



the PHILCO SERVICEMAN

VOL. 26 NO. 1

MARCH, 1956

THIS BIG BUSINESS . . .
IS YOUR BUSINESS

ON PAGE 4

THE INDUSTRY'S FINEST
COLOR TELEVISION
SERVICE TRAINING PROGRAM

Color



TV

THE INDUSTRY'S FINEST
COLOR TELEVISION
SERVICE TRAINING PROGRAM



ACTUAL PICTURES & SOUND FROM THE PHILCO 40 HOUR
COLOR TV SERVICE SCHOOL

YOUR SALES SUCCESS TOMORROW
REQUIRES YOUR
SERVICE ACTION TODAY

COLOR SERVICE TRAINING
...A MUST BEFORE
COLOR SALES LEADERSHIP

PFSS DISPLAY

*at the January Philco Appliance Sales Convention,
Fontainebleau Hotel, Miami Beach, Florida.*

Philco Distributors attending this convention were shown the materials available for training Electronic Members of PFSS in Color Television service techniques through Distributor Service Clinics during 1956. These schools are now in progress in many locations. One of these "clinics" is described on Page 3.

"SELL YOUR SERVICE"

This is the introduction to a series of monthly articles designed with "business-building" in mind. Many of the ideas and suggestions to be discussed may be familiar, in use, or perhaps even forgotten by "old timers." However, we have received by way of "News, Views and Comments" many requests for help and advice along these lines. Each month we intend to present a different subject and discuss how it can increase your share of the service business.

ADVERTISING is one proven effective means of creating consumer preference and demand for a particular product or service. Every technician should be familiar with the subject, and how he can put it to work for his own business betterment.

Keep in mind that advertising falls into two general classifications. **Word-of-Mouth Advertising** is usually considered the by-product of customer satisfaction or dissatisfaction. When favorable, it is often referred to as the best advertising in the world... not only because it is free, but most of all because it is sincere. However, the results are sometimes slow to materialize because the satisfaction story is passed more or less haphazardly from customer to potential customer. But, at best, only a few people are reached in a short period of time. Since word-of-mouth advertising, good or bad, stems directly from the type and quality of the service you render, we will not concern ourselves with it at the moment.

Paid Advertising is the most commonly used method of publicizing a business because it reaches the mass audience. There are many different types of paid advertising to be considered, and we will deal with most in detail in future issues. For example there's...

DIRECT (MAIL) ADVERTISING

Here is the most neglected and yet perhaps one of the most promising methods of sales promotion in the service field. Direct advertising is one method by which even the most thrifty person can enjoy a field day for pennies. It fits into almost any budget, and is the best medium for reaching a selected group of potential customers. It is also the most inexpensive way of maintaining continuous contact with former customers. In the April issue we will cover the physical forms this type of advertising can take and how you can prepare and use it successfully. Later, we'll consider...

NEWSPAPER, MAGAZINE AND TELEPHONE DIRECTORY ADVERTISING

Classified advertising in publications can "pull" customers if the ads are "catchy" and well prepared. We will provide many hints for preparing this type of copy, suggest different ads, their costs, placement, and other information for selling your service in your community. And, we shouldn't overlook the benefits of...

DISPLAY

We will deal with signs, counter and window displays, point-of-purchase material and other eye-catching

sales-aids... how they can be used successfully at the right time, and at certain times re-used. Road signs and transportation advertising will also be discussed. And there's always opportunity for...

TIE-IN PROMOTIONS

There are many ways you can tie-in with national advertising and seasonal promotions, and apply them to local conditions. Of course, your business should always cooperate with church, school and neighborhood affairs.

In this series, we will also discuss...

PUBLICITY AND PUBLIC RELATIONS

Here will be presented clear-cut information on how you can improve customer relations and receive the benefit of free publicity... which is sometimes far more beneficial than paid advertising. There's also something to be said for...

PERSONAL AND SERVICE IMPROVEMENT

By presenting a few case histories, we will explain how you, as an individual, can benefit by following the example of successful people in the service industry. We will suggest many ways you can improve your service efficiency.

