



# *the* PHILCO SERVICEMAN

VOL. 26

NO. 5

MAY, 1956

NEWSPAPER  
ADVERTISING

PAGE 2



**A NEW REALISM IN SOUND REPRODUCTION** is achieved by the new high-fidelity "Music Chamber" phonographs with matched speaker systems introduced for 1956 by Philco. The matched audio system employs Philco's electrostatic speaker in conjunction with an electrodynamic "woofer." A newly developed Push-Pull circuit produces a maximum 10 watts of output, resulting in increased power and eliminating distortion. The new models incorporate a Philco 3-speed automatic record changer, and a stabilized tone arm with only one-fifth of an ounce weight on the record surface. Separate base and treble controls enable the listener to select tones from deepest base to highest treble.

# 'SELL YOUR SERVICE'

## THE SECOND IN A SERIES OF "BUSINESS BUILDING" ARTICLES NEWSPAPER ADVERTISING

**I**N ORDER to maintain a progressive service business, it is absolutely necessary to establish and follow a definite course of advertising action. This action can be planned immediately after ascertaining your total yearly sales promotion budget (a deductible income tax item). And, when working on your budget... don't forget to allocate part of your promotion funds for newspaper advertising. It can become your greatest sales aid, if

properly employed, because it offers you the most inexpensive and practical means of reaching the mass market.

Newspaper advertising should be considered with two factors foremost in mind... consistent placement and ad association.

Consistency is important because newspaper ads are more effective when placed on a time schedule basis, rather than haphazard now and then

placement. Advertising can be compared with a salesman... few sales are made on the first visit. Each successive visit brings the sale that much closer to reality. The advertiser who expects revolutionary results from his first advertising effort is only kidding himself and should not have advertised in the first place. Frequent advertising will assure name repetition and promote consumer acceptance over a period of time. It is always better to schedule half a dozen small ads at regular intervals, than to place one large advertisement only one time.

A big advantage in maintaining a regular advertising schedule is—you can request your ads always appear in the same section of the newspaper;

**YOUR TV SET  
GOT THE**



Maybe a minor adjustment or replacement of an inexpensive tube will make it like new.

*Call Us*  
FOR THE RIGHT  
JOB, DONE THE  
RIGHT WAY AT  
THE RIGHT PRICE



DEALER'S  
NAME  
ADDRESS  
CITY & STATE  
CALL  
PHONE NUMBER

YOU'LL  
*Welcome*  
THIS  
TELEVISION  
SERVICEMAN!

You'll welcome him because he's going to do the right job, the right way, at the right price.

Our television service technicians are courteous, helpful, and trained in up to the minute factory methods for expert service on all makes, all models.



IF YOUR TV SET NEEDS ATTENTION:  
*Call* PHONE NUMBER  
DEALER'S NAME  
ADDRESS  
CITY AND STATE

AUTHORIZED MEMBER - PHILCO FACTORY - SUPERVISED SERVICE

OUR TV SET  
IS  
**WONDERFUL!**



We Use  
**PHILCO**  
Factory-Supervised  
Service  
Our Philco Factory-Supervised Servicemen repair any model, any make, and do the right job at the right price.

*Call-*  
PHONE NUMBER  
DEALER'S  
NAME  
ADDRESS  
CITY & STATE

PLAY IT SAFE . . .



For your  
NAME OF  
PRODUCT  
*call only for*  
**PHILCO**  
FACTORY-SUPERVISED  
SERVICE  
*at*  
DEALER'S NAME  
ADDRESS  
CITY AND STATE  
PHONE

FOR  
EXPERT  
SERVICE



TELEVISION  
OR RADIO

*Call*

DEALER'S  
NAME  
PHONE  
ADDRESS  
CITY & STATE

*at the lowest cost*

FOR NAME OF PRODUCT  
SERVICE



*Call* PHONE NUMBER  
DEALER'S NAME  
ADDRESS  
CITY AND STATE

for instance . . . television service ads on the program listing page, always in the same column, in the same position above or below the page fold. Above the page fold is preferable.

