



COME RIGHT IN, MEN!
YOUR PHILCO ACCESSORY
"BIG SHOW"
IS NOW ON!

CONTINUES
TO
NOV. 28TH
AT YOUR
PHILCO
DISTRIBUTOR

THIRTEEN WEEKS OF RED HOT
DEALS and SPECIAL OFFERS
FOR YOU!

FIRST COME -
FIRST SERVED!

BE SURE TO BRING YOUR
ADMISSION TICKET FOR
SPECIAL PACKAGE!



Season's Greetings

FROM

PHILCO Factory-Supervised SERVICE HEADQUARTERS

December, 1951

To All Service Members:

The headquarters staff of Philco Factory-Supervised Service extend their sincere holiday greetings.

This is the time to forego comment of a strictly business nature. And while during the past year we feel (and we hope you do too) Philco has been responsible for many new accomplishments in the service field. These would count for little if it were not for one thought which perhaps is best expressed on this occasion.

The contacts which all of us have had through the year with so many service representatives throughout the country keeps us quite aware that we have formed not only valuable business associates but real friends.

On that basis, then, we wish you and yours the best in life.

Sincerely,

Harry J. Paetz Jr.

Vice President - Product Performance
and Service Division

Quinn Oliver

Philco Corporation
Service Manager

Alon Bronson
Philco Factory-
Supervised Service

Tom Walsh Jr.
Warranty Service

Frank Kennedy
Refrigeration - Air
Conditioning Service

Ray Robinson
Field Service Representatives

Jim Earle
Electric Range Service

Bill Satterfield
Television Service

Frank Whitten
Radio Service



PHILCO CORPORATION



SERVICE DIVISION
"A" STREET & ALLEGHENY AVE.

PHILADELPHIA 34
PENNSYLVANIA

December, 1951

TO ALL PHILCO FACTORY-SUPERVISED SERVICE MEMBERS:

Now is the time to renew your membership in the greatest service organization in the world - - - PHILCO FACTORY-SUPERVISED SERVICE.

It is important that you do this before December 30th for then your monthly mailings from PHILCO FACTORY-SUPERVISED SERVICE Headquarters will continue without interruption.

A 1952 renewal application blank is enclosed for your convenience. Why not sit down right now and fill it out and take it, together with your check, to your local Distributor. DO NOT SEND IT TO PHILCO. All renewal memberships must clear through your Distributor.

When you joined PHILCO FACTORY-SUPERVISED SERVICE last year you qualified as a service technician of high standards set by both Philco and your Distributor. Applicants who did not meet these standards were not admitted to membership. Philco is proud to have you as a member of our nation-wide organization - - the largest in the service industry today.

And now - - for 1952 - - we have even greater plans for PHILCO FACTORY-SUPERVISED SERVICE. At the moment we can only highlight the benefits you will receive. They are described on an attached sheet. Read them over carefully.

Most important among them, probably, is the great national advertising program on PHILCO FACTORY-SUPERVISED SERVICE now on Radio and Television. Enclosed with this mailing is a broadside describing this great advertising program. Take a good look at it.

SURELY IT IS EVIDENT TO YOU BY NOW THAT PHILCO STANDS SOLIDLY BEHIND THE INDEPENDENT SERVICEMAN AS OPPOSED TO SERVICE PLANS OFFERED BY OTHER MANUFACTURERS.

Philco is out to help you build your service business to an all time high standard. That is why it is important for you to continue your membership in PHILCO FACTORY-SUPERVISED SERVICE.

That's why we suggest you sit down now and fill out your 1952 renewal application form and take it to your Distributor, today.

Very truly yours,

PHILCO CORPORATION

H. D. Bronson

H. D. Bronson
NATIONAL SERVICE SUPERVISOR

THE 1952 PHILCO FACTORY-SUPERVISED SERVICE MEMBER WILL RECEIVE,
WITH HIS INITIAL MEMBERSHIP SIGNING, THE FOLLOWING ITEMS

- 1 - NEW 1952 member certificate
- 2 - NEW 1952 member identification card
- 3 - NEW large decalcomania of the PHILCO FACTORY-SUPERVISED SERVICE emblem
- 4 - ACCESSORY MERCHANDISER monthly in his mailings
- 5 - PHILCO SERVICEMAN monthly in his mailings
- 6 - NEW TWENTY PAGE PUBLICATION monthly containing shop practices, service techniques, new product news, up to the minute technical information on all Philco products, special service procedures, etc.
- 7 - SERVICE MANUALS as produced for product in which service membership is held
- 8 - HOME STUDY material for service of product in which service membership is held
- 9 - NATIONAL ADVERTISING through medium of Radio, Television, Newspapers, Magazines, etc.
- 10 - SERVICE SALES AIDS can be purchased at cost
- 11 - SERVICE CLINIC assistance with service problems at the Philco Distributor's service headquarters.
- 12 - LOCAL ADVERTISING use of the trade name "Philco" in connection with service advertising done by the member

