

PHILCO**Factory-Supervised****Service**

the PHILCO SERVICEMAN

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APRIL, 1953

SALES, SERVICE, AND SUCCESS!

Out Smyrna way on the eastern shore of Delaware, a trio of brothers have been making local history for over twenty years. Jim, Nelse, and Ed, the "Everhart Brothers," have built a top-flight sales and service operation that is nothing short of astonishing for a town of 2200 people!

Year by year, the Everharts have expanded on a solid foundation of

sales and service. And the dividends paid off in a profitable operation, customer satisfaction, and an unblemished reputation make theirs a story worth telling.

It was probably on the spur of the moment that Jim Everhart opened the doors of his radio service shop November 7, 1932. It couldn't have been anything else since that same day he had to borrow \$15, hitched

a ride to Philadelphia, and bought an ohmmeter (which he still has) to get things going! But time flew and so did the Everharts . . . from radio service to a full line of electrical appliances . . . and service to back it up all the way down the line.

When talking to Jim, Nelse, or Ed Everhart today, you get the feeling that they hitched their wagon to a star the day they decided that service and sales go together in the electrical and appliance business. There are many profits to base this thinking on since they have outlasted five competitors who apparently did not go along with this sales-service idea. And their reputation as leading dealer in this area only carries the formula a step further.

The Everharts handle a full line of electrical appliances and housewares which includes Philco Television, Radios, Refrigerators, Freezers, and Ranges. The twelve regular employees are broken down into sales, service, and office personnel, and service is further divided into electronic and appliance. All the service technicians are members of Philco Factory-Supervised Service and it is in the service system of Everhart Brothers that we feel much can be learned of a really successful operation.

Of foremost interest in their servicing policies is the approach to guaranteed service. The Everharts do not sell a service contract with each television sale, but do give 90 days free labor to coincide with the manufacturer's warranty on parts (not including the picture tube). This free service establishes an immediately friendly relationship with the customer and more than assures him that the Everharts are interested and stand behind his purchase for the life of the

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Pictured in front of their store are Jim, Nelse, and Ed Everhart . . . a remarkable trio with service ideas that paid off!

THE PROFESSIONAL LOOK PAYS OFF-

...SUMMER

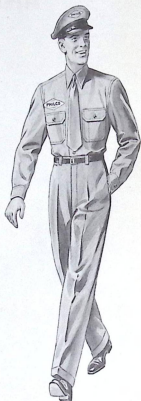


First impressions count in any business and especially yours! When you step up to a customer's house wearing a smart Philco Service uniform you've created a "plus" before you're even in the door!

The Philco Service Uniform is made of the finest gabardine styled to suit the service technician's needs. Large, roomy pockets in the pants and "Ike" jacket to save extra trips to the car, designed to take the hard knocks, and in a practical dark green color which is easy to keep clean. All sizes to fit all service technicians are available in any combination of trousers, shirt and jacket. Buy the complete outfit or any individual item, whichever you need.

The Philco Service Uniform makes you stand out as a man who knows his business, so make it your business to see your distributor immediately and place your order for these practical Philco Service Uniforms for all four seasons!

- PR-2035 Jacket
- PR-2036 Trousers
- PR-2106 Cap
- PR-2107
Regular Long Sleeve Shirt
- PR-2109 Back Lettering
- PR-2159
Summer Half Sleeve Shirt
- PR-2160 Overseas Cap



AND WINTER!

SEE YOUR PHILCO DISTRIBUTOR *Now!*

LOOK TO YOUR LAURELS MEN!

Most 12-year-old kids take their baseball, basketball, and water-hole swimming seriously — nothing else! But out in Blue Hill, Maine, we found one who is more interested in oscilloscopes, voltmeters, and CR tubes!

Not only is Groves E. "Eck" Herrick interested in electronic servicing — he's making it pay off! It all started when young Groves became a helper in his father's radio service shop in Blue Hill at what must have been a really tender age several years ago. From cleaning chassis, testing tubes, and other minor jobs, he began to show a talent quite rare for his age in adapting to the mysteries of radio and television service.

When we inquired about Groves, it was found that this kid really has talent! To illustrate this, at the age of eleven he qualified for an amateur radio license (W1TJS) and became a full-fledged radio operator. This is not what you'd ever call kid stuff!

From that point on Groves and his Dad decided that the next logical step was training in television servicing; and Groves was then enrolled in the Philco Factory-Supervised Service TV school being held at that time by Utterback Corporation, Philco Distributor in Bangor.

