



the PHILCO SERVICEMAN

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AUGUST, 1954

**KEDD Telecasts
Direct to Philco
Servicemen!**

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SERVICE AND SALES WITH PHILCO "ALL YEAR ROUND" AT McCLARY'S

SERVICE pays off in the great Northwest! That's nothing new either because service pays off everywhere in this country. This month, though, we take you to the land of the rugged mountains and endless forests for a visit with V. E. "Mac" McClary of Coquille, Oregon, who offers service and sales to a high degree of efficiency and success.

Our Western cousins take no back seat when it comes to servicing electronic and appliance products. V. E. McClary is a prime example of the business sense and drive that characterizes this section of the American service industry.

An "all year round" Philco Dealer for 15 years, Mac sells aggressively but stands firmly on his service policies as the basis of customer satisfaction and its profitable by-product of repeat sales.

McClary's is another of those far-sighted Philco dealerships that have instituted the highly successful policy of service salesmen to the greater benefit of its entire business operation. The consistent record of increased sales through these strategic employees has convinced Mac, as it has hundreds of other servicing dealers that service salesmen are here to stay. These dealers are quick to point out that nothing more favorable to customer confidence can be accomplished than having the same man who sold the product, service it, too. It is here that the personal touch in salesmanship reaches the ultimate.

The five-man McClary organization (all servicemen except one full time inside salesman) carry a man-sized load selling a well diversified line of appliance and electronic products, servicing same and recon-

ditioning trade-in merchandise before its resale.

The emphasis upon service at McClary's rests on Mac's own personal experience as a service technician years ago. A pioneer range technician, he serviced electric ranges when they were considered a great luxury. And, until he opened the doors of McClary's in 1939, Mac reaped invaluable experience selling and servicing a variety of appliances.

Covering an approximate 40 mile radius, McClary's still manages to complete same day service for a majority of local calls, while others are accomplished within 24 hours.

Fast service is always a good selling point but McClary's never sacrifices quality for the sake of maintaining a reputation for speed.

S. Howard Chamberlain, Service Manager of Portland's Philco Distributor, Appliance Wholesalers, claims McClary's keeps the finest service records he has ever come across. And by "the finest" he means the most complete. Smart dealers like Mac realize that complete records are an aid to better business, while sketchy record information acts as a barrier to increased sales and operating efficiency.

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From left to right: J. T. Hickam and George Mason, Appliance servicemen; Stanley Dornath, salesman; A. D. Clymer, Radio and TV serviceman; Walter Littenberger, Service Manager; "Mac" McClary, S. Harold Chamberlain and Wes Dunn.

TV STATION PIONEERS PHILCO SERVICE COURSE TELECAST



Highest service honor in the industry goes to TV Station KEDD. Here Stanley Durwood (right center), KEDD President, accepts Philco Service Achievement Award from Bill Johnson, (left center), President of Jonsco Corp., Wichita Philco Distributor. Bill Dunaway (extreme left), Jonsco Service Manager, and George Smith, KEDD Chief Engineer who figured prominently in KEDD telecasting of Philco TV Course, stand by during presentation.

HATS OFF to KEDD-TV in Wichita, Kansas . . . first in the nation with telecasts direct to the Philco Serviceman!

In recent months KEDD has been telecasting the Philco Factory-Supervised Service 80-Hour Television Course to the servicemen in the Wichita area. This has consisted of one 25-minute film-record presenta-

tion a day and has proved a valuable and educational convenience for PFSS members.

Here is truly a station with the strongest sense of responsibility to the industry of which it is a part. KEDD management with broad vision, has realized that the television sets in the homes of its audience are only as good as the manner

in which they are installed and periodically adjusted.

In pioneering this new use of television time KEDD, wherever it is received, has aided in increasing the level of ultimate viewing enjoyment for its audience while providing the service businessman with a convenient medium for expanding his knowledge.

The popularity of this feature has been well proven by a number of requests to KEDD for repeats of films missed by servicemen. Response has been splendid, the overworked technician, unable to attend his Distributor Training Center has found KEDD's efforts on his behalf to be nothing short of outstanding. It has paid off for the servicemen, the dealer, the community and the station. In fact so much so, that KEDD plans to run the Philco One Call—One Hour Refrigeration Service Training Program along the same lines for all refrigeration technicians in the Wichita area.

