



the PHILCO SERVICEMAN

VOL. 21 NO. 10

OCTOBER, 1953

Important Notice on Page 7
for all 1953 Associate
TV Members of PFSS!

"SERVICE" MEANS "SALES" IN EVANSTON!

It was 7:45 in the morning and the phone was already ringing when John Altmeyer, Service Manager and Partner at Becker's Appliances, 801 Dempster Street in suburban Evanston, Illinois, slipped his key in the doorlock and entered the store. He hurried across the room and reached for one of the phones.

"Good morning, Becker's", he announced into the phone. After a few seconds, he spoke again. "Certainly, Mr. Stone, we can take care of it this morning. Will 10:30 or 11:00 be convenient? We'll see you then. Thanks for calling."

And another busy day had started for Becker's Appliances, one of the most successful and profitable TV service shops and dealerships in the entire Chicago area.

In business at the same address for 49 years, Becker's has indeed earned the fine reputation and tremendous business volume they are now enjoying. The actual service department was inaugurated 25 years ago; the same year Philco marketed its first home radio set. "We've been a Philco dealer all that time", Art Becker remarked, "selling and servicing Philco products right from the beginning."

Throughout the many years of service to north Chicagoland and the northern suburbs, the Becker organization had many opportunities for mushroom growth and rapid expansion of their facilities. But both Art Becker and John Altmeyer refused to forego their basic principles of what a good dealer servicing company should be.

"Once we lose that *personal touch*", Art said, "we lose a great many friends . . . people who have helped us gain the position we are in now. Certainly we could have two or three times the staff we have now and perhaps many more cars and service facilities, but we'd rather grow into it. We don't want to lose a customer to gain two more. We prefer to keep our regular customers and add new ones as they come along . . . slowly perhaps, but surely. That might be one of the reasons we're successful now . . . a steady, even growth."

Service at Becker's is well integrated with the selling end of the

business. A good part of their appliance and television business is referrals and former customers trading in their old sets, however, the servicemen are responsible for an almost unbelievable 50% of the total volume of new merchandise sold by the store! These men, out on service calls all day, have an ideal situation for new set sales. They all work on salary plus a commission and are quick to recognize a sales opportunity. Each carries a Philco TV and Radio Linebook with him and it is as much a part of the tool box as a screwdriver. A sale is never forced, it is merely suggested

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Pictured outside the Becker establishment at 801 Dempster Street in Evanston, Illinois, are, left to right, Servicemen Don Davis, Don Markille and Chet Ratajack.

BOOM ON IN AIR CONDITIONING SERVICE

We dropped in the other day on Jim Black, our hard working Product Service Manager for Air Conditioning, and were so impressed by some of the remarks he made on the future of air conditioning sales and service that we thought you'd like to hear them.

Jim is pretty excited about the record air conditioning is making. But Jim was also looking at it from the service angle—you know, more sales mean more service calls. And sales are advancing so rapidly that the industry is straining to meet the demand.

Well, Jim says, what are our intentions here at Philco? As the largest Factory Supervised Service organization in the world, we are being looked to by the entire industry for improvements and advancements. And Jim's answer to his own question is, that Philco Air Conditioning service and service techniques are bringing improvements and advancements all the time. Through continually better and accurate technical literature and information from Philco, air conditioning service profits for you will grow and customer satisfaction will increase, leading to increased business.

But, Jim pointed out that techni-

cal data alone can't do the job. The big job has to take place within your own organization. As more and more service technicians enter this lucrative, wide open field, competition for you gets rougher. You must improve your facilities and equipment, as well as keep right up to the minute on latest developments and technical information. Here at Headquarters Jim and his boys want to know most of all—WHAT KIND OF INFORMATION DO OUR MEMBERS NEED IN THE FIELD? For the answers to this question we look forward to hearing from you through your Distributor's Service Manager. Tell us what we can do to improve what we are already doing, or what subjects we are missing on and that you require information about. Only through knowing what you in the field need most, can our air conditioning experts come through with the best ammunition for you.

