

INCORPORATING THE PHILCO SERVICEMAN



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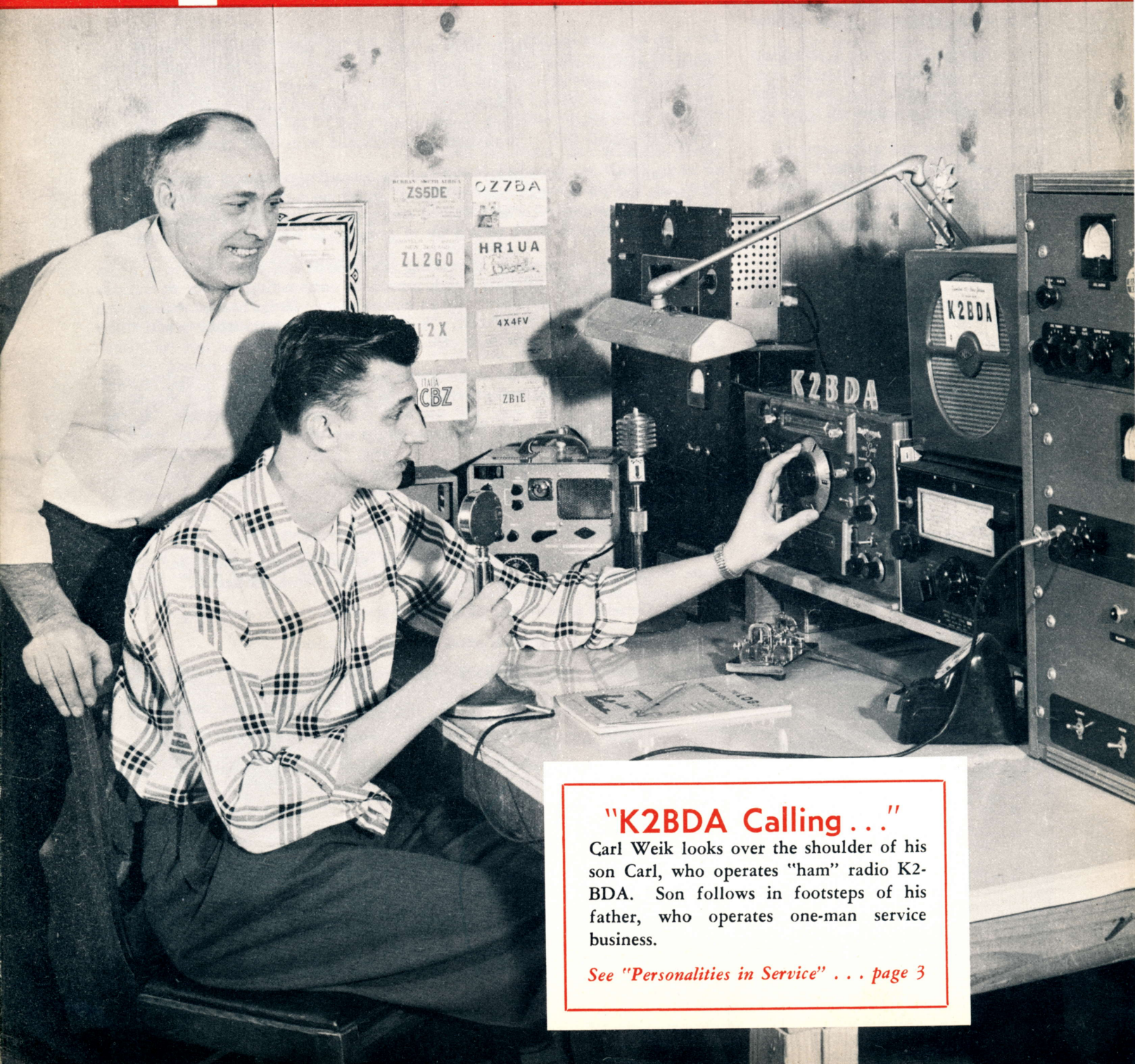
## PHILCO SERVICE TECHNICIAN

VOL. 1

No. 4

APRIL 1957

OFFICIAL PUBLICATION OF THE WORLD-WIDE PHILCO FACTORY-SUPERVISED SERVICE ORGANIZATION



### "K2BDA Calling..."

Carl Weik looks over the shoulder of his son Carl, who operates "ham" radio K2-BDA. Son follows in footsteps of his father, who operates one-man service business.

