

# SERVICE BUSINESSMAN

35 CENTS

1932



MILESTONES  
ALONG THE ROAD  
TO GREATER  
COOPERATION

1946

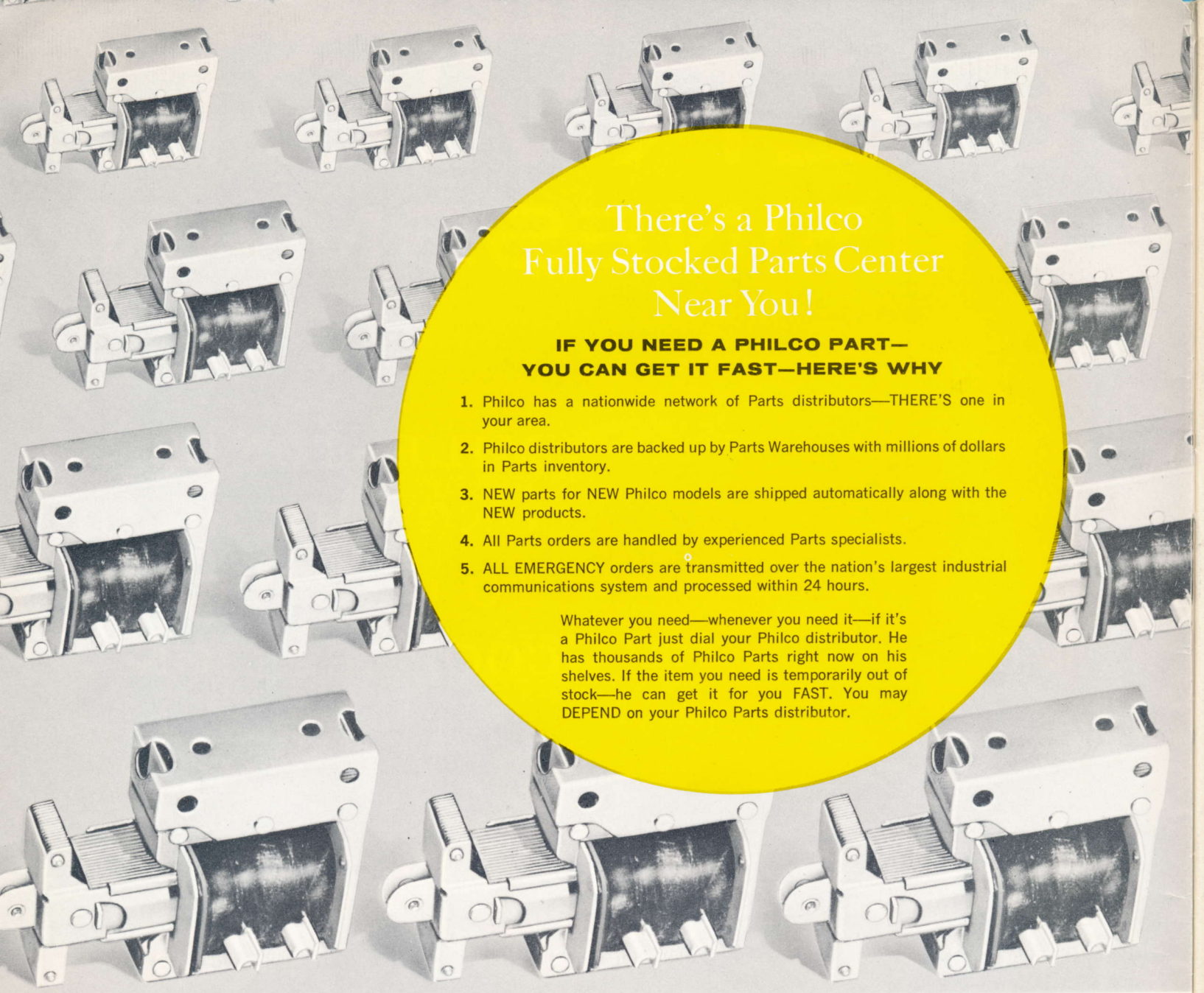


1951



NOW FOR  
**1965**



The background of the advertisement features a repeating pattern of a specific Philco part, which appears to be a mechanical component with a central roller and several electrical contacts. The parts are arranged in a grid-like fashion, creating a textured, industrial feel. A large yellow circle is superimposed over the center of the page, containing the main text and a list of reasons.

## There's a Philco Fully Stocked Parts Center Near You!

### IF YOU NEED A PHILCO PART— YOU CAN GET IT FAST—HERE'S WHY

1. Philco has a nationwide network of Parts distributors—THERE'S one in your area.
2. Philco distributors are backed up by Parts Warehouses with millions of dollars in Parts inventory.
3. NEW parts for NEW Philco models are shipped automatically along with the NEW products.
4. All Parts orders are handled by experienced Parts specialists.
5. ALL EMERGENCY orders are transmitted over the nation's largest industrial communications system and processed within 24 hours.

Whatever you need—whenever you need it—if it's a Philco Part just dial your Philco distributor. He has thousands of Philco Parts right now on his shelves. If the item you need is temporarily out of stock—he can get it for you FAST. You may DEPEND on your Philco Parts distributor.

Your Philco Parts distributor is a good man to know. Not only does he have a tremendous stockroom full of the parts you need . . . whether it is one you use every day, or something that you may only request once in a lifetime . . . but he also has a head-full of valuable servicing knowledge and information and a library of convenient data on just about every Philco appliance that has ever been made . . . and a lot of other makes, too.

He is a good man with whom to do business. Not just for parts, but

for accessories and business building extras, too. He can supply everything you need to do a profitable service business. But whether you buy a thousand parts a month or just one, you are a very important customer to your Philco Parts distributor. Try him . . . and see.

Philco Parts are available through a nationwide network of Parts distributors.

Mail the Coupon Today for the Name of the One Nearest You.

Philco Parts & Service Operations  
C and Tioga Streets, Phila. 34, Pa.

I am interested in receiving information about special Philco Parts offers, prices and facts. Please send me the name of the nearest Parts distributor.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### DEPEND ON YOUR PHILCO DISTRIBUTOR. HE HAS IT!

#### YOUR PHILCO DISTRIBUTOR FEATURES THESE FAMOUS MAKES:

PHILCO • PHILCO-Bendix • Crosley • EVEREADY Batteries and Flashlights • CAROL Cables • GOODRICH V-Belts • GC Products • AUDIOTEX • WALSCO Products  
COLORMAGIC Antennas • PRECISION Test Equipment

PARTS AND SERVICE OPERATIONS

# PHILCO®

A SUBSIDIARY OF *Ford Motor Company*



# PHILCO SERVICE BUSINESSMAN

Published for all those engaged in the service profession. The Philco Service Businessman is dedicated to developing the skills and business know-how of independent professional service technicians in every area of the consumer-electronics and appliance industry.

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VOL. 6

NO. 6

P.Q.S. ....	2
Tech Data ....	4
Truck Contest Winners ....	6
Review Your Insurance ....	12
Poster ....	14
Eyes of the Camera ....	15
Annual Index ....	16

## APPLIANCE ARTICLE

Unit Analysis and Repair .....	7
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## EDITORIAL

# Long Live The King!

Throughout history the multitudes have shouted "The King is dead—Long live the King!", thus to express an affectionate goodbye to a passing era, while enthusiastically acclaiming the next.

On December 31, 1964 a most royal program—Philco Factory-Supervised Service—passed into service history . . . to be replaced by two excitingly new plans that are fully discussed in this last 1964 issue of your "Service Businessman."

The two new plans, PHILCO QUALIFIED SERVICE and PHILCO TECH DATA SERVICE come of a noble lineage. 37 years ago Philadelphia Storage Battery Company (later to be named PHILCO CORPORATION) entered the radio business. The wisdom of providing sound and complete service information to radio technicians was quickly learned. So there was created the first organized information program for independent service people—Radio Manufacturers Service.

How many of our readers displayed the soon famous RMS emblem?