This series is offered because "you asked for it"! We hope that it will help you to become a better merchandiser and thereby increase your service business.

Our aim is to supply you with the proper information for making the right decision at the right time to achieve the greatest benefits from the smallest cash outlay.

If you have any suggestions concerning this series, or if you want any additional subject covered, please write us and we'll do our best to deliver.

BEGINNING NEXT MONTH!

THE OL' OUACHITA SERVICE PHILOSOPHER

By JACK DARR



Jack usually talks about "anythin' and everythin' concernin' service" as he sees it.

For several years, we enjoyed reading the Ol' Philosopher's column as it appeared in *Service Management Magazine*. However, in recent issues we missed the musings of the old boy and his Arkansas Traveler style... So, we picked up the phone the other day... had a chat with Jack and he's consented to continue his column in the Philco Serviceman.

Mr. Darr is an active member of PFSS and has been associated with our service plans since 1935. He operates his own business, The Ouachita Radio-TV Service, in Mena, Arkansas.

Be sure to look for his humorous and well taken points-of-view starting in the April issue.

PHILCO DISTRIBUTOR COLOR TV SCHOOL



The "students" in these pictures are employees of three major television contractors covering the Baltimore, Maryland area. They are attending the Philco 40 Hour Color Television School for Service Technicians, conducted by Martin L. Cardwell, Service and Operations Manager of the Joseph M. Zamoiski Company, Philco Distributor in Baltimore.

Their training will not end with this school! These three contractors have taken steps to make their servicemen the best in the business. Each concern has purchased a Philco color receiver and Philco color test equipment to enable their men to gain unlimited experience.

This Big Business . . . Is

The following speech was delivered to the Texas Electronics Association by Mr. Ray Nugent, Sales Manager of Philco Accessory Division. He shows how three successful businessmen used big-business methods to increase their local business and GREW as a result.



EVERY service business operator is standing on the threshold of prosperity.

This statement is true, because we are members of the Electronics and Appliance Industry. We are part of America's biggest and fastest growing Industry.

History will record this period as the Electronic Age . . .

From transistors to Atomic Power there is a mighty story of progress unfolding . . .

A story of opportunity for everyone who will grasp it . . . develop it . . . and use it . . .

Today there are 35,000,000 television sets and 100,000,000 radio sets in operation in the United States . . .

And this is the only the beginning—because color television is now a reality and next year it will start its growth . . . adding millions and millions of dollars to the Electronic Industry.

Matching stride for stride of growth with dollars spent for new radio and television sets is the business of keeping these sets operating.

In fact, the American public spent more dollars on service parts, tubes and accessories from June, 1954, through June, 1955, than they spent to purchase new sets!

A total of 1.5 billion dollars passed from the customer to Mr. Service Dealer during this period of time for service parts, tubes and accessories.

The Electronic Service and Parts business, in itself, is a big industry. In 1955 service parts and accessories will exceed 1 billion 500 million dollars. It is estimated in the next three years it will grow to 2 billion 700 million dollars.

This is **BIG BUSINESS**—this is **YOUR** business. As such, to be successful in it requires good, sound, big business methods and approach.

Three Basic Requirements

1. *Organization:* This requires properly trained technicians capable of performing services at low company cost. . . . Properly equipped shops with modern equipment to enable quality workmanship and low cost operation. . . . Efficient facilities for proper conduct of business, such as office records, customer records, billing, collecting, etc.

2. *Planning:* Setting up of business budget commensurate with volume and anticipated growth. . . . Inventory control for parts, tubes and accessories. . . . Sound and efficient buying methods and habits dealing with reliable sources

of supply. . . . Efficient routing of service calls to insure prompt service to customers and low cost to you.

3. *Merchandising, Selling and Advertising:* Use sound, planned methods to acquaint customers and prospects with quality workmanship, quality parts and accessories used. . . . Stress dependability and economy of your services.