See "Personalities in Service" . . . page 3



# PHILCO SERVICE TECHNICIAN

APRIL 1957

VOLUME 1

NUMBER 4

Official Monthly Publication of, by,  
and for the world-wide Philco Factory-  
Supervised Service Organization.

RICHARD A. PHILLIPS . . . . . Editor

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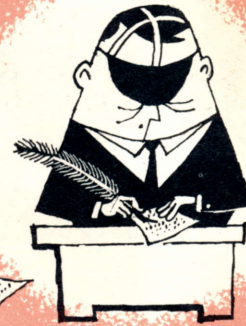
POLICY . . .

Philco Service Technician will strive to  
"mirror" the activities of the thou-  
sands of PFSS members and to pro-  
vide them with useful and helpful in-  
formation.

## WRITE

We'll be glad to hear from  
YOU on any news, views,  
or comments — and es-  
pecially pictures — for use  
on the "Shop Talk" page.  
All material that is suitable  
will be used, as space  
allows. You might also  
have some ideas for the  
"Monthly Awards," too.  
Send all correspondence to  
the address shown above.

## THE Editor's WORKSHOP



Hi, fellas! Everybody likes a "pat on the back" once in a while . . . some recognition for doing a good job. It makes us feel better and it gives us more incentive to continue doing a good job. Well, for a good many years now, the Philco Service Achievement Award program has been giving recognition to servicemen for doing outstanding work. The award is in the form of a special plaque and is presented to servicemen who meet certain standards.

Many of you have likely received the attractive plaque in previous years; it shows the PFSS "diamond" in "gold" finish on a circular walnut base and has your name engraved on a special nameplate. The plaque hanging on the wall of the shop or store adds a bit of prestige to your service business.

This year the method of making the awards has been revised a little. Two awards will be presented each month to outstanding service operations in each distributor's territory. It can be an independent, a dealer with service facilities, or a service contractor. A Philco factory representative will make the award presentation in each case.

Now, there has to be some guide to follow in order to analyze each service operation. So, we're listing some of the points used for this study. You might look them over and see how you would rate yourself. If you figure you're weak in any of them you might see what you can do to improve:

1. Technical ability and workmanship.
2. Service reputation.
3. Promptness in handling customer calls.
4. Adequate service facilities, with sufficient test equipment to handle in-shop and customer-call service work efficiently.
5. General appearance of service personnel, trucks, and shop.
6. Ability to maintain good customer relations.
7. General attitude toward Philco products.
8. Attendance at training sessions and distributor service meetings.
9. Use of genuine Philco parts in the repair of Philco products.
10. Meeting the requirements of PFSS, and actively promoting and advertising PFSS.

These are things that you should be trying to do your best at every day, a regular part of your business. It'll be the ones who come closest to these qualities who'll have the best chance of being selected for an award. This is the sort of thing where we all have to keep trying to improve . . . not just to win an award, but because these qualities help in building service business and in doing a better job.

So, look 'em over, improve wherever you can, and we hope that *you* will be one to receive the Philco Service Achievement Award this year.



# Personalities IN SERVICE



Can one man successfully earn a living by himself in the service business? Carl Weik, who operates his own business, does. It's known as Carl's Television Service and is located at 331 Bergen St., Trenton, N.J.

Carl is married and has two children, Carl, 18, who is studying electrical engineering at Trenton Junior College, and Arlene, 15, who is in her second year at Hamilton High School.

Service is handled for television, radio, auto radio, and phonographs, and Carl has his shop located right in the basement of his home. A station wagon is used in making calls and in bringing sets in for shop work.

Carl, who was born July 3, 1909, had to go to work at an early age and was only able to complete the eighth grade in his formal education. Since then, however, he has taken a number of correspondence courses, which helped his technical training.

Back in 1924, Carl went to work in a radio shop, waiting on customers and wiring sets, for \$8 a week. Several years later he started working as a telegraph operator with the Pennsylvania Railroad and then about ten years later with the Jersey Central Railroad, at which time he moved to Plainfield, N.J. In 1946, he returned to the electronics field, going to work for Bruun Radio at Dunellen.

Carl opened his own radio service shop at Scotch Plains, N.J., in about a year, and in another year, returned to Trenton. There he opened a shop and did work for various TV dealers. He says he got into the service business, "because I liked it."

Now he averages about 35 calls a week, covering Trenton and surrounding areas, up to about 15 miles. The population of the area is about 250,000.