Late in "the thirties" the RMS program was renamed Philco Service and techniques for preparing and distributing useful service information were improved. Then—following World War II and all the rich experience gained from training thousands of radio men to serve in technical capacities for Uncle Sam's armed forces—Philco Corporation introduced the Philco Factory-Supervised Service Association. PFSS Association was destined to become the industry's model of mutual assistance between manufacturer and service technician. But times and requirements change. "Off with the old—on with the new" is a healthy slogan when we put the new to work! Wish us luck . . . and may I wish you—on behalf of all of us at Philco Parts & Service headquarters—a most happy and prosperous New Year.

# Qualified PHILCO SERVICE



John Bennett  
Manager, Service Programs

*The highly respected PHILCO FACTORY-SUPERVISED SERVICE ASSOCIATION came to an end on December 31, 1964. Taking its place are two new Philco plans that mark the beginning of a new era in service cooperation for Philco Corporation and thousands of former PFSS Association members located in the USA and throughout the free World.*

*The first is a greatly improved subscription plan to be known as PHILCO TECH DATA SERVICE. Its importance as the industry's most complete direct-by-mail technical information service is described in an accompanying article.*

*The second replacing plan is PHILCO QUALIFIED SERVICE; an entirely new concept in manufacturer-service technician relationships aimed at developing greater servicing proficiency, recognizing competence and providing better service shop identification in every community.*

Philco is confident that PHILCO QUALIFIED SERVICE will prove an able successor to the PFSS Association program. In a discussion of new PQS at Philco's Philadelphia headquarters, Rayford E. Nugent, Manager—Parts & Service Department said, "For thirty-seven years, Philco demonstrated its sense of close partnership with independent service. For the past 14 of these years this cooperation has been manifest through the PHILCO FACTORY-SUPERVISED SERVICE ASSOCIATION. Through this program we maintained a constant flow of technical information, we served a fine group of independent and technically competent service people, and we like to think we have assisted many of these PFSS Asso-

ciation members to build more profitable service organizations. "But everything changes, everything must improve," Mr. Nugent continued. "More technical efficiency to match more complex products . . . more assurances of the availability of good service . . . these are among the growing demands of TV, radio, appliance and home laundry buyers. Thus, we are obliged to construct a national service facility still finer than the PFSS Association plan.

#### FITS THE PICTURE

"PHILCO QUALIFIED SERVICE fits all the new specifications . . . and we expect it to fit right in with every former PFSS Association member's requirements and expectations.

"As before," said Mr. Nugent, "the new PHILCO QUALIFIED SERVICE plan will involve only independent servicing dealers, shops and technicians—wherever Philco products are sold. Net result of the plan will be better understanding of Philco's products and policies—more *sympatico* between the Philco Distributor and the service outlet—more profit for the outlet—and finally, much faster and more efficient service for the Philco product user."

Mr. Nugent went on to state how Philco, as manufacturer and distributor, must shoulder its obligation to retailer and Philco product user, by developing and supporting the availability of good Philco service. He believes that with the help of independent service and through the medium of PHILCO QUALIFIED SERVICE, Philco's obligation will be adequately discharged.

It is felt that PHILCO QUALIFIED SERVICE contains all the ingredients necessary to the finest

formula for providing prompt, efficient, reasonably priced consumer service on a national basis.

### INTENSIVE LOCAL TRAINING

Principal PQS elements will be intensive local training to increase proficiency, the improved PHILCO TECH DATA SERVICE for disseminating technical information, the recognition and public identification of the sources of good service in every community.

General direction and guidance for the new program comes from the Parts & Service Department at Philco headquarters in Philadelphia. But complete administration of the PHILCO QUALIFIED SERVICE plan including the certification of competent service outlets as PHILCO QUALIFIED SERVICE CENTERS entirely rests with the Philco Distributor and local Philco service management in every distributing area.

Every retailer's service department, every legitimate service business providing Philco product repairs and every professional technician who makes service a full time career, shall be eligible for PHILCO QUALIFIED SERVICE recognition. Primary qualification will be attendance at specialized service training sessions to be held locally during 1965. At the conclusion of these study sessions the department or shop, or the technician attending will receive a Certificate of Attainment and a PHILCO QUALIFIED SERVICE CENTER identification kit. Consequently, national and local recognition as a PHILCO QUALIFIED SERVICE CENTER will be based on proof of ability to service Philco products, on a reputation for integrity and good business practice, and on the shop's or technician's willingness to stay well-informed through subscription to PHILCO TECH DATA SERVICE.

### WHO WILL QUALIFY?

The distinction between a subscriber to PHILCO TECH DATA SERVICE and the PHILCO QUALIFIED SERVICE man or organization must, by now, be apparent. Anyone interested in Philco technical data can subscribe to PHILCO TECH DATA SERVICE. But only the highly competent, trained individual or organization of good reputation will merit recognition and identification as a PHILCO QUALIFIED SERVICE CENTER.

Philco and its distributors anticipate that most former members of the PFSS Association (dealers, shops and individual technicians) will be quickly certified as PHILCO QUALIFIED SERVICE CENTERS, if there is evidence at hand that courses of service study have already been satisfactorily completed. In these cases certificates of

proficiency have already been issued, or will be issued during the early weeks of 1965.

Recognition as PHILCO QUALIFIED SERVICE CENTERS will follow. Obviously, service organizations now registered with Philco under its several DIRECT PAY programs will have an acknowledged skill. So long as the area service manager continues to be satisfied with the ability of these organizations to perform Philco product service in the manner described, PQS recognition will be given.

### BASIS OF ABILITY

To sum it all up, PHILCO QUALIFIED SERVICE will incur no cost to the recognized service technician or organization. No restrictions as to size, scope of activity, number of trucks or technical employes will be imposed. All Philco product training will be given without charge and certificates for proficiency and attainment will be awarded on the basis of ability.

Approximately 100 distributing centers will administer PQS throughout the United States. A

*(Continued page 11)*

**Rayford E. Nugent, Manager Philco Parts & Service Operations . . . "everything changes, everything must improve . . . we are obligated to construct a national service facility still finer than the PFSS Association plan."**



# the NEW PHILCO tech-data SERVICE

C. Howard Tomlin,  
General Philco Service Manager



There was a time when, by comparison, a service technician had a fairly easy job. Once he'd learned a few basic radio circuits, mastered the mechanical principles of the wringer washer, and understood the operation of a heating element, he'd pretty well covered the requirements.

What a difference today! Every time a new product line comes out you and I have to cope with new circuits, new mechanical complexes and any number of revised automatic devices and controls. Now-a-days you almost have to take a full course every year.

Many of us can remember when it was rare to refer to a schematic, a wiring diagram or an exploded parts chart. Now, it's a rare day when we don't find ourselves poring over the latest service manuals or parts guides . . . they're a major tool . . . a vital part of the equipment of every service business. That's why we've devised the new Philco Tech Data Service, a service we believe will pro-

**New automatic mailing service speeds Philco Technical Data directly to the service technician.**

vide better technical information faster than any plan in use today.

As a Philco Factory Supervised Service member, you have been receiving Philco service manuals by mail as a part of your annual membership cost. But beginning January 1, 1965, this will be replaced by a new, streamlined, modern system Tech Data Service, which will be handled on a straight subscription basis. With one low annual cost, you will automatically receive all data on electronics, home laundry, appliances, or any combination of the three.

Under this new program there'll be a far greater supply of technical material, including several important additions. For example: you will automatically receive complete parts-price lists just as soon as they're published by the factory. These



will cover all categories included in your subscription.

We have also arranged to end one of the problems that has brought complaints to all manufacturers . . . the question of information about parts and products that are no longer being produced. Now, as a part of the new Tech Data Service you will receive a "Ten Year Parts Guide" as part of your basic subscription plan. In it you'll find; identification of all Philco products manufactured in the last ten years . . . a list of fast-moving parts as determined by computer research . . . cross-

**C. Howard Tomlin, Philco General Service Manager, reviews service procedures on new 1965 Philco Laundry Products.**

**Complete parts and price lists, service manuals, and reference lists are available for all Philco products.**

reference charts showing parts duplicated on various models . . . and part number information to give you the exact current part number or modern replacement for any parts substituted or dropped from inventory.