**Ad association** can be accomplished by incorporating some item into each ad to characterize the series with a certain individuality which can easily be identified and associated with your business. We have already discussed carrying the same theme, trademark, caricature, etc., in a previous article pertaining to direct mail advertising. The same principle would also apply here.

Newspapers cover either large metropolitan areas or small localities, and are published either daily or weekly. Your selection of newspapers in which to advertise will depend upon the scope of your service activities and your over-all advertising budget.

Before placement, you'll have to evaluate the benefits you'll receive by using either or both of the two types of newspaper advertising offered . . . display or classified.

**Display** is more expensive, because it is not as restricted as classified to particular type styles or art treatment and therefore can offer more attention value. Artwork can be employed and the ads can carry a general creative air and appear in any section of the paper.

**Classified**, on the other hand, offers no variation in general design, because of restrictions pertaining to the use of art and various type styles. All

classified ads are also usually grouped in the same section of the newspaper.

Space for both types of advertising is usually sold by the column inch. Large display advertisements are usually sold by the fraction of a page rate. The number of days and the particular days you choose for running will also influence the over-all cost.

Monday is usually a good day to run service ads, since many appliances break down during the two-day weekend with no service available.

If you intend to prepare your own ad copy, refer to the information we presented in last month's direct mail article. In some cases though, your newspaper advertising expenditure might be large enough to justify your obtaining professional assistance.

Consult your newspaper representative, because most papers furnish copywriting and art services at little or no cost to the advertiser.

Most manufacturers supply ready-made newspaper mats, which have been prepared specifically to "sell your service." These mats have been prepared by professional advertising people and might be the exact answer to your particular problem. A few sample mats (available from Philco) are illustrated as examples of good service advertising material.

Most smart advertisers study competitive advertising . . . What is the competitor selling and how is it being presented? Are your ads as effective as his? Can you offer additional benefits he might have overlooked?

Research of this type will often save a lot of time and money which would otherwise be wasted.

After you begin placing ads, find out exactly which of your advertisements "pulled" best and why. Which appeals did you find most effective? Did any of the ads "tie-in" with national promotions? Can any of the material be reused for future newspaper ads by incorporating minor changes? Could the ads be reprinted and distributed in a direct mail campaign? Were the ads placed at the most opportune time? There are many reasons why various advertisers have been disappointed in the results obtained from their advertising efforts. The most important are . . . the ads were not prepared to "professional standards" . . . the ads had not been employed long enough or consistently enough to become effective . . . or, the advertiser expected immediate results which did not materialize.

Newspaper advertising mistakes can be costly! Prod until you're ready to take the big step. Don't start right in with large advertisements until you are sure that you have gained enough experience. Place small ads first . . . and the returns will be slow to materialize but persistent advertising will pay off in the long run.

This would be a good time to mention our monthly promotion award . . . what happened to that clever ad you created last month? It might win a prize, send it in and look in again next month when we talk about magazine and telephone directory advertising.

## James M. Skinner, Jr., New Philco President



Effective April 6, James H. Carmine retired as President, Philco Corporation and the company's Board of Directors elected James M. Skinner, Jr., formerly a Director and Vice President and General Manager of the Television Division, as his successor. William Balderston will continue to serve as Chairman of the Board, and Mr. Carmine will retain his position on the Board's Finance Committee. Mr. Carmine will also act as special consultant on sales and merchandising affairs.

Philco's new President joined the firm in 1934 and has a well-rounded experience

in every phase of Philco's operations—Production, Sales, Service and Administration.

During the war years, Mr. Skinner directed the Philco Training and Installation Division activities in which thousands of uniformed and civilian personnel were given intensive training in military electronics. Later he became Vice President—Service and Parts, Vice President—Sales Refrigeration Division, Vice President—Distribution Coordinating of Divisional Sales Activities, and finally Executive Head of the Television Division.

*Philco is constantly telling its customers.*

**LOOK FOR THIS EMBLEM IN YOUR NEIGHBORHOOD**

As a major electronic and appliance manufacturer, Philco is fully aware that the most important factor affecting product sales is "complete customer satisfaction." To maintain the built-in performance of a Philco product requires an efficient service program. Your service is vital to the success of this program. Through you and thousands of skilled members of Philco Factory-Supervised Service, Philco can assure its customers of the finest service everywhere its products are sold.



