



"BLOOD AND TEARS"

... a laugh a minute
on page 4!

RECORD BREAKING SALES TRACED TO SERVICE POLICIES!

WE'VE become accustomed to the glowing reports of what service can do for a sales organization—and every year more and more dealers are finding out, too, when they total up their annual volume figures. But take a look now at the fabulous nine-year record of Jack Boring's Kansas City (Missouri) Appliance Company...

... has grown so fast that he has enlarged and remodeled his quarters *eight times!*

... has increased his business every month since going on his own!

... has earned an enviable sales and service reputation while climbing to the ranks of the city's largest dealers!

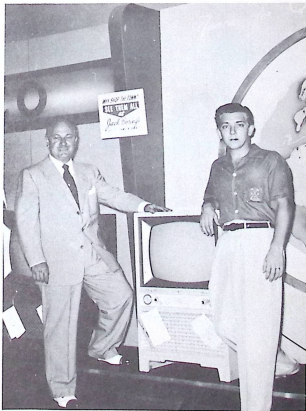
With all this activity in a comparatively short span, Jack Boring is still quick to credit his emphasis on service as the factor that made it all possible.

Boring's, "in the middle of the block" on Troost Street, K. C., is literally a beehive of large scale sales and service. A branch store in Kansas City, Kansas, provides the increasingly popular Boring sales and service "touch" that is making a continual big hit in both Kansas Cities.

The seventy-nine people who work for Jack Boring (including thirty-eight in the service department) are indicative of this organization's size. But, Jack Boring reminisces, it wasn't always that way.

Indeed not! In fact, servicing appliances in a basement circa 1926, is a far cry from the Kansas City Appliance Company of today. But it was a start, and in service at that. In 1933, Jack went into business

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The Jack Borings—Senior and Junior—pose in the "Philco Corner" of their Kansas City Appliance Co.

DRESS RIGHT For Your Job ... IN A PHILCO SERVICE UNIFORM



SERVICING appliances is often times a dirty job. There's grease, and dirt, and solder, and occasionally a climb up on the roof. You can't wear an expensive business suit and risk ruining it daily. You can't slop around in dungarees or fatigues—the customers won't appreciate it.

There is a happy medium though, one that is satisfying all around... neat, hard wearing Philco Service Uniforms. Made of rugged gabardine twill, these pants, shirts, caps, and jackets wear like iron! They'll save your regular clothes and save you money in the long run.

Philco Service Uniforms are ideal for winter wear for, they not only keep you warm, they provide the necessary lightweight freedom to do a service job in comfort as well.

What to wear during work hours can be a problem, one that comes up every day. But a Philco Service Uniform will fill your winter work clothes wardrobe with just the type of clothing a service technician needs to work comfortably and efficiently.

Your Philco Distributor will be happy to outfit you and your employees from head to toe. He has them in all sizes, for all shapes!

Part No.	Item
PR-2035	Jacket
2036	Trousers
2106	Cap
2107	Regular Long Sleeve Shirt
2109	Black Lettering

Record Breaking Sales Traced to Service Policies!

(Continued from page 1)

with two partners—an association that lasted ten years and which logged invaluable experience in the Boring book of business know-how.

By 1943 Jack Boring was raring to go on his own. And he'll probably agree that there could not have been a more dismal time for it! In '43 most manufacturers of appliances were busy turning out radar, communications equipment and ordnance material vital to the war effort. Dealers were selling anything they could get their hands on in a desperate effort to keep their heads above water.

During that period of sales drought, service helped pay back Jack Boring and thousands like him for their loyalty and belief in it. For it was the service conscious dealers who weathered the war years best, falling back on their old calling and keeping busy as other dealerships folded at an alarming rate.

Boring's emerged at war's end in a satisfyingly solvent state, having built an impressive list of well satisfied service customers. With appliances now in good supply, Jack readied himself once more for the big plunge into the highly competitive appliance business. They're still talking about the grand opening of Boring's Kansas City Appliance Company, but the gamble paid off as the aforementioned nine-year record bears out.

Today, Jack Boring is no self-satisfied businessman willing to stand pat on the basis of yesterday's accomplishments. His thinking is as aggressive and dynamic as the year 1954 and once again the service factor is his big ace in the hole. We like Jack's philosophy and the way he has wrapped it up in one thoughtful sentence. In fact, it could well serve as the battle cry for every servicing dealer no matter what he sells...