The new parts guide is a thorough, scientific approach. Thousands of man-hours are being devoted to compiling the information which will become part of your over-all Tech Data Service.

To round out the new program and make it do every job you expect of it, there will also be important improvements in the area of service

*(Continued page 11)*



# OFFICIAL CONTEST WINNERS

The first annual PFSS truck contest brought a flood of inquiries from all corners. The judges running "par for the course", found it extremely difficult to reach a final decision.

One contest rule was waived by the judges. This had to do with the requirement that the decoration be based primarily on the official PFSS Vinyl Sign Kits.

The rule was waived in those instances where the official kit (for reasons beyond our control) was not available to the member from his local distributor.

First prize winner and recipient of the official PFSS Association Silver Bowl is member John Burrow, owner of Burrow's TV & Appliance Service in Lafayette, Georgia. Runners up are

listed below.

Our thanks to all who entered and hearty congratulations to the winners.

One positive conclusion from the contest:

*Shop owners are becoming more and more conscious of the importance of their vehicles in terms of public appearance and outright advertising value.*

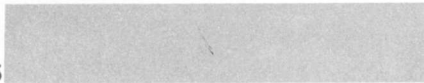


## FIRST PRIZE:

1. John Burrow, Burrow's TV & Appliance, Lafayette, Georgia



2. William H. Sheard, Sheard's Radio & TV, Pueblo, Colorado
3. William A. Guy, Jr., G & M Radio Service, Laurel, Mississippi
4. Alvin Bowen, Bowen TV, 3655 Highland Ave., Beaumont, Texas
5. John McPherson, Mac's Electronic Service, Yorktown, Virginia
6. William D. Collins, Television Hospital, Largo, Florida
7. Montmarquet's TV Service, Manchester, New Hampshire
8. George G. Koch, Koch's TV, Madrid, New York







# UNIT ANALYSIS & REPAIR

(Continued from Sept.-Oct. Issue)

*In the September-October issue, unit analysis and the first of the repair procedure steps were discussed which showed the step-by-step methods of using an external vacuum pump to effect unit repair. The following article covers a second and third method of effecting unit repairs using suction and discharge "tees".*

## PROCEDURE II

Use Original Compressor on the Unit and Process the Sys-

tem Using Suction and Discharge Tee.

If a vacuum pump is not available, an alternate method of repairing the system is given in the following procedure:

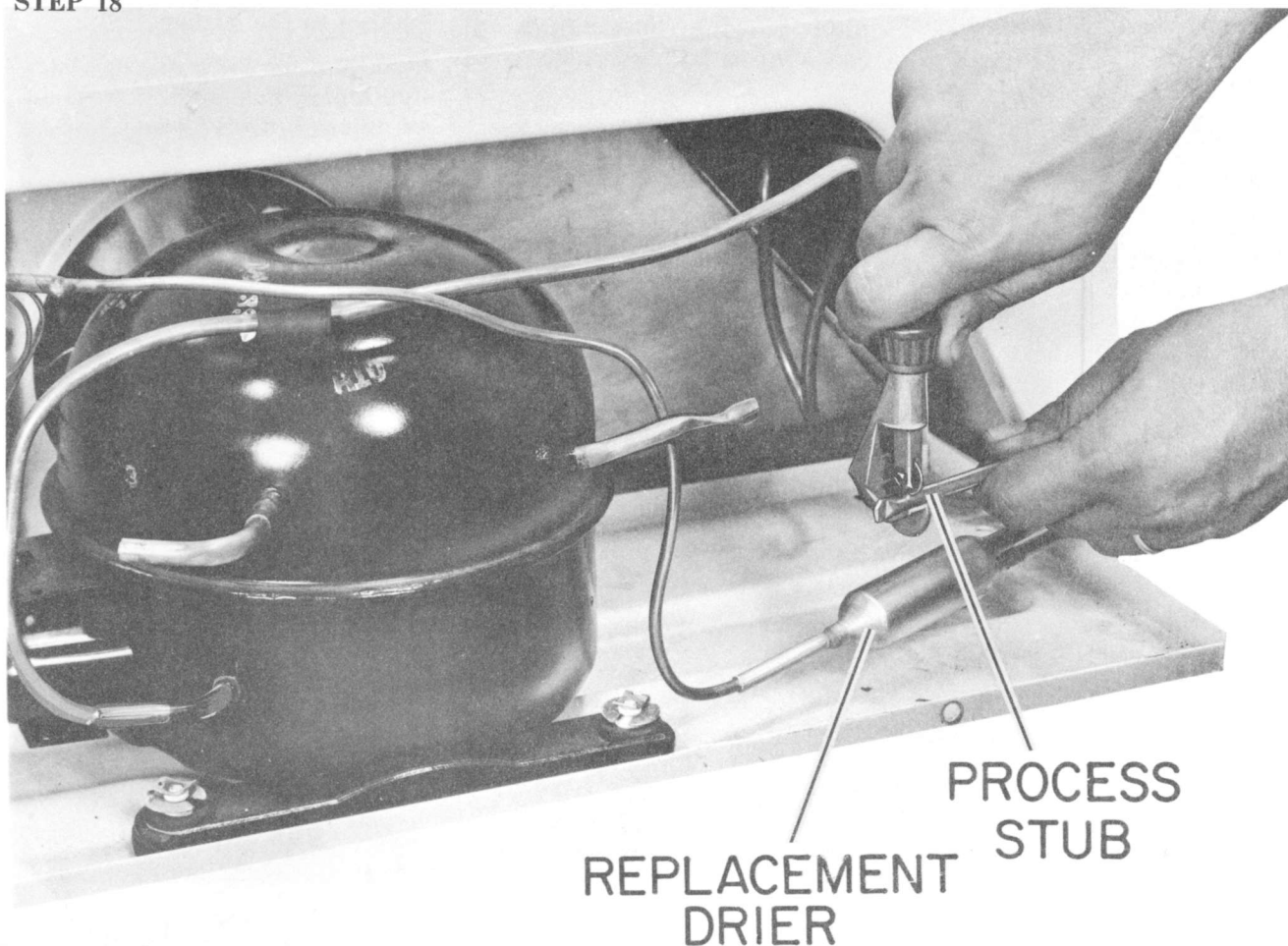
**STEP 17** — Steps 1 through 11 which cover analyzing and testing the motor compressor and components making the repair, installing a suction tee and replacement drier also apply to this procedure.

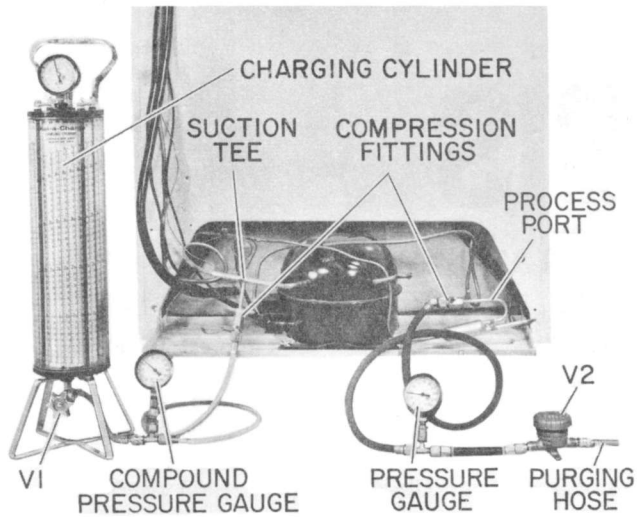
**STEP 18** — **CUTTING PROCESS STUB ON DRIER** — Cut the

sealed portion from the process stub on the replacement drier so that it may be used for evacuating the system.

