



the

PHILCO SERVICEMAN

VOL. 26 NO. 4

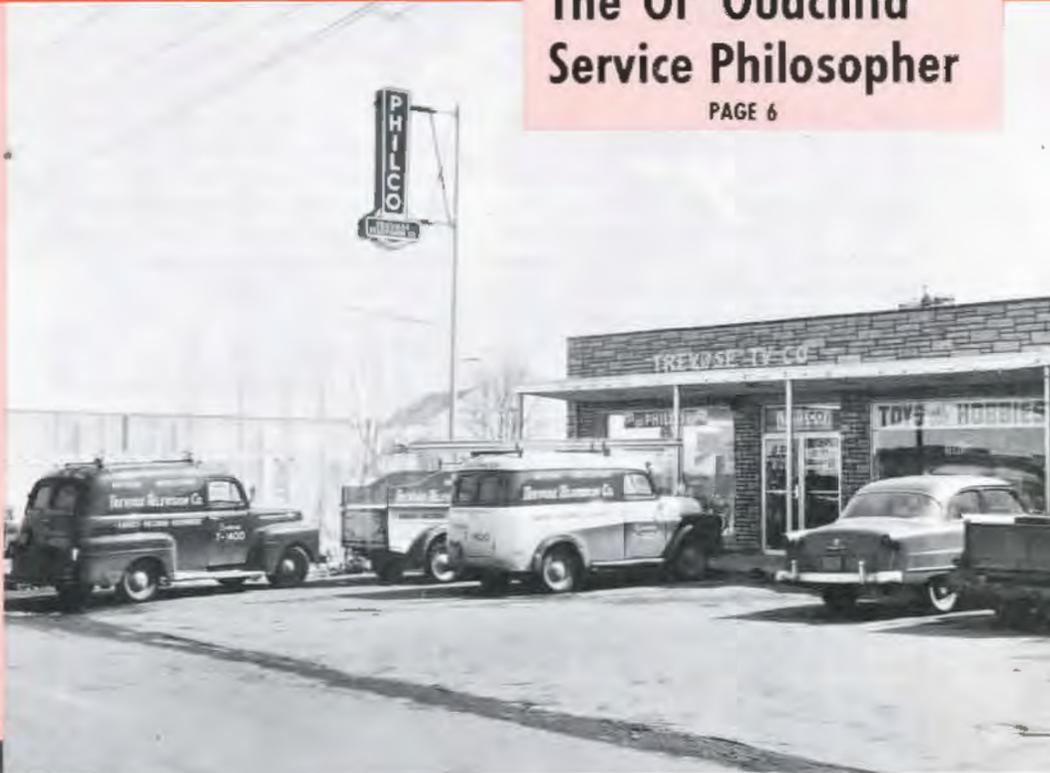
APRIL, 1956

See...

The Ol' Ouachita
Service Philosopher

PAGE 6

*Promotion
Award
of
the
Month...*



TREVOISE TELEVISION COMPANY's competent technicians and adequate service facilities present a combination hard to beat. These factors, coupled with sales integrity, encourage customer satisfaction and promote a large volume of service business for this progressive concern.

A typical Trevoise TV ad won the promotion award for this month... see page 8.

'SELL YOUR SERVICE'

THE FIRST IN A SERIES OF
"BUSINESS BUILDING" ARTICLES

DIRECT (MAIL) ADVERTISING

Direct mail advertising will increase your service business! You might already be using direct mail in some form to maintain contact with your regular customers... but, it should also be used to promote your service facilities as the best in your immediate area, and to introduce your service and location to potential customers. You'll undoubtedly find many uses for direct mail, because it is one of the most effective and inexpensive methods of advertising. Direct mail is timely, flexible, direct and should

assume continuity... a series, and a theme.

When using direct mail, it is important that each mailing piece be prepared to do only one job... it should SELL. If the piece leaves the reader with the impression that you have been a very clever fellow to have prepared such a gem, or that the mailing piece was really a work of art... it has failed to fulfill its objective. Direct mail should sell the product or service advertised and not merely the quality of the mailing piece itself.

If the piece is to act as the convincing salesman it is created to represent, it must be aimed at a single target... the objective you hope to accomplish with the mailing. Direct mail prepared without being directed at a specific objective is about as worthless as no mailing at all.

