

PHILCO SERVICEMAN

PHILCO
Factory-Supervised
Service

Service News For Philco Servicemen

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USING YOUR SERVICE DATA AND TOOL CARRIER COMBINATION TO IMPROVE SERVICE EFFICIENCY

Your "Combination Service Manual and Home Service Tool Carrier" was designed around seven basic tools, together with the necessary service manuals needed to perform 85% of service calls in the home.

The suggested tools (not included in this kit) to complete the carrier for this type of service are:

- Long nose pliers
- Diagonals
- Standard gas pliers



- Roll of screwdrivers (Phillips and Standard)
- Roll of socket wrenches
- Aligning tools
- Thermometer

These tools, plus the manuals covering products on which calls for the day are to be made, prepare the serviceman for practically any contingency.

There will be from 8 to 15 manuals depending on the number of calls that can be made on the products covered by service orders.

The accompanying illustrations show the tools and manuals that can be carried and how they fit into the kit. A small soldering iron or other special tools can be added. The fibre board tool holder makes the tools inserted available for instant use.

By actual test, 85% of service calls that are made can be completed with the information and tools that are carried in the Philco FACTORY-SUPERVISED SERVICE Kit.

Use your tool carrier kit to its best advantage. It is not merely a receptacle to carry tools and manuals—it is another method of creating good-will and reassurance to your customer of excellent service.

Customers connect good service with organization and efficiency. As a member of Philco FACTORY-SUPERVISED SERVICE you are part of an organization—an important part. As an accepted member of this service group you have to be efficient to retain your affiliation year in and year out.

Let your customers know that you are proud of your calling. By taking pride in your work they'll be convinced and always remember your good service for the next call.

Remember—going into a home with clean, neat tools and instruments is very much a part of this pride since it creates an atmosphere of good housekeeping and professionalism. This naturally appeals to all product owners who require service attention from time to time and convinces them that they have done business with the *right people*.

DOES PHILCO FACTORY-SUPERVISED SERVICE REALLY WORK?

(Read It and Reap!)

We consider this the story of the year because it forcefully illustrates the terrific pulling power of Philco FACTORY-SUPERVISED SERVICE.

The story takes place in Casa Grande, population 4,000, in the heart of Arizona's cotton belt.

About May 1st the local distributor for that area franchised a well-known and respected Casa Grande dealer for TV. The dealer purchased a few sets, sold them quickly, but then became scared. He called the Distributor's Service Manager and told him he was afraid of the TV business.

And he had good reasons to be apprehensive. Casa Grande, 65 miles from its only signal source at Phoenix is blocked off by a 5,000-foot mountain range and has notoriously bad reception. The dealer feared selling sets to his good customers for then, when trouble occurred, he would stand to lose both customers and friends.

The Distributor's Service Manager quickly drove down to Casa Grande and worked out a TV antenna installation for him. He assured the dealer that he would personally call on every customer after the set was installed. The dealer,

convinced of his sincerity, hung a Philco FACTORY-SUPERVISED SERVICE plaque in his store and started telling each prospect that Philco was watching each and every set he sold. The Service Manager located and checked out a serviceman in Casa Grande to handle the installations and run-of-the-mill servicing.

Results? Using Philco FACTORY-SUPERVISED SERVICE as his clincher, the dealer sold 30 sets in the first three weeks (and this in practically a non-television area) —14 of the sets were 2176's!

The Philco FACTORY-SUPERVISED SERVICE Field Representative made a number of calls with the Service Manager and the dealer. Customers were tickled pink that the factory was so interested in their particular TV sets. The dealer is so confident now, due to the close distributor cooperation, that he has painted across both front windows: "GOOD TV RECEPTION GUARANTEED IN CASA GRANDE WITH PHILCO."

Competition is extremely unhappy, but this dealer's business is booming. In fact, he actually has four enthusiastic customers out selling sets for him!

Philco Dealers and Servicemen, you've got a perfect prescription for what ails your business that's better than Hadacol! Take one part each of a live-wire dealer—a wide-awake serviceman—distributor service supervision—add a large dose of Philco FACTORY-SUPERVISED SERVICE . . . and the sky's the limit!

FACTORY-SUPERVISED SERVICE SALES AIDS ARE DESIGNED TO HELP SELL YOUR SERVICES!