"...once I get a customer on the books, there is no reason why I should not get every bit of his business from that time on."

There is no reason! The dealer who offers quality merchandise at reasonable prices, efficient service, intelligent financing and a friendly, ethical approach should never lose

a customer to any of his competitors.

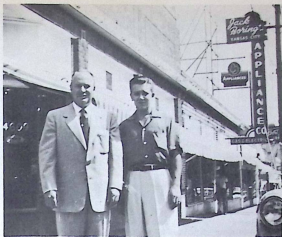
As you would expect, service pays its own way at Jack Boring's. So much so that they have seen fit to carry the previously mentioned high total of thirty-eight employees as a service force covering the entire electronic and appliance line.

Like some other appliance dealers, Boring's is open seven days a week, but unlike many others offers service during all of the seven days. Jack points out that as long as his store is open for sales, it stands to reason he's got to offer service along with it. And anyway, since service is so closely allied to his sales, we doubt if Jack would bother opening at all without it!

A background of twenty-eight years service experience and eleven years in sales, has taught Jack Boring exactly what to expect from the appliance business. Year after year he has expanded his business substantially and service has paced itself alongside each sales gain. Crediting but one fact to his growth from a small, two room store in 1943 to one of the largest dealerships in a major city today is certainly high praise for service. But Jack Boring is fully convinced that is what made the difference. Many other dealers, too, have found that the difference between mediocrity or failure on the one hand and success on the other, has been service. Look at the records yourself of the most successful dealers in any part of the country—you'll find them to be servicing dealers almost exclusively.

Not content with merely accepting these facts himself, Jack goes to great lengths to carry his service emphasis directly to the public. A two-time Philco Service Achievement Award winner, all of Boring's advertising carries the potent message that his business was built on service and it is offered to each and every customer as an integral part of the overall operation.

Naturally, we got to talking about service information and Jack came through with a big plug for PFSS. He feels strongly about a continual flow of servicing data to keep his service crew up to par technically and stated that the boys got more information from Philco than any other manufacturer. He was especially impressed by the fact that no one else supplies fixes and modifications without a specific request.

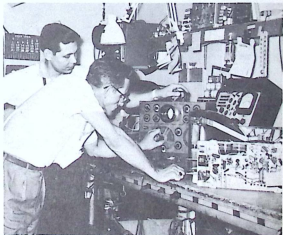


Jack and Jack, Jr., in front of Boring's big appliance center where 38 assorted service technicians offer fine service, seven days a week.

Still another factor enters into the picture and figures to be a definite advantage in the continued fortunes of the Kansas City Appliance Company. His name is Jack Boring, Jr. Only twenty-four, and now store manager, Jack has worked with his Dad since 1943, after school hours and during vacations. He, too, has been in on the ground floor of Boring's and has seen the remarkable growth

that Jack, Sr. has attributed to a concentration on service. Here is young blood, learning the ropes and earning his "wings" in the appliance business—one who has been around and knows the score.

The score is pretty high in favor of the Borings. Success is pleasant to live with, particularly when your deep seated faith in one thing—service—has been the main reason for that success.



Technician Ed Smith (left) and Service Manager Lloyd DeVany work out a tough fix on the test equipment loaded bench at Jack Boring's.

BLOOD AND TEARS

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NOBODY knows what TV repairmen go through—nobody, that is, except other TV repairmen. And, because we've been looking into the subject, we have learned, for example, that one of the greatest hazards they face in the slow completion of their appointed rounds is children. Hell hath no fury like a tot about to be deprived of even an extremely fuzzy image of Roy Rogers and TV repairmen invariably try to sneak sets out of the house while children are at school or (but this is chancy) napping. Children are known to have kicked, pommelled, clawed and bitten men engaged in removing TV sets. Children also go in for making their own TV repairs, often by kicking, pommelling and clawing the sets.

A repairman in Scarsdale tells us he was recently called in to examine a 1948 model that appeared abso-

Cook with Ruth Bean."

Children not only repair sets; they like to experiment with them. Forcing foreign objects into the cabinet to see what will happen next is the favorite sport of many an infant Edison, and in the past few years repairmen have reaped a rich harvest of pennies, buttons, paper clips, marbles and dead grass.

