



# 'SELL YOUR SERVICE'

THE FIFTH IN A SERIES OF  
"BUSINESS BUILDING" ARTICLES

## TIE-IN ADVERTISING

**A**LMOST all manufacturers sponsor diversified programs in order to advertise and promote their products. These programs vary from the coverage of an item of national importance to the sponsorship of a local neighborhood activity. A smart service technician should always give serious consideration to taking advantage of any important promotion by tying in whenever the opportunity presents itself. If you should encounter a tie-in possibility which looks promising, evaluate it and if it proves practicable, tie-in and . . . tag along to profit.

The manufacturer will often bear the cost of advertising anyway, and you'll benefit by being able to associate your business with his well-planned campaign at a minimum amount of expense on your part. This method of tying in with highly advertised and promoted events will do more to increase your share of service business than you can immediately visualize.

Following are a few promising campaigns with which you might be able to tie-in successfully:

### Political Conventions and Election Returns

These two national events present unlimited possibilities for expanding your service activities. They are especially promising when sponsored by an electronic manufacturer, and keep in mind that Philco is sponsoring them again this year. Tie-in with your own local advertising by offering a special tune up service to all listeners and viewers. Make the consumer *Want* to put his set in perfect operating condition by reminding him of the importance of the programs and stressing the fact that he'll want to enjoy every minute of these exciting history-making events. Assure him perfect reception by telling him that after you service his set he will be guaranteed fine, pleasurable viewing during every moment of these instructive and entertaining adventures into the political field.

You might find it advisable to distribute a flyer listing the most prominent and logical candidates. Include a short résumé of each candidate's back-

ground. You could also enclose a score sheet allowing room for the viewer to fill in the number of votes each candidate receives from the conventions and general election returns. You might want to run a contest by listing all the local candidates on both tickets and awarding a prize to the person correctly guessing the greatest number of candidates elected. You will be performing a community service and at the same time promoting your business.

Another important potential tie-in is with . . .

### Championship Sporting Events

You should definitely tie in your advertising and promotion efforts with the World Series Baseball Games, because even those who do not ordinarily follow baseball throughout the season will show enough interest to tune in to watch the "champs" in action.

Advertise your services with direct mail and newspaper ads by offering "Front Row Seats" to each and every big sporting event which comes your way. You might consider offering a "Sports Special TV Tune Up" program by tying in with boxing, racing, football, golf, basketball or any other major championship event which promises to draw a greater than average audience.

Explain to the viewer how he is going to benefit by the improved performance of his set after you service it. Tell him how important it is to have his set properly adjusted for his greatest sports enjoyment.

The rough layout of the "Sports Special" mailing piece on the right, might give you a lead. It is being considered by PFSS as part of a new "Advertising Aid Package" being prepared which soon will be offered to all members.

You should think about employing this particular piece either as it is, or by changing the copy slightly to fit your own service advertising needs. It can be sent out during the summer months as a baseball special. By simply changing the baseball photo and headline to fit a football theme you have another mailing for the fall

and winter months. Your mailings will then be adapted to interest every type of sports fan. A chassis sticker could also be attached to the mailing piece as an added feature to act as a constant reminder when service is needed in the future.

You might even be able to come up with something better . . . but whatever you do, always strive to be either *Original or Pleasingly Different*.

Your ultimate aim must be to INTEREST the consumer and if you do succeed in interesting him, you will stand a good chance of selling him. Another terrific promotion possibility is the . . .

### Miss America Pageant

Every average, normal, red-blooded American male will want his television set in the peak of operating condition for this event, and I don't think I have to stress the selling points you should use . . . Beauty and Charm of course . . . everybody likes a pretty girl.

Philco has successfully sponsored this telecast for the last few years, and will sponsor it again this year.

You could also consider sponsoring a neighborhood contest by awarding prizes to those who come closest to guessing Miss America and the runners up in order.