**STEP 19** — **PRESSURIZING, LEAK TESTING & EVACUATING** — Connect the charging cylinder to the suction line tee. Connect a purging hose, hand valve (v2), and pressure gauge to the process stub on the replacement drier. Close the hand valve (v2) on the purging hose and open the hand valve (v1) on the charging cylinder. Pressurize the system

## STEP 18

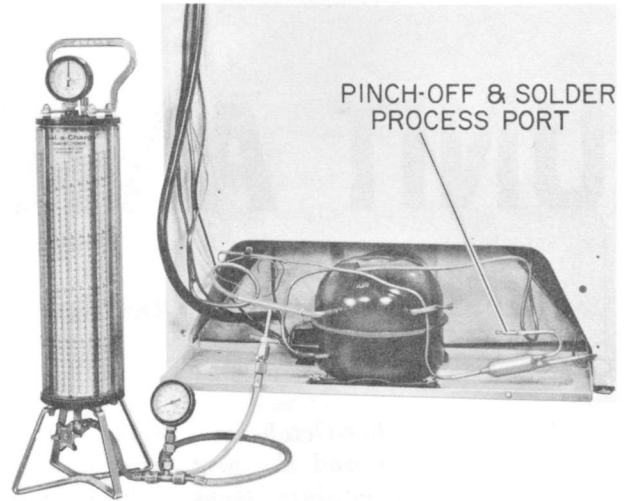




STEP 19

to at least 50# P.S.I. and leak test the system. If no leaks are found, open the purging hose hand valve (v2) and start the motor compressor. Evacuate the system to at least 26". Close the purging hose hand valve (v2) and shut down the motor compressor. Pressurize the system to at least 5# P.S.I. and open the purging hose hand valve (v2) and start the motor compressor.

STEP 21

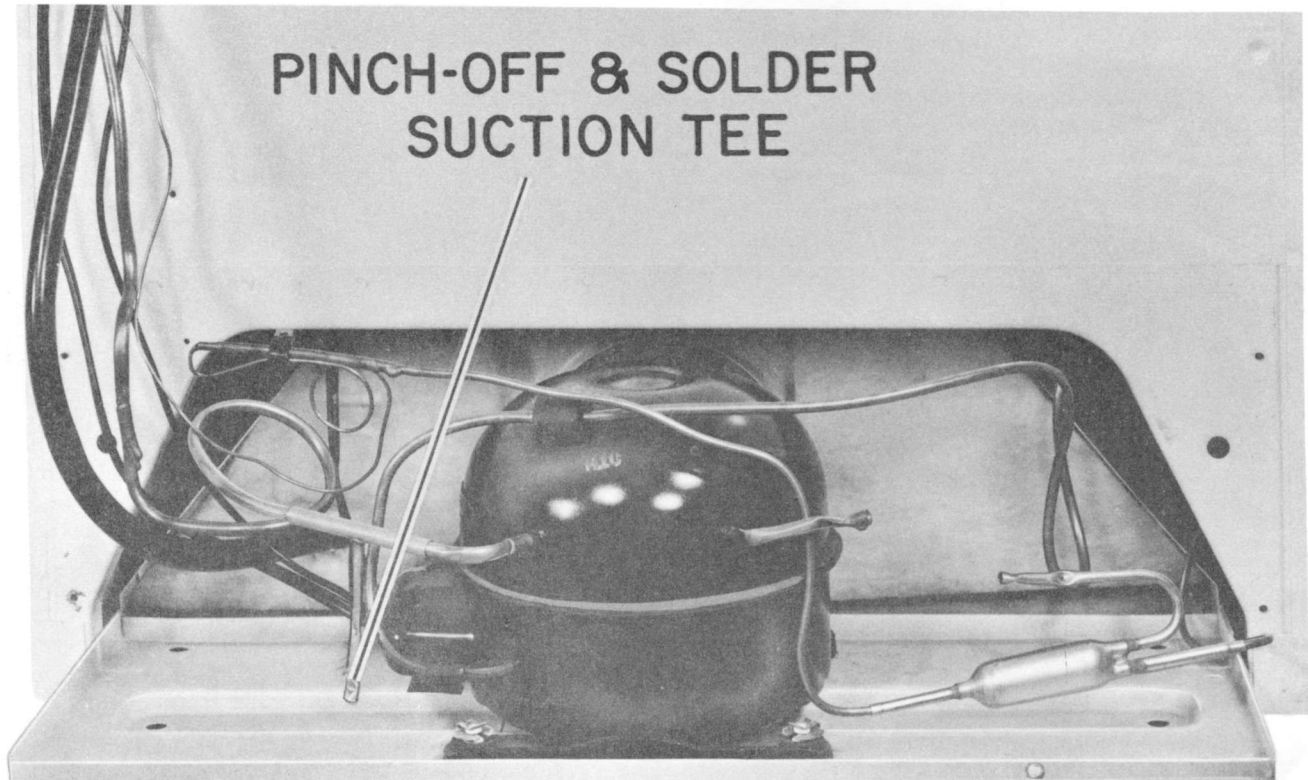


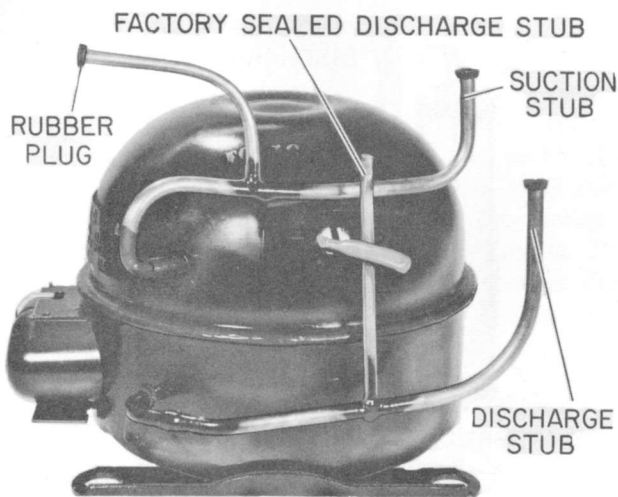
STEP 20

Evacuate the system to at least 26". Close purging hose hand valve (v2) and shut down the motor compressor. Pressurize the system to at least 5# P.S.I. for the second time.

**STEP 20 — PINCHING-OFF PROCESS STUB & RECHARGING** — Pinch-off and solder the process stub on the replacement drier. Remove the pinch-off tool and purging hose. Open the

charging cylinder hand valve (v1), and pressurize the system to 50# P.S.I., and leak test the process stub on the replacement drier. If no leak is found, crack the charging hose fitting at the charging cylinder hand valve (v1) and bleed off the refrigerant until the pressure drops to 5# P.S.I. Start the motor compressor and add the correct charge to the system.





**STEP 22**

**NOTE:**

Charge system to one ounce less than specified in the spec sheet to compensate for the 5# positive pressure left in the system during the last purge.

**STEP 21 — PINCHING-OFF SUCTION TEE** — Pinch-off, solder and leak test the suction tee. Apply Bi-Seal self-bonding tape (8685-44) to any new joints made in the food compartment or freezer area. Any joints outside the cabinet should be painted.

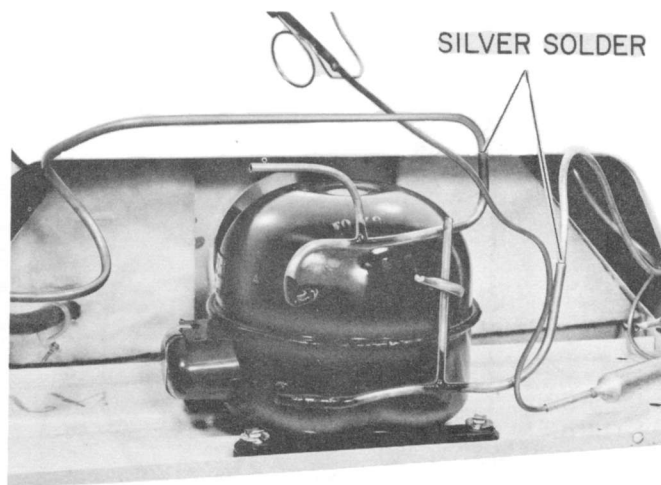
**PROCEDURE III**

The third procedure covers the installation of a stubbed-off type replacement motor compressor.

Steps 1 through 8 which cover analyzing and testing the motor compressor and components, and making a repair also apply to this procedure.

It is important that the original drier be replaced with a replacement drier whenever a refrigeration system is opened.