How to Accomplish This

1. *Organization:* First you must have efficient training of personnel. After basic training is acquired through a good training school, continuous advanced training information is available—either free or at low cost—from industry's leading manufacturers. Also, at local levels information comes through Distributor Training Clinics and Distributor Service Managers.

Accurate, high quality service equipment should be carefully purchased. And local Distributors' Parts and Service Managers are a good source of counsel. Distributor Service Managers can be a great help in counsel on shop layout, procedures and methods.

2. *Planning:* In setting up budgets, business methods, records, etc., counsel with Distributor Financial and Operating Personnel and your own banker.

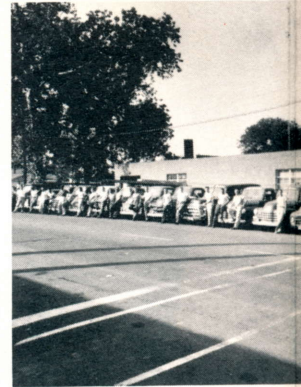
3. *Merchandising, Selling and Advertising:* Leading manufacturers have every conceivable merchandising and advertising help through their local distributors. These include newspaper ad mats, direct mail plans, radio spots, television spots, store displays, window displays—all of professional nature—at little, or no cost to dealers who will properly use them.

Service dealers should counsel with local Distributor Merchandising and Advertising Managers in setting up efficient, productive, and continuous campaigns which will give them national advertising status on a low cost, local basis.

This is not new, but it is fundamental in business growth and business success.

Thousands are already doing it successfully and properly in the Service Parts and Accessory business. And there is a big opportunity for thousands more.

The big ones today were the small ones a short time ago—who applied these principles and methods—and GREW!



Men and trucks, ready line up in front of Ra by Messrs. Bail



Jack Barton's swar if "big busine

Your Business

Clardy and Baily Did It!

For example, if the owners of Radio Hospital in Montgomery, Alabama—Mr. Clardy and Mr. Baily—were here today, they would tell you that the key to their success has been the merchandising and advertising effort put behind their excellent service department.

To quote Mr. Clardy:

"Way back when we were just a Radio Repair outfit, we bought a 30-passenger bus, took out the seats and made a work bench. We covered every town in this area. Our name was plastered all over the sides of the bus. We handed out hand bills. We fixed anything that needed fixing. We sold farm packs—portable batteries—farm aerials—ironing cords—tubes—rebuilt motors. We traded! We swapped! In short, we did business and we made friends!"

Going after business like that reaped customers who wanted to buy new appliances from Radio Hospital. Today many of these same people drive past their local stores into Montgomery to buy from Radio Hospital. To handle today's volume of sales and service, there are six salesmen including the owners, three electrical contractors, and 35 service technicians.

Their major effort on advertising is a continuous television show and newspaper ads. Such accessory items as television aerials—Star Bright 20/20 Picture Tubes—Furniture and Refrigerator Polish—have been featured on these mediums of advertising. Many extra dollars of service income has resulted from using these accessory items as merchandising leaders. On one Saturday ice cube trays were offered for 97 cents. By noon 64 people had registered and three Philco refrigerators were on their way to the new owners. Seventeen TV service calls were obtained and two wood stoves were traded-in on new electric ranges.

This is certainly a brief thumbnail sketch of Radio Hospital's merchandising activity—but of one thing you can be sure—accessory items have been used continuously to promote the activity of their service and sales departments and have contributed greatly to the successful growth of their business.

How Jack Did It!

Now let's take a second example—Jack Barton of Bartons Radio & TV Inc. of Detroit, Michigan.

Jack Barton returned home from the Navy . . . opened a two-man shop . . . solicited contract service work from department stores. To offset summer slow down in business he set up an auto radio warranty repair program. To his amazement he learned that there was practically no competition in this field, and that automobile dealers welcomed his program of service with open arms. Four benchmen were quickly added to the staff, and business boomed. And the dol-

lars rolled in. But . . . then business leveled off, became competitive . . . car dealers were setting up their own auto radio repair departments. Department stores established their radio and television repair departments.