### Local Events

Don't bank on national programs only, because there are many local civic affairs which offer the same tie-in possibilities and will probably benefit you just as much, if not more.

In fact, never overlook your immediate neighborhood for wonderful advertising opportunities.

Donate loud-speaking systems to church picnics and socials and make sure your name or advertisement is prominently displayed.

The local Ball Park is a natural for a speaker system promotion.

Offer your store as headquarters for a charity drive.

Offer to print tickets for school plays, raffles or other events and make sure your ad is printed on the back.

Donate prizes for civic affairs.

Do anything, out of the ordinary . . . *but in good taste* . . . which will attract attention to your service business. Look around, there are wonderful tie-in opportunities popping up every day and the smart operator who can recognize them and capitalize when the time comes will really go places.

See you next month when we'll discuss *Publicity and Public Relations*.

# Sports Special

## 10 point Television Tune Up

Front . . .

Authorized Member of  




**S**PORTS  
**S**PECIAL



*Mr. T.V. Citizen  
 Any Street  
 Youtown, U.S.A.*

Please mail this card before \_\_\_\_\_ because we cannot afford to carry this special offer into our usual busy season which begins immediately after the date indicated.

Model \_\_\_\_\_  
 Street and Address \_\_\_\_\_  
 City and State \_\_\_\_\_  
 Signed \_\_\_\_\_  
 Make of My Set \_\_\_\_\_

My Phone Number is \_\_\_\_\_  
 I want to take advantage of your low-cost SPORTS SPECIAL TV TUNE UP . . .

### A BOX SEAT TO WATCH THE WORLD SERIES...



Chassis  
 Sticker  
 Goes  
 Here

In fact . . . A FRONT ROW SEAT TO EACH AND EVERY BIG, EXCITING AND OUTSTANDING SPORTING EVENT OF THE ENTIRE YEAR! That's exactly what your television set represents . . . but only when it's in perfect operating condition!

That's why it's so important to have your television receiver serviced and maintained by a reputable firm like ours.

We employ only qualified, expert service technicians. These men are trained to keep your set in perfect operating condition at a minimum of expense on your part.

Please paste the enclosed sticker on the back of your television set for ready reference when service is needed. Simply telephone and we'll be there whenever you require, in fact even within the hour.

Don't settle for a rear seat to watch any sporting event. Our service will put you right up front in no time at all!

**Our service is fast . . . and our prices are reasonable!**

Right now, in order to assure your continued viewing satisfaction, we would like you to seriously consider taking advantage of our new, low cost . . .

**SPORTS SPECIAL** \$<sup>only</sup> **0.00**  
**10 POINT TELEVISION TUNE UP**

We guarantee improved reception and a sharper picture with this 10 point television service check up.

- 1 Inspect transmission line, antenna, and all connections for mechanical and electrical efficiency.
- 2 Inspect all chassis components for security of mechanics and signs of electrical breakdown.
- 3 Adjust back controls to assure maximum picture linearity.
- 4 Check range of all front controls to assure best tuning control by set owner.
- 5 Adjust picture tube focusing, centering beam bender for maximum brilliance.
- 6 Clean and polish safety glass panel and picture tube face.
- 7 Check test pattern to assure maximum height and width with good linearity.
- 8 Check oscillator and fine tuning range for maximum sound and picture clarity.
- 9 Adjust horizontal hold system for maximum horizontal steadiness.
- 10 Furnish accurate written technical report of inspection and general operative condition of set.

TEAR OUT ALONG PERFORATION



BUSINESS REPLY CARD  
 First Class Permit No. 9843, Sec. 349 P.L. & R., Phila., Pa.