An important step in planning is to find out exactly how you can reach the greatest number of potential customers with your sales message. Only you can recognize the scope of the mailing required. For example... if you are specializing in auto radio repair you should obtain mailing lists of all auto dealers, body repair shops and car owners in your neighborhood. Or, if you are contemplating a television repair program, you would want to reach the mass audience of television owners, in which case every home owner in your vicinity becomes a prospect.

A good list for a mass mailing of this type could be secured partly from your own receipt file for old customers. The telephone company will also supply you, for a small fee, a reverse telephone street directory, which lists the names and addresses by streets rather than by the usual alphabetical listing. A city directory, voters directory or church directory will also prove invaluable in reaching prospects. A high-school girl can be brought in to type off names and paid either by the hour or per thousand names. The names can be typed on rolls of gummed labels ("Duplistickers" — available from stationery stores). A carbon copy could be made at the same time and used for a future mailing. Another method would be to prepare a master list and type the names directly on the mailing pieces. The master list could then be filed for future use.

There are many basic ingredients which apply to all successful advertising... individuality, clever, truthful copy, the physical form of the piece, are only a few. These are all major considerations when it comes to successful advertising preparation. Let's consider each of these elements in turn...

Individuality can assume many forms... a slogan, trademark, familiar greeting, special ad treatment... any one particular thing which could be incorporated into each mailing piece to make it stand



HERE'S WHAT WE'LL DO FOR ONLY \$ 0.00

COMPLETE TELEVISION SERVICE CHECK-UP

For Brightest Picture—Clearest Sound

- 1 Inspect transmission line, antenna, and all connections for mechanical and electrical efficiency.
- 2 Inspect all chassis components for security of mechanics and signs of electrical breakdowns.
- 3 Adjust back controls to ensure maximum picture linearity.
- 4 Check range of all front controls to assure best tuning control by set owner.
- 5 Adjust picture tube focusing, centering beam bender for maximum brilliance.
- 6 Clean and polish safety glass panel and picture tube face.
- 7 Check test pattern to ensure maximum height and width with good linearity.
- 8 Check oscillator and fine tuning range for maximum sound and picture clarity.
- 9 Adjust horizontal hold system for maximum horizontal steadiness.
- 10 Furnish accurate written technical report of inspection and general operative condition of set.

PHILCO
Factory-Supervised
Service

TEAR OUT ALONG PERFORATION

MAIL THIS CARD

Now!

NO POSTAGE NECESSARY

PR 2016

No Postage Necessary if Mailed in the United States

Postage Will Be Paid by Addressee

BUSINESS REPLY CARD
First Class Permit No. 2892 Sec. 249 P.L. & A. Phila. Pa.

DEALER IMPRINT



apart distinctively from all others. It can be defined as any one particular item which the consumer can immediately recognize and associate with you or your service organization. Think about it for awhile . . . you'll come up with something unusual.

Clever, truthful copy is another important element in ad preparation. As a matter of fact, the copy *must* be truthful . . . postal laws require it. The copy you write will reflect your integrity to the reader. He will despise or completely ignore any exaggerated claims or misrepresentations you might make. On the other hand, he will appreciate and respond to the truthful and sincere presentation of facts. Boastful headlines such as—"Best Service in Town" are less effective than consumer benefit headlines like "Our Service is Prompt, Efficient, and Reasonable."

Always give the reader the benefit of doubt before you even begin to write copy. Direct the copy to one particular person. What would interest him? What would attract and hold his attention? What would motivate him to buy? What benefit is he going to receive? Satisfy this particular person and you'll be well on your way to creating good direct mail copy.

Your headline should contain only a few simple words. It has been proven that the most effective ads, as a rule, contained a headline of seven words or fewer. The body copy should be short, concise and must substantiate the headline and back up any claim you might make. Your

copy should always give the reader a good reason for buying the services or product advertised. Establish one strong selling point, then stress it throughout the copy.

The physical form of the piece will be governed to a large extent by the amount of money available to produce it. The direct mail piece could assume the form of a letter, postcard, or folder. If the mailing is a simple reminder, a postcard will be sufficient. If you are trying to expand your service activities and want to impress the reader, a more elaborate mailing piece might be desirable.