After completion of intensive training in this Philco course, Groves, along with the other candidates in his class, took the standard written examination for qualification in TV servicing as a member of PFSS. The result? Hold on to your hats—it was 99%—and you can't go much higher than that anywhere!



A father-son combination in action! 12-year-old Groves E. Herrick digs into a tough service fix with his father, Groves A. Herrick.

In addition to his grade school activities, Groves has been doing professional service work for more than two years. At present he averages approximately 25 service calls a week, making him a pretty busy young man. If this isn't enough to keep a fellow on the go, he rounds out the score by collecting stamps, operating his own boat, and participating in the local Boy Scout Troop!

All this electronic activity for a 12-year-old, while providing us with a glimpse of young America's ingenuity, is also paving the way for a

brilliant future for Groves Herrick. His ambition is to complete electrical engineering courses in college and follow this on to a career. Can't see what can stop this youngster from going right to the top with the terrific background he's carving out for himself right now!

We're nominating Groves Herrick for the title of "youngest qualified service technician in the country." Do any of you know if there's a lad around who can top our 12-year-old Philco Factory-Supervised Service Technician?

Are You In The Big League Of Servicing?

Do you act professionally when conducting service business? If you are to build a solid list of customers your business and your contacts must be handled in a professional way.

Always approach the customer's service problem in a systematic manner. Handle the job in the home with the minimum of unnecessary conversation. Impress the customer by taking portable test equipment into the home, whether or not it is needed. Place the tool box, equipment and removed product parts on a protective piece of cover material, thus avoiding damage or soil to the rug or furnishings. And move about the home with care so that no marks or damage

are suffered by walls, furnishings or floor. This is the professional way. Keeping abreast of new developments in product design and performance so that you are never stumped by an unfamiliar gimmick, knowing how to take full advantage of your test equipment and how to make fast, accurate corrections and repairs are also part of the professional picture.

And practice the professional manner! Ordinarily your customers are disappointed people — unhappy in their choice of the product that needs repair, suspicious of the company that built it. Your first words should

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SALES, SERVICE, AND SUCCESS...

Everhart Brothers
Automatic Appliances

Brynar, Delaware

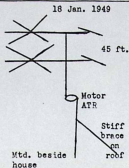
Since 1921

Phone 6181

BRITTINGHAM, Norman
Flemings Landing,
Towson, Del.

Philco 49-1076-123
#N-92749

Grounded Antenna
Coils 2,3,4,6,7,10,11,13
Channel adjuster
inst. 26 Aug. '49
Channel slugs
tuned 26 Aug. '49



(Continued from page 1)

set. One thousand sets sold and 1500 being serviced today are what the Everhart Brothers point to as justification of a manufacturer-dealer combination for intelligently planned initial service insuring repeat sales and continued service.

Since the service shop is located above their showroom, the Everharts have developed an ingenious system of inter-communication for saving time. Jim, Nelse, and Ed Everhart are all confirmed "gadgets" and have installed all of their own setups. The intercom is hooked up from shop to office and from shop to sales floor. Not one unnecessary step is taken

during the day while selling from the floor, checking service jobs, doling out parts, checking invoices or making the hundred and one in-and-out trips that weaken the legs, put gray in the hair, and otherwise age the service tech before his time! An intercom, simple and economical to install, can work many ways for the busy dealer and service operation.

The only way we can think of to do justice to Everhart's test bench setup is to illustrate it below. You'll notice how the tilted bank brings every instrument within easy reach for bench servicing. Another home-made job, this test bench is credited by Ed Everhart with doubling the ef-

iciency of in-shop servicing. While the investment for test equipment is clearly a substantial one (they also have an oscillator, VTVM, test speaker, ohmmeter, tube tester, etc., readily available for home calls), the high quality work produced has more than upheld the decision to provide the finest in test equipment. With 1500 sets in the area dependent upon Everhart service, the decision to equip the shop from stem to stern with test equipment has enabled this organization to service sets for their customers without letting one of them down.

Another interesting system dreamed up by the brothers (no one brother will take full credit for any brainstorm as each pitches in an idea here and there) is their customer card file. You will find it illustrated here as we feel it deserves attention from every service businessman. As you can see, in addition to all the vital information such as name, address, date of sale, serial numbers, servicing done, etc., an actual sketch of the antenna installation is included on the card. The sketch of the antenna is accurate in every respect, even to the settings made on the antenna as well as the type.

When service is required on a set, the customer's file card is pulled and studied. The technician going out on the particular job can then select the type of servicing tools that would be specifically used for the type of trouble indicated, and even before leaving the shop, would have an idea of the nature of his assignment. When a 30-mile service call is on tap, it pays to be sure!