DEALER IMPRINT

. . . Back

# THE OL' OUAGNITA SERVICE PHILOSOPHER

By JACK DARR



TALKS ABOUT "THE VALUE OF RELAXIN'"

WELL, sir, it looks to me like most of the articles you read about first one thing and then another, especially radio or TV articles, start out something like this: "One of the most serious problems encountered in the—" and so forth. Everything's the 'most serious,' seems like. Well, that might just be so, in whatever line they're talking about. Tell you what I think the 'Most Serious Problem' is, in this danged business we're in. *Us!* Me, and you, and all of the rest of the fellers engaged in this bewilderin' but satisfyin' business of fixin' radios, TV sets, and all of the dad-burned gadgets they've rung in on us in the last few years.

Y'might notice the title of this here effusion. I've talked about it before, and it's one of my favorite subjects: everybody seems to have a sure cure for a cold, especially if *you've* got it, instead of him, and I reckon I'm kinda like that. I got my own cure for this here disease, and I've tried it out, and it works, fer me, anyhow, and it looks like it oughta work for others, if they'll apply it.

Heat and Pressure is what we get every day, in our regular work. These fellers in the lab, they take a hunk of coal, and, with enough heat and pressure, they can get a diamond out of it: we can take the heat and pressure we're under, in our shops, and get a nervous breakdown, if we try hard enough! I might be speakin' in a jocular vein, but I'm talking about a right serious subject, and nobody knows it better'n I do. I've had trouble with it fer years, and so have you, I reckon.

Customers git to rushin' you, you git two or three intermittents on the bench at the same time, you git to worryin' about the first of the month bills, you git stuck on a TV set you can't fix, the work piles up on you, and there you are. That's the best formula I kin think of for a good case of nervous indigestion, ain't it, now?

Well, like the feller with his cold-cure, I'm right here ready with the solution. Might be that it won't work fer you like it did fer me, but it's worth tryin', I think. Simple, too. Just *relax*. Trouble starts when you get to tryin' to do too many things at the same time: tryin' to cover too much terri-

tory. Seems like this is especially true in the smaller shops, like the one-man and two-man shops, like we got around here, and ever' where else, I reckon. Work gits piled up on you, and then away you go, into a great big stew, and you wind up with nothin' done!

Th' cure, as I see it, lies right between them two flappin' things on the sides of your head. You! Your mental attitude toward the work. If you let *it* ride you, 'stead of *you* ridin' *it*, it'll git you down, in no time. You know that you can do your best work, as far as the technical end goes, when you're 'at ease'; all relaxed and happy, so to speak. F'rinstance, you got a tough TV set; bad sync. or somethin'. If you come in bright an' early, after a good breakfast, feelin' right on top of th' world, chances are you can set down and fix it in no time. It's happened to me, and to you, too, no doubt. Main thing here is that your brain is all fresh, and uncluttered with other worries: they're there, all right, but you jist ain't had time to git around to worryin' about 'em, yet!

So, therefore, my motto is, 'Take It Easy!' Make a deliberate effort to keep yourself on an even keel, mentally, and you'll be surprised with th' improvement you'll see in your work, and everything else. My Grampaw used to say, "Worryin' fixes no fences," and he's right, so don't worry! I ain't doin' very well tryin' to find the right words, but what I want you to do is take a little more light-hearted attitude toward life and stuff! Don't take your work, or yourself, too seriously! Take time off to have a little fun, now and then. Y'know, the 'coffee-break' has kinda got to be standard practice all over the country, now, in big offices, little stores, and everyplace else. We used to do that, years ago, down here in the Hills, and things went a lot smoother. The industrial planners found out that it was kinda hard on folks when they kept 'em at work right straight on through, with no stops at all, except for those that Nature demanded. Found out they could actually git more work done in a day when they let 'em off for a little browsin' around once in a while, because they worked better while they wuz workin'!