Occasionally a TV set will outdo itself by accident. Take the case of a set we heard about that, thanks to the combination of a defective tube and a film of furniture polish on the screen, managed to produce a sort of color. The owner of the set was furious when a well-meaning repairman, summoned to adjust the antenna, replaced the tube and the screen reverted to plain old black and white.

Some accidental improvements are both pleasant and alarming.

sets ideal for nesting.

Clambering about on the upper reaches of peoples' houses is one of the risks of a repairman's life. The weekly meeting of a women's bridge club in East Orange was broken up early this month when a TV man who was rigging an antenna in an unfinished attic slipped between two rafters, plunged through the living room ceiling and landed right in the middle of a card table. The man wasn't hurt, but the table was wrecked and two cards in the dummy's club suit simply disappeared.

Last week in Brooklyn, a TV addict complained to his repairman that his TV screen tended to fog over late in the evening. He'd made the same complaint a dozen times before, and the TV man had checked the set a dozen times without finding anything wrong with it. Acting on a hunch, he stopped



lutely done for—no image, no sound, nothing. Now, 1948 is the paleolithic or flint-chipping era of TV, and the repairman was about to report to the mistress of the house that the set had better be scrapped when a two-year-old, the son of next door neighbors, darted into the room. The little fellow hadn't yet learned to speak, but had evidently been fooling around with TV all his life. Sizing up the situation, he brushed the repairman aside, took off a sandal, and slammed it as hard as he could against the back of the set. There followed a sound of tinkling glass from inside the set, a gummy substance started running out of the bottom of it and then clear on the screen and loud from the speaker came "Shop, Look and

Not long ago, a lady in Forest Hills discovered that whenever she turned on her set, her living room began to smell exactly like the cider mill on her grandfather's farm in New England which she hadn't visited in twenty years. Luckily she got in touch with her repairman before getting in touch with her doctor, and he traced the singular fragrance to its source. One of the children in the house had emptied a jar of apple jelly into the set, and as the tubes warmed up, the jelly melted.

TV sets are sometimes thrown out of kilter by mice, most of which are not planted by children. Neither are they planted by repairmen, though the accusation has been made. It appears that mice consider the warm, dark coziness of the

in at his customer's home along about 11 p. m. and sure enough, it wasn't the screen but the owner of the set, a man highly susceptible to the beer ads on TV who tended to fog over late in the evening.

Also last week, trouble in the Bronx: a TV repairman got a call from a Mr. Schneider, at such-and-such an address, asking him to pick up a set that had gone haywire. The repairman had previously done work for a Schneider at that address and next morning he sent his driver around for the set. Schneider wasn't at home, so the driver explained his mission to a maid who let him take the set away. The following day, the TV man called Schneider to say that the set had

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New York, N. Y.—Philco Distributors, Inc., here picked up the tab at this plaque award dinner. The well fed subjects, all from New York City, are: front row left to right . . . Stephen McCoy, McCoy's TV; Gus George, Advisory TV; Ed Harris, Service Manager, PDI; Russ Oliver, General Manager Philco Service Div.; Bill Satterfield, Manager Philco Electronic Serv.; Jerry Moscherano, Jerry's

Radio & TV Hospital; Bernie Shearn, Shearn's; Ray Allen, Allen's TV.

Second row . . . Howard Martin, Gannar Elec.; George Pigeon, Pigeon TV; Jack Edelstein, Modern TV; Jerry Amodeo, Madigan TV; Bob Simpkins, Madigan TV; Wilbur Peterson, Channel One TV; Joseph Dusch, Riverdale Electronics Co.; Gil Fisman, Westchester TV Service Co.

Third Row . . . Bob Kelly, Sales Manager PDI; Bernie Walker, Excel TV; Arthur Gallob, Clarkson TV; George Duval, Duval's Radio; Jack Bucks Radio; Adolmo Teruhana, Delmar's Radio; Fred Ewald, Harry Candilera, Rhodes TV; Sid Ruskin, Kinetic TV.

Fourth row . . . Frank Miranda, S. Miranda & Son; Frank and John LaRock, United Radio Labs; Nat Camp, Mechanical Engineering.

Fifth row . . . George Zraitik, TV Service Co.; Larry Thomas, Electronic Labs; Edwin Willis, TV Service Co.; William Dore, Airway TV; James Kelly, Airlow Refriger.; William Schwartz, Jr., W. A. Schwartz & Son; Bill Urquart, Forestale, and Dan Oliva, Queens Abington Service.

