



INTEGRITY AND THE PACKARDS OF EL PASO

EL PASO, population 260,000, is about as typical a Texas city as you'll find in the Panhandle State. There is all the hustle and bustle of a big metropolis here, yet it's combined with friendly and familiar Southern hospitality.

Take a stroll anywhere down El Paso way and chances are you'll see a sight that's typically familiar to many of these affable Texans—Art Packard's big TV service truck (everything's big in Texas) making a new set delivery or picking up a service job. The truck is new but Art Packard is a well known figure in El Paso with 27 years of service activity behind him.

Well established in his sales and service operation at 1021 E. Yandell Street, Art can look back over the

years with plenty of satisfaction. But the beehive of activity in the spic and span Packard shop wasn't always that way. In fact, Art and the Mrs. went into business as a part-time operation in the basement of their home, servicing radios as a sideline. That was 27 years ago. Things have changed for them since—the competence, quality service and dependability that have been the backbone of their business have taken it out of the basement category and made it a top drawer success.

Right from the beginning Mrs. Packard has pulled her share of the load in actually running the shop. Acting as "front office" on the sales end, she maintains customer contact, clerks, and handles the busi-

ness end of the operation. As a "servicewoman" she's a crackerjack tube tester and even does minor repairs. Husband Art credits his wife with an excellent sales approach and a darn good service sense that helps a lot when the shop is loaded with tough fixes. Mrs. Packard's past experience in newspaper and Chamber of Commerce work has proved valuable in meeting and dealing with the public.

Packard Radio and Television Co. is the authorized Philco Auto Radio Service Station in the El Paso area. When television literally took El Paso by storm, Art continued his auto radio activities even though the only thing most dealers were eating, drinking, and sleeping was the magic of video. And auto radio is still a substantial and profitable portion of the Packard business!

As with all small operations (small in personnel, that is) the Packards keep their records and business systems to an efficient minimum. Mrs. Packard maintains records of all customer transactions—sales service or warranty information—and takes care of follow-up on sales and service. With only two people in the shop, and an average of between 75 and 80 service calls per week, cross-indexing of records for various departments is not necessary and simplicity is a must.

Like all good service technicians, Art depends heavily on word-of-mouth advertising from satisfied customers to draw in the new ones. But he helps it along with more

(Continued on page three)



This attractive combination shop, featuring radio and TV sales, and full electronic service is the result of Art and Mrs. Packard's 27 years of hard work and good-will service.

"WINTERIZE"

—YOUR SERVICE WARDROBE



TIME TO BUNDLE UP for Old Man Winter! It's cold on the outside, but for those chilly winter service calls you can dress in season and in comfort with a Philco Service Uniform.

These uniforms for both sum.

mer and winter are getting to be popular parts of the service population's wardrobe around every town. More and more service technicians are finding them an economical buy, sturdy, long wearing and a smart way to make a lasting customer impression.

Large, roomy pockets for small tools in these quality gabardine pants, shirt and jacket can save you many unnecessary steps. In a practical dark green shade that is simple to keep clean and doesn't rumple easily, Philco Service Uniforms come in all sizes for the tall or short, slim or pleasingly plump service technician.

SPECIAL OFFER!

Here's a special opportunity that will really set you up for winter, save you money and help prevent bad weather sickness. For a short time (*until November 30th only*) your Distributor will offer you, *free of charge*, a warm, light jacket liner with each purchase of a complete uniform (pants, shirt, jacket and cap). A really swell buy! You'll save a couple of dollars on the liner and be ready for whatever this winter can dish out!

Settle your uniform problem once and for all right now! March down to your local Philco Distributor and place your order for a complete uniform set (part numbers below) and receive a free jacket liner, compliments of Philco!



PART NO.	ITEM
PR-2035	Jacket
PR-2036	Trousers
PR-2106	Cap
PR-2107	Regular Long Sleeve Shirt
PR-2109	Black Lettering

THE PACKARDS OF EL PASO



The well-kept interior of the Packard's shop, with Art and Mrs. Packard all ready to sell, service, or just show you around!