Same thing goes fer you, too. If you git stuck on a set, git up and walk away from it! You can set there and stare at

it until it jist looks like a big cake-pan full of red, white and blue firecrackers, and it won't make sense to you at all. When you're in good shape, you can look at the underside of any set, and it's jist as clear as if it was the schematic: every circuit in it jist sticks out like a sore thumb, and you can find trouble in no time. If you git in a 'mental blur,' git out of there! Go around the corner and gitta cuppa cawfee: shoot a few games on the pinball machine: git a couple of feller fisherman and tell 'em some big whoppin' lies: if you git stuck bad enough, take off for a couple of hours and go fishin', go out and shoot a few holes of golf, bowl a few frames: it don't make too much difference what you do, jist as long as it's somethin' different from what you been doin'! Blow the cobwebs out of your brain, and it'll work better! If you can't do anything else, jist go set down and read a detective story for a while!

It ain't gonna be too easy fer you, I know that: Seems like most of the guys in this business are pretty conscientious sort of fellers, who kinda feel like they have an obligation to their public, to get the work out on time, no matter how long it takes 'em or how much there is of it. If they've got a whole shop full of sets, they want to get 'em *all* out that same day, or bust! Well, lemme tell you this: you can actually get them sets out of there quicker, if you'll take the time off to keep *yourself* in good shape, instead of runnin' yourself down to a nub, like you'll do if you don't watch out.

Had a case right around here: young feller opened up a shop for himself. Right out of the Army, and a good workman he was, too. Hustler, too. First thing you know, he was workin' night and day, tryin' to keep up with all the business he'd hustled up. What's that? Oh, yes, he's all right. He'll be out of the hospital in a week or two, and doin' fine, although he'll have to make out on milk toast and soft-boiled eggs for a while. Moral: don't let it git you down: take it easy and *you'll* last longer.

Let off pressure, and things will work out a lot better. It'll take a bit of doin', and your conscience might think it oughta hurt you for a while, but you talk it out of it! Make it let you goof off now and then, on account of it's really good for you! Don't wind up like the guy in the joke: He was all bent over, his hair was snow white, and his voice was cracked: he was tellin' about how he spent every night, out on th' town, had a date with a different gal every night, and so on. Feller says, "You're quite a guy, Old Timer, to go like that at your age! How old are you, anyhow?"

Old feller says, "Hee, hee. You wouldn't think it, but I'm only 39!" See what I mean? Y'all come.

# SHOP OVERHEAD ANALYSIS

## Part II

*Last month we discussed the owner's service operation in regard to his personnel and bookkeeping methods and a rough outline of his service activities.*

**H**E CONTINUES by stating that the . . .

### Proper Routing of Men is Very Important

The routing of service calls to the outside servicemen is done only by the owner because he feels that this is a most important function. All outside men call in twice a day at certain specified times so that "emergency" calls can be handled with dispatch. The owner finds that the few minutes it takes to call in will save hours and money because he knows at all times exactly where his men are.

### Trip Sheet

Late in the afternoon the dispatcher routes the next day's service calls on the Trip Sheet numbering them in rotation and fills in date, work order, number, customer's name and address. The trip sheet is then placed in the serviceman's bin with the work orders.

In the morning the serviceman picks up his work orders and the parts he needs for the day and signs the Trip Sheet at the top right which is then left with the dispatcher.

At 11 o'clock the serviceman calls the dispatcher who indicates on the Trip Sheet the progress of the calls. Where parts are needed to complete certain calls the item is listed in the remarks column. Later all parts are prepared and placed in the proper bin. The call is listed on the next day's Trip Sheet. The same procedure is followed when the man calls in again at 3.

A customer may call in saying that she won't be home until after 3. Another may have what she calls an emergency. In all cases it is quite easy to get this information to the proper serviceman because he calls in at 11, 3 and 5. It is easy to tell within a half-hour just where each man will be by simply checking the calls on the Trip Sheet.

After the 5 PM call the dispatcher signs the completed Trip Sheet and transfers what information is necessary onto the next day's schedule.

No commitments for extra work are ever permitted on part of outside servicemen without an OK from the office or the dispatcher. On PM calls for customers who are not at home during the daytime, men rotate weekly and work from 12 noon to 9 PM. These PM servicemen also handle emergency calls and receive phone

calls which come in up to 9 PM.