His wife Sophie handles the phone calls whenever Carl is out on a job. Also, his son assists him on some antenna installation jobs, being very

handy since he is 6 ft., 6½ in. tall. The younger Carl also has a keen interest in electronics, being a "ham" radio operator for the past five years and building a lot of his own equipment.

A good part of the record-keeping is handled by a CPA, who does all the tax reports and also furnishes a monthly report. Carl just sends him information on a form each week listing deposits, payments, etc. He does his own billing and the business is about 50% COD and 50% charge.

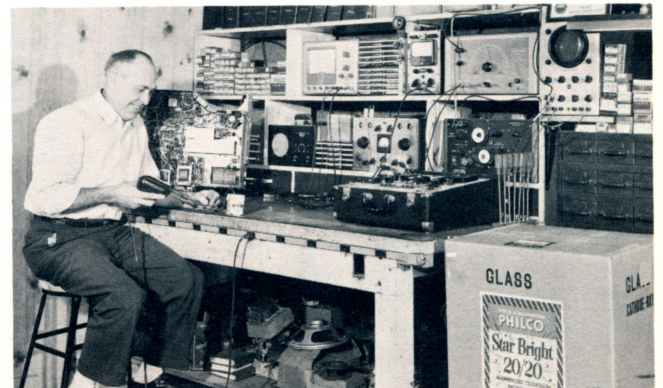
Carl has been an active member of the Radio Servicemen's Association for seven years. He also has actively taken part in service training meetings at the Philco distributor in Trenton, Fineburg's, located at 1600 N. Olden Ave. Ext.

In promoting his business, advertising is used in the "yellow pages" of the telephone directory and a card with his phone number on it is left with every call. Carl feels that a good portion of his calls comes from "word of mouth." He says, "Individual servicemen will get farther by being fair with customers. Charge a fair price and stand behind what you do." This philosophy has helped him to build a business. Most of Carl's business comes direct from customers although he handles a portion of one dealer's service work also.

Carl Weik remembers building his own loudspeaker set and listening to the Dempsey-Tunney fight. Since that time, the field of electronics has seen a lot of changes. He says that one interesting part of this business is that "you find out what people really are."



Carl Weik is shown here with station wagon which he uses for service calls.



Well-equipped shop is conveniently located right in basement of home.



# Distributor Bulletins

NEWS FROM DISTRIBUTORS  
ABOUT PFSS MEMBERS AND  
AREA ACTIVITIES



## RICHMOND, VA.

A new distributor has been appointed to cover this territory and we list the name and address below for reference:

Graybar Electric Co.  
10 S. 6th St.

## SANTA BARBARA, CALIF.

"A baby girl was born on February 11, to Mr. and Mrs. 'Hank' Aviles. He is owner of Hank's TV, 133 West Mission St., Santa Barbara. The baby was named Lora Julie Aviles . . . father, mother and daughter

are doing fine. Hank is a dealer-serviceman and a PFSS electronics member.

"Mr. Ray Johnson, owner of Johnson's TV, 339 South "A," Oxnard, sustained a broken foot on the 16th of February. We understand now that Ray has slowed down to a Gallop . . . at least for the next seven weeks until the cast is removed. Johnson's TV is a dealer and handles electronics service."

John P. Horton  
H. T. Waller, Inc.  
509 State Street

## DALLAS, TEXAS

"We had the first rain in about seven years in West Texas recently. This didn't have any effect on the service business but it sure was interesting.