ADDITIONAL PRODUCT MEMBERSHIPS JOINED WILL GIVE THE MEMBER
THE FOLLOWING ITEMS FOR EACH PRODUCT

- 1 - SERVICE MANUALS, as produced, for each product in which additional memberships are held
- 2 - HOME STUDY MATERIAL for each product in which additional memberships are held
- 3 - IDENTIFICATION CARD for each product in which additional memberships are held
- 4 - MEMBER CERTIFICATE sticker for each product in which additional memberships are held

- - - - - PLUS - - - - -

THE 12 ITEMS LISTED WITH MEMBER'S INITIAL MEMBERSHIP

PHILCO FACTORY-SUPERVISED SERVICE YEARBOOK ORDER FORM

Date_____

Order No._____

To My Distributor:

Name _____

Street Address_____

City and State_____

Please ship to me the following PHILCO FACTORY-SUPERVISED SERVICE yearbooks:

QUANTITY	PART NO.	DESCRIPTION
_____	PR-2414	1952 Home Radio Yearbook
_____	PR-2415	1951 Television Yearbook
_____	PR-2416	1952 Television Yearbook
_____	PR-2428	1952 Refrigerator, Freezer, Air Conditioner Yearbook

Signed_____

Remember . . .

As a Member of Philco Factory-Supervised Service

YOU ARE ELIGIBLE FOR THE PHILCO SERVICE ACHIEVEMENT AWARD



ALL MEMBERS ARE RATED FOR SERVICE RENDERED PHILCO PRODUCT OWNERS ON THE FOLLOWING BASIS:

- | | | |
|---|--|--|
| 1. Technical Ability and Workmanship | 4. General Personal Appearance or Appearance of Service Personnel | 8. Use of Genuine Philco Parts in the Repair of Philco Products |
| 2. Service Reputation—Taken from Distributor's Customer Inspection Reports and Records of Customer Complaints | 5. Ability to Maintain Good Customer Relations | 9. Acceptance of Requirements of Philco Factory-Supervised Service Association |
| 3. Promptness in Handling Customer Calls | 6. General Attitude Toward Products Manufactured by the Philco Corporation | 10. Promotional and Advertising Activity Featuring Philco Factory-Supervised Service |
| | 7. Record of Attendance at Visual Training Forums and Distributor Service Meetings | |

SO TALK IT OVER WITH YOUR PHILCO DISTRIBUTOR SERVICE MANAGER. HE HAS A LIMITED NUMBER OF AWARD PLAQUES FOR PRESENTATION TO DESERVING MEMBERS DURING 1953.

LEARN WHAT YOU CAN DO TO JOIN THE HUNDREDS OF OUTSTANDING TECHNICIANS AND SERVICING PHILCO DEALERS WHO HAVE BEEN RECOGNIZED BY PHILCO WITH THE SERVICE PROFESSION'S HIGHEST HONOR!

PROVE TO YOUR COMMUNITY THAT THE ELECTRONIC AND APPLIANCE PRODUCT SERVICE YOU RENDER MERITS THE PHILCO SERVICE ACHIEVEMENT AWARD . . . AND THEIR FULL CONFIDENCE!

PHILCO CORPORATION



SERVICE DIVISION
"A" STREET & ALLEGHENY AVE.

PHILADELPHIA 34
PENNSYLVANIA

Dear Member:

How valuable is the PHILCO FACTORY-SUPERVISED SERVICE membership in Home Radio?

Let us tell you

In the January Mailing, Home Radio Members received an "Electronics Reference Manual" containing, under one cover, all of the commonly used formulas, tables, color codes, and general data formerly contained in several publications. This book, if sold, would cost as much as the application fee for membership.

Now!! How would you like to receive a condensed "Radio Correspondence Course" valued at \$100.00, during the year 1953, just for being a PHILCO FACTORY-SUPERVISED SERVICE Member in Home Radio?

If you have been a serviceman for twenty years or twenty-five or even thirty, there may be fundamentals in which you've grown rusty and would like to review. The course is condensed sufficiently to make it a perfect reference volume and sectionalized by subject for easy filing, then, too, maybe "Junior" is just coming along to the time where you can pass it on to him.

If you are a newcomer to our rapidly expanding electronics field, we think the course will help you to better understand Electronic Service Fundamentals, because it was written by servicemen for servicemen and we all speak the same language.

Therefore, starting with this mailing, Home Radio Members will receive a lesson a month until 10 lessons have been mailed.

No - there are no gimmicks, nothing to buy, no box tops to send in. You receive this course on "Radio Service Fundamentals" as a part of your Home Radio PHILCO FACTORY-SUPERVISED SERVICE membership. You are probably wondering how this could be possible and we think you should know.

During the years 1941 through 1945, Philco trained some 24 thousands of men in basic radio and radar servicing methods for the Armed Forces. This course material has been revised, brought up to date and reprinted. At the end of each lesson is a "self examination" consisting of 25 to 50 questions pertaining to the text, so that progress can be checked. All experiments, used to prove the theories, can be conducted out of the shop junk box.