The order in which calls are dispatched are:

1. Dead Sets
2. C.O.D. Sets
3. Contract Calls (minor adjustments such as poor sound on one channel, bad record changer or radio in combination sets).

### Sources of Business

In answer to the question where do you get your business, the owner lists these sources:

1. *Non-servicing Dealers* — Many dealers are not set up or equipped to handle the service and follow up for their customers. They are looking for a reliable agency to properly handle the service for them. I keep sending letters to dealers and I keep calling on them to remind them regularly

that "I am in the Television Service Business." It helps.

2. *Servicing Dealers*—Many servicing dealers find their customers are in my area and feel that it is more economical to turn the service contract over to me. I really do good work and they are learning that I follow through. Because I don't sell new or used sets they aren't afraid that I'll steal their customers. Lots of servicing dealers have limited equipment for service. They give me the overflow work. Many of them cannot handle certain difficult situations. That's where I shine. It's like a doctor turning certain cases over to a specialist.

3. *C.O.D. Accounts*—This is a very profitable source of my business. This customer is anybody's baby. He is out of warranty and can give his business to anybody. I find that by giving good service to sources 1 and 2 mentioned before these people stay with me and become good C.O.D. accounts. They tell their friends about me. All my trucks carry my phone number and lots of people say "I saw one of your trucks across the street, can you take

ANTENNA REPORT						
A PHILCO FACTORY-SUPERVISED SERVICE MEMBER 124 RELIABLE AVE. YOURTOWN, U. S. A.						
Date _____			Dealer _____			
Name _____			Make _____			
Address _____			Model _____			
City _____			Serial _____			
Apt. _____		Tel. _____		Date Installed _____		
INSTALLATION						
Installation Description						
<input type="checkbox"/> Roof		<input type="checkbox"/> Chimney				
<input type="checkbox"/> Wall mount		<input type="checkbox"/> Centralized				
<input type="checkbox"/> Standard		<input type="checkbox"/> Special				
TYPE BUILDING & ROOF						
<input type="checkbox"/> Pvt. House		<input type="checkbox"/> Flat				
<input type="checkbox"/> Apt. House		<input type="checkbox"/> Sloping				
<input type="checkbox"/> Hotel		Other _____				
RECEPTION REPORT						
CH	GOOD	FAIR	POOR	REFL.	INT.	OTHER
3						
6						
10						
MATERIAL USED						
Antenna Used _____						
Est. Len. Line _____						
Single Twinex <input type="checkbox"/>		Coaxial <input type="checkbox"/>				
Double Twinex <input type="checkbox"/>		Switch <input type="checkbox"/>				
NOTE --Indicate all data relative to installation description and reception difficulties on back of this report.						
Installation Chief _____						
" Helper _____						
Date _____						
REWORK <input type="checkbox"/>						
Customers Complaint _____						
As found before rework						
CH	GOOD	FAIR	POOR	REFL.	INT.	OTHER
3						
6						
10						
Customer's Confirmation of Reception as shown above						
Customer's Signature _____						
AFTER REWORK						
CH	GOOD	FAIR	POOR	REFL.	INT.	OTHER
3						
6						
10						
CUSTOMERS CERTIFICATION						
I certify that the reception at any location is as Noted hereon after the antenna work was completed.						
Customer's Signature _____						

(Continued next page)

care of my set?" We usually try, in a case like this, to get there the same day. We keep putting all our customers on a mailing list and every once in a while we send them a reminder that "I am in the Television Service Business." We also send out teasers in direct mail campaigns to attract new customers.

4. *Multiple Antenna Installations*—Many apartment houses, hotels and large building owners, in general, have called me to install master antenna distribution systems. In addition to the initial installations, I receive a considerable amount of income from the maintenance of these systems.

