

PHILCO SERVICEMAN



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A BUSINESS BUILT ON SERVICE!

When Mort Farr opened his first shop thirty years ago, his decision to offer "Service" became the basis for one of the most brilliant success stories in the industry. That thirty year old decision has never been compromised, nor once been altered.

Today, Mort Farr runs a million-dollar-a-year business in Upper Darby, Pennsylvania; he is the President and a Director of NARDA (National Appliance & Radio-TV Dealers Association); and is undoubtedly the best known appliance and television dealer in the United States.

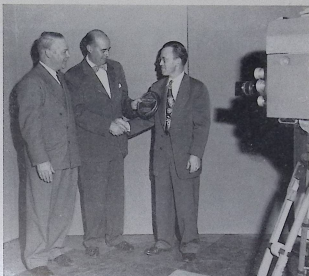
The "Service" that has become a familiar part of the business philosophy behind "Farr Better Service" means more than courtesy to the customer or the sale of quality merchandise. It is a firm belief in the value of offering product service with every sale. That is why the Farr store displays a Philco Dealer Plaque which offers the customers added protection through Philco Factory-Supervised Service for their quality Philco products.

Regarding service and the ideas behind it, it makes a lot of sense to quote Mort Farr's own words:

"... if you don't offer service to your customers, all you can offer them is terms and price, and if they don't come back—then what?"

"I want people to be willing to pay me full price for merchandise ... because then they'll have confidence in my service ..."

"The thousands of satisfied customers who have signed service policies with me year after year are



Mort Farr's Service Manager, Roland "Tommy" Thompson accepting Philco Service Achievement Award from Philco Vice-President Henry T. Paiste, Jr., as Mort Farr looks on. Award was presented to the Farr organization for "excellence in service to Philco owners".

my endorsement for offering service as part of your business."

Acceptance by Mort Farr of Philco Service and now Philco Factory-Supervised Service has helped him achieve the consumer recognition of high-quality service that has made him one of its biggest boosters.

The end result of his emphasis on service as a dealer can be seen today in Mort Farr's Upper Darby Service Center, a \$75,000 reminder of what service has built for this enterprising businessman. Managed by Roland "Tommy" Thomp-

son, a man who has been with Farr for 26 years, it is staffed by 35 skilled technicians; every man qualified by years of service experience. Located half a mile from the Farr store, these men use the most advanced techniques of appliance servicing and the finest test equipment available to keep the Farr reputation for better service at consistently high standards. Diligent and intelligent use of monthly Philco Factory-Supervised Service mailings have helped to make the service people at Mort Farr's Serv-

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A BUSINESS BUILT ON SERVICE!

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ice Center better technicians, able to do a more efficient job for the customer, whether in the shop or in the home.

Business-wise, Mort Farr is constantly experimenting with new ideas to keep himself abreast of the trends and ahead of competition. For example, his cash-and-carry plan, which features same day service on appliance repairs if brought by the customer to the Farr Service Center is an innovation that has resulted in increased business. This unique plan has proved quite popular, particularly to television customers who are anxious to keep their sets operating continuously.

Mort Farr has some thought-provoking ideas regarding trade-ins. He likens the situation faced in the appliance industry today with that of automobile deals in the thirties. Most car dealers found then that used car trade-ins were essential to their business if they were to survive. And, as you know, used car trade-ins proved a life-giving impetus to the automobile

industry. Farr feels that appliance dealers can experience the same stimulus to their business with trade-ins if the program is properly carried out with adequate reconditioning facilities for turning old units into saleable merchandise. His confidence in this type of operation is so pronounced that he has a completely outfitted shop and spray room in the Service Center, with one man employed exclusively for reconditioning traded-in sets, refrigerators, washers, and ranges. Successful use of trade-ins has given Mort Farr an ideal source of business to take up both sales and service slack during off months. Upper Darby is a small suburb of Philadelphia, but through trade-ins and service, Mort Farr draws from a large city and suburban area, with some customers journeying from the Jersey shore 60 to 70 miles away to get "Far More at Mort Farr's."