Each Philco product is accompanied by a User Instruction Booklet... and one page of every booklet is devoted to promoting , the emblem which signifies competent service workmanship.




**OUTDOOR ILLUMINATION**



**INDOOR ILLUMINATION**



Further... Philco promotes  by tie-in advertising in magazines, newspaper, phone books "yellow pages," and on national radio and TV programs. The Philco sponsorship of the forthcoming programs covering political conventions and election returns offers many additional opportunities to promote .

What does this all mean to you? It means that Philco business can be your business if... if and only if you are identified with the  emblem. It's important to establish your association with  now!  means business! This emblem will identify your shop to the consumer as the Philco Authorized Service Headquarters in your area.

**YOU CAN ESTABLISH YOUR ASSOCIATION WITH PFSS AT LITTLE OR NO COST TO YOU...**

**OBTAIN ANY OF THESE PFSS SIGNS **NOW** FROM YOUR PHILCO**

OD —



**ILLUMINATED SIGN**



**PR-3041P**

**PR-3041P**—Brilliant outdoor sign with message in four permanent colors on both sides. Can be seen blocks away . . . day or night. Illuminated by two large 42" fluorescent lamps (included). Plexiglass faces withstand wind pressure up to 125 MPH. Galvanealed steel case is built for long wear and exposure. In addition it's louvered to eliminate humidity, plus copper screening to keep out insects. This sign is guaranteed to meet all local city requirements, regulations and ordinances. All electrical wiring and ballasts are guaranteed against electrical or mechanical failure for one year. Safe delivery is also guaranteed. Sign delivered with your name imprinted on both sides. Underwriters approved. Shipping weight 85 lbs. Size 48"x24".

**ILLUMINATED SIGN**



**PR-3042P**

**PR-3042P** — Illuminates evenly and brilliantly. Ends and back are of die formed metal in lacquer finish. Complete with wired end ballast, 4 ft. 40 watt fluorescent lamp, cord and plug, chains for hanging, easel for standing in window. Ideal night light. Underwriters approved. Safe delivery guaranteed. Shipping weight 23 lbs. Size 50"x14".

**DISTRIBUTOR!**

**OUTDOOR METAL HANGING SIGNS**



**PR-3044PE**



**PR-3044PA**

**PR-3044PE and PR-3044PA** — Outdoor hanging double faced sign, made of 20 gauge steel. Finished on both sides in DuPont Dulux and oven baked between coats with final finish in DuPont clear lacquer for long wear and weather protection. Each sign has grommets holes for hanging. Shipping weight 10 lbs. Size 36"x24".

**20" x 14" METAL FLANGE SIGNS**



**PR-3043PE**

**PR-3043PA** —Appliance Sign  
Has the same message as sign PR-3044PA

THE OL'  
DUACHITA  
SERVICE  
PHILOSOPHER

By JACK DARR



TALKS ABOUT ANTICS AND SEMANTICS

Well, sir, you know, you can get a great deal of knowledge just readin' books, and things, no matter what they're about! I wuz scratchin' around fer somethin' to read, t'other day, and I come upon a weighty tome written by a feller named Korzybski. Seems like his main topic, near as I could gather, was somethin' about words, and the effect they have on us more or less human bein's. His name for this here Phec-nomenon was 'Semantics'. Seems like he thinks that there are words, which, while meanin' the same things, have different effects on people. Words which are synonymous, but vary in their effectiveness.

This here, while not all that he talked about in that book, was enough to git me started ag'in, although you know how little that takes, anyhow! He's got a point there, and a mighty important one, too. One we can all take advantage of, in one of the most important things we do, about our business: the advertisin'!

Y'know, that's the first impression a lot of people git of us, is our advertisin'. Dependin' on the advertisin', sometimes it's the last, too! That's one of the things I meant by the 'Antics' part of the title of this here effusion. Some of the antics that go on nowadays in the name of advertisin' are just plum scandalous, if you ask me! O'course, I'm jist a mite inclined towardst fudduddyness, now and then, an' some of this here 'hard-sell' advertisin' gits my Nanny, it does.