Quoting Jim Black once more: "It's been a great year so far for air conditioning and here at Headquarters we're mighty proud of every one of you. Our heartiest congratulations for the marvelous job you are doing to promote really good service in air conditioning!"

DEPARTMENT OF VITAL STATISTICS

You've heard a lot in the past few months of service as a \$500,000,000 a year business. Now the U. S. Department of Commerce has come out with a mess of interesting figures that not only bears this out, but makes for an interesting comparison of how the American people spend their money.

Quoting from the Department's report . . . "when all is said and done, it is informal recreation which most attracts Americans. About 70 cents of every amusement dollar goes there. Our people spent \$1,468,000,000 on newspapers, magazines, and sheet music, and another \$638,000,000 on books and maps. They poured out \$2,324,000,000 into the purchase of radio and TV sets, phonographs, parts, records, pianos, and other musical instruments."

(And here's where you come in!) "They actually spent more just for the repair of their radio and television sets than they did for admissions to all of the following combined: live theatre, opera, professional baseball, football, and hockey, horse and dog tracks, college football, and all other amateur spectator sports!"

Nauff said?

are being offered for service technicians, covering two banner years of television, home radio, and refrigerator-freezer-air conditioning information that you have to have to service 1951 and 1952 models. Here's complete coverage for the "all-around" serviceman, or for those who specialize.

1951 TV Yearbook—PR-2415

1952 TV Yearbook—PR-2416

1952 Home Radio Yearbook—PR-2414

1952 Refrigerator-Freezer-Air Conditioner Yearbook—PR-2428

In this month's mailing you will find a special order form covering these popular yearbooks. Check your service file, and if they are among the missing, order now! 1951 and '52 are good years to have all servicing data for with so many Philco products in circulation.

COMPLETE YOUR SERVICE LIBRARY!



. . . and build your knowledge at the same time! You, as a service technician, know the value of reference data in every day business. When you're involved with a rough service fix, there's nothing more assuring than to pull down those big Philco manuals and pinpoint the answer immediately.

What happens if you don't have the correct data available is all too familiar, we're sure. Long hours sweating over the trouble—maybe a special, time-consuming trip to your Distributor's Service Clinic—but in any event, lost time that could be spent on other jobs—time you can never recover and lost profits to boot!

That's the reason PFSS members have continued to take advantage of the tremendous store of knowledge contained in Philco Yearbooks, for here, in one convenient volume you get the most complete coverage obtainable on every model of a year's production for a particular Philco product.

This month an especially fine combination of Philco Yearbooks



"THE OUACHITA SERVICE PHILOSOPHER"

Here's something we're sure many of you are familiar with. Smiling at you from out of the trade magazine **SERVICE MANAGEMENT**, is an old acquaintance of a lot of service technicians, the friendly Ouachita Service Philosopher—humorous but informative creation of Jack Darr, one of the **SERVICE MANAGEMENT**'s top contributing writers.

Old Ouachita had some mighty nice words to say about Philco Service in the July, 1953 issue of **SERVICE MANAGEMENT** so, with the risk of repeating what many have already seen, we'd like to let the rest of you in on what the "Service Philosopher" thinks of Philco Factory - Supervised Service. . . .

"What I wanted to bring out, this trip, was the tremendous

amount of help that we can get from the factories; the people that make the stuff we have to use and sell to make a livin'. It's just downright astonishin', that bunch of stuff you can git, and there is an awful lot of it free, when you stop to think of it.

"Among the stuff I found on the shelf was the Philco book. This was a great big 'un 'cause I been gittin' Philco stuff for quite some time back: I signed up with Philco's RMS plan back in 1935 when I first lit here, and I been amassin' service information from 'em ever since. This is now called the 'Philco Factory-Supervised Service Plan' nowadays, but basically it's still the same, and it's a dern good thing for the serviceman to git associated with.