(Continued from page one)

concrete forms of promotion. A mailing list has been built up over the years and current promotional material is sent out periodically. Local newspapers are used extensively to acquaint new customers with the Packard services. A year around medium often overlooked by many dealers and service technicians is the telephone directory. Art places a good sized ad each year to reach the customer who is looking for good service in a hurry. Since directory advertising over the long pull is relatively inexpensive, it takes but a few calls gained from this medium to pay off the cost of inserting the ad. After that, everything else is gravy!

And if a service technician is needed in a hurry, Art Packard can supply the type of service that satisfies, in a hurry! He has what is probably one of the most complete service shops available to the public. You will notice illustrated the complete array of latest test equipment available for servicing auto radios, home radios, and television receivers. The proper test equipment arranged for convenient use enables Art to quickly locate and repair troubles in a minimum of time—a saving that will be put to good use on still another job.

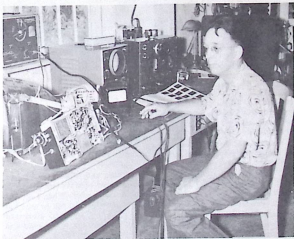
Digging back into ancient history, we found out Art has carried Philco identification with his business from the early days of RMS. As a three category member of Philco Factory-Supervised Service he has faithfully attended every service school along TV, auto and

home radio lines held by Mosen, Dunnegan and Ryan, Philco Distributors for the El Paso area. Some of the highest grades recorded in these schools are chalked up to Art Packard which indicates the importance he attaches to a continual service education.

From all the standout features of the Packards' service career, one main point has been the keystone of their unqualified success—integrity. All of the many people who know Art and Mrs. Packard—customers, dealers, distributor personnel, or just plain friends—are outspoken in praising Packard's reputation.

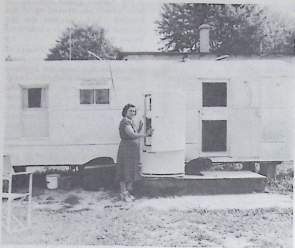
Both are loyal Philco boosters and have materially aided in promoting Philco products to their customers. And these customers have responded in kind by their loyalty to the Packards. There is no better way to build a good reputation!

The very fact that a part-time basement service shop has developed into the thriving company so popular in El Paso today bears out the competency, dependability and good will which has built that reputation. Let's chalk up another credit to integrity . . . and the Packards of El Paso.



Art Packard's test bench, generally conceded to be one of the most complete in the El Paso area, is one of the main reasons this Texas city gets good, fast service when needed.

A SUPER-SATISFIED PHILCO OWNER!



Last month you read the "Case of the Torrid Model," the fire scarred Philco television receiver that refused to quit. And, as was said then, we don't print this type of story often, although many of you hear of some mighty unusual cases such as this locally.

But this story we have to tell, it's too good to pass up!

We have received thousands of letters written by customers about Philco products. Some have been in praise, some in complaint. But the one we got recently from Aberdeen, Maryland, is the kind you dream about. There is nothing that could possibly be added to explain this letter, so we'll let it speak so glowingly for itself:

"Yesterday at our club we were discussing refrigerators and I was asked what kind I thought the best, and this is what I had to say.

"In the summer of 1951 I bought a Philco (9 cubic feet). It was used but in perfect condition—and in February 1952 our home was completely destroyed by fire. We were only partially covered by insurance so we had to salvage what we could. The refrigerator was burned, gaskets around the doors destroyed,

dials melted away, even the lining of the door burned away.

"We removed it out of doors, and my husband decided to see if it would still operate—and it operated perfectly!

"We scraped the outsides and put on a couple coats of enamel, bought a new door gasket which cost us about eight dollars, and a new dial for the freezer unit.

"We had to move into a trailer and it's too small for a big refrigerator so, since February 25th of 1952 it has set out-of-doors, through rain, snow, sleet, fog and the heat of two Maryland summers. It runs perfectly, and I supply my neighbors with ice cubes—trays of them are given away daily to people who work in a nearby laundry and restaurant plus a motel.

"My poor Philco is really taking a beating and is sadly in need of paint again—but it's still giving us the best of service. When I am able to get another you can be sure I'm going to have a Philco! Dozens of people can verify every word I've written is the truth."

MRS. FREDERICK BUCHINGER
Pulaski Motel,
Aberdeen, Md.

