

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

the PHILCO SERVICEMAN

VOL. 21 NO. 5

MAY, 1953

FEATURE

See Page 4—a "Big Event"
That Can Mean More
Business for You!

BIG TIME SALES THROUGH BIG TIME SERVICE!



From left to right, John Kimball, General Service Manager, Joseph M. Zamoiski Co., John Bennet, Philco Service Promotion Manager; and Andy Gill, General Service Manager discuss progressive policies of George's Radio and Television Company.

At Washington, D. C., the Evening Star on March 19 carried news of a silver trophy award having been given to Mr. George Wasserman at a testimonial dinner during which the highlights of his success story of 25 years was described. It identified Mr. Wasserman as President of George's Radio and Television, Inc., Washington, an appliance company with eleven retail stores in the Washington area, which is expected to do a business of \$10,000,000 this year.

Mr. Wasserman deserves congratulations on receiving this special honor and his 25 years of outstanding success. \$10,000,000 is a nice annual sales volume in anybody's language, and it's a notable fact that much of the growth and success of this fine retailing organization can be attributed to its service policies.

In 1948 George Wasserman made an important decision when he engaged Andy Gill as General Service Manager for George's Radio and Television, Inc. Andy was given a free hand and the fruits of his imagination, his personal knowledge of service techniques and his executive ability have produced one of the finest dealer service set-ups in appliance retailing today.

Before we touch on some of the highlights of the service system that keeps fifty service technicians busy every week, day in and day

out, and easily handles 15,000 television service contracts and much other business, let's record some of the service wisdom that makes Andy Gill a top flight Dealer Service Manager. This is the information he gave us when we asked him how a retailer should set up a successful service operation.

"The retail service department should be set up just like any other department of the business—to operate at a profit," Andy Gill stated.

"We are set up at George's Radio and TV to show a Service Department profit of 25% to 30% on the year's operation.

"The store must pay more than lip service to its creed that the

'customer is always right!' And a customer is worth hanging onto regardless of cost. A good service department can be a big part of the answer. Some stores spend a lot advertising for customers and forget about spending to keep the ones they have.

"A store must get its thinking straight about service. Service will always be an evil—never an asset—if the store looks at service as a 'necessary evil.' At George's we think of 'service' as an investment not an expense. No store ever goes any place without satisfied customers, and to keep customers satisfied you've got to have an efficient, bona-fide Service Department.

"And last but not least," Andy Gill concluded, "customer satisfaction starts way back when the merchandise first comes in your door. Here at George's Radio and TV we unpack every single piece of merchandise at our warehouse and give it performance tests before it is sold or delivered to a customer's home. We catch a lot of little things

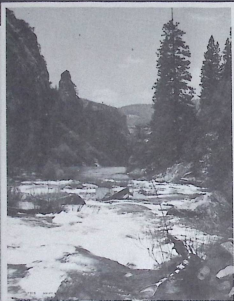
(Continued on page 3)



Part of the fleet of cars and trucks used by George's outside service technicians ready to start another service day. Three of the cars are radio-phonc equipped for direct in-transit contact with the service dispatcher's desk.

SELL YOUR SERVICE... 365 DAYS A YEAR!

*Six Beautiful Four-Color
Illustrations To Choose From!*



A A A APPLIANCE INC.

Philco Radio & Television

Call TE 9-9200 For Service

CHELSEA & CHEW AVEN. PHILADELPHIA, PA.



Calendar A

But how you may well ask? Year 'round advertising is a costly operation for even the largest of service organizations.

HERE'S YOUR ANSWER!

Yes, here's the answer to a 365-day advertising campaign that's steady, eye-appealing, and economical!

Philco Service Headquarters has made arrangements with one of the nation's leading calendar manufacturers to put at your disposal a truly fine selection of calendar art for use with your own personal business imprint. The art available for use with these calendars has been carefully chosen for originality and beauty—you'll agree it is the finest calendar line you've ever seen!

There are six different paintings which can be used with either of three calendars—envelopes or mailing tubes, depending on the type and size of calendars ordered are also available.

This is a great chance for you to order early and insure prompt summer delivery on 1954 calendars for advertising your service. This type of promotion material is hard to get later on in the year as the manufacturers will not accept orders beyond early summer for late 1953 delivery.