"This year, if you sign up for both radio and TV membership, it won't cost you but three bucks, and

they'll jist plum shower you with material! I never got so much stuff in my life, and it's all pretty well worthwhile. They got several nice big textbooks, dang nigh half an inch thick, on antennas, record-changers, and even one on Radio Fundamentals! Of course, kinda felt insulted when they sent me that'n, but I soon found a use for it. I got a couple of kids hanging around the shop, wantin' to learn to be radiomen, poor boys, an' of course they're always askin' questions. Well, now I jist give 'em that book an' tell 'em to go look it up! At least, they're askin' more intelligent questions now. Harder ones, too, dangit! Some of 'em I hafta go look up! Been too long since that school door thankfully closed behind me!"

Thanks, Jack Darr, we bin tryin', and dangid if we won't keep on a-tryin'!

THE CASE OF THE **TORRID** MODEL!

No fellows, not cheesecake—but still one of the hottest stories of the year!

About once every year we like to single out one of the many cases that illustrate the tremendous built-in ruggedness of Philco products. It gives you a good feeling to know that you're working with the kind of outfit that produces highly sensitive electronic instruments that can stand the toughest ordeals imaginable and still perform their function where ordinary makes just curl up and die.

This case history concerns a Philco TV Model 52-2110L. Subjected to a fire in the customer's home (the fire was not caused by the TV receiver), it came out much the worse for wear at first glance. Most of the leads and the safety glass were badly burned indicating the intense heat of the fire. The entire exterior was scorched and blistered. The knobs were melted and it was necessary to remove them to adjust the individual controls. All in all, old 2110 was a mess!

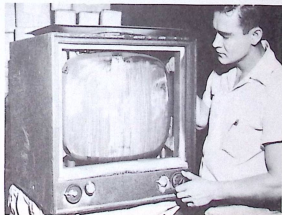
The receiver was removed from the customer's home to the distributor's shop. And just as though nothing had happened, the CRT

face was brushed off, the set turned on and it worked as perfectly as before the fire!

We've had many reports of Philco radios and TV receivers bathed in acid, immersed in flood waters, dropped out of buildings and burned practically beyond recognition—and in an amazing number of cases they've continued to oper-

ate with the perfect tone and clarity of picture that characterizes all Philcos!

Don't get us wrong! We're not suggesting that you stave your new Philco in with an axe just to prove the point! But you've got to admit that it takes a heap of doin' to keep 'em rolling off the production lines the way Philco does!



"SERVICE" MEANS "SALES" IN EVANSTON!

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and then only when definite customer benefits can result.

Service Manager Altmeyer employs eleven men, all of whom are qualified to work either at the bench or on house calls. At the present time, two men operate the Philco Auto Warranty Station, one man works on radios, two men at the TV bench and the balance of the crew make outside calls. Each serviceman, prior to his employment at Becker's, must have had a perfect record with previous employers and is usually required to have attended a good TV and Radio Service School. The men spend plenty of "home work" time studying Philco Factory-Supervised Service mailings—a further requirement for all the servicemen and a good reason why the quality of their work remains consistently high.

"My boys have been with me on an average of five years each", John remarked, "one fellow for over 10 years. We're darned proud of them, too. Their loyalty runs far and above the paycheck they get each week. Often they volunteer . . . not one man, but any of them

. . . to make an urgent call 10 or 15 miles away, 20 minutes before quitting time!"

Becker's averages 165 home calls per week plus new set installations and delivery. John usually likes to handle the incoming calls personally, whenever he can. Immediately upon receiving a call, he makes an appointment with the customer, announcing a time when the serviceman will arrive. This is possible because of the scheduling system recently devised. The entire day's service calls are put on a bulletin, grouped according to location and serviceman. Since the average call takes 45 minutes to an hour, John knows pretty well where all of his men are at various times during the day. Incoming calls are scheduled on the bulletin and a duplicate shop ticket made out at once. One part of the shop ticket goes to the serviceman who will make the call, the other into an easily accessible "service call" box, just above the phones. When checking in, the serviceman returns his portion of the shop ticket along with the copy of the invoice given to the customer. Since many of Becker's customers are "charge account", the invoice



Art Becker insists that all the servicemen handle the merchandise. We interrupted Art (left) while Ed Allard, in preparation for a service call, was loading a truck.



copy either goes to the billing department or, on cash orders, is filed immediately with the original shop ticket. If the customer should call for additional service at a later time, the files will immediately reveal what had previously transpired.