LEARNING NEW TECHNIQUES IMPORTANT TO ALL SERVICE TECHNICIANS

Every service organization, large or small, has a source of trouble-shooting information which can be used to good advantage—and most can find it right in their own backyard!

New knowledge is constantly being gained by the service technician who makes the everyday service call. And short service meetings, held periodically, are an ideal way of passing those experiences from one man to another.

These meetings should take the form of lively discussion periods where each man should be encouraged to discuss his difficult service problems and explain the fixes he found, as well as the procedures used to locate the trouble.

The more experienced service technicians of the group should be encouraged to explain the use of various test equipment at these meetings with a brief question period following. If there are no questions he should ask questions of the group to be sure they are familiar with the points covered.

In the case of a small service shop where the technician does the work himself and has no assistance, this procedure can be modified. When attending his Distributor Service Clinic, he should make every effort to obtain information from the Distributor Service Manager regarding current fixes which have been found by others in his area.

It is also wise for the service technician to make notes on the difficult service problems he runs into during the week and to keep a card file on these problems, including the fixes found. If the problem should come up at some future time and he does not remember the exact procedure, this file will immediately pinpoint the cause, effect, and remedy.

These suggestions can help the service technician in the field to improve his day-to-day service procedure. Combined with careful analysis of the monthly Philco Factory-Supervised Service literature, few field problems will be found that cannot be promptly and easily corrected.

PHILCO SERVICE AWARDS, NEBRASKA, U. S. A.



All of the awards on this page are through Philco Distributor, General Appliance Co. with headquarters in Omaha. And the Omaha awards included, front row, left to right: Dale Alton, Joe Litt, John Sturik, Ed Kraiggie, C. E. Eicklund and Art Collman. Back row, left to right: Gil Stranghoener, General Service Manager of General Appliance Co.; Leonard Herdzina, Frank Summers, Allen John, Bill Briza, Bill Satterfield, Philco's Electronics Service Manager; and Jack Mattingly, Service D. R. of Philco's Southwest Division.



Lincoln, Nebraska awards. Front row in the usual order: Raymond Van Buskirk, Irwin Kelly, Frank Smith. Back row: Gil Stranghoener, Bernie Parker, Ervin Uphoff, Jake Heidenreich, and Jack Mattingly.



Columbus, Nebraska. Front: Ben Homan, Bill Cook, Lee Robertson and Gary Altmanbofer. Back: Gil Stranghoener, Bill Gittman, Ralph Widhelm, Bill Satter, and Jack Mattingly.

SHOP TALK CORNER

"Sorry, but I cannot sit idly by and allow even one of those beautifully sensitive Philco tuners to be ruined by somebody 'squirting' carbon tet into it (see \$10.00 Award—September, 1953). Carbon tet is a good cleaner (alcohol is a better) but should be used sparingly and with a suitable applicator such as a pipe cleaner. Then a clean pipe cleaner should be used to apply a very thin coating of tuner-lube or some such non-acid lubricant. I have been unable to find an inaccessible place in a Philco tuner—that is, for a patient, careful workman.

"Squirt carbon tet into a volume control to quiet it? Uh uh! Never—for two days later it will be twice as noisy and the customer twice as unhappy with it. For heaven's sake, take some pains with these Philcos, they are the finest equipment available and deserve painstaking workmanlike care! Take the V.C. apart, wash it, lube it, put it back carefully, dress leads properly, try it out and then you've got something."

W. R. THORPE
Sunland, California

We've had a few letters regarding this fix and would like to hear more comments from any of you, pro or con, on the use of carbon tet as a cleaner for tuners. How about it?

"I am 37 years old and have been doing servicing work for about 6 years. I'm going up for my F.C.C. examination soon. I think the Question Box is very good, but when you have a question on TV could you show a picture of the trouble and how the picture looks on the set with the trouble in it?"

JOHN MAKAR
Export, Penna.

It would be almost impossible to illustrate all of the questions printed in the "Question Box." However, where it would be beneficial or aid in correcting the difficulty, a sketch will appear showing how the set looks with the trouble in it.

