would ordinarily either discard or leave old sets inoperative might buy this test-it-yourself method rather than pay a technician's repair bill.

3. If these testers were installed in the service shop itself, the increased store traffic might help not only the service business but promote the sale of other electronic items.

4. The technician would save valuable bench time if the customer checked his own tubes.

5. It would put the service business into the existing do-it-yourself trend.

UNFAVORABLE

1. The profit from tube sales from this type of merchandising must be substantial enough over a short period of time to amortize the do-it-yourself tube testing equipment. This must be





done because this self-service tube testing might prove to be just another passing fad which might subside and die at any time.

2. The accuracy of such a simplified tube checker in the hands of a layman is questionable, especially when it is the emission type tester which only registers current flow within the tube. Certain tubes will check OK in this type tester but will not perform properly in the set and vice versa.

3. Owners of this self-service equipment must also expect a nuisance factor when returns and demands are made by the consumer if the tubes purchased do not repair the set.

4. The consumer who attempts to service his set might do more harm than he anticipated by his inexperience in removing, testing and replacing the tubes. He might also upset the alignment or run into trouble of a more serious technical nature after new tube insertion.

5. The industry has always attempted to discourage the consumer from digging into a TV set even when the line cord has been disconnected because the average non-technical person is totally unaware of the serious electrical hazards which might be encountered.

6. This self-service testing might foster the sale of inferior or re-branded tubes.

7. If the testers were installed in non-electronic locations the individual technician's income would be affected since he would lose a certain amount of tube sale profit. At the same time he would have fewer service calls where consumer testing lo-

cated the defective tube and its replacement repaired the set. On the other hand he would receive many more "tough-dog" sets to repair where more complex troubles were encountered than just tubes.

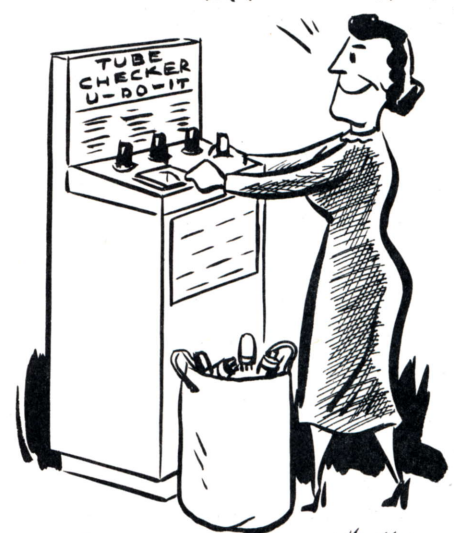
8. If the industry encourages this type of merchandising the consumer will have less confidence in the servicing business.

Many manufacturers and service associations have voiced objections to this do-it-yourself merchandising and still it continues unabated or on an increased scale. It has been estimated that approximately 1000 of these checkers are in use at present and 3000 are expected to be in use by mid-1956.

The testers are already being used in Florida, Indiana, Michigan, Missouri, New York, Ohio, Pennsylvania and other states. Many of the exponents of this new equipment predict that within a short period of time the testers will appear in every major city throughout the country.

It is the general consensus of opinion within the industry that the sale of these testers to drug, food or other non-electronic establishments will eventually prove detrimental to the individual service technician. Whether or not they will prove beneficial if installed by a dealer or technician in such a location depends upon the store traffic, nuisance value, initial investment and rate of return, and many other factors.

Now that you have read this article, how about telling us of any experience you might have encountered along these lines or sending us your comments either "for" or "against" on this red hot issue?



HI-TIDE HAVOC!



Joe Bean, left, and Frank Tressel, of Philco Service Headquarters, remove damaged insulation and scrub parts before sanitizing appliances.

(Continued from page 1)

top technicians to the stricken area.

On arrival, these men worked in cooperation with the various distributor and dealer technician-members of PFSS, in an all-out effort to expedite a vast reconditioning program.