Customer satisfaction, the life's blood of any business, anywhere, has always been the main goal of Everhart Brothers. They do not service outside a 15-mile radius because they honestly believe it to be uneconomical for the customer and themselves.

In one notable case, it was discovered that 1948 and 1949 television receivers equipped with automatic front end tuning did not adequately meet the fringe reception conditions in that area. Everhart Brothers installed in each of the sets they had sold a manual tuner which could be adjusted by the customer. You all know from the nature of this fix that if it had not been done the set would require retuning approximately every three months. This work was done

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SERVICE AWARDS *MISSOURI...TO...MONTANA!*

Two big "M" states are this month's representatives in the growing roster of Philco Service Achievement Award winners.

In Joplin, Missouri, at Mardick Distributing Company's all-day Television Service Training Forum on the latest servicing techniques, twelve Philco members were awarded the Service Achievement Plaque for a continuous, top-quality service job. And that, in our opinion, must be a really tough chore when you're dealing with the old "I'm from Missouri, you gotta show me" routine!

Further West, out in cowboy country, a series of five television servicing schools were held at Philco Distributor, Maytag Electric Company, and Service Achievement Awards presented at these meetings. What with scattered population and incredibly long distances to cover, it's no exaggeration to say these oscilloscope-totin' westerners worked for and earned their awards for outstanding service.

The accompanying illustrations list the names of the winners described. We hope it won't be long before you, and you, and you see yours too!



Left to right: Robert W. Brown—Accessory and Service Manager, Maytag Electric Company; LeRoy Able—Radio Clinic, Shelby, Montana; Ralph Hopkins—Havre Electric Company, Havre, Montana; John Iverson—General Manager of the Maytag Electric Company



Top row—left to right: Chester L. Bemis—Jasper, Mo.; Fred J. Gabler—Coffeyville, Kansas; Alther Roberts—Fairland, Oklahoma; George W. Scott—Greenfield, Mo.; Roy E. Irelaw—Joplin, Mo.; W. D. Esch—Cherryvale, Kansas; Sam D. Youngs—Miller, Mo.; Bill Dumasway—Public Service Representative. Front row—left to right: Howard H. Hess—Fort Scott, Kansas; Merle Van Gunda—Joplin, Mo.; E. F. Greathouse—Nesbo, Mo.; J. H. Gulliford—Nevada, Mo.; J. R. Westbrook—Carthage, Mo.; J. C. Hinkle—Service Manager, Mardick Distributing Company, Joplin, Mo.



The above display which was exhibited at the recent Philco National Appliance Service Conference in French Lick, Indiana, shows at a glance the impressive total of reference publications made available to Philco Factory Supervised Service members in the 1952 service package.

10 DOLLAR AWARD!

This month's Idea Award comes from way down east in Portland Maine. Vincent F. Morse, of the Maine Hardware and Plumbing Company, Portland, has found a way to take the cuss and fuss out of those dial cord restringing jobs that take so much time and effort. It's going to come in mighty handy for you when you bump into these troubles since it speeds up a difficult problem, especially for large hands.

Vince writes:

"How to make money on some of the tougher dial cord restringing jobs has always been a problem as some of the pulleys are difficult to get at and we may end up with the pointer out of phase with the tuning condenser.

"The following is a simple idea that I have been using with great success on some of the more difficult jobs.

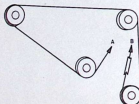
"The method is to use the old cord as a leader for the new one, simply by attaching one end of the new cord

to either end of the old one before the old cord is removed from the pulleys. Then, by drawing the old cord by the free remaining end, the new cord must follow it around the pulleys in the exact order and sequence the manufacturer intended. The proper number of turns on the spindle and everything in proper order is automatically accomplished.

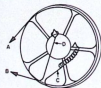
"If the old cord is broken instead of just frayed, the idea is still the same, although one or two pulleys may have to be strung by hand."

Simple? Yes . . . but it rates the \$10.00 jackpot because it saves the service technician some of his valuable time and makes his job easier.

You can rate that \$10.00 too! Those little service tricks that you pick up in your everyday job, ideas that increase store traffic and build up business can all win the Award. Try 'em and see—maybe you'll carry off prize money next month!



1. Remove pointer. 2. Cut old cord free at point "C" and attach end of new cord to free end of old cord. 3. Cut other end of old cord free at point "D." Now by drawing this end of old cord while keeping the new cord tight, the new cord will follow the old one around the pulleys and will end up in the exact position of the old one. 4. Secure ends and the spring to complete the job. 5. Replace the pointer.