"I have been a Philco serviceman for around 14 years. Started out on Philcos and am still servicing them. I believe they are the top line this year. The Philco SERVICE SUPERVISOR is OK. The PHILCO SERVICEMAN paper is a waste. If it is for the serviceman, let it be about service—service hints, service oddities, and service business ideas, for the man who does service work every day. Not a column to fix your own set—that is where a distributor's serviceman can help, if needed. Not for want ads or a place to show off new lines—use the MERCHANT-DISER. Philco has always had the serviceman's problem in mind, until some high pressure salesman got hold of the PHILCO SERVICE-MAN.

"Give us a good answer when someone calls us at 10 o'clock at night and wants that set fixed now. Carbon tet is no good on front-ends, leaves a white film. Use lubricant. Spend your \$10.00 on a new editor—a retired serviceman! I still want to get my Philco mailings. What is wrong with the 12B4 vertical output tubes—they burn out cathode resistors?"

EUGENE C. HUNTER, JR.
Tuscaloosa, Ala.

Mr. Hunter really covered a lot of ground in his letter and we feel his remarks should be answered.

For the answer to the problem of 12B4's, refer to the Question Box, Page 8, October, 1953, PHILCO SERVICEMAN.

Now, let's get down to brass tacks, Mr. Hunter, we are trying to make the SERVICEMAN a paper for the service technician, for "the man who does service work every day." Maybe we miss the boat some times, but we do get plenty of letters saying the SERVICEMAN is right on the ball. It reaches over 50,000 men in the field every month—servicing dealers, service techs who specialize in all forms of appliance and electronic servicing—the guys who get their hands dirty in this business. And we try to make the publication interesting to everybody, not just one specific type or category of technicians. We hope that information on new lines will give the servicing dealer sales tips to pass on to customers. The "success" stories can be helpful to fellows who want to set up their own businesses along a pattern set by another successful operation. The Question Box we hope proves to be a helping hand when a tough fix comes along. At least these are our intentions. And sometimes, just for "kicks," we toss in a few things we hope you'll get a chuckle or laugh from. Maybe it's what they call a "throw away," but life is serious enough without a few laughs now and then! We appreciate your comments, Mr. Hunter, because along with all the others they help contribute to a better understanding of what you, the service technician, wants. Keep 'em coming!

By the way, we have received some very interesting News Views. Comments for use in Shop Talk Corner. They all contained really constructive suggestions and you'll be seeing them in coming issues as soon as our Service and Engineering experts have had a chance to look them over and comment on them.

That's all for this month, fellows. See you in December on Shop Talk Corner!

QUESTION BOX

Question

What causes the tone arm of either an M-22 or M-24 to hesitate in its travel from the rest-post to set-down position and near the end of the cycle to jump into the set-down point?

ERNEST HOYER
Spokane, Washington

Answer

Probably dirty bearing surfaces or burrs on the bearing surfaces of the actuator bearing assembly or decreased tension of the return lever spring.

Question

When checking oven temperatures, how long should the oven be allowed to heat before a true measurement can be taken?

JACK MOSS
Sacramento, Calif.

Answer

Thermostats are designed so that the oven will maintain oven temperatures under cooking conditions. Allowance is made in their design to permit the home-maker to open the oven door for the purpose of placing the food in the oven and at the same time maintain the desired cooking

temperature. To permit this, a certain amount of "overshoot" in temperature is registered during the first cycle of the oven (when the signal light first goes out). When the signal light goes on again, the temperature should be very near to the desired setting. But for most accurate results, a reading should be taken on the third cycle, one when the light goes on, one when the signal light goes off. Then average the two readings. This is the temperature on which all adjustments should be based.

Question

Can you give us the correct cut-on and cut-off temperatures for the AV-75

HARVEY NATICK
Oklahoma City, Okla.

Answer

The cut-on temperature is minus 3° plus or minus 2°.

The cut-off temperature is minus 16° plus or minus 2°.

The temperature readings given are contact readings taken at temperature control bulb—not cabinet air temperatures. These readings apply in room

temperatures up to 75° with the temperature control set on the "Below Zero" position.

Question

Can you tell me of a gadget or a special pliers that we can buy or make for fastening the dial cord clips? They would be useful.

CLEM DORWEILER
Minneapolis, Minn.

Answer

We do not know of any gadget or special pliers that are available for fastening the dial cord clips. The men in our shop and myself have found that a pair of narrow-nosed wiring pliers or needle nose do the job quite well. Many times the ends of the cord may be secured by knotting a loop in each end rather than using the clip fasteners.