Once again, we at Philco would like to extend our congratulations and thanks to KEDD's management—Mr. Stanley Durwood, President; Mr. John North, General Manager; and Mr. George Smith, Chief Engineer—for their unselfish and intelligent use of television time in the public interest.

NEAT SERVICE IS COMPLETE SERVICE . . .

AND IT PAYS!

DID you ever accidentally spill hot solder on a customer's rug? Or gouge her linoleum floor with one of your tools?

Enough said!



It is sufficient to note that this is no way to build customer good will. In fact, a guy is lucky not to be thrown out of the house let alone ever being called back again!

Of course, most servicemen are careful in the home, but occasionally accidents do happen. That's why it pays to use a drop cloth every time to protect yourself from the possibility of an unpleasant situation.

In response to many requests from last year's renewed members who received PFSS drop cloths as part of their 1954 package, Philco Service is now making this item available to the general membership. Here is a handsome three-foot square of sturdy navy blue

denim with gold PFSS diamond emblems imprinted in the two opposite corners. A rich looking item, even if it is only a drop cloth!

We don't promise that they will blend with the color scheme of every home you visit—but there is a positive effect of professional courtesy there when you flourish a PFSS drop cloth on a call. The customer will appreciate your efforts to keep her home as neat as it was before you came.

A pair of drop cloths in your tool kit will keep your tools handy without doing damage, catch any loose wires, dust or solder that result from the service call. You can get Philco drop cloths at your local Distributor—just ask him for a couple of PR-264's.

Service and Sales with Philco "All Year Round" at McClary's

(Continued from page 1)

A complete daily record is kept of all sales and purchases of new and trade-in merchandise showing cost and selling price, a complete daily record on all labor, in and out, and all overhead, with a gross profit figure for the day. Here an accurate fingertip probes the ever changing pulse of daily business and shows the way for changes in policy or action. Service record cards are kept faithfully and accurately for the life of each product sold. An efficient follow-up sales system is effected by maintaining an individual customer purchase record over a period of years with space for the next item a customer has indicated or might be interested in purchasing. These cards are color tabbed for the next item contemplated and when the store has a special along this line an individual promotional effort can be pinpointed to the prospective buyer featuring the product that is most on his mind.

Proud of his long time association with Philco, Mac is equally proud of his liberal and consistent service policies. Prominent space is allotted to them in all advertising and promotional efforts in newspapers and the local shopper medium. Since service contributes a juicy 40% to overall sales, it stands on equal footing with any other factor in the business.

All McClary service personnel are PFSS members—another factor in the high quality brand of service rendered. Mac himself feels PFSS is the finest support a serviceman can have for his own personal mastery of his business, as well as an asset for the company and its customers.

His confidence in the future of appliance servicing is best demonstrated by Mac's promptness in authorizing both of his appliance servicemen and Service Manager



V. E. McClary, center, accepts Philco Service Achievement Award from S. Harold Chamberlain, Service Manager Appliance Wholesalers, as Wes Dunn, Appliance Wholesaler salesman looks on.

Walter Litzenberger to attend the Philco Distributor Training Center for ONE CALL—ONE HOUR SERVICE run by Appliance Wholesalers. Upon completion of the program, Mac and his graduates all felt that these new techniques are a great step forward in appliance servicing by Philco and will help immeasurably in keeping his customers sold continually on Philco appliances.

As one of the winners in Philco's annual Spring Sales Contest, Mac

and Mrs. McClary have recently returned from a never-to-be-forgotten trip to Hawaii. If you are ever out Coquille way remember, it's McClary's at 331 West First Street where Philco salesmanship and service ability go hand in hand and where each depends upon the other. By the way, you'll probably see Mrs. McClary there, too, since she spends a lot of time at the store. Oh yes, any time you go in you will be in time for a hot cup of coffee—there's always a pot on for all comers.



Taking the "long view" of McClary's, here's what a well set up Philco Dealer's showroom looks like. The unseen major factor of customer attraction is unbeatable high quality Philco service.

PHILCO SERVICE HQ REORGANIZES FOR GREATER EFFICIENCY



JIM BLACK
Appliance Field
Service



ALEX TAGNON
Appliance Education
Dept.