Calendar advertising has long been credited with many, many advantages—and to businessmen in the service profession even more so! There is really no more effective way of getting your name, your business, and your service specialty into more homes and offices than through attractive, useful calendars. And here's still another reason! You'd be surprised how many people feel that the receipt of a beautiful calendar is in the nature of a gift. There are countless ways calendar advertising can go to work for you. Try 'em!

Since the illustration here cannot do justice to the gorgeous color reproductions available, why not drop in at your local Philco Distributor and see for yourself the beauty and business getting potential of these fine calendars!

BIG TIME SALES THROUGH BIG TIME SERVICE!

(Continued from page 1)

this way. These are fixed, corrections and adjustments made—then the merchandise is repacked, resealed and tagged as okay. My company regards this as an operating expense and the cost of pre-testing is charged to the department making the sale. Say it costs a dollar to pre-test an item that has cost us \$60.00 to purchase—we figure our net coast as being \$61.00. This reduces service calls and assures a high rate of customer satisfaction."

Here are some of the highlights that may be found useful to other Philco retailers or to Dealer-members of Philco Factory-Supervised Service.

Some of the 25% to 30% profit on service at George's results from the policy of selling service contracts when they sell a television receiver. On the sales floor a salesman's commission is increased if he successfully signs the customer to a 90-day or a full year's TV service contract. If he fails to sign a customer for a service contract, his commission is reduced in varying degrees depending on the merchandise.

All of the 15,000 television service contract customers are carefully recorded on a revolving index card file for ready reference in the Service Department office. Filing cases hold thousands of job envelopes filed alphabetically by customer name, both contract and non-contract customers. In these envelopes are copies of all the service orders—they give a complete history of service work done for each customer.

George's Service Department has its own telephone switchboard with sixteen special lines devoted to service calls. Nine of these lines are for customer use and all must be busy before an incoming caller receives a busy signal. Other lines—with some numbers unlisted—are for special use of the 25 service technicians who operate outside the store. The whole telephone set-up is designed for streamlined efficiency.

Women service clerks take incoming service calls. They have been taught to answer with a "smile" and never to try to win an argument with a customer. At their finger-tips are four order boxes that hold orders concerning jobs "in shop," service calls "out today" and which are split up into four



Part of the TV and Radio chassis files and shelves where "in shop" work is stored awaiting attention. Rooms to the left are individual servicing set-ups.

geographical sections for purposes of routing and reference. The boxes are also used for new calls being taken over the phones and ready to be checked for "service contracts" against the index card wheels.

Each outside service technician turns in a daily service sheet that provides a complete record of each service call and service order—from the original ticket to the completion of work. Daily speedometer mileage is recorded, name and address of each customer, disposition

of the work and the pertinent details, C.O.D. collections, time check on the job and special remarks. Files of these daily service sheets provide an invaluable record and serves to tie all jobs together for reference purposes.

Bernard Jowett, Andy Gill's shop foreman, is responsible for "in shop" work. Accountable to him are 25 inside service technicians who have been selected to do top quality service work.

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Harold Simmons, Photo Specialist, has both hands free because of the ball jointed turntable holder and the plate glass bench top that provides full illumination in those hard to see places.



Coronation Broadcast will Increase Your Business!

Now comes another opportunity for Television and Radio Service Members of Philco Factory-Supervised Service to expand their service activities and renew their contacts with old customers.

On June 2, 1953 thousands of Britishers will attend the Coronation of Her Majesty Elizabeth II, Queen of a British Empire, while millions of Americans will follow the Coronation ceremonies with the aid of radio and television. Mass listening and viewing of historical events has become an American habit. U. N. Meetings, National Crime Investigations, Political Conventions, Elections and Inaugurations, and Atomic explosions have all—thanks to network television and radio coverage—given the American public an appetite for being "there when it happens."

You can't be "there" with a tired radio or a faulty TV receiver, and this fact makes the month of May an important month on the service technician's calendar. Because of the color and pageantry of this warming link with the past, the spectacle of Her Majesty's Corona-

tion will grip the imaginations of all Americans young and old. Magazines, newspapers, radio and television will enlarge this interest in the weeks prior to the event; and that is when you should cash in whether you use the opportunity to secure additional service business or simply to remind your community of the services you offer to assure reception.