Question

I am trying to repair a Studebaker internally operated aerial that has come apart at the junction of the rod and flexible cable. They used to be soldered at that point but now are welded and you can't make a good solder repair. What is recommended?

BILL WAGNER
Memphis, Tenn.

Answer

The rod and cable will have to be replaced. Order it from your local Philco Distributor under Part No. 76-8656.

10 DOLLAR AWARD!

HOMEMADE JIG IS \$10 AWARD WINNER

A mirror and a flashlight combine to earn ten dollars for our inventor of the month, R. C. Carroway, 1017 N. Broad Street, Edenton, North Carolina.

We quote as usual:

"Here is another idea which may help someone, especially the Philco service technician. You fellows know how hard it is to replace the 6BZ7 and 12AZ7 tubes in the tuner section of a Philco television receiver without pulling the chassis. Well, I have devised a little jig

which I think works pretty well. I bought a small, rather long handled inspection mirror and a Philco pocket penlite flashlight. I taped the penlite to the handle of the mirror so the light would shine on the face of the mirror. Now I have a jig by which I can easily see how to line up the pins of these tubes without having to pull the chassis. Here's hoping this helps someone save some time on a repair job!"

Lining up tube pins in the deep, dark recesses of a tuner can be

pretty darn exasperating we all know. Thanks R. C., for throwing a little light on the subject!

This letter didn't take more than five minutes to write and it paid off for ten bucks. Let's see, that's about a dollar a minute—a lot more than any of us usually pull down! So why don't you invest a few short minutes of time for an easy payoff.

Send that pet idea on to Philco Idea Award, Post Office Box 6738, Philadelphia 32, Pa.

WILL YOU JOIN THE SERVICE PROFESSION'S 1953 "MEN OF DISTINCTION"?

ALL REGISTERED MEMBERS OF PFSS ARE ELIGIBLE!

Yes, the most exclusive group in the service industry today are winners of the Philco Service Achievement Award! These men, from different parts of the country, all Philco Factory-Supervised Service members, are proof of how good service is rewarded to the extent of national recognition.

Every plaque winner to date is also a testimonial to the fact that the Philco Service Achievement Award is "powerful medicine" for business. In past issues of the **SERVICEMAN** you've seen groups of these winners illustrated. And practically to a man each has benefited through receipt of this handsome plaque.

To date hundreds of plaques have been awarded wherever highest quality service has been given to Philco customers. In the remaining months of 1953 there are still a limited number of award plaques available—and there could be one for you!

Why not make an appointment to talk the matter over with your Philco Distributor Service Manager. Find out how you can join the ranks of America's premier service technicians—outstanding in their field—men who are making friends and customers through this prestige building honor!

And since Philco Factory-Supervised Service membership is a basic requirement for award eligibility, make sure you're signed up as a full fledged member in your category or categories. Prove to yourself that the service you render is the kind that deserves to be recognized in the highest degree by your manufacturer and distributor as well as your customers!



IF YOU HAVE ALREADY RECEIVED THE 1952
SERVICE "OSCAR" YOU MAY HAVE EARNED THE



PHILCO 2ND YEAR ACHIEVEMENT AWARD!
ASK YOUR DISTRIBUTOR SERVICE MANAGER
ABOUT IT.

MEN OF DISTINCTION

To receive the Philco Service Achievement Award all members are rated on the following basis. Check 'em over and start the ball rolling toward your initiation into this honored service fraternity!

1. Technical Ability and Workmanship.
2. Service Reputation—Taken from Distributor's Customer Inspection Reports and Records of Customer Complaints.
3. Promptness in Handling Customer Calls.
4. General Personal Appearance or Appearance of Service Personnel.
5. Ability to Maintain Good Customer Relations.
6. General Attitude toward Products Manufactured by the Philco Corporation.
7. Record of Attendance at Visual Training Forums and Distributor Service Meetings.
8. Use of Genuine Philco Parts in the Repair of Philco Products.
9. Acceptance of Requirements of Philco Factory-Supervised Service Association.
10. Promotional and advertising activity featuring Philco Factory-Supervised Service.