Approximately one out of every eight home service calls requires bringing the chassis into the shop. The shop ticket is then automatically transferred to the "In Shop" box.

Becker's large parts inventory is kept in vertical bins, easily accessible to the men. An inventory count is usually a quick process, since all the tubes and parts are visible at all times. When a tube is

John Altmeyer removes a small screen TV set from the station wagon while Richard Haffner and Wally Baly load a new Philco. Another set sold by a Becker serviceman!



be completely familiar with the new merchandise by discussion of a Philco Clock Radio, with minimum waiting to be held in the evening.

minimum home service charge and it includes the first forty-five minutes of labor. The shop time is operated off the Philco Standard Charge Plaque.

All new set sales, both radio and television are followed up by the service department exactly 30 days after delivery to the customer's home. Since the new sets are carefully checked prior to delivery, it is seldom necessary to send a man out on a repair job. If the customer requires service, however, it is done on a no-charge basis.

"Our most successful promotional device", Art Becker said, "is our customers. You'd be surprised how the word gets around when you have a satisfied customer. Sure", he added, "we do some advertising in the Evanston newspapers and even a little radio advertising, but it's the word-of-mouth stuff that most often turns into concrete sales." Another factor accounting for Becker's volume of service work are his ever present "mobile" outdoor billboards . . . the brightly colored station wagons. The lettering on the cars is very large and clearly visible "to the woman across the street or down the block from an account who is looking for a good TV serviceman."

"Incidentally", John Altmeyer re-

marked, "we have found that it is far more profitable to own our cars outright than pay mileage and expenses to the outside servicemen. Over the years we have handled it both ways and have concluded that it costs only \$40.00 per year more to buy a car than pay rent on one from our own servicemen."

About once a month, Becker's phones Neil Frazer, Electronics Service Manager or Art Kidwell, General Service Manager of Philco Distributors, Inc., Chicago Division, for an assist call. The Chicago Distributor maintains a crew that will make assist calls at dealer's service departments and also has a modern "Dealer Service Clinic" where all Philco Factory-Supervised Servicemen can get expert and speedy service on "tough" problems.

This fall Art Becker and his crew are planning a gigantic Golden Anniversary Celebration. Fifty years of service to North Chicago, Evanston and fourteen or more other communities is really something to shout about. In the event some newer neighbors have not yet heard about the Becker establishment, we'll lay odds that by Christmas time, these "newcomers" will be "old customers" to Art Becker and John Altmeyer!

removed from the vertical bin, another slides down to take its place. It is immediately apparent when the supply becomes low.

Courtesy, neatness, experience and speed are four good reasons why 90% of Becker's customers are "repeats." "Once our man is in a customer's home", John said, "he knows he is an invited guest, and if the customer is treated fairly, the chances are nine out of ten he will be asked to come back at a later time. Our boys always carry large clean mats with them so, in the event a chassis has to be pulled in the home, it can be placed on the mat without damage to rugs or floors." Five dollars per call is the



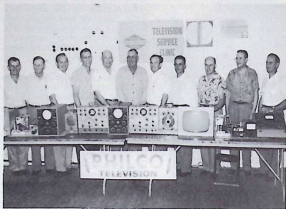
Richard Hajian tests a tube while making an auto radio repair. Regardless of the reason the radio was brought in, a complete check is made of the entire radio before it is returned to the customer.

SERVICE TRAINEE TRAVELS 2700 MILES TO ATTEND PHILCO TV SCHOOL

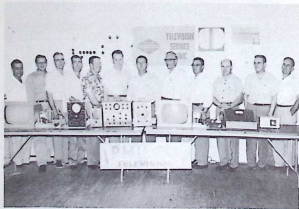
Shades of Marco Polo and all the other wandering travellers! We've got one right here in the service business!