The following generally known facts might influence the physical form or the contents of your mailing piece.

A letter accompanying a folder is more effective than a folder by itself.

A mailing in a standard envelope receives more immediate attention and interest than a self-mailing piece.

The use of a second color, in most cases, usually pays for itself in additional results.

Colored paper stock with contrasting ink will provide a two-color effect, although the old "standby" white paper and a colored ink can at times prove to be just as effective.

Line drawings or sketches are less expensive to reproduce than photographs.

Your best camera shots might be acceptable for illustrations, eliminating the expense of a professional photographer or artist.

Artwork can always be re-used in later ads.

Most electronic manufacturers supply ready-made mailing pieces which

could possibly be far superior to the ones you might attempt to prepare.

Your local printer can usually supply stock cuts or "clip-book drawings" and can be counted on for good layout advice.

Now that we have covered some of the factors involved in preparing the ad, let's consider its ultimate aim, which is to prompt the reader to act in a way most beneficial to you. How should the recipient react? Do you want him to contact you now or later? Is he supposed to call in? . . . write in? . . . come in? Always specify a definite response procedure and establish a reaction time limit. The simplest and easiest response method requested, the better your chance for a greater number of replies.

For example, you could close your ad like this . . . "ACT NOW! Take advantage of this money-saving offer. Mail the enclosed card before June 15th and you will receive this Complete Television Overhaul Service for only \$—." Of course, this might not apply to any ad you might be contemplating, but it will give you the general idea of how to prod the recipient into action.

Illustrated are a few direct mail pieces which reflect many of the points that we have been stressing. Direct mail can help you . . . but, don't expect immediate results. Take it slow and easy and try a few small sample mailings first until you feel that you have gained enough experience to prepare a successful mailing.

Go to it . . . see you next month when we'll discuss Newspaper Advertising.

If your TV Picture...  ...flutters, Streaks, or fades away... ➔ **YOU NEED A RELIABLE TELEVISION TECHNICIAN**

Our qualified technicians are always ready to lend a helping hand!

To make sure that you get the top performance and perfect reception your set was built to deliver . . . call today for information pertaining to our Low Cost Television Tune-Up Service!

LO-3-0000



DEALERS NAME ADDRESS

This Big Business . . . Is

Mr. Ray Nugent, sales manager of the Accessories Division of Philco Corporation, says, "Be good salesmen, good advertisers, and good merchandisers." Last month we printed the first part of Mr. Nugent's speech given before the Texas Electronics Association. Here is the conclusion.



AND here is another successful operation. . . It is the Brown Sales & Service Company of Atlanta, Georgia.

For ten years Brown's Radio Company operated strictly as a service shop. Then the big change took place. This company is now in its ninth year as a sales and service center. It is interesting to note how well Brown's fortunes have progressed by comparing the two periods of different types of operations. The yearly average gross from service alone is four times greater than it was when Brown offered service exclusively.

This expansion of business was brought about by several fundamental happenings:

1. The service staff was given an intensive course in salesmanship.
2. Each man was trained in product knowledge along with the ever continuing technical training.
3. An accessory sales program was established and these men were paid a commission rate on all new accessory business they brought in.

As Gene Brown puts it, "I was amazed at the immediate volume of extra sales that resulted."

Upon investigation Gene Brown quickly found that his men were doing far more than just repairing the radio or television sets in question. They were inquiring about the performance of other sets in the home—how old the TV antenna was—the reasons for installing a new modern antenna—pointing out that phono records would sound better with a new fresh crystal, etc.

Neighbors' roofs were scanned for damage and obsolete antennas and customers were questioned regarding unsatisfactory operations of any radio or television sets owned by friends. This enthusiastic activity and approach to selling commonly referred to in the trade as "word of mouth" advertising launched Gene Brown and his organization into big-time business.

Needless to say, Gene Brown is really a booster of the theory of selling service through accessories. Today the Brown Sales & Service Com-

pany, Atlanta, Georgia, is one of the biggest dollar volume service and appliance dealers in the state of Georgia.

If it hasn't happened to you; it can. Look around! Opportunity is everywhere. But you must be alert to it. You must plan your business and work your plan.