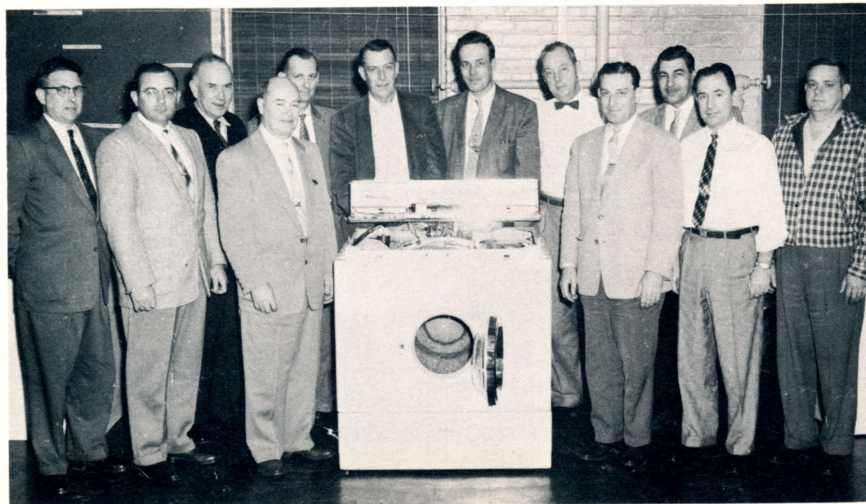
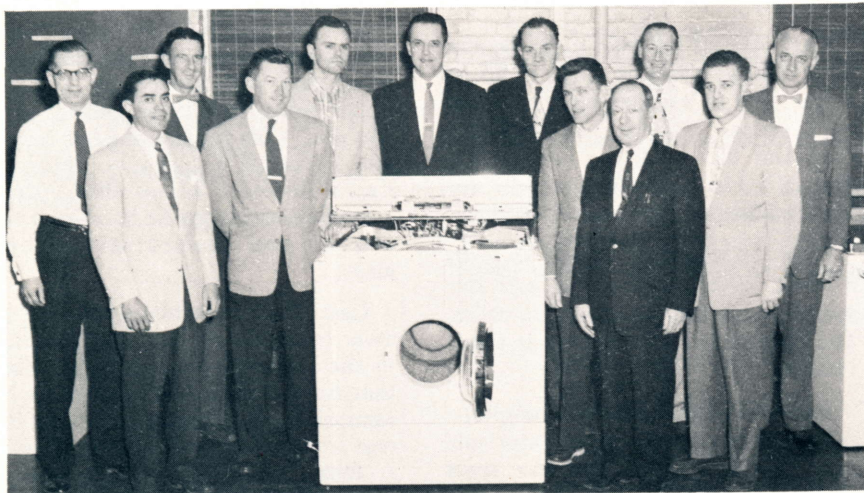
"We're looking for an appliance service manager for our new branch in Lubbock and hope to find one soon."

Jim Sanderson  
Medaris Co.  
1202 Dragon St.

Shown here are more distributor groups at Philco headquarters for Bendix home laundry service training.

Top Photo — Left to right are Dick Vozenilek, Duomatic Specialist, Philco Corp.; Ralph Hernandez, Crouch Appliance Co., El Paso, Tex.; Carl Mason, Currey's Inc., Nashville, Tenn.; Ray Petsche, Household Appliance Distributors, Miami, Fla.; Ed Greer, Currey's Inc.; Vern Ostendorf, The Roycraft Co., Minneapolis, Minn.; Girvin Herr, Eshelman Supply Co., Lancaster, Pa.; Jack Gardner, Eshelman Supply Co.; Irv Smylie, Frankelite Co., Cleveland, Ohio; Al Misley, Frankelite Co.; Dick Mann, Radio Equipment Co., South Bend, Ind.; and George Nash, L&L Distributors Inc., Tampa, Fla.

Bottom Photo — Left to right are George Hartley, West Texas Appliance Co., San Antonio, Tex.; Robert Schlumbrecht, Television & Appliance Distributors Inc., New Orleans, La.; George Kane, Radio & Motor Service Inc., Altoona, Pa.; Charles Pugsley, Philco Distributors Inc., Detroit, Mich.; Bill Escher, Philco Distributors Inc., Philadelphia, Pa.; Paul Clifford, J. E. Miller Co. Inc., Pittsburgh, Pa.; Hank Forster, W. Bergman Co. Inc., Buffalo, N.Y.; Clifford Ray, Radio Equipment Co. Inc., Indianapolis, Ind.; Sam Martin, J. H. Burke Co., Boston, Mass.; Max Frankel, Roskin Distributors Inc., East Hartford, Conn.; Ray Webb, Dryer Specialist, Philco Corp.; and Ray Poole, Garrett-Miller & Co., Wilmington, Del.





# Shop Talk

NEWS—VIEWS—COMMENTS  
from PFSS members



## LATHAM, N. Y.

"I would like to comment on your 7L40A chassis. We have had so little service on them that I haven't really had a chance to look them over. We did have one that gave us trouble in the sound output. R11H was found burned and as the other components checked OK, we assumed that the 6CU5 had drawn too much current. We replaced the resistor and the tube and returned the chassis. About a month later the sound became garbled. Touching up the discriminator did no good so we brought it in. R11H was found burned — we changed it again but the sound was still poor. Changing R2H to 470K cleared the sound, and it has been working fine ever since.