HAL MORRISON
Appliance
Warranty



EARL JEFFRIES
Appliance Technical
Information



TOM WALSH
Electronic Warranty



DON BRONSON
Electronic Technical
Information



DICK HERSHEY
Electronic Education
Dept.



FRANK WHITTEN
Electronic Education
Service

IN A MOVE to streamline and, at the same time, simplify its organizational structure, the Philco Service Division has announced new and broader duties for its Headquarters management personnel.

This reorganization has been surveyed thoroughly and is calculated to provide the individual PFSS member with more high grade technical information, a quicker answer to his field problems and more elaborate field training as new developments occur.

New duties assigned and the managers concerned are listed as follows by division:

APPLIANCE

Stan Peterson, Manager—Appliance Service, continues to head up all service activities pertaining to Refrigeration, Air Conditioning and Electric Range membership categories. His staff includes: Earl Jeffries, Manager—Appliance Technical Information Department; Jim Black, Manager—Appliance Field Service; Alex Tagnon, Manager—Appliance Education Department; and Hal Morrison, Manager—Appliance Warranty.

ELECTRONIC

Bill Satterfield still supervises the activities of Television, Home and Auto Radio memberships as Manager—Electronic Service. His staff comprises: Dick Hershey, Manager—Electronic Education Department; Don Bronson, Manager—Electronic Technical Information Department; Frank Whitten, Manager—Electronic Field Service; and Tom Walsh, Manager—Electronic Warranty.

You will notice that each Appliance Manager has his Electronic counterpart. Each of these managers have been assigned duties to cover every conceivable member activity or problem that might arise concerning any part of Philco's service program.

Requests for information and correspondence should still be channeled through your local Philco Distributor's Service Manager. He will be in constant touch with Philco Service Headquarters in Philadelphia to insure your particular request receives prompt action. Please do not contact Philadelphia directly, since this practice will only result in time and effort wasted on all sides.

Remember, your Distributor Service Manager has extended a blanket invitation to all members to avail themselves of local attention on any matter concerning Philco Factory-Supervised Service.

TIME, MONEY AND MAIL!

WE'RE losing the time and money and a lot of you are losing the mail—important mail—in the form of your monthly PFSS technical information package!

The culprit is "incorrect address." Every month a large quantity of these packages are returned to Philadelphia Headquarters while many members wait out in the field and wonder what happened to their mailing.

We need your help! Please notify your local Philco Distributor in advance of any change of address. He will then notify us in plenty of time to have Headquarters records changed to your new address. When mailing time rolls around again your monthly package will be winging out to you promptly instead of flitting from one postoffice to another. Lost mail can mean lost time and money . . . to you!

Your cooperation will be appreciated in helping to lick this problem so that we all benefit.

SERVICE ACTIVITIES

First and second year Awards at Roskin Brothers, Inc., Albany, N. Y. Left to right, rear: Anthony Iannazzo, Mosick TV Service; Edward Scribner, Ed Scribner Appliances; Harold Niver, Niver's Radio Shack; Edward Ruditis, Watervliet Appliance; Bob McChesney, Service Manager, Roskin's; Leon Noel, Noel, Inc.; Phil DiPace, Modern Radio; Francis Dwyer, Kline's, Inc.; Mr. Mollieur, Mollieur Brothers; Isadore Cohen, Reliable Radio Service.

Left to right, front: Frank Mazur and Robert Dadds, Jr., also of Reliable Radio Service; John Madala, Madala Brothers; David Tier and Anna Wilson, Ravens Department Store; Joseph Mikrut, Union Fern; and Tom Walsh, Luke Electronics.



Mr. E. J. Gustafson, President of the Philco Distributor of that name in Sioux Falls, S. D., presents an Award to Arthur L. Lee, Manager of Thom Hardware, Worthington, Minn., while Oddy Bredeson and Gerry Harmelink look on.

TV Service Clinics still occupy a spotlight in Little Rock. The following graduates recently attended one of a series of TV courses held at Arkansas Radio and Appliance of that city.

Standing, left to right: C. L. Jackson, Joe Holt, James Reynolds, Rayburn Jackson, James Dickenson, James Jackson, Jack May, Roy Fowler, James Keeling, J. W. Smith, C. L. Parsons, and Lloyd Brown, Electronic Service Manager for Arkansas Radio & Appliance. Kneeling, left to right: James McGuire, John Frost, W. B. Bryant, Ben Shannon, and Warren Matthews. Also attending but not shown were Duke Haville, Eddie Hudgins, Isaac Hudgins, Joe Sanford, N. L. Arthur, M. S. Windham, Troy Eoff, Jack Bellas, and Carl Evans.