**STEP 22 — STUBBED-OFF REPLACEMENT MOTOR COMPRESSOR** — The replacement motor compressor is supplied to the field with tubing stubs approximately 12" long. Each compressor contains the correct oil charge and a dry nitrogen holding charge.



**STEP 23**

**STEP 23 — INSTALLING REPLACEMENT COMPRESSOR** — During the testing operation, the suction line was cut in order to connect the test equipment. It is necessary to cut the discharge line in order to install the replacement compressor. Remove the defective motor compressor and position the replacement on the mounting base. Cut and dress the system tubing as required for each individual installation.

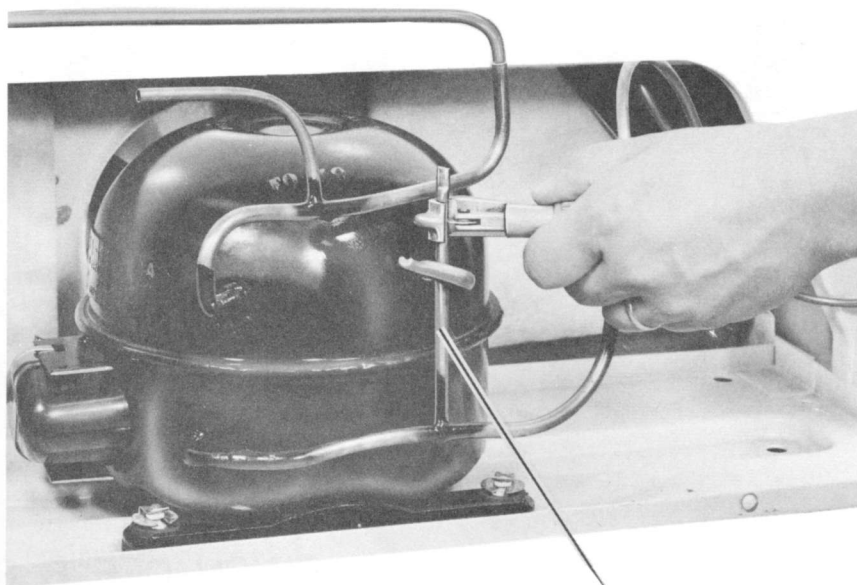
Insert the system lines  $\frac{1}{8}$ " into the compressor lines, flux, fully insert and solder.

**STEP 24 — PREPARING DISCHARGE STUB** — Remove the sealed end from the discharge stub by cutting it with a tubing cutter.

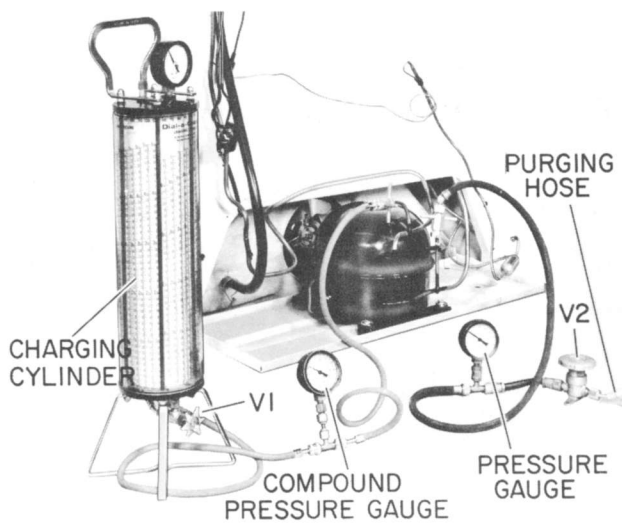
**NOTE:**

Do not remove the sealed end if a vacuum pump is to be used to evacuate the system. Complete the repair using steps 10 through 16 of Procedure 1.

**STEP 24**

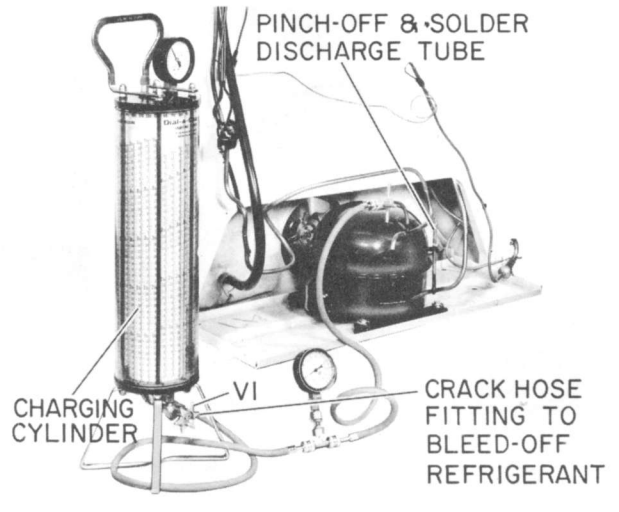


**DISCHARGE STUB**



**STEP 25**

**STEP 25 — PRESSURIZING, LEAK TESTING, AND EVACUATING** — Connect the charging cylinder to the suction stub. Connect the purging hose, hand valve (v2), and pressure gauge to the discharge stub. Pressurize, leak test, and evacuate the system as outlined in step 19 of Procedure 11.

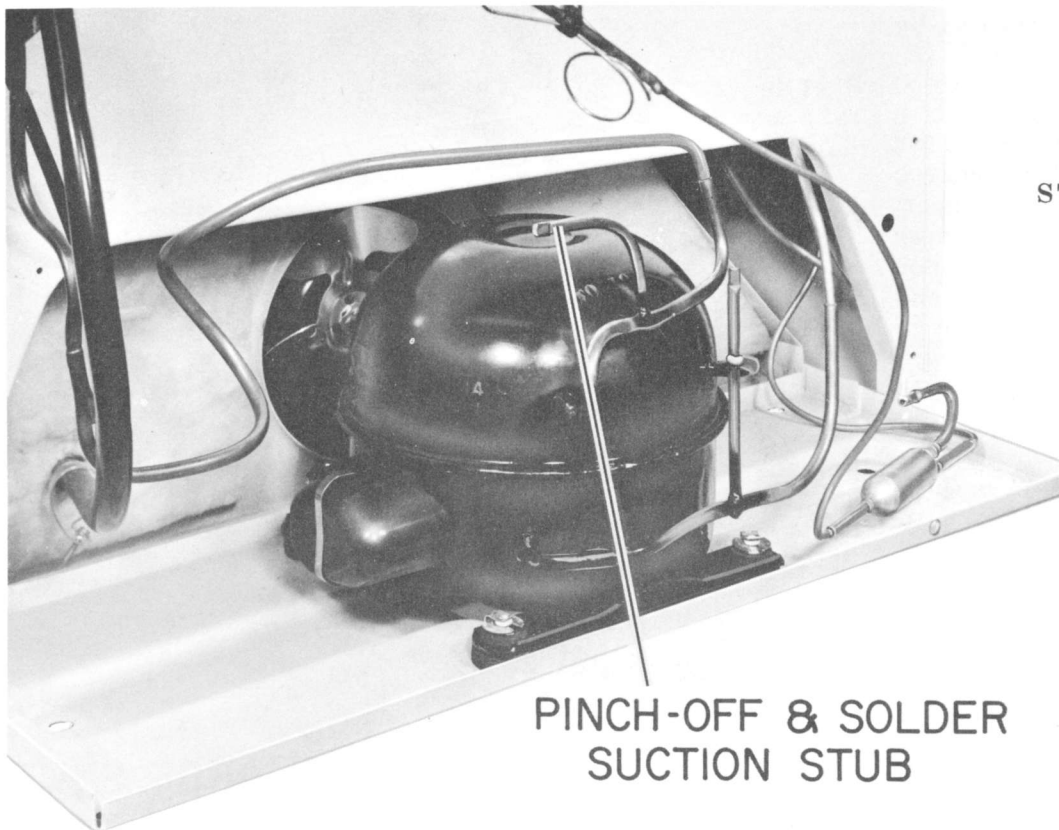


**STEP 26**

**STEP 26 — PINCHING-OFF DISCHARGE STUB** — Pinch-off, solder and leak test the discharge stub. Then crack the charging hose fitting at the charging cylinder hand valve (v1) and bleed off the refrigerant in the system until the pressure drops to 5# P.S.I. Then tighten the fitting and add the

correct refrigerant charge.