We are not sure we have found the real trouble in this chassis and would appreciate any help you may be able to give us on this problem."

L. E. Wilcox  
72 Old Loudon Rd.  
(Smith Electric Co., Inc.)

*Changing R2H as you did, probably does not solve the problem. It may be that there is intermittent trouble in the discriminator circuit or the first audio circuit. To be more specific, suspect C7H, or 165V B+ source of increasing.* —Ed.

## MARYSVILLE, CAL.

"I believe all Independent Service shops are grateful to Philco and its staff for the fine service information

which is sent out. May I add though that I can remember it wasn't always this good. I think the service hints and business ideas are of great interest to all concerned."

David S. Imler  
121 6th St.  
(Imler's Radio & TV Service)

## Technical Material Quality Emphasized By Navy's Request

Most PFSS members are aware of the value of the technical information they receive. Sometimes, however, it may be regarded as a matter-of-course, not realizing the importance of it and how much it means in the service jobs we do.

Even the men at Philco who design the technical material in the service manuals and in the "Electronic Supervisor" and "Appliance Supervisor" probably lose sight occasionally of the significance of the important job they're doing. It takes someone outside to recognize the value of the material. Then the importance is suddenly emphasized.

So it is when requests are received from outside sources — schools, associations, branches of the government — to make use of this material.

One request was made recently by the Department of the Navy, Bureau of Ships, Washington, D.C. . . . to reprint an article on transistors. This article first appeared in the September, 1956, issue of "Electronic Supervisor" entitled "Servicing Transistor Circuits."

It was reprinted in "Philco Tech-Rep Division Bulletin," a publication for Philco representatives who assist in government and industry work all over the world. It was there that it was seen by the Department of the Navy.

These are the things that bring the full realization that this technical information is valuable and highly regarded . . . the same information that comes in the mail every month to PFSS members.

The people who prepare this material are experts in their field and always try to provide the finest quality in literature and schematics.

The request by the Department of the Navy, incidentally, was approved.



A new Television Service shop was opened on February 1, by Ferguson's, Inc., 701 State St., Santa Barbara, Cal. Vernon N. Rogers (plaid shirt), service mgr., is being congratulated by John P. Horton, service and accessories mgr. of H. T. Waller, Inc., Philco distributor. Others taking part are (l. to r.) H. T. "Taz" Waller, distributor president; Mark Morehouse and Cliff Perrault, salesmen for Ferguson's; and Norman Lashley, serviceman for Ferguson's. Our thanks to the distributor for sending this photo.



# Customer PSYCHOLOGY

by JOE LYDON



Last issue, remember, we discussed those "bad days" that everyone has once in a while; how to get our customer-attitude in shape with some mental calisthenics; and we analyzed the customer — her agony, embarrassment, or confusion because her appliance or TV is out of order; AND, how she relies on *you* to settle the entire problem.

In this issue, let's begin our discussion by analyzing the call itself, from beginning to end, and identifying the steps involved. Then we'll discuss the DETAILS in the first two steps of the call (with others to follow in the next issues).

As we analyze the call, I think we'll find that our work in "customer contact" is really made up of DETAILS. Every one of them handled properly results in a perfect call . . . muff one seriously and we can upset the whole appliance cart.

Now practically every call we make can be broken down step-by-step into ten specific phases:

1. The Greeting.
2. The Introduction.
3. The Entrance.
4. The Authorization.
5. Pre-Repair Discussion.
6. The Job Itself.
7. Post-Repair Discussion.
8. Making up the Bill.
9. Presenting the Bill.
10. The Departure.

Look like a long list? It is . . . yet these are the things we do or should do on every call. In fact,

there are more . . . such as how to handle the various interruptions and the various types of customers — the do-it-yourself husband, the engineer type, and the child prodigy who is just out of the erector set stage, etc. etc. We'll discuss them all at a later date. But now let's start with the GREETING and the INTRODUCTION.

Our contact with the customer begins with the very knock at the door or the push of the bell. Ever notice at home how often you or your wife can tell who's at the door by the sound of the knock? There's everything from the "woodpecker knock," usually the paper boy collecting, to the blast of the man from the finance company. There's the knock of the gal next door who wants two eggs and a cup of sugar, and then there's the teenage amateur drummer who goes "dum di di da-da, dum dum."