Working space was allocated at several points in a move to centralize service activities and accommodate the many badly damaged units in need of repair. Philco Distributors and Dealers from the following states participated in this program:

Connecticut
Massachusetts
Pennsylvania
New Jersey

In many cases the damage was almost unbelievable. Appliances were located miles away from their original home point. Many other units were marked with the damage that only floods can create: mud seepage into the units, excessive water damage and badly dented exteriors. The net result was not only an ordinary reconditioning job, but practically a complete overhaul on each individual unit. Some of the work required can be gauged by the photographs which illustrate the extent of product damage.

Each of the flood-damaged appliances had to be put through the same general process of being washed, deodorized and sanitized. They were then completely dismantled, piece by

piece, right down to the shell itself.

Everything had to be removed, taken apart, washed with disinfectant and detergent solution, flushed out with another disinfectant rinse, steamed and then finally dried out in the air and sunlight.

As most flood-damaged appliances had been totally or partially submerged, water pressure had opened seals or the appliances had been flooded up through the bottom. This necessitated ripping out all the water-soaked insulation and installing new. The porcelain was cleaned with a baking soda solution and a complete servicing operation was performed.



Joe and Frank install a liner in the final stage of reconditioning the appliance. The photographs were taken at Sabatine's, a Philco Dealer in Sandts Eddy, Penna.

Repainting and touching up of the exteriors was done wherever necessary.

Motor units were hermetically sealed and therefore no moisture permeated them; thus only tightening and cleaning of the terminals was necessary. New electrical equipment had to be installed, including thermostats, relays and circuit breakers. Parts in guarantee were furnished free of charge by the factory, and the labor cost for the rehabilitation was shared by the distributor and Philco. Factory technicians and the distributors' personnel worked in these hard-hit areas until all flood-damaged appliances in the warranty period had been reworked.

Because Philco technicians in conjunction with the distributors' personnel performed this service in the immediate ravaged areas there was absolutely no charge to the dealer or customer on all units covered by the guarantee period. This also relieved them of having to crate each unit and the burden of shipping expenses to and from the factory. However, a nominal charge was made for consumer-owned products where the guarantee period had expired.

When restoration was completed each and every Philco product was found to be in perfect operating condition. These recent flash floods and their accompanying destructive force have provided us with an example of fast rehabilitation work on the part of the Philco service team. Once again, experience has proven that cooperation during a crisis usually leads to the mutual benefit of all concerned.

PORTLAND, Oregon — Earl Abramson, right, Philco Appliance Service District Representative, presents an award to Harold Chamberlain, Service Manager of Appliance Wholesalers, Philco Distributor in Portland, Oregon. In presenting the award Mr. Abramson explained:

“The award is not merely for quota attainment but—

Consideration of dealers’ and consumers’ interests.

Care of dealer assistance on consumers’ complaints.

Keeping the factory informed of dealers’ and consumers’ constructive comments on Philco products.

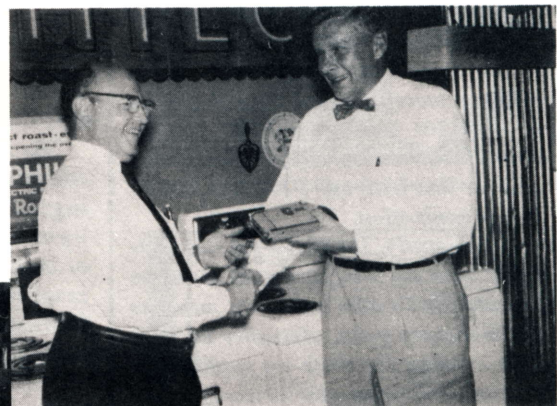
Cooperation with parts department in keeping dealer and consumer service in mind as the paramount consideration.”

The award was presented at an appliance sales meeting in Portland, Oregon.