As Jack puts it: "My business—or lack of it—was wrapped up in very few accounts. I had not sold Jack Barton to the public. I had only sold Jack Barton to a dozen accounts."

Needless to say, Jack faced the same problem that many of us have experienced . . . his service income was not derived from enough sources. He had not created a public demand for his services.

Well, what did he do?

An inexpensive series of two column, one inch newspaper ads were drawn up and placed with the newspapers. Incidentally, at this point, Jack took advantage of Philco's 50/50 co-operative advertising program that is available for all legitimate Service Dealers.

Fifteen thousand car and home door hanger type of advertising pieces were printed and distributed throughout the section of town where Jack needed neighborhood recognition. Three offers were slated on these cards—good for a limited time—

1. Free inspection and cleaning of your automobile aerial.
2. Free checking of tubes when brought to the store.
3. \$1.00 discount to be applied as credit on any repair job.

These few simple and time-tested ideas produced volume business for Jack Barton.

From this basic beginning the advertising and merchandising ideas were expanded to get the Jack Barton story into the home, on the highway, and to the riders of the public transportation system.

Today the business volume of the Jack Barton Company is balanced. His business is sound and is expanding in step with the growth of the Electronics Industry. His greatest sales tools for the electronic and appliance products his five salesmen sell today is the Service Department and the Philco Merchandising program.

Free inspection of TV antennas sells new TV antennas and new TV receivers.

Free checking of portable batteries brought to the store sells new portable batteries, new portable sets, and many repair jobs.

A free high fidelity record to the customer when a Philco Hi Fidelity set is demonstrated in the home has sold many new sets. Repair jobs on radio and television sets and even appliance sales have resulted.

If it hasn't happened to you—it can! Look around. Opportunity is everywhere. But, you must be alert to it. You must plan your business and work your plan.

The conclusion, to run next month, tells you how you can do it.



ly for "big business" Radio Hospital, owned by Clardy and Baily.



ink shop looks as "business" is good!



NEWS—VIEWS—COMMENTS FROM PFSS MEMBERS IN THE FIELD

Could service notes and changes be published in such a manner that they could be cut out and then glued or attached to the applicable service manual, instead of the way they are being prepared at present in the Service Supervisor?

You are making your TV sets easier to service, so how about making it easier for the technician to file changes and notes rather than having him fumble through volumes of service information on all types of products for some particular change.

With the exception of the above, I find your service data as good as any and better than most.

J. W. Landon
Landon's Elec. Shop
Wayne, W. Va.

Temporarily, service hints and service manual changes will be printed on the rear cover in future Service Supervisor editions. On the other side of this page will appear copy which after reading may not have to be retained for reference. In this way, the information can be cut out and glued or attached to the service manual affected.

We hope this will help solve some of the filing difficulties you have encountered in the past. Let's hear from you if it doesn't.

Ed.

We have to review almost our entire file of the Service Supervisor in order to find refrigeration information for a particular model. Could this information be published in sections so that it is easier to find? Is it possible to have a product section for each of the following—Compressors, Radios, Washers, Ranges, Dryers and so on?

Anthony Borquez
Watsonville, Calif.

Recently the Service Supervisor was broken up into separate publications, electronic and appliance. A further breakdown is impractical at this time. However, we are working on this prob-

lem and hope to come up with a solution in the near future.

Ed.

If possible, will you print a new, revised, up-to-date Rate Chart for, in our case, radio and TV? We find the old chart is lacking in many respects. Rising costs have made it somewhat obsolete.

We would like to see the new chart broken up into sections, such as tuner, IF strip, sync, audio, picture tube adjustment, etc.

Fred Graver
Graver Radio TV
Sales & Service
San Benito, Texas

We agree that there is a definite need for a revised Service Charge Plaque and are in the process of changing it to include up-to-date increased costs. A revised chart will be available shortly.

Ed.

In reference to your article on servicemen's gripes about new TV sets, the only advice I can offer is, "Have patience, young man." Having had my own service shop since 1929, I can truthfully say that if you stick with the tough set until it's repaired, instead of complaining about the manufacturer, you'll gain enough experience and have enough confidence to lick the next tough service problem that comes along. I, myself, never give up on a tough set and find that by sticking with it I can fix almost any set.

