

PHILCO SERVICEMAN

PHILCO
Factory-Supervised
Service

Service News For Philco Servicemen

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DISTRIBUTOR GOES TO SERVICEMAN WITH SERVICE CLINIC ON WHEELS!

Gough Industries of Los Angeles, Philco Distributor, has come up with an ingenious plan for bringing technical aid to servicemen who have difficulty attending the Gough Service Clinic in Los Angeles.

Having a rather large territory, Gough devised a plan to take "Mohammed to the mountains" . . . bringing their teacher to the servicemen. Realizing the problem of getting a tired serviceman 20 or 30 miles to a class was a problem, they christened their truck the "Mobile Training Unit" and started a chain reaction that has gained a reputation for real service to the serviceman.

Gough's primary interest is to bring to the serviceman the latest methods and technical advice for Philco equipment. While the bulletins continue to go out as are needed, there is no substitute for the "old bull session." For the trained, practicing television serviceman, this program is designed to keep him up to date on new circuitry and practices. These men are normally too busy to attend a centrally located meeting in an area as large as Los Angeles and such meetings could not give the "personal touch" desired. For this reason, the truck is equipped with:

- 7008 Sweep Generator
- 7170 AM-FM Generator
- 7004 V.T. Volt Meter
- 195B Hickok Scope
- 14" Tube and Yoke Assembly
- 1835 Chassis

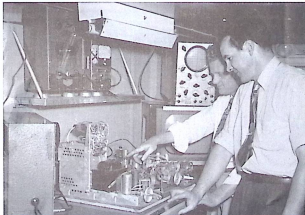
Mounted on the side of the truck is a 30-foot telescoping antenna. With this training unit four to eight servicemen are preferred who are familiar with basic television but need help in alignment and practical, efficient analysis and the latest techniques. These sessions are held in the mornings before all the stations come on the air. A small group seems to be the answer



as the servicemen are willing to let down their hair and ask more questions.

In addition to the above, another group consisting mostly of non-members of PHILCO FACTORY-SUPERVISED SERVICE is being aided. In order to keep a constant flow of trained television personnel, schools starting with basic television fundamentals are being held

continuously. These classes are for the apprentice television servicemen and the serviceman with practical radio service experience. They are held in the field, making it easily accessible to the trainee without loss of time from his job or hours of driving. These meetings are held in the evenings, three classes a week. The course is 30 hours long and deals with practical





DISTRIBUTOR SERVICE CLINICS ARE KEEPING PHILCO FACTORY-SUPERVISED SERVICEMEN ABREAST OF THE LATEST DEVELOPMENTS IN THEIR FIELD.

POLITENESS PAYS OFF!

Appreciative customers are satisfied customers. A serviceman who observes the little niceties of life in dealing with the public will find this out when his reputation is enhanced and his business is prospering.

Leaving your card when you find on a service call that the customer is not at home, is just a little thing. But customers appreciate it! It shows them you are anxious to have their business—eager to do their work.

PHILCO FACTORY-SUPERVISED SERVICE Headquarters has created a pleasing not-at-home courtesy card which you will surely find useful. The catchy illustration and copy inform the customer of the situation and suggests he call you for a return engagement. There is space provided at the bottom of this card for your personal imprint.

The use of these cards, Part Number PR-2034, takes very little time and effort, it's true, but they do a good job of public relations

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aids as well as theory. These classes start with basic television principles, go through test equipment, and its uses, alignment, trouble shooting procedures and circuit analysis. It is a course constantly being brought up to date with new procedures and practices.

Starting this fall semester, the Los Angeles Trade Technical School will have a course called "Philco Television Service Training." This class, open to the public, will be held two nights a week for the complete semester. This should reach the "top-notch" technician who is interested in really getting ahead. The instructor for this course will be Gough's own clinic instructor, Bob Meyers. With a course as long as this one, the class can get down to some real study. Here again the "Mobile Training Unit" will be most useful.

Gough's Mobile Training Unit is another fine example of the Philco Distributor's keen realization of the serviceman's problem.

Other Philco Distributors all over the country are paralleling Gough's progressive approach. *All of these distributors maintain elaborate Service Clinics to instruct and guide their service members.* All are constantly improving their service guidance and encouraging servicemen to take advantage of these facilities. The results are becoming more and more apparent . . . better service techniques, more efficient servicemen, and greater prestige for Philco FACTORY-SUPERVISED SERVICE and its members.

for you. We repeat, politeness pays off!