There are several things you could do: a postcard to your entire customer list cordially inviting them "to view the Coronation of Her Majesty Elizabeth II," mailed to reach your customers during the third or fourth week of May, would be a much appreciated reminder; letting them know the television and radio stations that will cover the spectacle in your area would also be welcome information.

A card of larger size, or a simple folder, can be prepared to similarly call attention to the historical event, but with the addition of a ten point tune-up offer at an attractive flat price.

Tell your TV customers to "Get your TV set in top shape for Coronation viewing!"

"Here's a money saving pre-Coronation offer—a complete ten point tune-up for only . . . \$0.00!"

1. Make physical check of antenna, transmission line and connections for mechanical condition and electrical efficiency.

2. Make mechanical check of chassis component parts for signs of electrical breakdown.
3. Adjust all rear chassis controls to assure maximum picture linearity.
4. Adjust receiver focus for maximum brilliance and sharpness.
5. Check picture to assure maximum height and width with good linearity.
6. Check range of all front controls.
7. Adjust fine tuning range for maximum picture and sound quality.
8. Adjust horizontal hold system for maximum horizontal steadiness.
9. Clean safety glass and face of picture tube.
10. Furnish written report of inspection and general operating condition of set.

Servicing Dealers who have new Philco merchandise to sell should review their customer lists and also use this Coronation promotion to offer favorable terms of purchase, with an eye to replacing small screen TV receivers with new 21" Philco sets in time for Coronation viewing.

As this is written, it looks like the major radio networks will carry several hours of the Coronation reporting concurrently with the event, and that the major TV networks will have camera crews in London, England, with preparations for live film to be flown from London to New York to provide several hours of telecasting the day following the Coronation. A plan to televise the actual Coronation by relaying video and audio signals from booster aircraft, spaced at intervals across the Atlantic and circling at 40,000 feet, has been discarded we understand.

TV AND YOU!

Long before the FCC lifted the freeze on the construction of new television stations, the Philco Television service group were busily preparing a complete 80-Hour Course. Many man hours of preparation were taken in compiling the material. Contacts were made from engineering level all the way down the line, to find out the best method of presenting this material so that any one attending this course would be fully qualified to service today's television receivers. Through the use of the 80-Hour Course, Philco has trained thousands of independent service technicians throughout the nation. This program is still being carried on with renewed

vigor. Also, Headquarters has made available a complete training school on UHF for those areas which now or shortly will be in a UHF market.

You as a service technician owe it to yourself to attend this school so that you will be better qualified to handle television when it appears in your area. Most distributors are now setting up service clinics which will allow the service technician to take individual sets to the clinic and obtain expert help from the clinic instructor. Regular service meetings are also being scheduled which deal with the individual circuit problems so that each serviceman may have a better understanding of television problems from the theo-

retical and practical standpoint.

It has been proven time and time again that this method of technical training just can't be beat! Any way you look at it, TV and its study presents many problems training-wise. Only through the method of having untrained people get together with well trained personnel, working on the actual receivers—"learning by doing"—can this difficult subject be mastered.

Once again we urge you to check your local Philco Distributor and find out about his Service Clinic schedule. With the type of information and methods coming out of these clinics, Philco is fully aware that the individual service technician will be able to perform a more useful position in the television service industry and be an asset to his community.

GRAND RAPIDS PREPARES FOR UHF!

The Philco UHF Training Forums presented in the Grand Rapids, Michigan territory recently are typical of those taking place nationwide as service technicians prepare themselves for one of the biggest advances in electronics since the introduction of television.

Over 75 members took part in the training forum held at Philco Distributor Radio Equipment Company, Grand Rapids. Bob Smith, Service Manager for Radio Equipment opened the meeting with a review of Philco Factory-Supervised Service membership in 1952 and a preview of what could be expected by members in 1953.

This was followed by the UHF Tuner Installation film with a discussion and questions on tuners and converters.