ORDER 'EM NOW AND—"GROW WITH PHILCO!"

"CHASSIS CLEANER" BAGS \$10 AWARD

The June Philco \$10 Idea Award goes to E. F. Schwach of Sumter, South Carolina, for his unique and practical service hint.

"Attached is a sketch (see illustration) for cleaning the dirt out of the average chassis. We have used it for several years and find it very useful and much healthier to work in the shop."

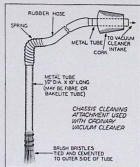
"We keep the brush above the bench and the vacuum cleaner behind the test panel and we wouldn't be without it."

Here's an idea, easy to construct, inexpensive to own, and a darn good safeguard against the dust hazards so detrimental to health when working in the shop on all sorts of beat-up equipment and appliances.

We are gratified by the wonderful response to this Idea Award. Servicemen all over the country, even those outside the continental limits, have been more than generous in sending their pet service hints and kinks to us for dissemination to all the other Philco Servicemen. It is a forceful example of

the individual Philco Serviceman's desire to help his fellow worker as together they maintain the spotless record "Service by Philco Servicemen" has created.

Now you Philco Dealers, how about some of those sales making



merchandising ideas you've used to increase your popularity and profits?

You start sending 'em in and we'll start paying you off!

BACK YOUR BACKER FOR A BIGGER BUSINESS!

(WITH FACTORY-SUPERVISED SERVICE STATIONERY)

Because your Service Division feels that FACTORY-SUPERVISED SERVICE stationery is an invaluable aid in popularizing your business, they have included in this month's SERVICEMAN a sample

It is always good policy when being backed by a strong national organization, to give yourself a little personal push. That's the way extra business and profits come to the man who can wisely capi-

your road should be clearly marked . . . it's the road to more efficient practices, better service, and more earnings!

To help you travel this road in a smooth fashion, Philco has designed and is making available this new set of really effective service stationery aids featuring the increasingly popular FACTORY-SUPERVISED SERVICE insignia.

The impact of your name or shop name under this emblem means much to your customers because they are rapidly becoming aware of its important significance to them.

In effect, you are saying to them every time your letters or business cards go out, that "My services are top-flight because I've proved that I'm a qualified, fair-priced serviceman—and that's the only kind Philco authorizes to use their name."

That is your customer's steady guarantee of dependable service "known for quality the world over."

The illustrated set of service sales aids can carry the unbeatable combination of you and Philco to practically every appliance owner in your territory.

Competition is really keen these days and you have to use every tool at your command to stay ahead. FACTORY-SUPERVISED SERVICE letterheads, envelopes, and business cards are one of the many ways to create a desire for your service.

Remember, if you were to attempt to buy comparable stationery, complete with your personal imprint, you would readily find it a costly proposition as compared to the amazingly low prices Philco can offer you.

Order NOW by part number listed below from your local Philco Distributor and start showing the world that you are a varsity member of the Philco team!

PART NUMBERS

PR-1957 Envelopes
PR-1958 Letterhead stationery
PR-1959 Business cards

set of this distinctively styled stationery.

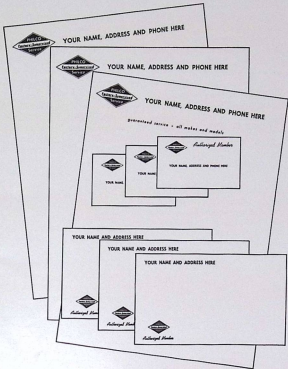
Examine it and judge for yourself the helping hand this stationery set can give your business.

Its eye-appealing attractiveness, while bound to cause favorable comment, is merely a secondary consideration. It has been designed to tie you in solid with Philco for the benefit of all of us . . . customer, serviceman, and manufacturer.

talize on the backing he is given.

While Philco FACTORY-SUPERVISED SERVICE is hitting the headlines and making appliance servicing history regularly these days, you can put that extra plug in for yourself by circulating your connection with this great service organization.

Since this program has become the hub of Philco's tremendous efforts to boost its service members to continued leadership in the field,



Valuable Information Source

Do you know there are many ways to gather information of invaluable aid to your servicing operations?

In addition to your monthly FACTORY-SUPERVISED SERVICE mailings, a fine way of keeping up-to-date on servicing trends is through the medium of the various magazines printed each month for your benefit.