SHOP TALK CORNER

REFERENCE is made to your discussion in the PHILCO SERVICEMAN of March, 1954, on TV in Europe. Specifically I refer to British TV. You make two rather controversial statements which I feel sure you will wish to correct in order that a true picture is conveyed to the American serviceman. I would mention, in passing, that the British Broadcasting Corporation radiated regular TV programs on a low definition system from their London transmitter at Alexandra Palace in 1936-7, this latter Tx running daily until Sunday, Sept. 3rd in 1939 when it was forced to close for the duration of hostilities.

The first point I would deal with is your statement that "Picture quality is equal to American standards" (picture quality of the British picture). It is a fact that can be both seen and shown mathematically that due to the lower writing speed used in the English system (10,125 lines at 50 frames) a quite considerable increase in horizontal resolution can be obtained for the same bandwidth receiver. I noticed when I started work on TV over here after servicing TV in England since 1937 that picture quality was lower than the British E. M. I. system.

My second point concerns the cost of TV in England, the figures quoted obviously take into consideration only the straight Dollar/Sterling exchange rate. Unfortunately one cannot compare costs in this way at all. Let us take two men of the same trade, both unionized, and both men otherwise equal in marital status and family, etc., working the same "week" (i.e. 48 hours). The English workman will take home a pay packet of approximately £8.00.0 (\$22.40) whereas

his American opposite will take home approximately \$90.00 (my figures are carefully checked and chosen in this particular trade). Now if both men decide to buy a TV set, what labor does it involve for each man to obtain this piece of merchandise? Let us assume the set to be a table model listing for \$200 U. S. and £72.00.0 (approx.) British. It would take the American just over two weeks to buy his set, whereas it would take the Englishman 9 weeks to buy the same thing. This is what the expression "standard of living" means in hard down to earth facts and every American should thank God that he is in a country which is able to give him that high standard, higher than any other country in the world.

RONALD TIDMARSH, B.E.M.
New London, Conn.

Thanks a lot Ronald for your first-hand information on British TV. Your breakdown of income earned between American and English service technicians is extremely interesting. Any way you look at these facts, it becomes a wonderful testimony for our way of life.

I have been getting a number of RF 71A and RF 41 chassis with sync buzz. I have tried tubes, alignment, and checked for positive voltage on grids of IF's and audio tubes. Have not had much luck in getting to the trouble. Would like to have information on this type of trouble and would like to see more information of this type and other types of complaints in the service bulletins.

JAMES WARDLE
Burlington, Iowa

An oscilloscope analysis of the circuits should be made—sync buzz can be caused by trouble in the sync separator circuits, sync separator tube, also faulty AGC action. Lead dress should be checked, proper discriminator alignment and the possibility of a faulty vertical output transformer should not be overlooked.

This is only my second year with PFSS and starting my second year at part-time TV servicing, so I have

yet a lot to learn. My comments, opinions and criticisms wouldn't be worth too much, but I would like to take a few minutes to give my appreciation and thanks to the service department and staff of Garrett, Miller & Co. (Philco Distributors) of Wilmington, Del., whom I deal with. Bill Frangia, Joe Art, Vince, and Crist Glover, these fellows have helped me with a lot of problems such as matching power transformers, deflection coils, etc.

All I can say is if the rest of the Philco Distributors have men like these, it is a great organization. My appreciation and thanks go to the rest of the service department staff whom I don't know by name.

ALEX J. PRATHER
Al's Radio & Electric Repair
Greenhurst, Delaware

Just a line to thank you for the excellent help and cooperation Philco has always given the serviceman.

I hope the following will help speed up service for some of the boys . . .

An ordinary small paint brush is an excellent tool to remove the dust that collects on wiring and parts under the chassis of radios and TVs, when used with the set hot and operating. It will frequently disclose near shorts, loose connections and dislodge bits of solder or wire that could cause trouble. I use a 1-inch brush with 2-inch bristles and keep my hand clear of the metal band. It is pretty fast, safe and sanitary.