Recently Philco Distributor, Pioneer Hardware and Music Company of Chanute, Kansas, ran a television training school on a one day a week, eight hours a day basis for ten weeks. One of the men who completed this course travelled 2700 miles to attend. He's Glen Baumgartner of Elmdale, which is 135 miles from Chanute and since he made the round trip of 270 miles each week for ten weeks, it makes for an awful lot of driving! In fact, some of the other men in the course travelled almost as far to give you an idea of how much enthusiasm was generated for this school.

An interesting sidelight on Glen Baumgartner is the fact that he has never done service work and, while he did not receive a certificate of graduation, he has learned enough



Pioneer's television service class (all from Kansas), reading left to right: Calvin Studebaker, Fredonia; L. A. De Witt, Cottonwood Falls; Clair Rice, Emporia; George Horman, Lyndon; D. F. Shinn, Sedan; Lawrence Rippie, Sedan; Glen Baumgartner, Elmdale; Bob Carson, Instructor, Pioneer Hardware; Jack Van Leeuwen, Pioneer; Carl Haight, Pioneer; and Jack Mattingly, Philco Corporation.



Another Pioneer school alumni group (another all Kansas group), left to right: Melvin Boulin, Fall River; Carl Robertson, Neodesha; W. L. Bartlett, Iola; Ed Stafford, Hamilton; Francis O'Donnell, Hartford; Charles Brown, Mildred; H. L. Fielder, Iola; H. L. Albright, Longton; Bob Carson of Pioneer; Jack Van Leeuwen, and Carl Haight of Pioneer; and Jack Mattingly, Service D. R., Philco.

to become interested in TV servicing as a career. Glen is at present working on sets, studying hard, and wants to take another course later on so he can get a diploma. Despite his inexperience and the distance travelled, he did not miss a single one of the ten sessions!

Another of these long distance men from Kansas, D. J. Shinn of Shinn's Radio Service, Niotaze, Kansas, had the following to say in a letter addressed to Jack Mattingly, Philco Service District Representative in that area. . . . "although I will admit I did get rather exhausted with the long drive and the long hours of sitting, I wouldn't have missed it for \$500! Please accept my thanks to you personally and extend the same to Philco for me."

When fellows will travel these distances to attend a school, you can bet that it's something worth while!

"I would like to see some discussion on the 'Neurotic Customer' and how to handle them. Some customers you just can't please. They have various comments to make—none of them good—that set doesn't work as good as before you worked on it', or sets with a small amount of snow or where there are ghosts and the customer emphatically informs you that they weren't there before. Please advise on this serious matter. The average customer would consider these sets as being OK—but not the problem customer. He lights into you and gives you the works."

BERT M. SATHER,
Minneapolis 12, Minn.

Now here's one we'd like to throw open to the whole membership! It's a real poser. Some experts will tell you there's no such thing as a neurotic customer—some say there are too many. But we think you hit the nail right on the head yourself Bert, when you wrote "some customers you just can't please." But let's hear from any or all of you who think he's a "service psychiatrist!"

"Anyone who has spent considerable time in this work knows that Radio and TV repairing cannot be learned over-night. Unskilled servicemen and unscrupulous operators have succeeded in reducing

our prestige to a low ebb. A great part of the general public views every TV repair shop with mistrust.

"Allowing for the fact that people sometimes do misrepresent facts and lay false claims, my investigations have proven that in too many cases there are justifiable grounds for suspicion.

"Too many times Mr. 'John Doe' who is highly competent and ethical in his work has his reputation marred because of 'Jim Dandy' down the street who has just graduated from a screw-driver school and gone into business. 'Jim Dandy' can do a lot of repairs since better than 50% of TV trouble can be allayed to tubes and thus is able to pass himself off to the public as a qualified repairman.

"But how about the difficult job requiring analysis through the use of complex equipment? The difference here is that 'John Doe', through his skill and know-how, can locate the fault in a minimum of time and thus render a more valuable service to the customer. 'Jim Dandy', on the other hand,

replaces any number of parts before he accidentally stumbles across the bad one—to make it worse, he displaces critical lead dress and fools with the alignment, to mention a few, thus possibly impairing the normal operation of the set. In many cases expensive parts are needlessly charged to the customer. The results of this type of service cannot help but reflect upon the entire service industry.