Looking back on 30 years of solid customer satisfaction, Mort Farr is positive proof that service pays off. It has been a brilliant awareness of public demand, before that demand has reached a peak, that has helped him compound a



A front view of the Mort Farr Service Center where service personnel help Farr to build customer satisfaction through prompt and efficient workmanship.

lasting success in retail selling. The 7,000 service contract cards in his files, many of them multiple renewals, attest to the wisdom of square shooting in business.

Philco Factory-Supervised Service has constantly fought for the idea of "no sales without Service", and has carried this idea to the dealers of America. It has encouraged these dealers to adopt such a policy for their customers as well as themselves. In doing this Philco Factory-Supervised Service is helping the Mort Farris all over the country to success in sales, prestige in their communities, and high standing in the industry.

These things it will continue to strive for wherever dealers are using the Philco franchise as a symbol of confidence in Philco.

It has been definitely proven that success can be gained through Service, and Mort Farr is a perfect example of what this philosophy means.

You get no deals, no discounts, no special terms at Mort Farr's. But you do get "Farr Better Service" from the quality merchandise you pay for, plus the added satisfaction of reliable performance through service, and confidence in the seller.

Apparently the people who buy from Mort Farr think this is more than enough—because they keep coming back!



Interior of Farr Service Center showing test bench running along one entire wall. Servicemen keep well informed on new service techniques, shop practices, and test equipment through Philco Factory-Supervised Service mailings.

SELECTING A ROOM AIR CONDITIONER

Selection of the proper Philco Air Conditioner to comfortably cool the given space required is of vital importance to do justice to the product and to create the proper attitude from your customer.

Scientific selection of the right unit can easily be accomplished through use of the Philco Air Conditioner Selector, a simple, pocket-sized device which quickly and accurately determines which model is required to effectively cool any size room or office.

The Philco Air Conditioner Selector has been carefully calculated by Philco Engineers and if the customer can supply the following information, the selector can quickly produce the desired unit to be used. First obtain the square footage of the room in question. Ask about the ceiling exposure as indicated on the selector, and last but not least, determine the sun exposure on the outside walls. If the unit is for bedroom use only, be very sure you use the group on

PHILCO AIR CONDITIONER *Selector*

INSTRUCTIONS

1. Obtain the area of room in sq. ft.
2. Determine which of the three ceiling conditions apply.
3. Determine which of the three sun exposure conditions apply.
4. Move slide to right until the Room Area in sq. ft. appears in the proper window.
5. The air conditioner recommended (one shown at the bottom, clearly below the number shown for the normal occupancy).

Note: For bedrooms which are used only at night, use Group No. 3 (see last page).

GROUP 1
NO SUN EXPOSURE ON WALLS
Outside walls facing North or East or West should have afternoon sun by trees or buildings.

GROUP 2
SOUTH SUN EXPOSURE
Outside wall facing South or South or corner room facing East and West.

GROUP 3
WEST SUN EXPOSURE
Outside wall facing Southwest, West, or Northwest.

CEILING UNDER RAISED FLOOR AREA	CEILING UNDER ATIC SPACE	CEILING SLOPE EAST SIDE
↓ FLOOR AREA	↓ FLOOR AREA	↓ FLOOR AREA
↓ FLOOR AREA	↓ FLOOR AREA	↓ FLOOR AREA
↓ FLOOR AREA	↓ FLOOR AREA	↓ FLOOR AREA

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

AIR CONDITIONER RECOMMENDATIONS

the selector titled, "No Sun Exposure On Walls". This may mean the difference between comfortable cooling and too much cooling.

In multiple installations you may be required to calculate a B.T.U. load. In such cases the B.T.U. Estimate Chart (Philco Part No. 8506-309) should be used. This form has also been calculated at the factory and needs only to be properly used as stated in the detailed instructions. However, in most

cases, the Selector will be referred to.

If you don't already own this invaluable Philco Air Conditioner Selector, order one from your local Philco Distributor and make air conditioner unit installations easy for yourself. There's no use causing customer dissatisfaction through haphazard selection procedures. Do it the right way . . . the scientific way . . . predetermined by you at the factory!

THE PHILCO ADVERTISING KIT For More Pre-Convention Service Business!

Next month the Republican and Democratic Conventions will be in full swing, attracting the attention of almost 90 million people! Every exciting phase of the hottest political fight of the century will be seen and heard blow-by-blow over television and radio. And Philco, in cooperation with NBC, will be bringing it to America!