Frozen Food Storage

The Philco service technician often enters into a quiz contest when he installs or services a home freezer. Invariably, the \$64 question is, "How long can frozen food be stored?"

The Philco home freezer is designed to freeze and store foods for as long as a year, but it should be used as a source of daily supply, not just a place to store frozen foods indefinitely.

Some foods may be stored for longer periods than others. The following is a guide to the approximate lengths of time that various frozen foods, of good quality and properly packaged can be stored at zero degrees Fahrenheit or below.

Fruits	 12 mo.
Vegetables	 12 mo.
Beef	 10 to 12 mo.
Veal	 10 to 12 mo.
Lamb	 10 to 12 mo.
Pork	 6 mo.
Poultry	 3 to 8 mo.
Fatty Fish	 3 mo.
Lean Fish (Shellfish)	 6 mo.
Sea Food (Shellfish)	 4 to 6 mo.
Ground Beef	 3 mo.
Sausage	 1 to 3 mo.
Cheese	 3 to 4 mo.
Cream	 4 to 6 mo.
Eggs	 6 to 8 mo.
Bread, baked	 12 mo.
Cakes, baked	 4 to 8 mo.
Pies	 2 to 6 mo.
Cookies, baked	 12 mo.
Cookies, unbaked	 6 to 9 mo.
Sandwiches	 1/2 to 3 mo.
Cooked meats	 3 to 8 mo.

It can be seen why it is important to date and label packages as they are placed in the freezer. Only in this way can the owner use the older store of foods within the required length of time.

Food that is properly processed never spoils in a correctly operating freezer, but certain foods deteriorate more rapidly than others.



PHILCO HOME RADIO YEARBOOKS

Have you ever noticed how many really old home radios are still operating in your community? It's no exaggeration to say that a fairly respectable percentage of old vintage sets have continued to give excellent service . . . in some cases, up to 25 years!

For this reason we're calling special attention this month to some fairly antique servicing data that should come in handy to any number of service technicians who have been called in to doctor such famous old Philcos as the "Baby Grand" (circa 1929), the 1933 "All Wave" specials, and many others in that hot Philco line.

Available now through your local distributor are the Philco Home Radio Yearbooks on those sets manufactured from 1928 to 1942. These are the home radios that revolutionized the radio industry from the first year of Philco production down through to the present line of equally outstanding 1953 Philco radios with the "Special Service" band.

Just think a minute about the construction of these older sets. You'll probably have a tough time remembering the way circuitry was set up in those days. With the swing to television and world wave radio, the servicing business has become more complex, and more demanding in the attempt to get better reception and fidelity from the product. So, when servicing calls come in on the older sets, it's good business to have accurate reference material handy to do a speedy job on them.

You'll find the list below contains a complete library on all 1928 to 1942 Philco Home Radio Yearbooks. PR-874-A and PR-930 are also good sources of auto radio information for these particular years.

PR-329D	1928-1936
PR-399E	1937 & 1938
PR-762	1939
PR-795	1940
PR-874A	1941
PR-930	1942

QUICK TRANSLATION SAVES SERVICEMEN'S DAY!



The language barrier was up recently and because of it a group of Philco's Mexican service technicians were losing out on valuable television training until an assist from Philco International made everybody happy!

When Irv Spellman, General Service Manager for Philco Distributor Momsen, Dunnegan, and Ryan of El Paso, set up a training school for members of Ciudad Juarez's service fraternity, he didn't realize what the consequences would be! It seems that our Mexican service techs aren't too hep on the Yankee lingo and attempts to explain new servicing techniques just weren't getting through.

Irv's a hard-working, conscientious Service Manager and wanted his boys south of the border to get the full benefits of one of Philco's most successful TV training programs. So, in answer to his SOS, Philco International dispatched their ace troubleshooter and Field Engineer Manuel

Avila to the scene.

The usual Philco International efficiency was displayed when Manuel went to work—and presto!—a difficult situation was cleared up fast! Using both lecture, demonstration, and film to the accompaniment of rapid fire Spanish, Avila performed to a really enthusiastic class that ate up that technical stuff and asked for more!

It was a group of well satisfied and well instructed TV service technicians who headed back to colorful Mexico, and Philco Factory-Supervised Service found roots in another location around the world!

As you can see from the accompanying illustration, the class was more than grateful for their new-found knowledge. Manuel Avila (head of table) was treated to a genuine Mexican repast . . . tortillas, frijoles, tequila and the works!