Well, it may sound silly, but notice your own reaction, or your wife's, the next time you hear a knock on the door. A woman's reaction may vary all the way from surprise to fear. Suffice to say, we must use a courteous knock that doesn't send a signal — and, of course, use the bell whenever possible so her opening remark isn't "What's the matter? Is the bell out of order?"

Now more important than the "knock" is where we *STAND* afterwards. Remember, she doesn't know who's at the door. It could be a cop, a salesman, or the landlord. Ever see the guy who insists on sticking his nose right against the screen while he's waiting for the door to open? And when she opens the door and sees that big strange face — she does a reverse broad jump, regains

her composure and says, "Yes, who is it?" Of course, that's a poor start.

So, remember, when you knock at the door, *always step back a step and a half* in full view with tool box in hand — and here's where a neat uniform can tell half of the story.

The customer's *opening words* are usually, "Yes, what is it?" But what are *yours*?

Many men start with a cross examination, such as, "Is this the J. P. Jones house?" . . . "Are you the people that have the TV set on the bum?" . . . or, "You the ones that called for a serviceman?"

Questions like these can put her on the defensive. They remind her of her problem and perhaps tend to exaggerate it. So let's prevent any apprehension with a warm greeting and an easy introduction.

But does the kind of greeting *really* make a difference? I'll say it does. Try a dull, "'Morning, Ma'am." or a sober faced "How d'ya do. I'm from the service company" — and her response will be equally dull with an "Okay, c'mon in."

The best greeting in the world is the most common one . . . It's a big "Hello" with a big Smile. (Then a short pause followed by a polite and business-like introduction.): "My name is Smith, Tom Smith, from the Acme Service Company. I'm here to repair your television set. Shall I come in this door or would you rather I go around to the back?"

Now what have you done? Well, with a big smile, and when you almost *sing* that good old American "Hello," there isn't a woman in the world who won't sing a big warm "Hello" right back. You've introduced yourself and your company . . . and you've brought her *Good News*. You're there to fix her troubles and all she has to do is tell you *which door* to enter.

Simple? Sure it is. But it's important, too. With the right GREETING and INTRODUCTION, you're always off to a good start.

\* \* \* \*

SEND IN YOUR "CUSTOMER PROBLEMS" AND SEE HOW JOE LYDON WOULD ANSWER THEM.



Mr. Service Dealer

Here's a complete merchandising program to start your spring portable battery season with a bang!

It's the **Power Packed Payoff**  
on **PHILCO**  
Portable Batteries

Order your portable battery requirements from your Philco Distributor on his special plan. Sell the batteries at regular profits . . . and in addition, get any of these extras at no extra cost to you.



**1 FREE**  
**10% EXTRA** in Philco  
Portable Batteries

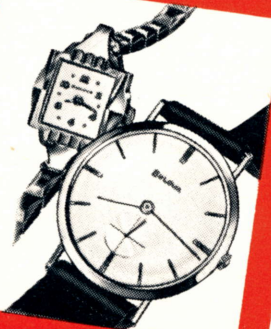
Order any combination of Philco portable batteries and get an extra 10% of the amount in Philco portable batteries of your choice.

**2 FREE**  
with purchase of  
\$125.00 in Philco  
portable batteries  
**\$25.00 Silverplate**  
**Service for 6**  
in anti-tarnish chest

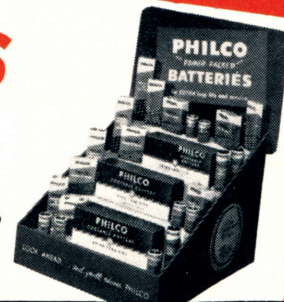


**3 FREE**  
with purchase of  
\$250.00 in Philco  
portable batteries.  
**\$49.50 Bulova Watch**

Choice of the shock resistant "President" for men or lovely "Anita" with expansion bracelet for ladies.



**PLUS**  
**New Philco**  
**Battery Display**  
**for Your Counter**  
Yours free with your Philco portable battery order.



See your Philco Distributor or mail coupon now!

**PHILCO CORPORATION**  
ACCESSORY DIVISION PHILA. 34, PA.

Philco Corporation Accessory Division  
"A" Street & Allegheny Ave.  
Philadelphia 34, Pa.