Like I say, that's the first impression lots of people git of you and your business, and you better be dang careful about it, if you want to make a good impression on 'em, or they jist might not trade with you, but go to the feller down the street, if his advertising strikes them a little better.

Lots of us have a kinda slipshod tendency to try and write our own ad's, or let the man at the newspaper do it for us: you'll say, Oh, jist put in anything, as long as it's got my

name and my phone number on it', and let it go at that'. Well, by Golly, that jist ain't the lick it's done with, fer my money. I don't give a dang if it *is* all deductible, it's money, and you better be careful how you spend it! Might come one of these days when you ain't got it, at least in as large chunks as you useta have!

Gittin' back to Alfred K. and his semantics, there's jist a lot to that, if you'll stop an' think about it. Certain words have an unfortunate effect on certain people: jist take f'rinstance the word 'Labor'. You know, and I know, that we *do* actually labor! It's work, and ther's times when it's danged hard work. Ask anybody who's ever lugged a 21-inch table model TV set down two flights of steps, early in the mornin', if it ain't work! BUT! You know, and I know, that we jist dern better not put the word 'labor' on a service bill! If the customer sees it, he'll blow his top! "Labor, \$12.50" "Labor! Huh! Sitting and looking at the bottom of a TV set, and soldering in two or three little parts; For this I am charged \$12.50! Oy-vay!"

Here we go; if you change that *one* little word to 'service charge', nine times out o' ten he won't say a word about it! As A. Korzybski would say, the semantic connotations of the word are entirely different. Therefore, if you'uns'll use the word 'Service' on your bills, you'll run into a lot less squawks than if you say Labor. What'd you say, there in the back row? You, with the red necktie. Yes, sir, I know what I'm talkin' about: I've done tried it both ways, and it works! So, if you have been havin' trouble like that, jist try makin' that one little change, an' see if it don't help you!

Got off the track there ag'in. Got to thinkin' what my wife says to me when I pull a trick like that, jist like your wives do! Fer some reason, she seems to want me to make *money* outa the service business. Wimmen

git some of th' queerest ideas, sometimes!

Nope, there's advertisin' and advertisin', and while the best ad you could have is still the old reliable 'word-of-mouth', when one of your satisfied customers recommends you to one of his friends, and then *he* recommends you to one of *his* friends, and so forth. There's a lot of other ways . . . classified Ad's in the back of the phone book, fer instance: seems like there is where lots of people look first, when they git troubles. There's a lot of good ways, like a little direct-mail advertisin', now and then, jist to kinda keep your name before the public.

Speakin' of advertisin', you might be interested to know that you can git a heck of a lot of good advice, and jist a heck of a lot of good material, right here, from our mutual friends, Philco. Y'know, we're experts in anything electronic: that don't necessarily make us experts in writin' advertising, like I started to say a minnit ago, before you interrupted me. Howthesomever, these guys *are*: they know all of the right words, and how to put 'em together, to give you the kind of advertisin' campaign you want. If you don't understand some of the little details, jist drop 'em a line, or drop in on your Philco Distributor. He's got a mess of it around the place somewhere, and I know he's glad to see you usin' the stuff up: after all, it's for you, not him, and he'll jist be tickled to death to see you showin' enough git-up-and-git to use some of it. I looked a bunch of it over m'self the other day, and danged if it ain't some of the purtiest stuff I ever seen, jist to advertise some dern service shop! (I'm speakin of my shop, not yours, of course. Mine gits kinda dusty and cluttered up sometimes; I'm sure yours *never* does!) (Or, does it?)

Well, anyhow, it all boils down to jist one thing. You gotta convince your customers, by your advertising, by your appearance, and by your ability, that *you* are the boy to handle all of their radio and TV problems; make 'em feel that their precious TV set is safe in your competent, experienced hands, and that you'll treat it gently, and treat them gently, too, when you send the bill! (It don't make no difference if you do send 'em a big bill: if they don't *think* it's too big, why, it ain't!) Y'know, spending money for advertising is like sowing grass seed on a windy day: You never know where it went, until it starts to come up! Y'all come.