SWELLING THE RANKS OF SERVICE'S ELITE



Toledo, Ohio—Bernarr Distributors, this city, make first and second year awards, as follows: standing left to right: Stanley Drott, Drott TV, Monroe, Mich.; O. L. VanDyke, Van's Service, Samaria, Mich.; Albert Boyson, Boyson Refrigeration, Port Clinton, O.; Paul Wolf, Wolf's Appliance, Tecumseh, Mich.; Paul Bowman, Dave's Radio, Toledo, O.; Lawrence L. Washelowski, Brown Radio, Toledo; Gerald E. Wallick, Signal Service, Toledo; Robert M. Gravel,

Gravel's Radio, Bowling Green, O.; Donald Sell, Sell's Appliance, Toledo; Arthur Sattler, Art's Radio, Toledo.

Kneeling left to right: Lawrence G. Richards, Efficient Refrigeration, Toledo; Carl L. Mills, M & S TV Service, Adrian, Mich.; James Cethers, Gene Davis Appliance, Toledo; Cliff Clark, Clark's Home Appliance, Toledo; Edward Glushill and R. Mason, G & M Electric, Galien, O.; Donald E. Omsby, Efficient Refrigeration, Toledo; Robert E. Lloyd, Lloyd's TV Service, Toledo.

PHILCO SERVICE AWARDS SYSTEM EXPANDED



PHILCO's Service Division is expanding the recognition value of its now famous Service Achievement Awards.

In addition to the beautiful engraved plaque mounted on a rich walnut base, organizations winning the Award will now receive handsome lapel pins to wear as continual reminders to all they meet of the singular honor bestowed upon them. The lapel pin is a modified facsimile of the Service Achievement Award.

Everywhere in the country where appliance service is offered, the Award has created terrific impact. Public reaction in particular has been most gratifying to the service organizations who have won the Award and, through the wide use of publicity, it has been a vital factor in increasing both sales and service.

Every dealer service organization with an eye to the future of his business owes it to himself and his employees to capture this highest of Service's honors. The newspapers and trade papers have recognized the obvious advantages of Philco's "Oscar" awards and have turned out reams of free publicity for its holders all over America. This, in the light of sharp service practices that still continue, although in the minority, has thrust Award winners into the limelight—they have become distinct personalities whose services are sought out in preference to others.

Study of Award winners' efforts to publicize their honors during the past three years has revealed a steady stream of increased business traceable to the Award itself. The lapel pins mentioned above provide

another tool to be used in circulating the good news around.

An impressive package stands at the disposal of all Award winners. It includes, not only the plaque itself and the lapel pin, but a publicity material envelope containing direct mail and advertising ammunition (including mats and photographs)—also now available are a colorful decalcomania facsimile of the Award in actual size for use on service trucks or dealer store windows—and an attractive cloth patch of the Award reproduced in gold on brown, designed to be sewn on the right breast pocket of the PFSS uniform.

These plaques, for FIRST, SECOND and THIRD year Award winners, are the key to future service success. The invaluable recognition that comes with them can be yours!



NEWS-VIEWS-COMMENTS FROM PFSS MEMBERS IN THE FIELD

One of the chief problems when working over record changers is to have the changer level (a necessity) and still allow the serviceman to get at the bottom of the changer to watch the cycle. This problem is very easily solved, and does not require expensive "jacks" (which I now have for sale). Simply attach a screw hook to the ceiling directly over the workbench, attach four lengths of brass safety chain long enough to terminate about eighteen inches over the bench. Then bend a six or eight penny nail in the form of a "J" and slide through the bottom link. The hook part of the nail will hold under any chassis and hold the whole works sus-

pended exactly where the serviceman wants it.

Our ceiling happens to be concrete therefore it was necessary to use a lead anchor. Also a small hook on the wall back of the bench holds all the chains out of the road when working on other than record changers.

ALLEN B. FLOERSHEIM
Floersheim Mercantile Co.
Roy, New Mexico

This is an idea that might be classed as "old stuff" to the old-timers, many of whom have been using it to good advantage. But we're sending it along so that the "youngsters" in the field might put it to good use.