L. D. BOYLES
Portland, Ore.

While the information contained above is common practice in the industry we are printing it as a reminder of its usefulness and also to acquaint those newcomers in the field who have not yet heard of it. From time to time we will publish like information which may seem "old hat" to you old timers, but which may give some of our younger members a needed boost.

During 1953 at least fifty of my customers traded in their outdated TV sets for a Philco. Needless to say, every single one of those converted customers is not only happy and satisfied with their new set, but each one is grateful to me for having suggested the riddance of their old set for a fine quality, modern Philco.





This gratitude is reflected not only in better customer relations but in more customers' recommendations and greater income for me. Since I have no store and my work is strictly service, I am kept pretty busy solely by my customers' recommendations. With this in mind I find it more profitable to recommend a new TV (if possible) rather than repair an old orphan or questionable set. These old sets I believe are the cause of the worst customer relations.

I think that the technical information envelope is tops and I always look forward to any Philco lectures in New York where they do a wonderful job.

I also wish to express my appreciation to Philco and the RETMA for having sponsored the advanced TV course in February. I was one of the lucky graduates to receive a Certificate and I wish to assure you that many of us gained a great deal from this course. Thank you again for your valid and consistent training.

ANTHONY ROCCO
Elmhurst Video & Sound Co.
Elmhurst, L. I., N. Y.

We use a rubber stamp and black stamp pad ink to put our store name on every chassis that goes through the shop. In addition, every tube in the chassis is tested and labeled with the date of the test and the quality of the tube. All new tubes are labeled differently so that in the future we can point out the ones which were replaced, as well as the ones which tested good and were left in for additional service.

We also have a place on the job card that accompanies each chassis through the shop for the make of set, model and its serial number. This avoids mixups on identical sets and has, on several occasions, been the means of identifying stolen radios for their owners.

For gimmicks: our pet is the use of shade rollers mounted on the ceiling to keep test prods, leads, antenna leads, signal generator lines and other wires from cluttering up the top of the bench.

Next in preference is a soldering gun holder for every bench. Made of aluminum, they fasten on any vertical surface with screws to hold the gun at a convenient angle for easy grasping. We have different shapes and sizes for the older, newer and larger guns.

We also bore a five-sixteenth inch hole in the edge of our benches to a depth of about an inch and a half. It is so handy to hold volume control shafts while being hacksawed to length.

And a Philco "one minute antenna demonstrator" (a broad band noise generator) is a natural for adjusting padders, touching up ratio detectors, etc.

Brass volume control shafts with an escutcheon nail pin through them at different distances from one end do a good job on auto radios that have a built-in fuse holder. Four lengths take care of all we have found so far.

JACK MAYR
Radio Doctor
Chico, Calif.

Jack Mayr's rubber stamp method looks like efficiency plus to us; a good way to avoid confusion and maintain vital information about each chassis.

We pass along the other information in this letter for those of you who may be interested in any or all of the gimmicks used by our good "Radio Doctor"!

The intermittent radio or television receiver undoubtedly causes more time to be lost and costs more to repair than any other type of trouble a serviceman might encounter. Therefore, I am sure that any suggestion which will help locate intermittents faster will be more than welcome.

One of the most effective pieces of equipment we have found for dealing with the above is a hand hair dryer. This item has several advantages over lamps, boxes and other means of applying heat to make intermittents show up. Perhaps the most important is the fact that the heat can be concentrated on one particular component at a time rather than on a larger area such as you get when using a lamp

or other method. The output air duct of the dryer can be modified to concentrate the heat even more by making an extension for it out of cardboard and holding it on with masking tape.

CARL G. DOZER
Columbus, Ohio

This idea sounds logical and is no doubt completely practical. However, it is urgent when proceeding with this type of work to be extremely cautious when applying extremes of heat to certain wax filled condensers and other components which heat affects. Therefore, if you intend to use the above, please be careful where your heat is applied and for how long.

I would like to see Philco put an emblem on their test equipment with a light behind it. Then when a customer comes in he sees "Philco" instead of just some electronic gear. Only a serviceman would know this equipment was Philco at first glance, but if the name lit up they could not mistake it. If we use Philco Test Equipment, why not advertise it.

LEONARD BAUMAN
Budeau's Music & Appliance
Store
Rhinelander, Wis.