5. *Dealer Installations*—Many large dealers and department stores which demonstrate quite a few receivers on the sales floor, use my service for setting up their display rooms. I usually install a multiple antenna system with distribution outlets to handle the required number of "live" sets. In addition to this dealer business, I sometimes set up my antenna equipment temporarily for manufacturers who hold conventions and dealer

meetings in my city.

### Case History of a Typical Service Call From a Dealer

Here is what happens to a call that comes into my office:

1. The authorization form for installation and set-up is received from the Dealer.

2. A quick reference service card is made up for the customer that contains the following information:

- Date
- Name, Address and Phone No. of customer
- Name, Address and Phone No. of dealer
- Make, Model and Serial No. of set
- Type of Warranty Issued (this can be 90-day service, one-year service or installation and set-up only).

3. A customer folder is made up that will, from then on, carry all the reports and service calls, and other information relative to the customer.

4. The call is routed and assigned to the crew nearest that customer. I have found it practical and profitable to give new installations "fire alarm"

service because the customer is on pins and needles until that beautiful receiver she has just purchased is "hooked up." I know darn well my installation crew will show her exactly how it works after it is set up.

5. When the job is completed to the customer's satisfaction she signs the completion slips. The installation man verifies the serial number and calls the customer's attention to the sticker he has placed on the rear of the cabinet. This sticker has my phone number. My man then asks for permission to place a similar sticker in her handy phone book under the "S" for Service. The customers are very happy to give permission.

6. Completion slips are then returned to the office, checked off and the service route sheet is stamped COMPLETED and turned over to the bookkeeper for billing. A copy of the completion slip with the customer's signature accompanies the bill.

7. As soon as payment in full is received from the dealer a service contract is made up and forwarded to the customer.

8. The completion slip is used to check the serial number against the customer's quick reference card. The type of service contract issued to the customer is indicated on this slip and it is then placed in the customer's case history folder.

### Case History of a Customer's Service Call

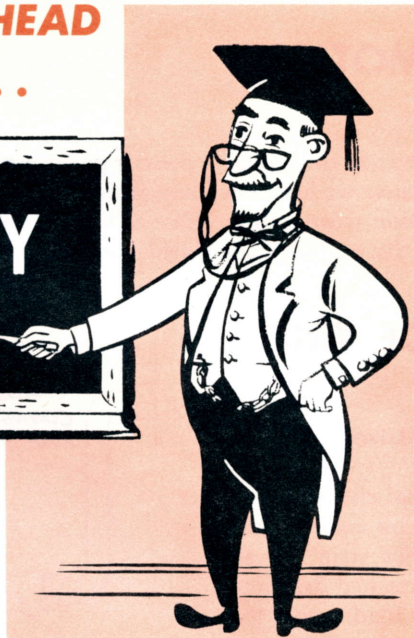
1. Both girls take calls for service on the telephone. Both are situated so that they have easy access to the customer quick-reference card. While talking to the customer it is easy to verify the status (that is whether it is C.O.D. or Contract). In every case the young lady will try to find out the exact nature of the complaint. Complete information of this type is very helpful to the serviceman. If the call is C.O.D., the service is explained to the customer to avoid misunderstanding later.

2. A service request form is made out which is then routed to the proper serviceman and from here on the same procedure is followed as was outlined before. C.O.D. calls are the most profitable and are given preference. Because of the large number of requests for after warranty service policies I find it expedient to go after that business. My servicemen are paid a bonus for every service contract they sell. This provides considerable incentive as it results in extra dollars in the weekly check.

The owner actually goes into salaries, costs and profits in the next month's issue.