On occasions, I have had to get information and technical assistance from Mr. Palmer and Mr. Strapp of the West Texas Appliance Company here, and find them always willing to lend a helping hand. Believe me, they really know their Philco products. I would like to take this opportunity to thank them. We're fortunate in having these good men around when we need help.

I would appreciate it if you would publish more technical information in the Serviceman.

J. H. Dowell
Dowell Radio & TV
Fort Worth, Texas

Good advice, and we hope others will also "stick with it." Thanks for the "bouquets" for Mr. Palmer and Mr. Strapp. We hope other service technicians will follow your example and take their problems to Distributor Service Clinics. If they will, it will make for better relations all around, and save wear and tear on the technician's patience.

We plan to continue the "Serviceman" as a magazine and keep technical information in the "Supervisor."

Ed.

Your article on servicemen's gripes on TV was most interesting and I will certainly agree with the gripes as put forth in this column. However, I will go along with your answer and admit that we have no such gripes against the new Philco sets. Philco again this year, as it has for some years now, has come out with a set that we can recommend with confidence to all-comers. We handle several makes of sets, and I sure wish I could say the same about some of the others.

I liked your article on gassy tubes and would like to see a lot more similar articles. Your editorials on the serviceman's problems are fine. They show that you fellows are really thinking of us here, and give us a feeling of belonging. I personally wish other manufacturers would follow your lead and work with the service technician. It certainly would make our job a lot easier.

L. Wilcox
Smith Electric Co. Inc.
Latham, N. Y.

A bow, a blush and thanks.

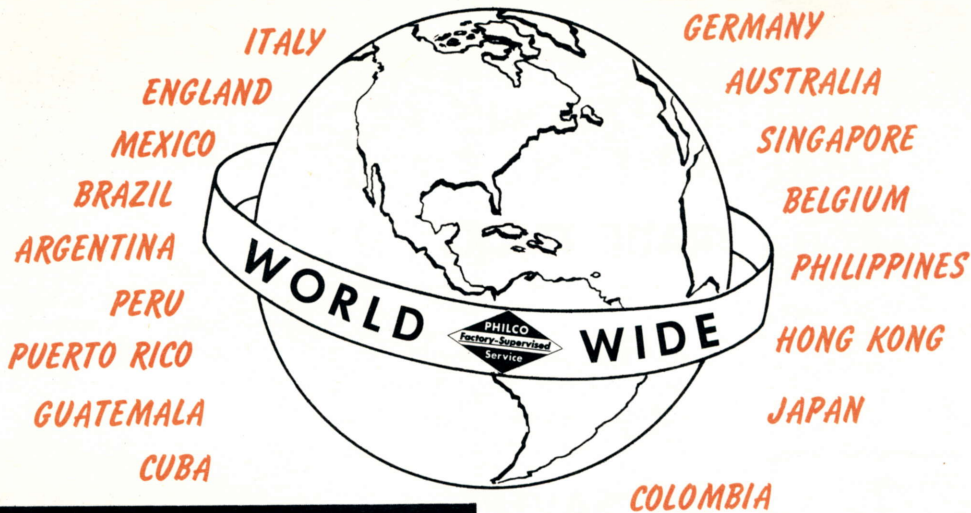
Ed.

I have valued my PFSS membership for a good many years, since 1946 in fact. Have worked all this time in home and auto radio, and have found no other service quite as complete and educational.

PFSS has kept us servicemen abreast of the times. Keep up the good work and count me in for 1956.

L. Breymeyer
Farley Gatter Chevrolet
Naches, Wash.

PHILCO FACTORY-SUPERVISED SERVICE NOW WORLD WIDE!