The idea in this letter is quite good according to our Accessory Division. As a matter of fact, they are redesigning the line of Philco Test Equipment and expect to have one that is easily identifiable as exclusively Philco. The above idea has already been referred to Engineering for their views.

I just want to write a few lines on what I think of TV service and the way it is presented to the public today. Too many servicemen go to a customer's home with a chip on their shoulder and with a "get him good and just once" attitude. I have been in radio and TV for twenty-five years and should know of what I speak. To be a success in



10 DOLLAR AWARD!

SLIPPED SACROILIAC? Aching joints? Fallen arches? Are you suffer these maladies from lifting heavy television sets off the bench, loading and unloading them from the truck? Are you old before your time?

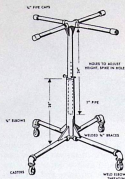
The answer! A service dolly!

"Here is our gimmick to do a faster better job, and believe me, it's the greatest thing that we ever did. We will send other ideas along. This is a service dolly, more or less. It can easily be built in any shop, we made four of them in one afternoon with no trouble at all, and only one man did the work."

"You use standard 3/4" galvanized pipe available at any hardware or plumbing store. Standard elbows, etc., everything is threaded

in advance, then assembled and can be welded very inexpensively at any blacksmith or auto body shop. The complete unit costs under \$10.00 each. But brother, all you do is lift your televisions from the shelf and set them on this unit. It turns completely around to any position for fast, simple handling. It will hold any chassis or complete table model up to 27" sets. You can reach all the bottom chassis holding bolts without any twisting, turning or scratching of the cabinet. The set can be rolled anywhere around the shop, to the truck for delivery, etc. In the shop, you can leave the chassis on it if you wish while servicing, although we recommend the bench.

"This is the most useful item we have ever had. The top platform



is adjustable to any height, but we never change ours."

And that's the answer from Edward J. Dymerski—the Eddie Television Radio Co., Pittsburgh, Pa. Thanks, Eddie—your \$10.00 check is on its way!

SHOP TALK CORNER

(Continued from page 7)

this field you must be more than just a repairman, you must be polite and treat customers as friends, talk to the children, to the dog if necessary, talk about the weather, their health. In other words, be a good guy—it pays off. A lot of people are fussy about who comes into their house so remember to dress neatly, because you are going into the best room in the house. If there is a complaint on the set GO back, it pays off in future calls. The customer gets to trust you and maybe a dozen calls will branch off this one call from their relatives, friends and neighbors. Maybe I don't make as much as the fast talker does but at least I can face them the next time. I think if you treat others as you would like to be treated you will feel better and do a better job.

While I am at it, I would like to pass along an orchid to Mr. Perry of Buhl Sons, your Detroit Distributor, where I get the best of service.

I had a sticker, like we all get every once in a while, and I called Mr. Perry. He looked at the schematic and told me the trouble, which was correct. We work on other sets besides Philco and it is hard to be up on all of them, so just a pat on the back for him—we

all like to be told we are doing a good job.

I thank you for your service hints, they are very helpful.

C. J. SHERIDAN
Sheridan TV
Detroit, Michigan



I am well pleased with the PFSS program which enables me to keep up with the latest changes and improvements on Philco products. Thanks again to Philco.

Also I appreciate the "Shop Talk Corner." I do get a lot of good information from the fellows. I don't have any problems to send in as yet, but when I do you will hear from me.

MORRIS J. REDMANN
Redmann Radio Service
Roswell, N. M.

You are doing a swell job of covering current information. Still, why not publish a booklet showing field experiences that will be helpful, listing the set and all the complaints you have received, with the correction for that particular set. List radio (home and auto), television, record changers, etc. Make same to cover from 1946 to 1953 or something on this order.

Also, why not give information on the removal and installation of the picture tube per set model. This item is quite a headache and some servicemen will not remove a Philco tube for the reason of possibly not having enough or any information on how this should be done.

I hope that you will consider the enclosed information and if you see fit to agree with me on any or all of the above, then I will feel that the time spent writing you will have been worth some.

WILLIAM H. BARGAINER
Huff's Radio & TV Service
Pollok, Texas

Listings of complaints, service procedures, etc., on Philco products is being done now in the Service Supervisor. Concerning your request about picture tube information—glad you brought it up! We are considering this also as a feature of the Service Supervisor in coming months.