I certainly agree with Dan W. Damrow of Oak Lawn, Ill., in the May "Shop Talk Corner" in regard to getting the fuse holder in a more easily accessible spot. I have talked to a dozen TV men who feel the same way about it. We can't make our salt when it takes half an hour just to replace a fuse. How about bringing the leads up through the chassis and putting an insulated hood over it like we used to find in "the good old days" on some of the better radios. Or even cutting out an opening in the bottom of the cabinet and screwing a metal plate over the opening. Let's remember that it is just as necessary for Philco to pamper the serviceman as it is to do the same for the customer. Outside of the fuse and the inaccessible 6BZ7, I believe Philco has the industry licked when it comes to an easy and fast-to-service set. Practical ideas gotten from your bulletins are invaluable.

HOWARD DAHLGREN
Dahlgren Bros.
Onamia, Minn.

Thank you for your comments and suggestions, Howard. Con-

structive criticisms such as these are carefully studied by the engineers when considering set design or change. Many times the serviceman's viewpoint causes the manufacturer and the Underwriters to make additional studies of what they believe to be satisfactory component placement from a service angle.

This might seem a trifle funny to you and me—it's another one for your files. It's the story—absolutely factual—about the TV owner who asked us, while working on his set,



to also change the films in it. He had already seen the ones that were in it. Serious? Absolutely!

Or the other one who came in the show room to see TV and asked us to "tune 'er over to Madison Square Garden and see what's going on there right now." Or another one who called for service, couldn't get anything on Channel 6. On our arrival we found a perfectly normal test pattern and tone test transmission—so the customer said, "There, that's just what we seen last night while the boxin' was goin' on in New York. She just stopped all of a sudden and then that come on. And we know they didn't stop boxin'." Now, fix it for us. Boy! and when it went off, you should 'a' seen all them telephone poles going by. I never knew there was so many poles between here and New York—'tain't no wonder we couldn't see nuthin' between all them poles—and they just kept goin' by." It seems the horizontal sync pulse at the transmitter had failed and his picture had rolled horizontally. We had a lot of explaining and educating to do in each case, you can bet.

But possibly the simplest and yet the most difficult of all was a

simple, straightforward question an intelligent, well-informed customer asked after a service call I made. I replaced one tube and left the old one in the new one's box on top of the TV when I left. The question came after I had returned to the shop—about a half an hour later. What did she ask? "Do you use RADIO tubes in TV?" How would you answer? The tube was a GBY5G—a Philco, of course, and the reason she asked? Your Philco box says "RADIO TUBE" on each of four sides.

Well, I know no one on earth can foresee all the angles—I know a serviceman's job is as much educa-

tion as correction, but this job you can do. How about calling them Vacuum tubes or give them some common nomenclature?

Well, kick it around—I do hope you'll see the point. Any change will be worth this letter.

EDWARD B. EVERHARDT
Everhart Brothers
Smyrna, Delaware

Thanks for your comments, Ed, and you'll be glad to know that Philco receiving tubes are now being packaged with the words "Electronic Tube" on the carton. There are still some of the old cartons circulating around the field but it won't be long before they are completely exhausted.

Our customers are intrigued by the who-dunits on TV. We are plagued by the what-dunits in TV. Take the case of the blown B plus fuse. A new fuse may bring the corpse back to life, but if the identity of the villain is not determined he may strike again when our back is turned. Why not substitute a current indicating device for the fuse while we investigate and probe for clues? We could use an inexpensive dial bulb of suitable current rating if we had a convenient method of inserting it in the fuse clips. This could be done by forming the clip-on end of a dial bulb socket to fit one fuse clip, and adding to the center terminal a short flexible wire with a metal fuse end cap soldered to it, to fit the other fuse clip. No long leads hanging out of High Voltage cage and no danger to test instruments. Thus our dial bulb will indicate, by variation in brilliance, when we hit the offending tube or part. For example, 2.5 volt .5 amp bulb will burn at moderate brilliancy under normal conditions when used in place of the .6 amp fuse used in many Philco chassis.

ROBERT A. BLAZER
Radio Service Engineer
Collingswood, N. J.

We would like to point out that bulbs of various sizes would be needed for the many different current drains encountered in the many different models of sets that the service technicians encounter.