The conclusion of this meeting saw six Philco Factory-Supervised Service Achievement Plaques awarded to the following: E & J Radio Center, Holland; Frank Cinders, Grand Rapids; Lee Lasher, Cedar Springs; Henry Faber, Grand Rapids; Robert Wisse, Grand Rapids; and Henry Boozer, Ravenna (all Michigan). A display of antennas, lead in, test equipment, and UHF converters mounted on a breadboard were inspected by the membership.

On the next evening a comparable school was held at Muskegon, Michigan, by Bob Smith, and a service plaque presented to D. C. Hobby, Muskegon Heights, for his all-around cooperation with Philco Factory-Supervised Service and for service skill.

For the third successive UHF school program Fremont, Michigan members were briefed. This meeting covered the territory's fringe area which will soon be open for UHF.

All in all these three hectic days saw practically all interested Philco members brought up to date and prepped on UHF practices. And all agreed that a great deal had been accomplished in readying them for the beehive of activity that UHF brings. Are you attending your Distributor's Service Clinic on UHF? Better get on the ball and make sure you don't miss a thing!

PHILCO MEMBERSHIP RENEWALS GO UP! UP! UP!

As we go to press with this issue, the impressive total of 79% of membership has renewed for 1953 Philco Factory-Supervised Service benefits. Thirty-eight Distributors have reported over 100% of their 1952 memberships renewed for 1953.

And just as was promised late last year, 1953 mailings have been and will continue to be chock-full of the type of practical servicing information needed, whether your category is Television, Radio, Re-

frigeration, Air Conditioning, or any combination of these!

If you have friends who have been putting off their renewal plans, better give 'em a little prodding—we're all aiming for 100% renewal, which means that every last Philco Factory-Supervised Service technician will stay on top of the industry with better servicing data as fast as it comes out.

Let's keep those Philco customers happy so they'll keep coming back for that better Philco Service!

QUESTION CORNER

Is our face red! We promised to send you answers to your questions by return mail and now we've got to pull in our horns! It seems that some of your questions have been really comprehensive, involving all sorts of related servicing theory and practices. So—we'll still do our darndest to get your answers out quickly, but if the question is an involved one, we'll need a little more time. Thanks!

Question

I am having trouble with "high voltage" on a Philco 51-T1601, code 121. I can draw a $\frac{1}{8}$ " spark from the 1X2 and the plates of the 6CD6 turn light red after set heats 3 or 4 minutes. I have checked everything and voltages on tubes seem most normal. Have substituted new tubes, have checked for tube elements and anode with a good oscilloscope and of no avail. I do not have the circuit for the code 121 set showing or using 2-1X2. The run I have is 1-1B3 and 1-1X2. The high voltage flyback transformer windings check similar ohms as per diagram.

CLIFFORD D. LESSIG
Milford, New Jersey

Answer

From the indications you have mentioned, you have insufficient drive from your horizontal oscillator. Place an oscilloscope at the input to the 6CD6 (grid). Compare

the amplitude and wave shape with the waveform given in the service manual. If the waveform is normal, the trouble lies in the horizontal output circuit; however, if the waveform is abnormal, the trouble lies within the oscillator or associate circuits.

In some circuits the B+ supply for the horizontal oscillator is obtained from B+ boost, consequently, the B+ supply for the oscillator plate will be low if there is any trouble in any portion of the sweep circuit. This necessitates the applications of B+ from the low end of the horizontal oscillator plate load resistor, hence enabling the oscillator to function normally.

With the aid of the scope, check the waveforms at various points in the oscillator circuit as given in the service manual, paying close attention to the amplitude as well as the shape of the waveforms.

Question

What is the cause and cure of a mechanical buzz in an electric clock as used in Model 53-701?

CHARLES SAMPSON
Wilmington, Del.

Answer

This may be caused by a loose fit between the clock cover and the front plate. To cure this condition, remove the clock cover and spring the retaining ears so as to give greater mounting tension against the plate.



LEFT: At a recent UHF service meeting held at the Household Appliance Distributors, Miami, Florida, Warren Rife, Distributor Service Manager made two Service Achievement Award Plaque presentations. Pictured are (left to right):

Charles Russell, Philco Service District Representative; Joseph H. Moblo, Miami; James C. Madden, Miami; and Warren Rife.