**STEP 27 — PINCHING-OFF SUCTION STUB** — Pinch-off, flux and solder the suction stub. Apply Bi-Seal self-bonding tape (8685-44) to any new joints made in the food compartment or freezer area. Any joints made outside the cabinet should be painted.



**STEP 27**

**PINCH-OFF & SOLDER SUCTION STUB**

PQS (Continued from page 3)

Philco factory representative and factory training specialist will assist the local distributor service manager but all PQS decisions will be his. He will bear the responsibility for proper PQS certification, for training, disputes, warranty policy, technical assistance and all program details. For the PQS affiliate, final answers will be as close as the telephone.

### SPECIAL IDENTIFICATION

The consumer will learn about PHILCO QUALIFIED SERVICE CENTERS through advertising in many mediums including Yellow Page or Red Book telephone directories. Special identification materials such as truck emblems, window markers and many others will be made available.

In common with almost every good idea, PHILCO QUALIFIED SERVICE is easy to understand. The only investment asked of the technician or service organization is the time and effort necessary to gain greater skills and knowledge. The only man one needs to deal with in PQS matters is the local distributor service manager.

Today's way of living means new ways of doing things—including business. Things move faster. Time is at a premium. Each area has its own particular service problems. These irrevocable facts brought an ending to a very fine program of mutual assistance—the Philco Factory-Supervised Service Association . . . and the same facts created PHILCO QUALIFIED SERVICE with its control placed where it should be in the hands of local people who know the local situations best.

Beginning January 1, 1965 it is PHILCO QUALIFIED SERVICE all the way . . . a great new approach to start a bright new year. Any questions? Just phone your local service manager.

### Tech Data Service

(Continued from page 5)

bulletins. There'll be more fix bulletins, production change notices, and service notes. They'll all be included in the new super-fast automatic, direct mailing that is a vital part of the whole program.

Philco Tech Data Service has come into being after a tremendous amount of research. It's based on both actual experience and computerized findings. It's geared to keep pace with present and future technological advances in our business . . . and to provide faster, better service for every technician and organization servicing Philco products.

You may already have received a separate brochure and order blanks. If not you soon will. When it arrives, the best way to see how much the Philco Tech Data Service offers you is to check the list of subscription plans that will be available.

PHILCO CORPORATION • PARTS SERVICE OPERATIONS, PHILADELPHIA, PA. 19134		PHILCO CORPORATION PARTS SERVICE OPERATIONS PHILADELPHIA, PA. 19134
<b>INVOICE</b>		<b>1965 PHILCO TECH-DATA SUBSCRIPTION SERVICE</b>
<b>1965 PHILCO TECH-DATA SUBSCRIPTION SERVICE</b>		Electronic Products, Plan E \$ 7.50
For 1965 Philco Tech-Data Subscription, beginning January 1, 1965—terminating December 31, 1965. Subscription includes:		
<b>CHECK ONE PLEASE</b>		<b>PAY THIS AMOUNT \$ 7.50</b>
<input type="checkbox"/> Independent Service Organization <input type="checkbox"/> Sales & Service Retailer		
SUBSCRIBER		PLEASE MAKE CHECK OR MONEY ORDER PAYABLE TO "PHILCO COR- PORATION" <b>THANK YOU</b>
[ ]		<b>RETAIN THIS STUB FOR YOUR RECORDS</b>
<b>IMPORTANT: RETURN THIS PORTION OF INVOICE WITH CHECK OR MONEY ORDER</b>		

**This invoice has been mailed to all members of Philco Factory Supervised Service. Your copy should arrive shortly. Prompt action will insure continuous receipt of all Philco Tech-Data mailings.**

This is the streamlined, up to the minute system to match the fast pace of modern service business. There's no unnecessary complication. Once you've signed up for your choice of the subscription plans, everything else is automatic. There'll be more information and it will reach you faster than ever before through our new Philco Tech Data Service.



"WORSE TV DINNER I EVER ATE."



# TIME TO REVIEW YOUR BUSINESS

*Periodic checkup helps protect  
your protection program*

A neighborhood appliance retailer recently told me a story that dramatizes the potential consequences of not periodically reviewing insurance protection: Five years ago he rented a new store. At the time that he moved, he had all his insurance policies adjusted to provide for additional needed coverage for his enlarged retail outlet. His policies included one that provided for insurance on the store's plate glass windows. This was a requirement of the lease with the store that he **had been** renting prior to moving. It was only by accident, five years **after moving**, that his bookkeeper discovered that plate glass window insurance was provided for in the lease of his new store and paid for by the owner. In short . . . for five years my friend paid for useless insurance!

Are you one of the hundreds of thousands of small businessmen who are paying premiums on obsolete and outdated policies while you have no solid insurance coverage where it is badly needed?

There are over 300 different kinds of insurance . . . each having a multitude of variations . . . each being best suited for a particular situation . . . most undergoing constant revision to make them more saleable. Because of these constant changes, it makes sense to review your business insurance program at least once a year to be certain that it is still closely tailored to fit your immediate needs.

Like an annual physical checkup, we wholeheartedly agree with the idea of a periodic insurance checkup! No business remains static and as time goes on, changes in the business frequently require adjustments in insurance protection.

As you consider the idea of periodic review of insurance, let's look once again at some of the prominent types of insurance that are essential

in our kind of business:

**Partnership or Stockholder:** Do you have a partner or stockholders who are providing key management roles in your business? What would happen to your business in the event of an unexpected death? Will you have sufficient capital to buy out your deceased partner's interest (or stock), so that you would be able to replace his management function and continue the business without financial stress? There are countless instances every year in small businesses where, upon the death of a partner, the surviving partner loses his entire investment as a result of the financial floundering of the business.

In a Texas service shop, three years ago, two men were running a very successful business. One partner ran the service end of the business; the other (who was not a technical man), ran the sales and business end. Unexpectedly the technical partner died. The surviving partner did not have sufficient cash, nor the ability to raise sufficient cash, to buy out the widow's interest. She, in turn, exercised her prerogative and attempted to protect her deceased husband's investment by actually working in the shop. The problems and heartaches were many. The disagreements were so distasteful that the matter ultimately ended in a law suit. The business was dissolved within eighteen months and the surviving partner lost his interest—the result of twenty-three years of hard work.

**Casualty Insurance:** This kind of insurance covers the risk of damage to your property. Plate glass insurance is a good example. Fire, another. If you own your own business property, it is indeed wise to protect your investment. If you are leasing, your lease in all probability will spell out the kind of casualty insurance that you are respon-

# INSURANCE



sible for. Even tho' you are leasing, you still must take into consideration the contents (test equipment, inventory, customer's property, etc), which is your property.

**Public Liability:** This covers claims made against you (or your business if you are a corporation) for personal injury suffered on your business premises by the general public (customers or others) excluding your own employees. Such insurance should be reviewed periodically, certainly as your business grows in net worth. These policies provide that although the insurance company will give legal defense, it will not pay for any judgments for personal injury damages which are in excess of the stated policy coverage.

**Business Interruption Insurance:** While a casualty policy may provide protection for the value of your property and/or its contents, if you were to suffer a total (or partial) loss how long would it be before you could resume normal business operations? Business interruption policies will protect you for the loss of profits during the period that your business has been interrupted.

**Fidelity Insurance:** If yours is a particularly large business; specifically one in which any one or more employees handle substantial sums of cash, or have the privilege of signing checks you should consider this kind of insurance. These policies are based on bonds which are issued against dishonesty or the embezzlement of funds by employees.