# SHOP TALK CORNER

## NEWS—VIEWS—COMMENTS FROM PFSS MEMBERS IN THE FIELD

In the February issue of the *Philco Serviceman*, you published an article on the pros and cons of self-service tube testers. I'd like to report the following observations from this end of the line.

There is a large service organization here which operates a number of shops throughout this vicinity. These shops have all installed self-service testers and stock them with re-branded, army surplus and generally inferior tubes.

This company has just recently installed other testers in drug and other stores throughout the city. Whether or not they have had the nerve to again stock these particular testers with inferior merchandise, I am not in a position, at present, to say. I would not put it past them though, because I have heard many adverse comments regarding their business ethics from former customers.

In spite of the large following of dissatisfied customers, they do a tremendous business because of their extensive advertising of cut-rate service and special discounts on television and in the newspapers. The manager of this operation is doing everything possible to ruin the reputation of the average service technician, and at the same time make a "killing" for himself. He has absolutely no intention of living up to his guarantees and has no sympathy for the customers he has "taken to the cleaners."

I don't think anyone will argue that these do-it-yourself testers in the hands of an organization such as the one I have mentioned will eventually prove harmful to the entire electronic radio and TV service industry. The gyp artist can swindle the unsuspecting public by advertising low-cost service and employ totally untrained personnel to perform the service and push the inferior merchandise.

It is already a fact that the public has very little respect left for television technicians after having dealt with one of these unscrupulous operators at one time or other. It is becoming increasingly difficult for the honest technician, especially in an area where the cut-rate "gyp artist"

is operating, to convince a customer that a higher service charge, when required, is reasonable.

As a result, many capable service technicians are quitting the service business in disgust to go into other related electronic fields. Some have even quit to go into entirely new and different fields and industries.

A boost by the electronic manufacturer on behalf of the honest technician on national television and radio hook-ups would help this situation quite a bit. The manufacturer would gain because of the additional good will in the service industry.

I'm only a little man to be making such big suggestions, but if this letter does any good at all, it has been time well invested.

Pete Soule Radio & TV Service  
Oklahoma City, Oklahoma.

*Your points are well taken and your suggestions are well within our realm of activity.* Ed.

After reading your article on self-service tube testers, I'd like to cast my vote on the unfavorable side. We have always tried to discourage the consumer from attempting his own television repairs, and have always objected to the use of tube-testers by the technician in the customer's home. It is true that we could sell a lot of tubes that way, but we are not in the business to sell tubes. We should replace only the tubes and parts necessary to accomplish a good repair job in order to be honest with the customer. We may get an occasional call back because of a tube which failed later, but no one should be able to accuse us of putting in a lot of tubes and parts which were not absolutely necessary at the time of the first call.

I have found the 1956 Philco television sets to be of superior construction. Keep up the good work! This is one television set which I can recommend to anyone with full confidence that I have recommended a quality product.

I am looking forward to receiving my Color Television Textbook and

will make every effort to attend the Color School at Roskin Brothers, our local Philco Distributor.

Just one final note to say that I liked the way you separated the *Service Supervisor*, it makes it easier to read and file.

L. E. WILCOX  
Smith Electric Company  
Latham, New York.

*A bow, a blush, and thanks.* Ed.

In your February issue, you carried a note from a Mr. Vern La Plante, who stated that anyone who could afford the \$4.50 membership fee, regardless of qualifications, could become a PFSS member, and therefore PFSS was losing its prestige. I wish to take issue with Mr. La Plante, because he is obviously not an "old timer" or he would realize the hardships imposed upon a beginner in the radio and television service field.

I have been a member of Philco Service since it originated and am not a bit jealous of any assistance that it has offered to beginners in the field. After all, who will take over when we are forced to retire on account of age? I started service work when the only test equipment available was a 1 1/4-volt battery, and believe me I was grateful for any or all assistance offered. Even today, I am not one bit jealous of these new, in-



experienced competitors and stand ready to assist them in any way possible.