Of course, you will continue to receive the "Philco Service Supervisor", the "Philco Serviceman", and the "Philco Accessory Merchandiser", plus service manuals on home radios, either before or concurrent with their appearance in the field, if you are a Home Radio Service Member.

Your comments and criticisms concerning the program are sincerely solicited.

Very truly yours,

A handwritten signature in dark ink that reads "H. D. Bronson".

H. D. Bronson - MANAGER
HOME RADIO SERVICE

PHILCO CORPORATION



SERVICE DIVISION
"A" STREET & ALLEGHENY AVE.

PHILADELPHIA 34
PENNSYLVANIA

August, 1951

TO ALL MEMBERS OF PHILCO FACTORY-SUPERVISED SERVICE:

Greetings again with our August mailing of PHILCO FACTORY-SUPERVISED SERVICE bulletins.

The comments and suggestions which we have received from so many member-readers of these mailings not only have been welcomed but they have played an important part in our efforts to improve our bulletins each month.

We are highly gratified by your compliments, but let us have your criticisms too. All we want to do is keep our PHILCO FACTORY-SUPERVISED SERVICE information the best in the entire industry.

Incidentally, be sure to let us know of any change in your mailing address as soon as you know a change is to be made. Send us both your old and new mailing address and notify your Distributor so that his records are correct.

Very truly yours,

PHILCO CORPORATION

A handwritten signature in blue ink that reads "H. D. Bronson".

H. D. Bronson
NATIONAL SERVICE SUPERVISOR

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HERE IS YOUR 1952 PHILCO FACTORY-SUPERVISED SERVICE MEMBERSHIP RENEWAL FORM. YOUR RENEWAL MEMBERSHIP MUST BE IN YOUR DISTRIBUTOR'S HANDS BEFORE DECEMBER 30 TO RECEIVE FEBRUARY MAILING. FILL IT IN AND RETURN TO YOUR DISTRIBUTOR NOW.

DO NOT RETURN TO PHILCO CORP.

1952

RENEWAL APPLICATION

PHILCO FACTORY-SUPERVISED SERVICE



Herewith is my application for renewal membership in Philco Factory-Supervised Service:

Date _____

Your Name _____

Address _____

Number

Street

City _____ P. O. Zone _____ State _____

Rate: \$1.50 per each Product Membership

Please check Product Memberships you wish to join:

Television ☐ Home Radio ☐ Auto Radio ☐ Electric Range ☐
Refrigeration and Air Conditioning ☐

As a participating member of the PHILCO FACTORY-SUPERVISED SERVICE Association I agree:

To adhere to PHILCO FACTORY-SUPERVISED SERVICE policies and render the highest standards of prompt, efficient and courteous service worthy of the products bearing the trade mark "PHILCO".

To guarantee the labor on service jobs for at least 90 days and to use original Philco replacement parts in Philco products.

To charge reasonable prices prevailing in my market for service labor.

To maintain adequate facilities, including test equipment, to do quality service work.

To discontinue any reference to my membership in this Association in my public advertising upon the termination of my membership for any reason whatsoever.

I also agree and understand that:

Membership in the PHILCO FACTORY-SUPERVISED SERVICE Association may be terminated at any time whatsoever by the participating member without any obligation on behalf of Philco Corporation or the sponsoring Philco Distributor to refund any application fee.

Philco Corporation or the sponsoring Distributor may terminate the participating member's membership in this Association at any time whatsoever in the event that in their sole discretion the participating member's standard of service is unsatisfactory, and in doing so will not be obligated to refund any application fees.

In the event that this application is accepted by the Philco Corporation the term of membership shall be from the date finally approved by Philco Corporation through January 31 of succeeding year.

The membership entitles the participating member to monthly technical mailings and the privilege to subscribe to technical literature or advertising material published by Philco Corporation relative to membership in the PHILCO FACTORY-SUPERVISED SERVICE program.

Signature of Applicant _____

APPROVED BY _____

(Signature of Philco Distributor's Service Manager)

IMPORTANT: PHILCO FACTORY-SUPERVISED SERVICE RENEWAL APPLICATIONS RECEIVED ONLY BY YOUR DISTRIBUTOR. DO NOT SEND TO PHILCO. FILL IN THIS FORM NOW AND MAIL OR DELIVER, TOGETHER WITH YOUR CHECK, TO YOUR DISTRIBUTOR.

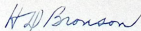
NOTICE

Throughout the PHILCO FACTORY-SUPERVISED SERVICE year you have received monthly mailings direct from Headquarters for those product memberships that you hold.

In a few instances a publication may have been missed due to the scope of this program and our methods used which are aimed at getting to you, the most current and up-to-date service information on Philco products based on knowledge and experience in the field.

This is to assure you that before your present membership expires, you will have received all of the material promised, which includes the home study material - - brought up to date - - and any other publications that we felt would be better information if combined.

Very truly yours,



H. D. Bronson

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