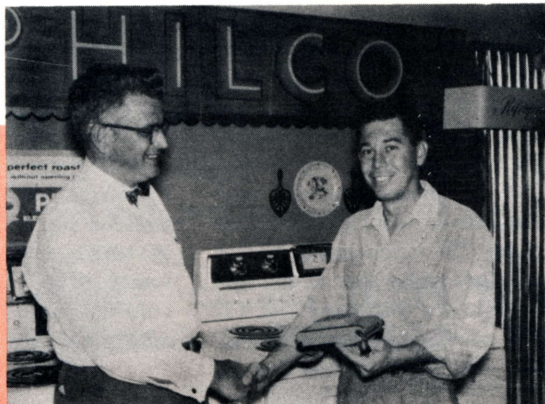


AWARDS

IN LINE with the above program and for similar reasons, awards were presented to Frank Steele, General Service Manager, and Ted Longoria, Assistant Service Manager, of the Southern Equipment Company, a Philco Distributor, San Antonio, Texas. These awards were presented at a special luncheon meeting.



George W. Saylor, on the right, Philco Electronic DR, presents a camera to Frank Steele.



Russ Kanouse, on the left, Philco Appliance DR, presents a camera to Ted Longoria.

SHOP TALK CORNER

NEWS-VIEWS-COMMENTS FROM PFSS MEMBERS IN THE FIELD

ASSOCIATION NEWS

"Having been a member of Philco Factory Supervised Service since its beginning, the only comment I can give is that its standards of qualification have been reduced to the point where anyone with \$4.50 can become a member. Therefore, to me it is beginning to lose its prestige."

VERN LA PLANTE,
Chairman

Electronic Technicians
Association of Toledo

Editor's Note:

Philco must rely on its Distributors to screen applicants for PFSS membership. Each applicant must have the necessary technical background for efficient servicing of Philco products before he can qualify for membership. If we, at Philco Service Headquarters, receive numerous complaints from consumers in regard to the qualifications of any one particular individual, we discuss the case with the Distributor Service Manager concerned and decide whether or not his membership should be discontinued.

Our standards of acceptance today are even more stringent than they were in the '30s with our RMS (Radio Manufacturers Service) organization and the '40s with our PHILCO SERVICE organization.

Incidentally, the \$4.50 fee has little to do with the acceptance of members because Philco does not solicit members for monetary gain. Actually \$4.50 is only a token fee since we supply promotional material and service training and information worth well over four times that amount to each member each year.

As a point in view, our color television textbook, to be issued to all 1956 electronic members, costs \$5.00 alone. In addition to this the 40-hour Color Television School program to be conducted by each of our Distributors

during 1956 could not be obtained anywhere for less than several hundred dollars. These are only two instances where the technician gains by his PFSS membership. As you can easily see, the \$4.50 membership fee cannot begin to cover the cost of the many benefits you receive.

"No more 'bait' advertising or 'price ads' can be used by TV repair shops who employ the yellow pages of the classified telephone directories throughout the Los Angeles area.

"Servicing well over one million subscribers, the Pacific Telephone Co. and the General Telephone Co. cooperated with the R.T.A. (Radio Television Technicians' Association) and the Los Angeles Better Business Bureau in 'cleaning up' this important media of TV service advertising."

HERB SULKIN,
Secretary, Bay Area Chapter
RADIO TELEVISION
TECHNICIANS' ASSOCIATION

To All TV Servicemen,
Self-Employed or Otherwise:

"As time passes, more and more complaints from customers concerning sales and service are coming to light for which we are all directly or indirectly responsible. I will enumerate a few so that you can see the foolhardiness of maintaining such poor public relations.

"Servicemen who knock other technicians in the hope of boosting their own egos are very much mistaken. The customers generally take such statements to heart and lose confidence in all TV technicians. Such a condition exists today due to the dishonest newspaper publicity and advertising of a few gyps and swindlers. The public will begin to feel that all servicemen fall into this cut-throat

category. Rather than condemn a fellow technician, isn't it better to say little or nothing, effect repairs to the best of your ability and show what you can do? A few words can soothe an irate viewer by explaining that breakdowns can happen at any time and that the company who serviced the set, or appliance, did not purposely fix it so it would last only a few days.