Order a stock of not-at-home courtesy cards from your local Philco Distributor today.



REFRIGERATION SERVICE

The many thousands of Philco Products sold and installed by Philco dealers in individual homes and private offices of the nation emphatically underscore the industry as "big business" with all the potentials that follow expansion.

Consumer acceptance of Philco today is second to none in the industry. Philco has been first in the design, manufacture, and sale of Air Conditioners, Refrigerators and Freezers for many years, and that



position of leadership has been built up over the years through satisfaction for owners and users of Philco Products.

Philco owners expect, and are entitled to receive, expert service attention. The owner should have access to reliable, competent service facilities, at reasonable cost throughout the long, useful life built into every Philco Product.

Appliance dealers in every community realize more than ever before the importance of good service in their business. They know they have got to give greater values, including service; they must take advantage of every sales opportunity, many of which can easily be realized through good service; and they have got to keep the many new appliances operating at top efficiency to maintain their good reputation, so as to sell more, newer and finer appliances.

Many a profitable expanding dealer's business has been based upon the provision of adequate service facilities for his customers. Each normally functioning appliance in the customer's home or office, automatically becomes a goodwill builder. Charges made for service after the warranty period should be based on prevailing standard labor rates.

Dealer service requires only a modest investment in tools and service equipment. The number of servicemen employed full-time to correctly install, service and make periodic performance inspections



of air conditioners will depend upon the dealer and his sales-promotion activities. If the size of the dealer's business does not justify the full-time employment of a qualified serviceman, a contract should be made with a competent local service organization, whereby all necessary inspections and servicing of his customers' merchandise will be made speedily and at reasonable cost. Philco Air Conditioning and Refrigeration Service Members are especially qualified to perform this duty.

In addition to making sure that the Philco Air Conditioner, Refrigerator or Freezer is returned to efficient service, the serviceman should make a permanent written record of each service call, to avoid future misunderstanding between the customer and his service organization. If it is necessary to



furnish information that may be pertinent to the warranty, it is good policy to record the Air Conditioner model and serial number, and the serial number of the refrigerating system which is stamped on the nameplate of the motor-compressor.

INSTALLATION OF PHILCO TUBE SAVER RESISTOR

With the introduction of the tube saver resistor by Philco to some of the 1950 radios, this gave the answer to many service men who were confronted with tube burn out problems on some of their customers' radios.

Generally, no difficulty was experienced with the installation of the resistor in the filament string and accompanying change of a high voltage filament tube to one of lower value, but we have had some reports of other trouble created by this installation.

Examination of the sets in question revealed that the resistor had been located physically near the oscillator coil, and the heat dissipated by the resistor had caused the oscillator circuit to drift.

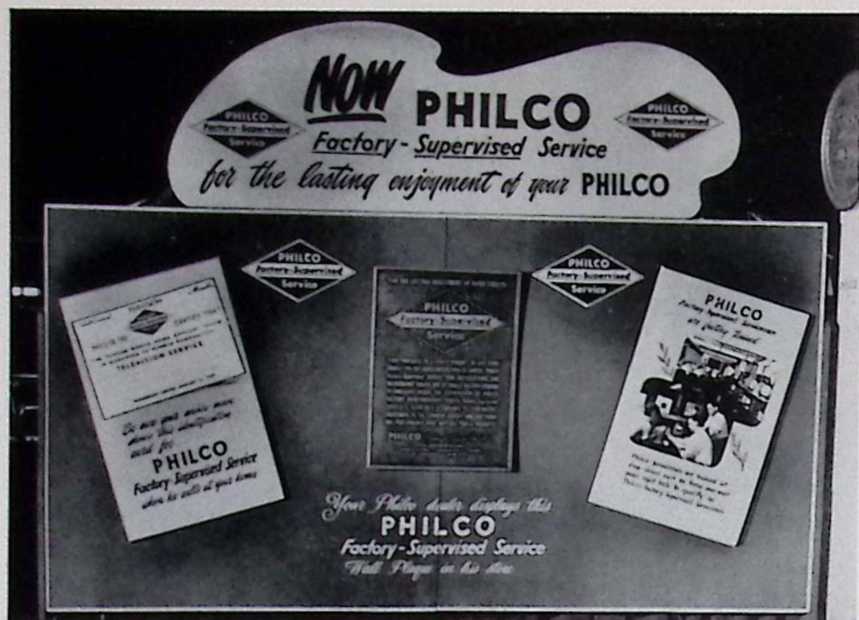
If you are in doubt as to a satisfactory location for the installation of a tube saver resistor in an older set, examine one of the 1952 Philco table model sets. They all use this resistor and their location will show you a safe place to install it.