"There should be no argument that an instrument as complicated as a TV receiver be repaired only by a qualified technician."

JOHN DEZZANI,
Los Angeles, California

John makes a heck of a lot of sense here, don't you agree? This is something that is near and dear to Philco Service since it's been their recognized goal for over 25 years. And we think a tremendous amount of progress has been made in pushing the "gyp" out of servicing, raising the prestige of the service technician, and building up confidence in service personnel by the customer.

SHOP TALK CORNER

NOTICE TO ALL 1953 ASSOCIATE TV MEMBERS OF PFSS!

COMING SOON!

WATCH YOUR MAIL FOR IT!

New! Revised! It's the Associate TV Member Home Study Course and it will be off the press September 24th! Distribution to 1953 Associate Members will begin immediately thereafter!

This is unquestionably the finest preparatory course to a professional career in TV servicing to be found anywhere. One complete volume covers art of TV servicing completely—circuit analysis, trouble shooting, UHF theory and antennas, latest field information and most modern servicing techniques.

COMING YOUR WAY VERY, VERY SOON!

Question

On the J-2 deflection chassis, I have had 5 cases where the 470 ohm, 1 watt resistor on the cathode of the 12B4 vertical output tube had charred and increased in value. I changed to a 2 watt resistor. This causes intermittent growing and closing of the vertical deflection. What is the best solution?

RUSSELL FAIR,
Rochester, New York

Answer

We are aware of the problem existing with 12B4 Vertical Output Tubes, in that they sometimes exhibit excessive grid admission, therefore increasing the current flow through the tube and in many cases damaging the cathode resistor. Normally, the replacing of the tube and the cathode resistor will remedy the problem.

In the near future, a Field Bulletin will be issued which will

QUESTION BOX

describe a circuit change that can be made to eliminate any future possibility of this problem arising again.

Question

We have several Philco 32-8196 Phonograph input transformers, used on light beam record changers. We would like to make use of these transformers if possible. Could you tell us what the input and output impedance is? Also what the frequency response is?

PAUL W. CURTIS,
Enterprise, Oregon

Answer

The input transformer has an impedance of approximately 500 ohms at 400 cycles. The input is tapped at 3 ohms for use with a speaker type microphone.

The output has an impedance at 400 cycles of approximately 200,000 ohms. The turns ratio output to input is 20:1; the output having 8000 turns, the input having 400 turns.

The frequency response is approximately 50 cycles to 10 KC.

10 DOLLAR AWARD!

Give that man ten silver dollars! He's Don Weaver, Weaver Radio and Appliance, 10619 Prairie Avenue, Lennox, California, and his idea on replacing CRT plugs rates the Philco \$10.00 Idea Award for October. We'll let Don's letter tell the whole story:

"Here is something that in the past has caused me high blood pressure and the expending of many unkind words! The replacing of CRT plugs that have pulled off. It is a maddening job and usually proves to be a time consumer. What I've done to cure this is to solder six or eight inches of magnet wire to each wire on the CRT. Then just thread each piece of magnet wire through the pins of the CRT plug and the plug falls easily into place. When soldering is done the magnet wire pulls out of the pin holes and the plug is resoldered in. I then use a rubber cement and inject it around the socket and the glass. From then on it is there to stay. This should help every

service technician who ever has to replace one of these plugs."

Don sent us a drawing of his idea and which is reproduced here. Thanks Don, for a swell idea—one we're sure will not only save a lot of time for your fellow Philco

members, but one that'll help cut down on the number of cuss words as well. That's one thing the ten dollar idea helps to do along with all the practical information you get from Philco. The "blankety-blanks" become fewer and far between!

We're always open to good service suggestions from all you members. Ten bucks for each one published—just send your entry to Philco Idea Award, Post Office Box 6738, Philadelphia 32, Pa.