A wealth of practical servicing methods and theory is presented in these publications. Many are beamed exclusively to the serviceman; others cover the electrical appliance field in general, with emphasis on specific subjects. All, however, contain the type of information Philco Servicemen should be constantly seeking to improve their service efficiency.

Philco Service Headquarters personnel are constantly contributing articles to these media on cur-

rent servicing problems, ably backed by their wide knowledge and experience in testing, repairing, and studying products and applications.

A typical example of a Philco contribution in print, is the article appearing in the June issue of *Radio & Television News*, by Daniel Lerner, Philco Television Service Supervisor.

The article, titled, "TV Reception In Fringe Areas" contains practical TV service tips on circuit adjustments for improved video reception in low signal areas—a clear, concise approach to one of television's major problems.

If you have not already done so, why not subscribe to one or more service publications? You will then acquire a source of authoritative information, written by experts, designed to make your work easier and more efficient.

**AIR CONDITIONER
CHECK
INDICATED
NOW!**



It won't be very long now before many air-conditioning units all over the country, which have been idle all winter, will be put back into operation for the coming hot months.

Now, then, is the logical time for you to start contacting your air-conditioner service customers for the purpose of inspecting their units, cleaning them up, and making any necessary adjustments that will prevent trouble or breakdown at a later date when the equipment is really needed.

Any general air conditioner checkup should include replacing of filters, cleaning out interior of units, oiling fans, and cleaning any screens in the units, as well as any obvious or unusual defects you may notice when making the check.

Nothing is more aggravating to a customer than to have his air conditioner removed during the hot, muggy season because of the omission of a pre-season checkup.

Then again, there is a definite indication that many refrigeration parts will be in scarce supply in the not too distant future. A careful explanation of this condition to your customers, stressing that, "an ounce of prevention" will save them many headaches in the long run, can create invaluable good will for you and your business.

It's exceedingly bad business to take chances on a unit being in tip-top shape after a hard winter season. And it's even worse for your business if, later in the summer, the unit breaks down and necessitates lengthy and costly repairs.

Your customers know that their Philco Air Conditioners are quality built units capable of giving long and efficient service. BUT, it's up to you, as their service advisor, to suggest and stress the proper care that will enable these units to continue their proper functioning.

Start making plans now to canvass your air conditioner service customers and make them aware of the conditions that spell longer life and greater efficiency for their Philco Products.

BETTER REFRIGERATION SERVICE THROUGH REFERENCE

A well informed technician is not only a person who has had extensive training and experience in his given field, but one who also has at his fingertips a ready reference of technical information covering his specialized field.

Many servicemen have in their possession partial information covering a few of the products they are called upon to service, but do not have a complete reference of all the Philco Refrigerator models that have been manufactured over a period of years.

It is only the blind man who must depend upon his memory for technical information to supplement the skill of his hands. We who repair and service electrical appliances such as Refrigerators, Freezers and Air-Conditioners are more fortunate in that we can refer to a printed text for specification references. This permits us more freedom of memory to absorb the more intricate theory problems of our trade.

Philco FACTORY-SUPERVISED SERVICE, realizing that a complete service reference is an invaluable aid to the serviceman, has merchandised through the Accessory Division and your local Distributor, a complete REFRIGERATOR, FREEZER, and AIR-

CONDITIONER YEAR BOOK package. This group of yearbooks may be ordered under Part No. PR-1968 which is comprised of:

PR-1320 The Servicing of Single Room Air-Conditioners 1935-1947

PR-1261 Servicing Philco Air-Conditioner Models 91C, 61C, 61CL, 76C, 76CL

PR-1703 1949 Philco Air-Conditioner Handbook Models 61D, 61DL, 76E, 76EL, and 91CE

PR-940 Consolidated Service Manual Models E7 through RCH7
PR-1153 1946 Refrigerator Yearbook

PR-1675 1949 Refrigerator & Freezer Handbook

PR-1910 Complete 1950 Refrigerator Yearbook on all Philco Freezers B773, D792, and D795.

Your Philco Distributor also carries in stock the individual publications for anyone who wishes to bring his service library up-to-date with those publications he does not have.

FACTORY-SUPERVISED SERVICE brings you complete and detailed information to cover all your refrigeration service problems—don't skimp on references—coupled with your servicing skill they provide you with the type of efficiency that keeps your services in high demand.