I thought the following item might be of interest, it points up the durability of Philco receivers and what may come out of the old junk box. A short time ago it became necessary for broadcasting stations to provide Conelrad service which is a system of monitoring a key station so that if the station





leaves the air in case of emergency, we may do likewise or shift to an assigned frequency. Being a small 250 watt station, we monitor our neighbor KRLD, a 50KW CBS station. Now there are a number of ways to provide the required service but the following is the way we set our own.

In my shop a year or so ago a customer left a Model F1442, code 122, auto receiver to see if it was worth repairing and has not returned for it. Mr. Wilson, one of the repairmen, replaced an open coupling capacitor and the old F1442 was as good as new, even with all the original tubes. Here was our receiver but we needed an A.C. operated set so we just removed the vibrator from the socket, lifted the vibrator transformer primary center from ground and out of the junk box brought a 110 volt to 6.3 transformer and hooked her in place to provide the 6.3 A.C. to the vibrator transformer. We had thought that for audio monitoring we might need to add some filtering, but not so. Now to operate our relay we mounted an extra socket, from the junk box, and using a new 6J5 as a voltage amplifier we picked off the AVC voltage from the F1442. With the signal being received from KRLD the F1442 develops an AVC voltage which, when amplified, will hold the relay open, but when they leave the air the F1442 receives no signal and there is no AVC so the relay closes setting off our buzzer. When the buzzer sounds we can turn up the audio and when they return to the air with the instructions we are set. This set is turned on at 6:00 a. m. and off at 7:00 p. m. each day and shows no sign of quitting.

The picture is of me doing my hobby—farm reporting.

MARTIN L. PITTS
Pitt's Service Center
Terrell, Texas

I have just been reading the letters in the SHOP TALK CORNER of the PHILCO SERVICEMAN of July, 1954.

I, too, have spent hours trying to file the Philco Service data so that it would be usable.

My best solution has been this. I file the manuals numerically according to the PR number. Then to locate any items I refer to the Philco Parts and Accessories Catalog and look up the model number of the radio or television and this refers to the PR number. In our shop the fellows "yell" for me to look up the necessary schematics!

The Eighth Edition of this Catalog does not list all of these, but the Seventh Edition was wonderful, starting on page 178.

MRS. MENA LANAM
Lanam Radio Co.
Berkeley 4, Calif.

I would like to express my thanks for your latest issue of the SERVICE SUPERVISOR. The article on TV service hints is swell, keep them coming.

I would like to add my comments to those of Melvin Stricker of Arco TV (July, 1954 SERVICEMAN) about separating the antenna terminals from the back of the set. I would like to suggest that you just punch this portion out and attach it with a couple of screws to the cabinet separate from the back. It would sure help a lot.

You fellows have designed a swell set. We handle several makes of TV and we like Philco the best. It performs swell and gives us less trouble than any other set we have. Keep up the good work, and we will keep pushing Philco.

LYNDON S. WILCOX
Smith Elec. Co., Inc.
Latham, N. Y.

10 DOLLAR AWARD!

AUTO RADIO TUBE CHECKER . . . SWEET N' SIMPLE!

Forrest W. Conrow of Craig Radio Shop, Craig, Colorado, gets the nod as the November winner of Philco's \$10 Award. Forrest writes . . .

"I have an idea that is worth \$10 to me and I think it is worth that much to any serviceman.

"When checking tubes in an auto radio I find it hard to see and work at the same time, so I devised this little light to aid me. I took an old penlight I had laying around, soldered two leads into a screw base bulb from which the glass had been removed, the leads being about 24 inches, and soldered the other end of the leads to a screw base receptacle. By using a No. 222 prefocused bulb, I have a light where I need it. I also fastened a small magnet to the base so that I can anchor the bulb at any angle I need."

From the accompanying illustration you'll see that Forrest's idea

is simple but one that will prove a real time-saver for auto radio servicing.

BLOOD AND TEARS

(Continued from page 4)

been repaired and would be delivered in an hour or so. "What set?" Schneider asked. "I'm looking at my set this minute. It works fine." The TV man had no sooner apologized and hung up than the telephone rang; it was Schneider calling to ask when his blankety-blank set would be picked up, if ever. The TV man said he'd be right over and over he went, to find that there were three Schneiders living in one apartment building. The third Schneider had already notified the police that his set was missing and they were scouring the neighborhood for a thief posing as a TV repairman.