SEÑOR MANUAL

Senora Customer goes for my servicee unecform in the beeg way! It builds confedence and helps me build my beezness! You can order summer and weneater unecforms from your local Philco Distributor!



SALES, SERVICE, AND SUCCESS!

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with absolutely no charge to the customer—another Everhart service designed to build customer satisfaction. And did it pay off? These fellows will tell you themselves just how well it did!

And now, we'd like to put down for the record a few statements the Everharts offered about certain things we're all interested in:

Jim Everhart on Service: "... no organization should be in this type of selling without service as part of the picture."

Nelse Everhart on Philco Products: "... we tried nine different lines be-

fore deciding on Philco—it outperformed anything near it."

Ed Everhart on Philco Factory-Supervised Service: "... you just can't do business, or stay in business without this kind of help."

Naturally the coveted Philco Service Achievement Award Plaque occupies a prominent place at Everhart Brothers—proof that the place for good service is there, where the sign of good service is displayed.

If the Everharts have given you any ideas about your own business we're sure they're happy about it. And we're glad that an organization of this type is stacked up on the Philco side of the fence. Our collective hats are off to Jim, Nelse, and Ed Everhart... small town dealers with the big-time ideas that pay off!



Ed Everhart (right) accepting Philco Service Achievement Award on behalf of his brothers. Making presentation was Jimmy Young, Vice-President of Garrett-Miller.

QUESTION CORNER

Question

What is the correct method of adjusting tension on 220 series oven doors? The customer complains that it is difficult to open.

SAMUEL PRESS,
Des Moines, Iowa

Answer

The 220 series oven doors are mounted on a hinge rod and have movable brackets bolted to each hinge for adjusting spring tension. To adjust, loosen the nuts and slide bracket forward to lessen and rearward to increase the tension.

Question

A customer in my shop was interested in knowing if the same cooling capacity can be obtained from a consolette model air conditioner as a window model.

STUART GILLY,
Miami, Fla.

Answer

Yes, the new 1953 Philco consolette air conditioner has equal capacity to a window model of the same size.

Question

I have a customer who has a Philco refrigerator in an unheated closed porch. Occasionally, she has frozen food in the lower compartment in the morning. The control is set at the lowest operating position. What makes this food freeze?

DICK ADAMMS,
Schenectady, N. Y.

Answer

In an unheated porch, in the winter time, frequently the temperature falls

well below 50° and might even go below freezing. Since heat leakage through the insulation and cabinet walls at these temperatures decreases, the evaporator has a greater cooling effect on the lower food compartment and consequently, foods can be brought down to freezing. The solution is to point out to the customer that the refrigerator is designed for operation at a wide range of room temperatures, varying from 65° to 110°, but that under these conditions, freezing may occur. Suggest tactfully that the refrigerator will perform much more satisfactorily if moved to her heated kitchen.

Question

Many of my customers expect me to be a master chef when the truth of the matter is I can't even boil water. When they ask me questions on cooking, I am stumped. How about this one—what causes a cake to crack on the top? The oven is operating normally and nothing can be detected as being wrong with the heating unit, etc.

MICHAEL JASPERES,
St. Louis, Mo.

Answer

When too much flour is used in the cake batter, it raises, then cracks on the top. A cake recipe should specify cake flour or all-purpose flour. If the recipe calls for cake flour and all-purpose flour is used, the cake will contain too much flour, the batter will be too dry which will cause the cake to crack on top.

MEMBERSHIP DRIVE NETS ABOVE QUOTA TOTALS!

At the latest count eleven Philco Distributors have reported over 100 per cent of quota in the 1953 Philco Factory-Supervised Service membership drive—the highest is pegged at 121.3 per cent!

To the members of all service categories who have made this astounding record possible, congratulations! It's going to be a wonderful, wonderful year for servicing!

Reports from the rest of the country show a steadily climbing total that looks like it will top all previous records for membership! If you know of any service technicians who are not receiving the BIG support from Philco Factory-Supervised Service, why not give him the needle about signing up. Let's go over the top this year all over the country!

Big League

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restore confidence in the product and renew the customer's pride of ownership. All manufactured things suffer wear, most mechanical things break down. Even the most carefully built products can fail if handled carelessly during shipment from factory or store.

And, finally, keep your charges fair and justify them by explaining fully what it was that failed and just what you have done to fix it. Leave the customer satisfied with you, your charges and your guarantees... and above all satisfied that she made the right product choice after all. Being professional puts you in the big league of servicing!