In my travels around this great prosperous country of ours, I have experienced many excellent opportunities to discuss with hundreds of service dealers their business plans.

Many of these discussions have followed meetings of this type . . . service organization meetings . . . and personal calls to the dealer stores.

A summary of these accumulated experiences classifies service dealers into very definite groups as regards their ambitions, desires, experience, and plans for their future business.

Incidentally, I would like to point out that non-technical electronic and appliance dealers sum up into very similar groups.

Group 1

1. Medium to poorly trained as a technician.
2. No advertising or merchandising experience.
3. Lots of ambition to succeed, but no definite plan to achieve this ambition.
4. Very limited credit with any of his suppliers.

Two or more of these weaknesses stand out in group 1 of service dealers.

Group 2

1. First you have the service dealers who have graduated from group 1 by partially correcting their business shortcomings. Therefore the greatest improvement of group 2 service dealers over group 1 service dealers is their improved technical ability and some establishment of credit with local supply houses which has resulted in a noted expansion of business volume.

2. Desire and ambition to go further and assume the added responsibilities that increase in ratio to expansion of business takes a decided drop in this group. But this attitude is quickly corrected when a complete concise business program is laid out for the individual.



Brown's Sales and Service Company
from service alone for
did when Brown offered



Brown's fleet of service vans
a busy day of big

Your Business

3. Very little or no planned advertising and merchandising programs of a consistent nature are being used by this group. Occasional newspaper ads paid 100 percent by themselves are run. Results usually do not warrant the expense because ads lack the professional punch that produces business. Dealer becomes convinced that ads are a waste of time and money, and forgets the whole idea.

Group 3

Many of you are representatives of this category; therefore you will recognize the following brief statements as applying to your own business.

1. Organization may have two to 50 men. Technical requirements are high for benchmen. Outside installation crewmen graduate to bench repairmen as skill increases.
2. They have an established line of credit, and they do budget for advertising and merchandising programs.
3. Their volume of business is checked by the week and necessary additional advertising sales action is taken when volume drops below determined level.

Regardless of which group you may fit into today, opportunity is knocking on your door. BUT you cannot be successful by just going along with a haphazard day by day attitude. You MUST plan and operate your business in tune with the economic and competitive situation that exists. Keep foremost in your mind that millions of dollars are spent each year by manufacturers and distributors telling and selling the public engineering advancements, features, styling, comfort and economy.

This national effort by manufacturers and distributors sets the pattern for your merchandising and selling opportunities in the service and parts business.

Over 100 million electronic and appliance products are owned by the American public, representing an investment of over thirty billion dollars. These products were purchased for entertainment, pleasure or utility. The owners want them to perform and operate efficiently and economically every day. This makes available a tremendous market for you to merchandise and sell your service, parts and accessories... not just to do a repair job.

Your merchandising and selling should be aimed at

1. Quality workmanship.
2. Fair charges.
3. The fact that you use nothing but high quality, proved and tested nationally known parts and accessories.

In receiving tube replacements let your customers know you use high quality, nationally known, dependable tubes. Be sure you get your share of the 130,000,000 replacement tubes that will be sold this year.

Build up your cathode ray tube replacement business by merchandising and advertising the quality and performance of nationally known brands. Be sure you get your share of the five million replacement cathode ray tubes that will be sold this year.

Merchandise television antenna installations and television antenna replacements — use and sell them. Work and plan to get your share of this 75 million volume.

Merchandising, advertising and selling are the ingredients that have made the electronic and appliance industry the BIG BUSINESS it is today... and the GREATER one it will be tomorrow.

Merchandising, advertising and selling—properly applied—makes every business more interesting and exciting every day.

Your electronic and appliance service parts and accessory business is a big business which you can make profitable and exciting for yourself by being good salesmen, good advertisers and good merchandisers.



Service Center grosses four times more than it would service exclusively.



Service trucks ready for service operations.

SHOP TALK CORNER

Read your article on self service tube testers and would like to voice my opinion pertaining to this "do-it-yourself" trend.

First of all, I don't approve of radio and television tubes being sold in drug, hardware, supermarkets and candy stores for the same reason that a television store doesn't sell drugs, hardware, food, or candy.