RIGHT: Service Achievement Award Plaques were presented at the Refrigeration and Air Conditioner Clinic held at Crumpacker Distributing Corp., Philco Distributors in Houston, Texas. The Award winners were (from left to right):

Russ Oliver—General Manager of the Philco Service Division making the presentations; Dave Kunetka—Moore Engineering Company; Pat Henry—Pat Henry Refrigeration Service; Pat Murphree—Service Supervisor, Crumpacker's; and E. L. Crumpacker—President; all of Houston, Texas.



SECOND YEAR PLAQUE AWARDS ON THEIR WAY!

In a move to further expand the service-sales dynamite provided you by Philco Service Achievement Awards, Philco Factory-Supervised Service Headquarters has announced a system whereby plaque winners are now eligible for additional awards every year!

The second year award will be attached to the original plaque and become a permanent part of it. As future awards are won, individual plates will be added. The presence of a Philco Service Achievement Plaque in your shop with a string of yearly award plates on it is tremendous public relations at the very highest level. Your customers can't ignore it—can't fail to be im-

pressed with your obvious technical superiority.

Philco Service Achievement Awards have captured the public's imagination. And what's more, they've earned the support of the industry through the leading trade magazines as well as national and local trade associations everywhere.

With acceptance of these awards at a peak, every Philco service technician is missing out on a new and important source of business if he has not as yet won the award. Therefore, we feel that a recap of the qualifications needed for successful competition in the award program is in order at this time. And they are as follows:

1. Cooperation with Distributor Service Manager.
2. Attendance at Distributor's Service Clinic.
3. Reputation among Philco owners, disclosed by supervised service inspection calls.
4. General attitude toward Philco, the Factory, the Distributor, and all Philco products.
5. Cooperation with Philco Factory-Supervised Service promotion program.

To every technician who takes his service job seriously, who is interested in service as a lasting career, and who looks on the future as a means of business expansion, the Philco Service Achievement Award offers him increased prestige among his neighbors, the respect of his fellow workers, and the satisfying knowledge of a service job well done.



... POST-WAR HOME RADIO YEARBOOKS

This month we'd like to call your attention to the complete selection of Philco Home Radio Yearbooks on sets produced after the war and as current as 1952.

With Philco Home Radio Yearbooks, as with other Philco Yearbooks, you have the opportunity to acquire specially prepared data that lessens the chance of valuable information getting lost or defaced. In addition, the extra information you receive if used in only one tough fix, to advantage, more than pays for the minor cost of owning these yearbooks.

Bring yourself up to date right now for complete coverage of the radio servicing field. A complete stock of the below listed Philco Home Radio Yearbooks are available and can be ordered by the following part numbers.

1946-1947.....	PR-1522
1948-1949.....	PR-1859
1950.....	PR-1971
1951.....	PR-2128
1952.....	PR-2414

PETERSON APPOINTED TO TOP PHILCO APPLIANCE SERVICE POST

Philco Service Headquarters has just announced the appointment of Stanley Peterson as Manager, Appliance Division of Philco Factory-Supervised Service.

Stan Peterson takes over appliance servicing fresh from his former position with Philco—Los Angeles, the distributor in that area, and has been associated with Philco Distributorships in California since 1934.

With his own retail sales and service business in refrigeration and air conditioning for many years, Stan can be counted on to be completely aware of the needs and problems of appliance service technicians in the field. And his long experience at the distributor service level (as General Service Manager at Philco—Los Angeles) rounds out a complete service background that, when applied to his new duties, will benefit all members

10 DOLLAR AWARD!

Each and every month a \$10.00 bill leaves its home at Philco Headquarters and speeds out to some lucky Philco dealer or service technician who rates it for a winning suggestion sent into the Idea Award contest.

The sawbuck this month goes to Frank T. Kurowski who is the shop manager of Jewell's Radio Service, Utica, New York. Frank writes:

"For your consideration for the service aids suggestion section of the PHILCO SERVICEMAN, I am submitting an idea that may be of use to you.