SERVICE ORDER				
A PHILCO FACTORY-SUPERVISED SERVICE MEMBER				
124 RELIABLE AVE.			YOURTOWN, U. S. A.	
Efficient 9-0200			DATE	
			Received _____	
			Make _____	
Name _____			Model No. _____	
Address _____			Serial No. _____	
City _____			Date Installed _____	
Apt. No. _____		Telephone _____		
Sound		Picture	Raster	Antenna
Complaint _____				
_____				
_____				
Service Rendered _____			Time Required _____	
_____				
Parts Used _____			Price _____	
_____				
C. O. D.	CHARGE	NO CHARGE	CONTRACT	PLEASE PAY SERVICEMAN FOR ALL C. O. D. WORK
Received from _____				
The sum \$ _____ for Parts and Service Rendered				
Customer's Signature _____				
Serviceman's Signature _____				

## Professor M.T.HEAD EXPLAINS...



**C**APACITY is stuff that a condenser has. In addition to this, a condenser is also full of microfarads, and these are very useful. As a general rule, the size of the condenser and its capacity are directly proportional. Now, this sounds like a scientific statement that you may not be able to understand at first, but it simply means that the bigger the condenser, the more microfarads it contains and not only that but the smaller a microfarad is the fewer condensers it contains. By the way, in order to be a successful electronics technician you must learn to work into your technical conversations the expressions "directly proportional" and "inversely proportional" because besides sounding impressive these terms are very confusing to people who don't know anything about electricity and you can thereby earn more money by showing these people how intelligent you are, because while the scientific man has the technical knowledge, the people who don't know beans about science are the ones who have the money.

It is said that a condenser can store up electricity, and this makes a very handy arrangement. So, if you have some electricity you don't want to use right away you can store it up in a condenser and then use it whenever you feel like it.

I ought to warn you now that for some reason the name "condenser" has been the subject of disagreement among electrical folks. Some people insist that a condenser should be called a capacitor, while others claim that a capacitor must be called a condenser. Be that as it may, the construction of a condenser and a capacitor is very similar. If you cut open either a condenser or a capacitor and unroll the little package of

tinfoil and waxed paper found inside, you will discover that it is somewhat difficult to re-roll this stuff and get it back into the casing.

One of the early scientists constructed a home-made condenser by pasting tinfoil on the inside and the outside of a glass fruit jar. These condensers were widely copied by other experimenters and were very popular for one whole summer, and then some other way of making condensers had to be worked out. The reason for this was that when harvest time came the women folks kept taking these jars and using them to put up their preserves. So before long another scientist discovered that a condenser could be made out of flat plates of glass and tinfoil. This was in the days when the only way to get tinfoil was to buy cigarettes and chocolate bars and save up the wrappers. On account of this scarcity it took the scientist 14 months to get together enough tinfoil to make a decent condenser, and because he had to consume so much of this merchandise himself, he developed a bad cough and narrowly avoided having diabetes. However, when his accumulation of tinfoil reached satisfactory proportions, he went down to the general store and bought out their entire stock of 8 x 10 window panes and he was ready to go. Well, you can readily imagine that the condenser he built was really a dandy. It had 5 or 6 times as many microfarads as the original fruit jar type. It was also compact, the entire unit weighing only about 15 pounds without the wooden case.

These condensers became very popular because they were so useful. The experimenter would connect his condenser up to his static machine and turn the crank furiously until he was convinced that the condenser was full of electricity. He would then remove the condenser leads from the machine and bring them toward each other. When the leads were close enough together, a delightful spark would jump between them, accompanied by a loud "pop."

One of the pioneers in the early days of electricity was a fellow named Faraday, and he was very fond of static electricity. While other people were belittling the possibilities of static electricity he was making it do some amazing tricks. In those days a scientist could generate and discharge static electricity all over the place and get by with it because it didn't interfere with radio reception. The reason for this was that wireless hadn't yet been invented, to say nothing of radio.

It was Faraday who discovered that condensers had capacity and that the big condensers had more capacity than the small ones, and that the capacity had a lot to do with the size and potency of the spark you could get from a condenser. He originated scientific techniques for testing condensers in which he discovered that his smallest condenser would give barely enough spark to make the laboratory cat flinch perceptibly, but his largest one would pack a wallop display that would cause the cat to depart in several directions simultaneously.