Second, the proprietors of these places don't know the first thing about television servicing. Suppose a technician were to replace a 6BQ6 tube which developed a hot short immediately after he left and it caused the set to operate improperly. And, suppose the customer were to run down to the drug store to check the tube and it checked good... he would draw the conclusion that the television technician was a thief who repaired the set to deliberately break down soon after he left. Had the customer taken the tube to a service shop to have it tested, the service shop owner could have explained that a hot short could have developed at any time. And, the shop owner in doing so would have helped save the technician's reputation.

Third, you mentioned that these testers would foster the sale of inferior or rebranded tubes. Well, let me tell you... none of these testers stock brand name tubes. I've run across tubes that I have never even heard of in all the years that I've been in the electronic field.

To sum it all up, these tube checkers are degrading our industry in the eyes of the public, not to mention that we are already trying desperately to overcome being looked upon as "the evil ones." These "do-it-yourself" tube testers are just another thorn in an already thorny side.

T. Petra
PETRA TELEVISION SERVICE
No. Babylon, L. I., N. Y.

THE OL' OUACHITA SERVICE PHILOSOPHER

By JACK DARR



THE OLD OUACHITA SERVICE PHILOSOPHER COMES BACK TO LIFE

Well, sir, I was just settin' there, with m' feet on the stove, not doin' nothin' in particular, when this character drops out'n the sky into m' yard in a big, noisy heelycopter. He gets out, and after he gits th' hounds beat off'n him, comes up on th' porch. He bangs on th' door, and I hollered for him to come on in, it'd hold him, even if it did look like it was about to fall down.

He wants to know if I know where a feller named "Oochita" lives, around here, and when all he gits is a blank stare, he tries "Ouchita." That begins to light a little light, and I ask him if he ain't perchance lookin' fer the Old Ouachita Service Philosopher. Well, he decides that that's who he wants, and I bashfully admit to bein' him. Then, he wants to know how you pronounce it, and I explain, slow and patient like, bein' used to it, after all these years, that it's like it was spelled "Wash-i-Taw," bein' some kind of an Indian word, meanin' "Place where There Are Many Tall TV Antennas" or somethin' like that.

Well, we kick the weather around fer a while, an' he finally gits down to what was on his mind in the be-ginnin'.

"Do you fix radios and TV sets?" he asks.

"About every third one," I says. "Of course, all I know is what my customers tell me."

"Well, you must be the one I'm looking for, then. Didn't you write a column for a magazine, a while ago?" he wants to know.

"Yep, did up to a year ago, then I retired. Used to annoy the readers pretty regular, there fer a while. Hain't engaged in none of that kinda activity fer about a year, though."

"Well, how would you like to come down out of the Hills about once a month and give us another of your interesting and educational talks, for the readers of the Philco Serviceman?" he says.

"You must be thinkin' of somebody else, cause you sure ain't ever read none of *my* stuff!" I says, modest-like.

Well, we argue over that for a while, and, bein' polite, and him bein' company, I let him win, and agree with him! Anyhow, after the smoke has all died down, I find out that I've done agreed to set down here and jaw a spell with you fellers, something like once a month, from on on, or at least, until somebody, say the Editor, *reads* some of my philosophyz'n!

One of the things this feller told me was that I wasn't to brag on Philco too much. Said it might seem like we was prejudiced, or something. Well, I told him that as long as he was furnishin' the hall, th' least I could do would be to talk about what he wanted me to, but he says No, you jist go ahead and say whatever you want to, and we don't give a dern. So, OK, I says, and here goes.

First place, this ain't the first I ever hear'd of this organization, not by a long chalk. Way back in 19-Ought-34 or 35, when I first come up into these here Hills, I jined up with 'em, only they called it "RMS" then: Radio Manufacturer's Service." Still the same bunch of good Joes, seems like, only now they call 'em the "P.F.S.S.," which stands fer, they tell me, "Philco Factory-Supervised Service," and they're still puttin' out the same kind of helpful advice, service information, and stuff that they always did. I been with 'em continuous-like ever since. Even kept up my membership durin' the War, whilst me and some of my neighbors was fightin' the Battle of West Texas! And, I don't care what the editor says, I feel like braggin' on 'em, just a mite, anyhow, 'cause they've sure helped *me* out a lot. (Note to Editor: Don't git to feelin' too optimistic; Next month, I'm jist as liable to turn around and whop you one, fer doin' something I don't like!) Anyhow, I thought I'd give 'em a few kind words, now, to git a good start!