**Protection Liability:** This is generally only of importance when you are planning to construct a new store or shop, or to make any improvements involving outside contractors. Under these circumstances you will want to be certain that the contractors carry insurance that will protect you from any bodily injury or property damage caused by the contractor for his employees. Many con-

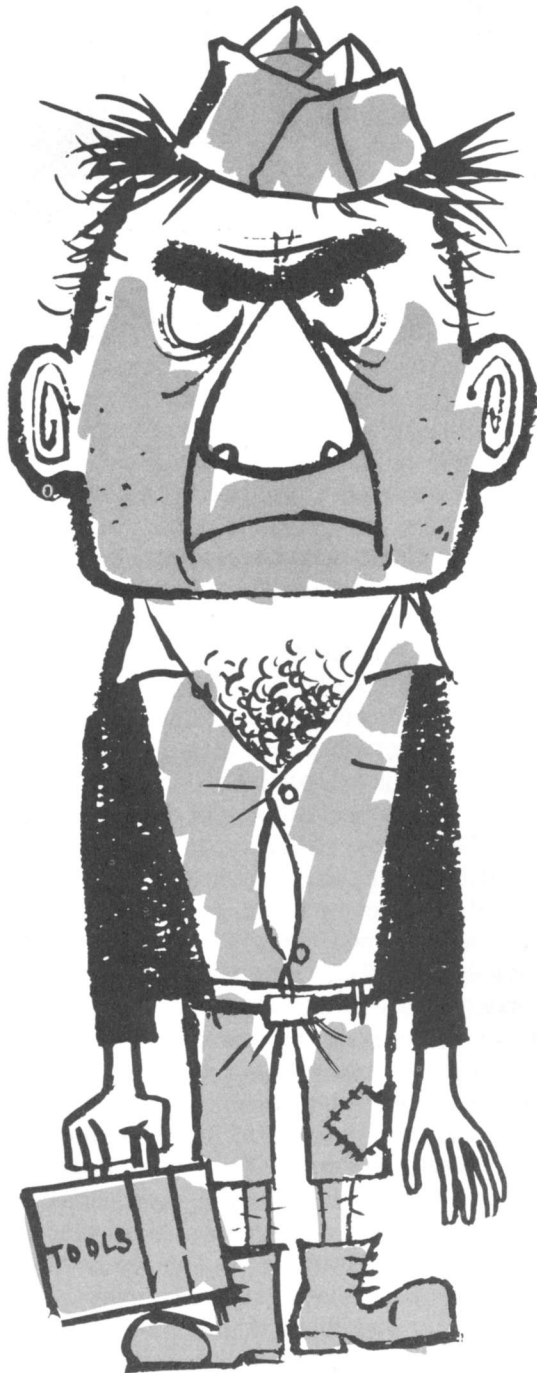
tractors automatically provide such insurance; others do not.

**Theft and Burglary Insurance:** You should have some form of protection from loss or damage resulting from burglary, larceny, robbery, forgery, vandalism, malicious mischief, fraud, etc. Constantly new forms of this kind of protection are being introduced by insurance companies. Your present policy may be quite obsolete at the present time, or you may be paying too high a premium for your present set of circumstances.

**Other Perils:** These policies provide protection against aircraft damage, smoke damage, wind storms, hail, civil commotion, explosion, strikes, etc. Some casualty policies will have riders which will provide protection against some or all of these perils; others positively exclude them.

When reviewing your insurance, don't make the mistake made by many small business owners: **Never review your insurance with your agent, without having the benefit of legal counsel and your accountant at hand.** Your lawyer is best suited to know what the various requirements of your leases, contracts, agreements, and other factors are. Your accountant is best suited to advise you regarding the relationship of insurance to your own capital and financial situation. There is still time to make a New Year's resolution for 1964 . . . review your insurance before another year begins!

# DON'T SCARE THE CUSTOMERS TO DEATH



**"I DON'T WANT THAT SERVICE MAN BACK IN MY HOUSE . . . HE DOESN'T EVEN SHAVE!"**

Arrive at a customer's home in dirty and unkempt clothing, having just engaged yourself from a cruddy-looking car or truck parked in front of the customer's neatly trimmed lawn, and you won't be able to do anything right—in the customer's eyes! And just wait until you present your bill!

But if the first impression the customer receives is favorable, she's on your side even if the service call doesn't go as well as it should. As a businessman, meeting the public regularly, you should pay prime attention to your appearance. Before you leave the house in the morning, ask your wife "How do I look?"

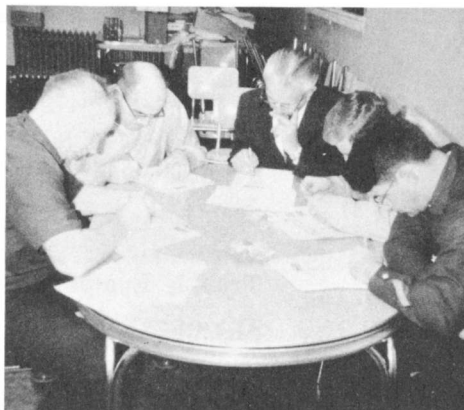
CLIP ALONG DOTTED LINE — POST IN CONVENIENT PLACE FOR YOUR EMPLOYEES

**PHILCO SERVICE BUSINESSMAN**



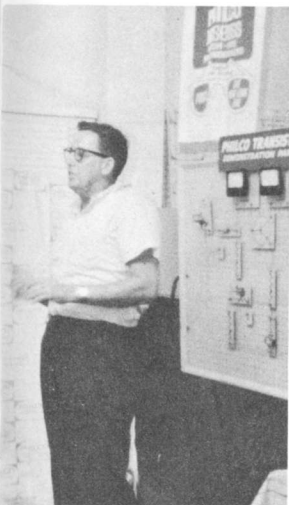


Tom Hyer, Philco Service Manager of Philco Distributor in Knoxville, Tenn. introduced the 1965 Philco television line to area electronic technicians. Most of the men who attended took advantage of the break period to color code signal paths from a large chart hanging on a screen.



Bill Sprouse and Frank Burcotte presented the 1965 Philco television line to service technicians in Roanoke, Virginia. The meeting was held at Dixie Appliance Co. who sponsored the meeting. Following the close of the meeting, most of the group concentrated on a "final exam" in order to receive their Certificate of Attainment.

A good cross-section of electronic servicemen in the Miami area attended an Electronics Training Session held here. The session, sponsored by Philco Distributors in Miami included a slide and peg board presentation of the 1965 Philco television line.



Following a "Mexican Chili" dinner served a la Miami style, area technicians attended a color television training session conducted by Roy Roberts, Philco Service Manager in Miami. Following the final examination for the course given, the lucky door prize of the evening was awarded to Mr. John B. Stephens of Miami.

Shown in this picture is a part of the group of 87 service technicians and dealers who attended a Philco Transistor Training School held at the Ambassador Motor Hotel in Minneapolis, Minn.

**ARTICLES ABOUT SERVICE BUSINESS**

Direct Mail Advertising	Jan.-Feb.
Employee Relations	Jan.-Feb.
Your Battery Can Be Leaking Money	Jan.-Feb.
Radio Advertising	March-April
Off Beat On The Service Beat	March-April
Shopping Center Location	March-April
Does Your Truck Pay Or Cost	March-April
Quarrel With Success	May-June
Lease Or Buy	May-June
People Are The Most Important Thing	May-June
Service Kings, Inc.	May-June
Money Burns Like Gas	May-June
Off Beat On The Service Beat	May-June
Service Commandments	May-June
Taming The Paper Tiger	July-Aug.
I Never Had A Technician Quit My Company	July-Aug.
The Decline And Fall Of Mr. X	July-Aug.
So You Think You're A Good Driver	July-Aug.
Success In Suburbia	July-Aug.
A Company Is Known By The Men It Keeps	Sept.-Oct.
Philco Technirama '64	Sept.-Oct.
Bite Off More Than You Can Chew And Choke	Sept.-Oct.
Partners In Everything	Sept.-Oct.
What Brake Pedal Play Can Tell You	Sept.-Oct.