"Then there is the fellow who thinks A.B.C. sets are no good; only the TV set or appliance of which he is fond, will satisfy the customer. Many times my customers tell me that someone told them that a particular manufacturer's products are no good! We know that all products are good, but no better than the service behind them after the sale has been made. Perhaps we do have favorites. We can't help it, we're human. Don't sell any product on the basis that other products are no good. Sell them on their features, their quality and performance. If you do sell them on that basis, your customers will be happy and so will you.

"It has been said that servicemen are not good salesmen and vice versa. That may be true. If so, it's time that we, as technicians, should begin using our heads for more than hatracks and become adults, instead of adolescents, in handling customer relations.

"I have been a member of PFSS for several years now and it's worth many, many times the cost. The technical information is priceless. However, I feel that a column should be incorporated showing all servicemen that they must be businessmen in order to survive, and that they are entitled to the livelihood they deserve, from this, a leading skilled trade."

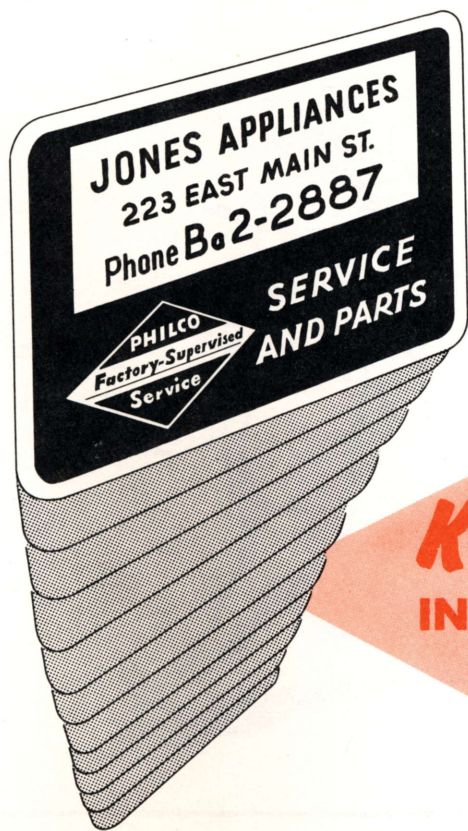
F. E. SILVERMAN
Hartford, Conn.

"I have greatly enjoyed reading your magazine for many years and have found each issue interesting as well as informative. Your service bulletins present clear, detailed information and are a great aid in solving technical problems. I keep all your data on file for future reference and at times review it to refresh my knowledge. I hope you will always continue with this line of instruction and good, clear-cut information."

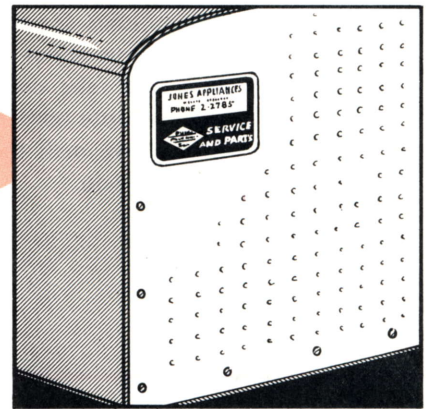
ERIC DECORDOVA
Poughkeepsie, N. Y.