What we want to do, around these columns, is to kinda conduct a sort of public forum or something, if you could call it that. If any of you fellers sees anything goin' on that you don't like, jist lemme know, and we'll haul off and let 'em have it.

Jist as a frinstance, they's been quite a bit of talk goin' around lately about the reprocessed tube racket: several tube makers have put out big broadsides, magazines have been raisin' a rusty about it, and so forth. Me, I jist got one opinion, and you can take it fer what it's worth. If a man, in business as a full-time, or even a part-time, radio-TV technician, gets stung on any of them tubes, he gits just what's comin' to him! Them might be pretty strong sentiments, but they're mine, and I love 'em. Way I look at it, tubes are pretty dang cheap now: there's a pretty good markup, *and!!* If you buy 'em from a respectable distributor, and buy *good tubes*: tubes that the maker ain't ashamed to put his own name on, you ain't gonna lose a dime on 'em, 'cause if one of 'em goes bad, you'll get it replaced, and there just ain't too many of 'em go bad, in actual practice.

No, sir, I'll tell you, in this world, you *git* just about what you *pay for!* If you buy cheap, you *git* cheap! If somebody tried to sell you a brand new Lincoln for a thousand dollars, you'd probably look under the hood to see if they was an engine in it, wouldn't you? (Chances are, there wouldn't be, either, at that price!)

You oughta be at least as skeptical of these advertisin' claims for these "wonder-tubes," too, hadn't you?

What'd you say, back there in the corner? You, with the red necktie! You can save a lot of money, buyin' tubes at those prices? Junior, a radio tube, or an order of tubes, is jist like a radio battery: you never know how much you paid fer it 'till you throw it away! In other words, unless you can figure the price into the useful life of anything, you don't know *how* much it costs you! A ten-dollar tire that runs a thousand miles on your truck is jist a heck of a lot more expensive than a twenty-dollar one that runs ten thousand! First one costs you a cent a mile, don't it? More expensive one costs you something like a fifth of a cent, don't it? You figger it out yourself. (Reason I got that'n up so quick, that was one of my daughter's arithmetic problems, what I helped her with last night! Today, she comes home from school and says, "Daddy, *we* got 65 today!")

Well, anyhow, as I said before, I'm a man of few words and many of 'em, so from now on, you're in fer it, as our British cousins say.

SERVICE BEFORE THE SALE!

APPLIANCE SPECIALISTS TRAINING PROGRAM

The men in these pictures can really be referred to as "specialists" after they complete the new Philco Appliance Specialists Training Course. Each group in this new sales program must become familiar with all Philco products, but especially with the particular products they are expected to sell. The group pictured above will sell Philco Home Laundry Appliances.

They actually learn from the ground up... they dismantle each appliance, study the function of each part and then completely reassemble it. Service Division instructors carefully explain the operation of the appliances, describe each part, illustrate assembly and disassembly procedures and then supervise the men as they actually demonstrate all they've learned.

When they complete this course, they will know all about the mechanical characteristics, the sales and service features of each Philco product that they are expected to promote.



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WHAT TO DO WHEN YOUR TELEVISION SET IS NOT OPERATING PROPERLY—

1. Check to see whether the wall outlet is "live." You may do this by plugging a lamp into the outlet. A blown fuse or faulty wiring may be responsible.
2. Be sure that the plug from the television set is firmly in the socket.
3. Check whether the antenna wires are firmly connected to the proper terminals on the back of the set.
4. Check whether or not the antenna wires are broken. If your antenna is on the roof, see whether it has blown down or whether the wires have been damaged.
5. If the picture is not high enough, try turning the VERT SIZE or HEIGHT adjustment, usually on the back.
6. If the picture is not wide enough, try turning the HORIZ SIZE or WIDTH adjustment, usually on the back.
7. If the picture is very fuzzy, try adjusting the FOCUS control.
8. If the picture is unstable, check HORIZ and VERT HOLD controls.
9. If you received an instruction sheet with your set, refer to this for location of adjustments. It is generally not advisable to make other back or "hidden" adjustments unless you know what you are doing. Dangerous high voltages are exposed when you open the back of the set, even with the receiver turned off. There is also the danger of breaking the picture tube, which may result in personal harm as well as expense.
10. After checking the above 9 items, if you still cannot get the set to work, call