Philco is pouring millions of dollars into the broadcasting and televising of these conventions. Its aim is to make the nation Philco-conscious through the intensive advertising of Philco TV receivers. And to parallel this tremendous effort, Philco Service Headquarters has formed a campaign to make the nation TV Service-conscious . . . for you!

The Philco Advertising Kit prepared to do this job is based on an idea sure to be popular with your customers—the material in it promotes a special and complete pre-convention TV Tune-up for only \$7.95—perfectly timed to coincide with your customer's desire to have their sets in top shape for convention viewing.

Let's check 'em off one by one and you'll realize what a tremendous opportunity this is to expand your operations.

The two colorful truck banners in red, white and blue are a perfect ad-on-wheels—tells the town from one end to the other about your special offer.

Hang the red, white and blue

window streamer in your shop and watch convention business soar!

An attractive direct mail postcard sent to a choice list of prospects is always a professional means of securing more business. And we've provided 500 in this kit!

Handbills circulated in stores, homes, cars, etc., get the story across wherever your customers gather—ties you in personally with Philco and NBC.

The ad layout sheet contains five suggested attention-getting ads with ample space for your own imprint. Newspaper advertising gives you full coverage and these ads are designed to do the trick!

Use the Idea Book in conjunction with the other pieces in Philco's Advertising Kit—it has some really thoughtful ways of capturing the service business that's around.

By this time you should have received your own Philco Advertising Kit, so put it to work. It's got everything you need to make a success of the Conventions; perfect timing, a compelling appeal, and your own efficient service—an unbeatable combination. See what it will do for you in increased service business.



FOR THE LASTING ENJOYMENT OF YOUR BUSINESS!

FOR THE LASTING ENJOYMENT OF YOUR PHILCO

PHILCO
Factory-Supervised
Service

YOUR PURCHASE OF A PHILCO PRODUCT IN THIS STORE BRINGS YOU THE ADDED PROTECTION OF FAMOUS PHILCO *Factory-Supervised* SERVICE. OUR INSTALLATIONS AND MAINTENANCE SERVICE ARE BY PHILCO FACTORY-TRAINED TECHNICIANS UNDER THE SUPERVISION OF PHILCO FACTORY REPRESENTATIVES. PHILCO *Factory-Supervised* SERVICE IS YOUR BEST ASSURANCE OF CONTINUOUS ENJOYMENT OF THE SUPERIOR QUALITY AND OUTSTANDING PERFORMANCE BUILT INTO ALL PHILCO PRODUCTS.

PHILCO *Famous for Quality the World Over*

RADIOS AND RADIO-PHONOGRAPHS
TELEVISION RECEIVERS REFRIGERATORS FREEZERS
AIR CONDITIONERS ELECTRIC RANGES

THE Philco Dealer Plaque starts off with the words, "FOR THE LASTING ENJOYMENT OF YOUR PHILCO". This is part of a statement that is in fact a Philco creed which is the customer's assurance of guaranteed satisfaction.

To the dealer this plaque is of vital importance. It serves him in the capacity of a silent salesman. Contained on the plaque are the words that have carried Philco's philosophy to the far corners of the earth and have created a host of loyal customers, the kind who "always come back".

The man who always comes back is the man who has found something reassuring from his past experiences. In many cases it is a combination of factors that sells him over and over again—satisfactory performance of the product, the dealer's attitude, and what he gets besides an exchange of money for merchandise.

More than anything else, the customer demands lasting enjoyment from his purchase. And through

the medium of Factory-Supervised Service, Philco has guaranteed this for its customers. By using this firmly established service organization, a dealer is following a policy that insures him customers who will always come back.

Elsewhere in this issue you will read the Mort Farr story—how this Upper Darby dealer created one of the largest sales-service organizations in the country. Mort Farr's own words are, "I have built my business on service and it has paid big dividends". This is the type of thinking that has made his name a household word where he does business.

The Philco Dealer who hangs the Philco Dealer Plaque, shown here in his store for everyone to see, is adding immeasurable prestige to his business. The understanding generated to the customer from the thoughts and deeds behind this plaque will be reflected through the years by the inescapable fact that they always come back when you offer them more than just a fast sale.