Mr. Radcliffe L. Romeyn, Vice President, Philco International Corp. (left), presenting a plaque to Mr. Raul Bassave of Compañía Cubana Radio Philco, a Philco Distributor in Cuba. The plaque was awarded in recognition of Mr. Bassave's excellent work in the supervision and training of technicians, and for the cooperation he rendered all Philco Dealers in Cuba in attaining the highest quality service for Philco customers. This is the first service award granted by Philco outside the United States.

ASSOCIATION NEWS

Mulford Elected Missouri Service Group's President

Jefferson City, Mo.—Jack Mulford, Jack's Radio and TV Shop, Springfield, was elected president of the Television Electronics Service Association of Missouri, Inc., at a meeting of this recently organized group. He formerly served as temporary chairman.

Mr. Mulford was appointed by Vincent J. Lutz, St. Louis regional vice president of National Alliance of Television Electronics Service Associations, as Missouri representative on the advisory council of NATESA.

New Atlanta Service Trade Group Forms

Atlanta, Ga.—Television Dealers and Servicemen's Association, Inc., is a new trade organization formed by a

group of television dealers, servicemen and television service specialty firms. Mr. B. H. Sturm, Television Center, was elected President.

The association has received a charter of incorporation as a non-profit organization in the state.

It was stated that the association has approximately 70 members. The primary aims of the organization are to promote goodwill among servicemen and dealers and to foster better customer relations.

The association will meet at the Piedmont Hotel, the 1st and 15th of each month.

Editor's Note: We intend to carry this column each month to keep association members informed. We will be more than glad to publish any information sent in by association officers.

FOR THE SHOCK OF YOUR LIFE . . .

Interested in fixing your own TV set?

Ad-Ritz, a sales and service retailer in Rego Park, N. Y., offers these five requisites for the prospective do-it-yourself TV repairman.

1. Enroll in a four-year TV course (College engineering degree good enough).
2. Get four years' practical experience repairing TV, radio and appliances.
3. Buy or borrow a complete set of tools, meters, tubes and parts (beginner's set \$350).
4. Beware of high voltage (increase your life insurance).
5. Now, got to it. Good luck . . . (Oops! Too bad.)

The alternative, as proposed by Ad-Ritz in throwaways now being circulated throughout the neighborhood, is to use its service facilities. The flyers also contain prices for most radio and TV tubes.

Irving Ritz, owner, says 2,000 to 3,000 throwaways have already been distributed of a total of 15,000 printed. He called response "quite gratifying."

Announcing... NEW AWARD POLICY

A
W
A
R
D
S

\$10.00

PROMOTIONS

PROMOTIONS... for the best service "business-building" idea of the month—\$10.00
Special promotions... ads that "pull"... displays... "giveaways"... merchandising
twists or mailings...

IMPORTANT—Every idea must be accompanied by a statement of results

\$5.00

TRADE TRICKS

TRADE TRICKS... for the best service hint of the month—\$5.00. This is basically a technical category. Handy gadgets for shop or tool kit... helpful trouble-shooting shortcuts... safety suggestions... any original idea which improves the quality of service rendered to an appliance or electronic product.

\$2.50

TIME SAVERS

TIME SAVERS... for the "shortcut" of the month—\$2.50. Ideas which "speed-up" service... "gimmicks" which provide that needed "extra hand"... automatic parts inventory systems... ways to eliminate "call-backs"... handy service manual file suggestions... easy bookkeeping methods.

Philco Service Uniforms

for That

Important first impression

Do you realize the importance of the first impression? It's a fact, that the first impression is generally the deciding one. The customer appraises your technical ability to a certain extent on his appraisal of your appearance. He immediately decides whether or not you are a professional technician or a general handy man.

You can't wear an expensive business suit and risk the chance of ruining it daily, and you can't slop around in dungarees or fatigues—the customer will not appreciate it. There is a happy medium though... the perfect solution—

PHILCO SERVICE UNIFORMS—made of rugged gabardine twill, these pants, shirts, caps and jackets wear like iron! They are ideal for cool weather because they not only keep you warm but offer you lightweight freedom to do an efficient service job as well.

See your Philco Distributor today for additional information. He can outfit you from head to toe. He has these uniforms in all sizes, for all shapes.