FIELD STRENGTH SURVEY AND MEASUREMENTS

We have received many requests from the field about a simple way to make surveys of field strength in areas where the type of signal to be expected is unknown. Naturally, these areas are predominantly fringe areas where the signal strength is below 500 microvolts.

For all practical purposes the best method to find out what kind of a signal can be expected in a particular area is to actually bring

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THE DISPLAY PICTURED ABOVE IS BEING EXHIBITED AT HOME SHOWS ALL OVER THE COUNTRY TO SHOW CONSUMERS HOW THEY BENEFIT FROM YOUR PHILCO FACTORY-SUPERVISED SERVICE.

PHILCO FACTORY-SUPERVISED SERVICE... YOUR STAKE IN THE FUTURE

Philco FACTORY-SUPERVISED SERVICE has been in effect for nine months and its impact on the electrical appliance field as well as the individual serviceman can now be measured.

As a member of this dynamic organization, you have probably begun to feel the overall effects of Philco's efforts to raise your status in the industry.

As you know, the fundamental principle of Philco FACTORY-SUPERVISED SERVICE has been "service for the serviceman"—the same motto RMS and Philco Service adhered to throughout their existence.

Although not yet a year in existence, Philco FACTORY-SUPERVISED SERVICE has proved itself in operation to be the most practical and beneficial undertaking ever attempted for servicemen in the industry.

In the first place, since every Philco product sale must include service at least during the warranty period, a steady flow of service work results for each and every member.

By increasing the amount of technical data and service information, home-study courses, distributor clinic advice and other aids as a steady feature of the program, Philco FACTORY-SUPERVISED SERVICEMEN are constantly becoming better trained practitioners, thus more efficient.

As the serviceman gains new knowledge through advanced methods of channeling information to him, he can perform service functions more rapidly. This reduces call-backs and shop service, increases service at the customers' homes and allows him to accept more jobs than would ordinarily be possible.

The final results of the serviceman's new "square deal" are the goals Philco has strived to attain for its service members since radio first created the service need.

Through the increased service flow you are going to net more profits. Through increased service information you are going to become more and more efficient. And through the strong backing you are receiving and will continue to re-

ceive, your prestige as a member of the community will enlarge.

Finally, the whole team that makes your business possible—manufacturer, distributor, dealer, serviceman and customer—are becoming united in a bond of mutual satisfaction under Philco FACTORY-SUPERVISED SERVICE which will insure the continuation of a profitable relationship between all concerned.

Under Philco FACTORY-SUPERVISED SERVICE the manufacturer will continue to produce the goods—the distributor will distribute them far and wide—the dealer will sell them—the serviceman will repair—and the customer will continue to buy.

Not only a "square deal" for the serviceman, but for everyone!

The future holds the brightest of prospects for members of Philco FACTORY-SUPERVISED SERVICE because its object is to satisfy whoever is effected by it.

FIELD STRENGTH SURVEY AND MEASUREMENTS

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a television receiver to that area and note just what kind of picture is received. It is strongly recommended that a receiver with a large picture tube (20") be used. The Philco 2100 series is perhaps one of the best receivers to use for this purpose, since they all use the famous Colorado tuner with its inherently-low noise level (the best tuner in this respect on the market today). As a picture that can be said to be acceptable is received on a 20" tube you can certainly, flatly state that a picture received on any smaller picture tube will be of an all around satisfactory nature, assuming that the set has a sensitivity comparable to the test receiver. The above procedure, however, is merely a qualitative means of judging field strength. It doesn't give any definite field strength indications in microvolts which can be recorded as a quantitative measurement.

The procedure outlined above will show simply and with the least amount of equipment the quality of reception with respect to noise, signal, and ghost conditions.