Please send information on the Power Packed Payoff on Philco portable batteries.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# MONTHLY Awards

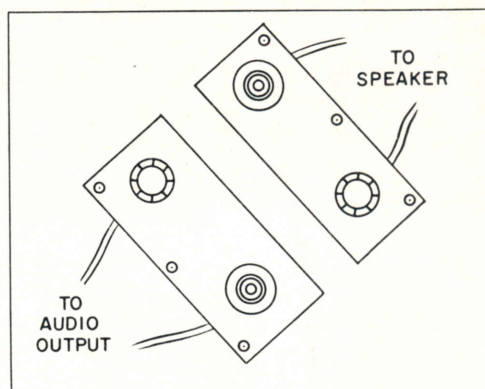
For promotions, trade tricks, time savers, business ideas

## this month's \$20.00 AWARD

1<sup>st</sup>

"I have found that if the terminal boards of old, dead portable radio batteries are cut from the battery before they are discarded, they may be paired, and used as a disconnecting means for PM speakers that are soldered in and a nuisance to leave on the chassis during bench service. They can also be used for converting table model TV speakers to ensemble basis, if speaker is mounted in the base. The battery types used are such as the P67, P144, P149, etc."

Al Preuss  
Box 327  
Ashland, Nebraska  
(Ashland Appliance)



2<sup>nd</sup>

## this month's \$10.00 AWARD

"To improve soiled looking phono turntables, new and old, remove turntable, soak with lukewarm water, wash with hand soap, then rinse. To quick dry, press on paper towels. Result: Customer satisfaction; phono now is non-soiled, like brand new! What an impression toward better business."

Edward C. Oszarek  
235 Osborn Rd.  
West Albany 1, N.Y.



NOTE: Advisable to test first to make sure glue used is not water soluble.

Send in your ideas . . . you may be a winner, too. It might be something you do every day . . . but it might help others. Enclose photographs if possible (or even a rough sketch) to illustrate your idea. We will consider all suitable items.

### CONTENTS OF PFSS MAILINGS FOR JAN. - FEB. - MARCH

#### JANUARY

PR-3097A Electronic Supervisor  
PR-3064 TV 7H20 Chassis Manual  
PR-3087 Theory & Servicing VHF Tuners  
PR-3092 TV 7L40A Chassis  
PR-3096 Stepper Parts List  
PR-3056 4-Speed Intermix Record Changer  
PR-3091 Home Radio Model T-7  
PR-3072 Auto Radio C-5705, P-5701  
PR-3073 Auto Radio P-5702  
PR-3074 Auto Radio P-5703, P-5707, C-5709  
PR-3098A Appliance Supervisor  
PR-3089B Ref. Spec. RS-1072  
PR-3089C Ref. Spec. RS-473  
PR-3089D Ref. Spec. RS-974  
PR-3089E Ref. Spec. RD-1276, RD-1176  
PR-3089F Ref. Spec. RF-1277  
PR-3089G Ref. Spec. RF-1478, RF-1278

PR-3089H Ref. Spec. RF-1678  
PR-3089I 1957 Ref. Wiring Diagrams  
PR-3081A A.C. Spec. A-873-1 & 2  
PR-3081B A.C. Spec. A-1071-1 & 2  
\*PR-3049 Laundry Manual W-262-264-266  
\*PR-3050 Spec. & Parts List W-262-264-266  
\*PR-3083 Laundry Manual W-569  
\*PR-3084 Spec. & Parts List W-569  
\* New Members Only. (Received Last Year by 1956 Members).

#### FEBRUARY

PR-3108A Philco Service Technician  
PR-3108B Philco Service Technician  
PR-3097B Electronic Supervisor  
PR-3098B Appliance Supervisor  
PR-3082B Range Spec. SS3073  
PR-3082D Range Spec. SS3077

PR-3082E Range Spec. SS4073  
PR-3049 Laundry Supplement W-262-264-266  
PR-3050 Supplement Parts List W-262-264-266

#### MARCH

PR-3095 Home Radio Manual F671, F673  
PR-3104 Auto Radio Supplement  
PR-3081C A.C. Spec. A1071-11  
PR-3081D A.C. Spec. A2072-23  
PR-3081E A.C. Spec. A1072  
PR-3081F A.C. Spec. A1074  
PR-3082A Range Spec. SS2075  
PR-3082C Range Spec. SS3075  
PR-3082F Range Spec. SS4076  
PR-3082G Range Spec. SS4079  
PR-3082H Range Spec. SD4079  
PR-3097C Electronic Supervisor  
PR-3098C Appliance Supervisor  
PR-3108C Philco Service Technician

PR-3108-D

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