Faraday's work was done under a tremendous handicap because electrons hadn't yet been invented. Well, to make a long story short, the people who admired Faraday's work fixed up a unit of capacity for condensers and named it the "farad" because this sounded a lot like Mr. Faraday's name. The only trouble was, the farad was too big because they didn't have any condensers that had a capacity of even one farad. So they had to break it down into microfarads. On account of the prefix "micro" which was taken from the Greeks, with their permission of course, it is evident that "one microfarad" means one millionth of a farad, just the same as "one microscope" means one millionth of a scope.

In the next lecture I will explain how to actually build a condenser.

**\$10.00**

**PROMOTIONS**

As usual, we are going to have to put aside the money for the top award again this month, because we have not received a promotion or service suggestion worthy of it. How about you fellows shoving your pencils, pushing your

pens or punching your typewriters . . . and getting in your suggestions before we are forced to discontinue this award due to lack of worthwhile material? *You can win it . . . and you know it . . . but how about showing us?*

**A  
W  
A  
R  
D  
S**

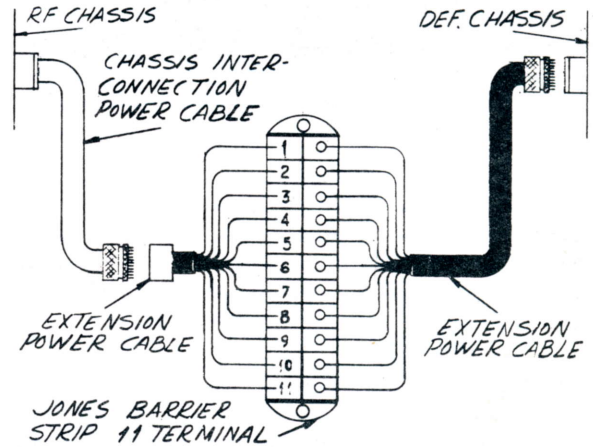
**\$5.00**

**TRADE TRICKS**

Our \$5.00 award this month goes to Adam Adams of Williamsport, Pa.

"For home and bench servicing of dual chassis TV, a quick check of the power voltages can be made by the addition of a "Jones 11 terminal barrier strip" to an extension interchassis cable as per the attached drawing.

"The voltages are then taken under load across the appropriate terminals."



**\$2.50**

**TIME SAVERS**

Our \$2.50 award this month goes to Oscar Schectar of Pittsburgh, Pa.

"Just a one-inch band of colored plastic tape wrapped around the shank or handle of the tools I carry into the

customer's home has caused a great decrease in the number of tools lost. You can't overlook the tool because it will stand out against the dull colors on the floor, especially if a fluorescent tape is used."

**PFSS Chassis Stickers Assure Repeat Service Business!**



**Repetition . . . Repetition . . . Repetition . . .**

You all know exactly how important repetition really is in creating "consumer recognition" of any particular product or service. The more you expose the consumer to YOUR business name, the more assured YOU can be of getting his repeat service business. PFSS STICKERS WERE DESIGNED TO ADVERTISE AND REPEAT YOUR BUSINESS NAME AT THE EXACT POINT OF SERVICE . . . on the product itself.

It's profitable to remind your customers to call you when service is needed.

Imprinted with your name, address, phone number, these stickers are placed on the chassis of any radio or television set you repair. When the customer next requires service, your reminder is right on the job plugging YOU as the logical person to contact.

These stickers are easy to use, you merely strip off the paper backing and place the sticker on the chassis. No moisture or glue is needed, because of the pre-gummed back. The sticker is a bright yellow color and displays the PFSS seal to confirm your association with this service organization.

They are available from your Philco Distributor in quantities of 250, 500, and 1000. The part number on this inexpensive service sticker is PR 1961. See your Philco Distributor as soon as possible and put this important business-getting sticker to work for you!