"This idea is for bench work on the later television sets that use the pin on the antenna lead and leave their terminal strip on the back cover. Many shops use the clothes pin clips for the test antenna leads. Hookup to the new set is difficult unless one has an extra terminal strip. I have been using an old 80

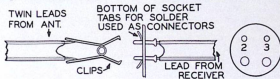
tube or vibrator socket. You plug the antenna pins into 2 and 3 sockets and clip the clothes pin to the bottom of the socket.

"A drawing to illustrate this is below."

And that is another service technician who is \$10.00 richer because he took a little time and trouble to send along his suggestion on speeding up a service job.

How many of you have thought about submitting your favorite shop trick or home-made tool that helps you do a better job but just haven't gotten around to it? A long letter isn't necessary—jot it down on a postal card when you have the time, and be sure to include your name and address so we will know where to send the prize if you win! Get your idea in the running—let's hear from you soon!

PHILCO IDEA AWARD
Post Office Box 6738
Philadelphia 32, Pa.



When asked of his plans Stan had this to say: "Philco Service members have the reputation of being the best informed technicians in the industry. We intend to keep that record intact with every means at our command." And That, in a nutshell, is what you can expect!



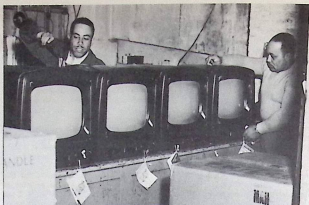
BIG TIME SALES THROUGH BIG TIME SERVICE!

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The service shop area is partitioned into a series of work rooms with bench space and test equipment for two technicians in each room. Half-clear glass partitions give an opened out feeling to the area, yet reduce noise and unnecessary distraction. Each room presents a well lighted, model service set-up. The inside technicians are specialists and work, for the most part, in teams. To one team will go all repair and adjustment of one make of TV receiver or radio; to another team go the sets of another TV manufacturer. Because service repair on Philco is comparatively light, as compared with other makes, only one man is required to concentrate on Philco. This method of specialization permits the technicians to become much more familiar with one manufacturer's circuitry and deflection. An easier, faster, better brand of service work results.

George's inside service technicians are well paid and on top of their regular compensation they are given a bonus based on the number of successfully completed jobs.

Andy Gill's key men include Herb Spencer, Chief Engineer, who gets the really tough ones among the inside jobs; and Claude Irving, the outside Service Supervisor. Each week Irving takes time off to personally call at the customer's homes that have been visited by an outside service technician the week before. He checks on the man's personal appearance, his conduct while in



Jimmie Jones and Quion Bane in an upstairs "set up" department make a pretest of all new merchandise including minor repairs, adjusting and correcting in-transit deficiencies before shipment to customer.

the home, his work on the customer's set, and generally adds to the efficiency of the Department and keeps the outside staff on its toes. You can bet that George's Radio and Television customers get a good job done—with complete customer satisfaction as a result.

Because its efficient service operation has become well known in Washington, George's Service Department does a large over-the-counter service trade. In these cases, or where an outside customer wants an estimate on service work, estimates on radio work are given without charge and radio tubes are tested free. Because of the special work involved to ascertain television trouble, a flat charge of \$2.00 is made to the prospective

customer desiring a television service estimate. Ten television tubes are tested free (customers bring them in by the bag-full)—for any number over ten, a test charge is made.

All fifty of George's service technicians are registered members of Philco Factory Supervised Service. The entire department works closely with Philco's Washington Distributor, the Joseph M. Zamoiski Company. John Kimball, General Service Manager for Zamoiski has been credited by Andy Gill with a big assist in helping to get this progressive service program rolling, and John Kimball is really enthusiastic about the cooperation George's has shown throughout all Philco Factory-Supervised Service efforts.

On a visit to the Service Department of George's Radio and Television, Inc. one can see the beehive of activity—the work systems pay off. One gets an appreciative feeling that every part of this service team knows exactly the position he is to play, and that he is making a whale of a job of it without waste motion. Back of it all one senses the progressive attitude of George's Service Management regarding service. Here's a big time sales operation backed by a big time service program . . . a service set up that is a proud contributor to the fortunes of this selling organization. A full-fledged department of the business that is guaranteeing customer satisfaction . . . a commodity without which no retailer can succeed for long.



Four of Andy Gill's service clerks taking service orders over the phone and handling service customer relations.