**ARTICLES ABOUT ELECTRONIC BUSINESS**

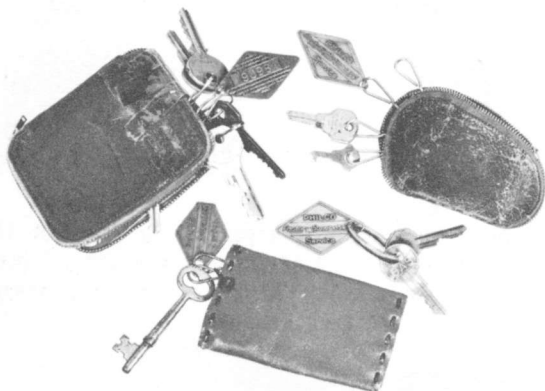
UHF Reception	Jan.-Feb.
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Varistor	Jan.-Feb.
Trouble Shooting TV With Oscilloscope—Part III	Jan.-Feb.
The Fusible Resistor	March-April
Trouble Shooting TV With Oscilloscope—Part IV	March-April
Cylinder Alignment On Commercial Dryers	March-April
A New Transistorized UHF Converter	May-June
Trouble Evaluation Service Techniques	May-June
Trouble Shooting TV With Oscilloscope—Part V	May-June
"N" Line Hi Fidelity Consoles	July-Aug.
Trouble Shooting TV With Oscilloscope—Part VI	July-Aug.
Trouble Evaluation Service Techniques	July-Aug.
"N" Line Hi-Fidelity Consoles—Part II	Sept.-Oct.
Trouble Evaluation Service Technique	Sept.-Oct.

**ARTICLES ABOUT APPLIANCE BUSINESS**

Supermarket Refrigerator	Jan.-Feb.
Gas Ignition	Jan.-Feb.
The NT600	March-April
1964 Air Conditioner Line	March-April
1964 Galaxy Electric Range	March-April
Planning a Galaxy Installation	May-June
New Double Pass Heater	May-June
1964 Multi-Room Series	July-Aug.
Duomatic Thermostat Locations	July-Aug.
Failure to Ignite	Sept.-Oct.
Unit Analysis And Repair	Sept.-Oct.

*Anybody lose their keys?*



Many moons ago, when most of our present college seniors were babes in arms, your PFSS Association issued key identification tags to all members. Down through the years, hundreds of wayward key sets were returned to their owners via Association Headquarters. Then the flow stopped!

After several years of no key activity, suddenly four sets arrived at Headquarters. Alas! Even with the best laid plans of mice and men—we cannot identify the owners of these keys!

If you have lost a key set . . . if the picture above suggests that your set is now at PFSS Headquarters, please contact: John Bennett, Philco Corp., Parts-Service Operations Phila. 34, Pa.

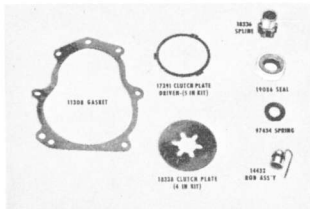
# Customer Confidence Begins with PHILCO Quality Parts

## PHILCO ELECTRIC RANGE SURFACE UNITS

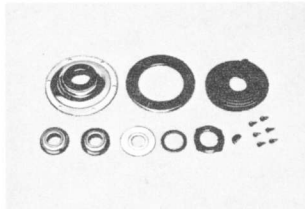
For All Makes and Models . . . 5 Units Cover all Replacement needs. Complete assemblies ready for on-the-spot and drop-in installation. Elements tilt-up and aluminum drip pans are easily removable for cleaning.

Element Size	Trim	Fits Table Top Openings	Wattage
6" Mono Tube	Round	6¼ to 7½	1500
8" Mono Tube	Round	8¼ to 9½	2100
6" Jet Tube	Round	6¾ to 7½	1500
8" Jet Tube	Round	8¾ to 9½	2100
8" Jet Tube	Round	8¾ to 9½	2600

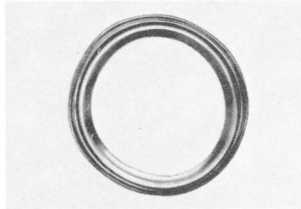
THE QUALITY OF YOUR SERVICE DEPENDS ON THE PARTS YOU USE...DEPEND ON YOUR PHILCO DISTRIBUTOR FOR ALL YOUR PARTS AND ACCESSORIES



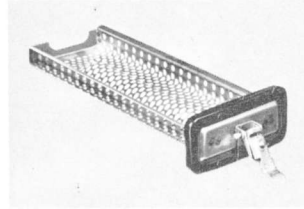
**Clutch Repair Kit**  
For PHILCO-Bendix tumble action washers. Clutch plates, spline, rod assembly, spring, seal, gasket. Also available for Duomatics and for commercial washers.



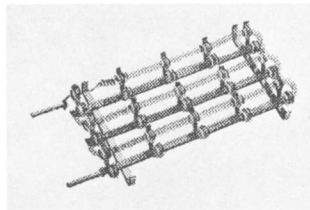
**Tub Back Repair Kit**  
For Duomatics and tumble action washers, also available for commercial washer models. Complete with all gaskets, Seal & Seal Face bearings, screws and parts.



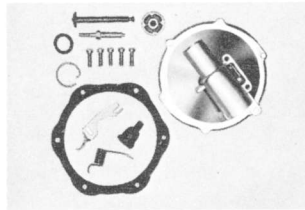
**Door Diaphragms**  
For Duomatics, commercial and tumble action washers. Improved design, made with butyl material for long life and trouble free water tight operation.



**Replacement Lint Trap**  
Stainless steel for extra long life. Porcelain for regular duty. New perfect fitting drain screens and lint traps, ready assembled.



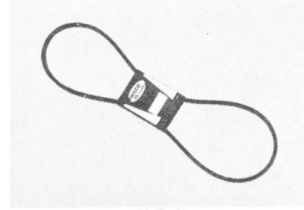
**PHILCO-Bendix Dryer Heater Assemblies**  
Complete selection. You get proper wattage and a perfect installation with no complicated wiring or guesswork. Underwriters' Lab. listed.



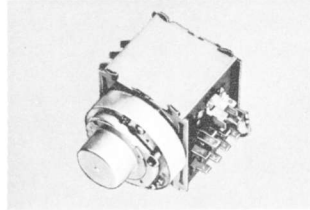
**Drain Valve Kit**  
For gyro washers, also available for Duomatics. Everything you need, cover, gasket, seals, bolts, screws, spring, etc. Precision made by PHILCO-Bendix.



**Refrigerator Door Gasket**  
No nothing, no forming, no cutting, no punching. Exact replacement for over 2000 refrigerator models, most popular makes. Ask for free reference book.



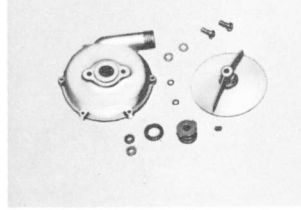
**V-Belts**  
For PHILCO-Bendix washers or other makes, plus other V-belt driven devices. All sizes, for drive, fan, cylinder, agitator, motor . . . any place a V-belt is used. Top Quality.



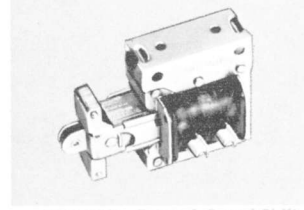
**Remanufactured Timers**  
For many PHILCO-Bendix models. Completely remanufactured by original timer builders. New timer motor, cycle tested and approved. New Timer Guarantee.



**Philco New Polish Package**  
Three of a kind . . . easy sellers to almost any customer. Famous Philco Appliance polish, improved Philco furniture polish and new Philco Auto Polish in self-selling display.



**Washer Pump Repair and Conversion Kits**  
Save time, money, callbacks. Complete with pump housing, impeller, seal, washers, gasket, screws, etc. (#9702-30) — "Zytel" conversion (#9702-88).



**Solenoids—Pump & Speed Shift**  
Designed for quiet, level pull throughout entire plunger stroke. No chatter. Also available with "Encapsulated" coils for extra protection against moisture and humidity. Compact styling. Standard terminals. Insist on genuine PHILCO-Bendix.

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Philco's new Accident Insurance Plan provides full, 24-hour, all-accident protection . . . during business or pleasure, on the job or at home (subject, of course, to normal exclusions).

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