REMINDER

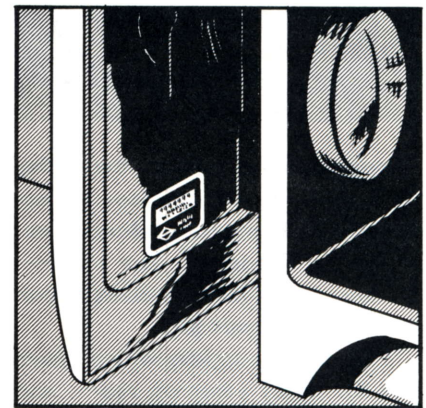
Advertising



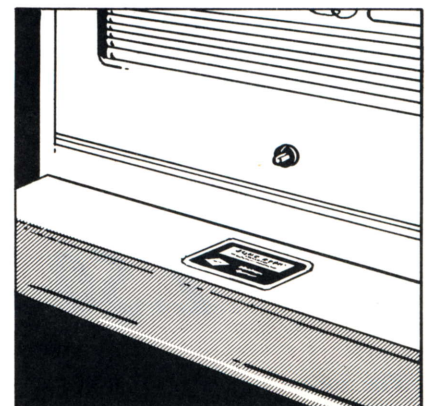
**KEEP CUSTOMERS
IN TOUCH WITH
YOU**



Back Cover of TV and Radio Sets



Storage Door of Ranges



Top Plate of Refrigerators

WHATEVER you do, never underestimate the power of REMINDER ADVERTISING! Always tell the customer exactly who has taken care of him and who will continue to take care of his service problems in the future. The new Philco Service Decal (PR-2882) is one of your best guarantees to assure repeat business.

There is no reason to let someone else steal your thunder when for pennies you can put your advertisement right where the customer would expect to find it, on the product itself. The new Philco Service Decal can easily be attached as a permanent identification to all the products you sell or service.

This new decal was designed to advertise:

- YOUR BUSINESS
- YOUR NAME
- YOUR ADDRESS
- YOUR PHONE NUMBER

WHY NOT USE IT ON EVERY JOB?

It measures 2 inches by 3 inches and is an easy to use water applied decal. It will not fade, peel or wash off and is attractively designed in gold, blue and white.

**ORDER YOUR PHILCO DECALS FROM YOUR
PHILCO DISTRIBUTOR — TODAY!**

Another sure fire way to promote your service business.

NO TAKERS?

OUR ten-dollar award goes begging to be picked up again this month. There were no ideas submitted that warranted the top award for February. Imagine—ten dollars for an idea you could jot down in less than five minutes. If you could use the ten bucks, how about sitting down right now and take the time to send us your favorite service shortcut? Here's hoping we mail the next ten-dollar check to you.



5 DOLLAR AWARD!

Congratulations and our five-dollar check this month go to Robert Hudgens of Hudgens Radio Service, in Sparta, Tennessee. His trouble-locating idea might help many of you on your next repair job.

"Following is an idea which I have used for many years on radios and now on television. The idea could also be used for other electrical and electronic applications. If the idea has become widely used, I am not surprised, but to my knowledge it is not being used at present by most

service technicians. The idea should prove to be a great time saver and reduce service call backs.

"The idea is simple and the equipment necessary can be figured out by the serviceman to suit the device he is servicing.

"When servicing apply a 10% overload above the rated operating voltage. Hunt for faults which would not show up on regular voltage. If application of the excess voltage does not show up trouble, jar or vibrate the tubes and other components as

you might on regular voltage. Sometimes that licks the most stubborn sticker. Now, if you want to know if there are any lazy tubes or circuits try a 10% reduction of voltage. Any component or tube which will not function properly on this reduction of voltage is weak and should be replaced. After the above tests have been made you will know whether or not anything is intermittent, noisy or weak as well as having proved that the unit being serviced should perform properly after it is taken back to the place where it failed."

CAUTION

The 10% referred to should be that portion of 117V, the center line rating of most units.

2.50 AWARD!

The following idea wins an easy two-fifty for Paul Brooks of Warrensburg, Missouri.

"For easy installation of Phillips head screws in hard-to-reach places, simply push the screw into wax

(such as that used for coating condensers), then insert screwdriver and screw head will adhere to driver until started in its position without falling. This method can be used on any type screw head."