Please, let's have more constructive letters and fewer criticisms in the *Philco Serviceman* and let's all not overlook the fact that Philco is doing us all a favor by supplying us with this priceless technical material. I trust that Mr. La Plante will reconsider and offer beginners help and advice instead of setting barriers in their way.

GUY D. BROOKS SERVICE  
Gadsden, Ala.

*Thanks for your confidence, we try.*  
Ed.

# \$10.00

## PROMOTIONS

It's amazing, but out of 30,000 PFSS members you'd think we would have received at least one promotion or advertising piece worthy of this month's \$10.00 award... but, we haven't.

Many of you fellows must have participated in an

unusual promotion at one time or other... and your experience might benefit other technicians. Why hesitate?... Send your favorite along today with a statement of results. It might win the ten bucks... or, maybe you just don't need the money.

# \$5.00

## TRADE TRICKS

Our five-dollar award this month goes to Eldon E. Bauman, Morton, Ill.

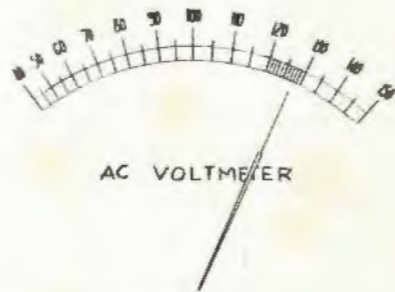
"One of the most annoying problems facing the technician is high fluctuating AC, especially in rural areas. Many service calls or "call-backs" are due to excess voltage affecting the product performance at various times during the day. As the voltage increases both the technician and the customer start pulling their hair. The technician faces the task of having to explain to the customer how the set or the service he performed is not always at fault when a voltage problem exists.

"We came up with what we think a good solution. Take an AC voltmeter and attach a male AC plug. If the problem occurs, let the customer plug the voltmeter into his receptacle and note the time of test and reading obtained. In this way, he can see the problem and we can cure it by selling a 10 volt-down transformer. We build customer confidence, save a lot of unnecessary "call-backs," and sell quite a few transformers. Everyone benefits, and in the end, everyone is satisfied.

"Try it—it works!"

*Philco receivers are engineered to perform properly from 105-125 volts, optimum voltage 117.*

Ed.



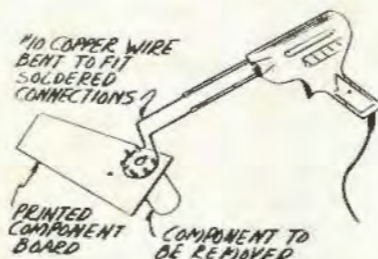
# \$2.50

## TIME SAVERS

Les Wilcox of Wilcox Home Appliances, Mamiston, Oregon, receives our \$2.50 award for this time-saver tip.

"Enclosed is a diagram of a method we use in removing IF and similar components from printed wiring panels.

"You can easily remove printed wiring components by taking a piece of #10 solid copper wire about 6" long and bending it to conform to the shape of the soldered component, then attaching the wire to a 200-watt soldering gun. . . Pull the trigger and the rest is easy."



**CAUTION:** This method is OK except on transistor sets. Induced voltage from transformer type iron can damage transistors. The heat must also be carefully watched to avoid panel damage.

Ed.

## WATCH YOUR MAILBOX!

Attention... Electronic and AYR Members of PFSS... Be on the lookout for your copy of the most practical Color Television Textbook ever published. It's in the mail! This new Philco publication will become one of your most valued possessions... and it's yours at absolutely no cost... as part of your PFSS membership package.

It's complete, from a review of the monochrome system to the latest color television developments.

Here are just a few of the subjects included:

- Review of Black and White Television
- Colorimetry
- Transmission and Reception—Methods and Standards
- Circuit Descriptions
- Color Cathode Ray Tube and Receiver Adjustments
- Color Cathode Ray Tube Assembly and Associated Circuits
- Color Television Receiver Alignment
- Servicing Procedures
- Installing the Color Television Receiving System

A knowledge of color theory and service techniques is an absolute necessity to keep step with this advancing industry.

After you have received your copy and have had an opportunity to study



its contents... Please let us know how you like it. Your comments will guide us in preparing future material for our members.

A  
W  
A  
R  
D  
S