TREVOSE TV

BROWNSVILLE ROAD & ELMWOOD AVENUE

EL 7-1400

We'll Be There Within One Hour of Your Call



AUTHORIZED PHILCO SERVICE & SALES

EL 7-1400

Clip This and Paste It on the Back of Your Set

MONTGOMERY, Ala., April 4 (UP). — An associate justice of the State Supreme Court of Alabama, quoted as saying "a '... of a tim

the process of purchasing the Shoomac Park mansion, which dates from 1690, for a reported \$100,000. Original owners were...

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background Here's this month's award winning promotion piece. Park H. This two-column ad appeared in local newspapers. It was submitted by Trevose Television Company. See page 8.

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PROMOTIONS

Mr. Nelson Funk of the Trevose Television Company walked away with the top award this month for his clever advertising piece, which is printed on page 7. The results were

gratifying, and we can easily understand why. The ad suggests that the customer perform the preliminary checks himself and let Trevose TV take care of the more serious tech-

nical difficulties.

How about sending along your promotion favorite as soon as possible? And, don't forget to enclose a statement of results.
Ed.

\$5.00

TRADE TRICKS

Our five-dollar award this month goes to Ed Radomski of Fritzel Radio Laboratories, Chicago, Ill., for his suggestion on an easy method of keeping service on schedule.

"Whenever a number of TV chas-

sis are to be repaired on daily or weekly schedules... attach various colored pieces of paper to the chassis to indicate to the benchman which day the set is scheduled for delivery. Any color code will do — such as

Pink for Monday, Blue for Tuesday, etc.

"This will clear up, on sight, the question of which set is to be repaired first."

\$2.50

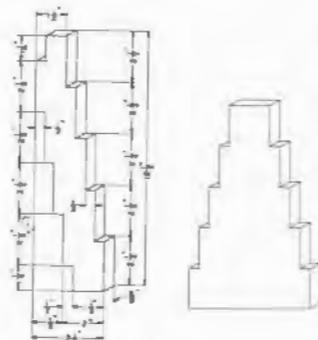
TIME SAVERS

Frank Yonker of Yonker Electronics in State College, Penna., receives an easy \$2.50 for his suggestion on a simple-to-construct bench aid.

"Here's my handy 'Leaning Tower of Pisa.' It is constructed from 3/8" plywood. It stands 3 1/2" wide and 12 1/2" high. The figure is shown with step treads 1/2" wide by 2 1/2" high. With this wooden support, one can

position phono turntables, radio chassis and it is especially good for supporting yoke assemblies when TV sets are turned on their side for under-chassis work. Many other uses can be found for this type of support."

You might also come up with variations of this idea which would prove helpful... such as a block cut to pyramid shape, etc.
Ed.



Keep Accurate Records with... Philco Shop Repair Tags

You'll like these tags, because they're an easy method of keeping track of necessary service details.

Each tag contains three separate sections... a shop repair record, a customer's claim check and a customer's receipt. The tag is perforated at both ends, so that each section can be easily detached.

The first section of the tag, when detached, becomes the customer's claim check. The same serial number is printed on all three sections of the tag to automatically assure positive identification and eliminate any possibility of confusion.

The second and most important section of the tag is the shop repair card, which is a standard 3"x5" file size. Space is provided on the face of the card to enter the customer's name and address—a description of the unit—warranty and delivery information—also, performance complaint data. The back of the card offers space enough to enter parts and service charges. This card offers you ample space to enter all the detailed information required for keeping accurate, complete service records.

The third section has a cord attached, so that it can be tied to the customer's product for identification purposes. It also acts, after the customer claims the product, as a receipt.

The serial number and cord are only two of the many features that make this the most practical Shop Repair Tag in the electronic industry.

These tags have been designed specifically as an aid to better your service business and promote your association with PFSS. Ask your distributor for information on PR1705A—the Philco Shop Repair Tag—NOW!

