

INCORPORATING THE PHILCO SERVICEMAN



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## PHILCO SERVICE TECHNICIAN

VOL. 1 No. 9 SEPTEMBER 1957

OFFICIAL PUBLICATION OF THE WORLD-WIDE PHILCO FACTORY-SUPERVISED SERVICE ORGANIZATION



### **Washer Work**

Taking part in the Philco program of rebuilding Bendix Power Surge washers is South Jersey Appliance Service, Linwood, N. J. Shown in the photo are (l. to r.) Morgan Thorne and George Jones, owner.

*See Story . . . page 7*

Official Monthly Publication of, by,  
and for the world-wide Philco Factory-  
Supervised Service Organization.

RICHARD A. PHILLIPS. . . . . Editor

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**POLICY . . .**

Philco Service Technician will strive to  
"mirror" the activities of the thou-  
sands of PFSS members and to pro-  
vide them with useful and helpful in-  
formation.

**COMPRESSORS vs. UNITS**

The Philco Motor Compressor Change Program, which was introduced in 1953, has had some outstanding results. Prior to 1953, unit troubles became replacement jobs. Today, however, almost 97% of these jobs are handled by a compressor change or repair of the unit. It means that Philco service technicians are doing a wonderful job and have mastered advanced techniques in unit service and repair, which were considered impractical in the field several years ago.

As further evidence of the trend, figures from the first six months of this year on refrigerator and freezer unit repair, compared to the same period last year, show that there has been less than half the number of units returned to the distributor for repair. Since less units were removed, there has been a slight increase in the number of motor compressors used and a very large increase (5½ times as many) in unit repairs without the use of a motor compressor. Congratulations to service technicians for the fine job being done!

**THE Editor's  
WORKSHOP**



Hi fellas! Philco has embarked on a program of establishing 10,000 "Service Agencies" throughout America. These will be highly qualified independent service shops which will obtain additional business as a result of the program.

There are several reasons for working toward this goal. First of all, there have been changing trends in the past ten years that have altered the Electronics and Appliance business. Many dealers have found it impractical to operate their own service departments. The amount of service work for their own customers only may not justify maintaining a complete service department. It can be uneconomical to buy equipment, hire qualified technicians, and supervise a service department if the volume of service work is not large enough to offset the expense.

On the other hand, independent service shops are specialists in service work — that being their sole function — and the sources of business are unlimited. Since the full time of an independent service shop is devoted to service, it makes it possible to have more efficient organization and better control.

As a result of these factors, it becomes a natural move for service shop specialists to handle service for many dealers. It gives them a constant source of business and it leaves the dealer free to concentrate on the selling of merchandise.

There are, of course, many self-service dealers who operate a service department effectively and make a profit doing it. Many of these were originally service technicians themselves. Others operate a business with enough volume to warrant a separate service department headed by a capable service manager.

Philco's concern is in having qualified service available wherever Philco products are sold, so that Philco owners — or dealers — will always be able to find service for Philco products in the vicinity.

It has been found that in some areas, such service and its availability is not easily located. This is another reason for the proposed network of Service Agencies — so that there will be a complete coverage by qualified service shops that can be recommended to consumers and dealers.

One program that was introduced recently was made possible because of the Service Agency idea. This is the program of providing free service for the 90-day warranty period to purchasers of most models of 1958 Philco radios and phonographs. In this particular program, self-servicing dealers also take part by handling service for their own customers.

It will take some time before the Service Agency program is fully established. However, it will make possible closer supervision of service facilities and individual training, by Philco and Philco distributors. The benefit to independent service shops will be additional business and a better knowledge of Philco products, making it easier to service them.

**Mr. Service Dealer:**

# A PHILCO ANTENNA ON YOUR CUSTOMER'S ROOF



**...is like a boost  
in station power!**

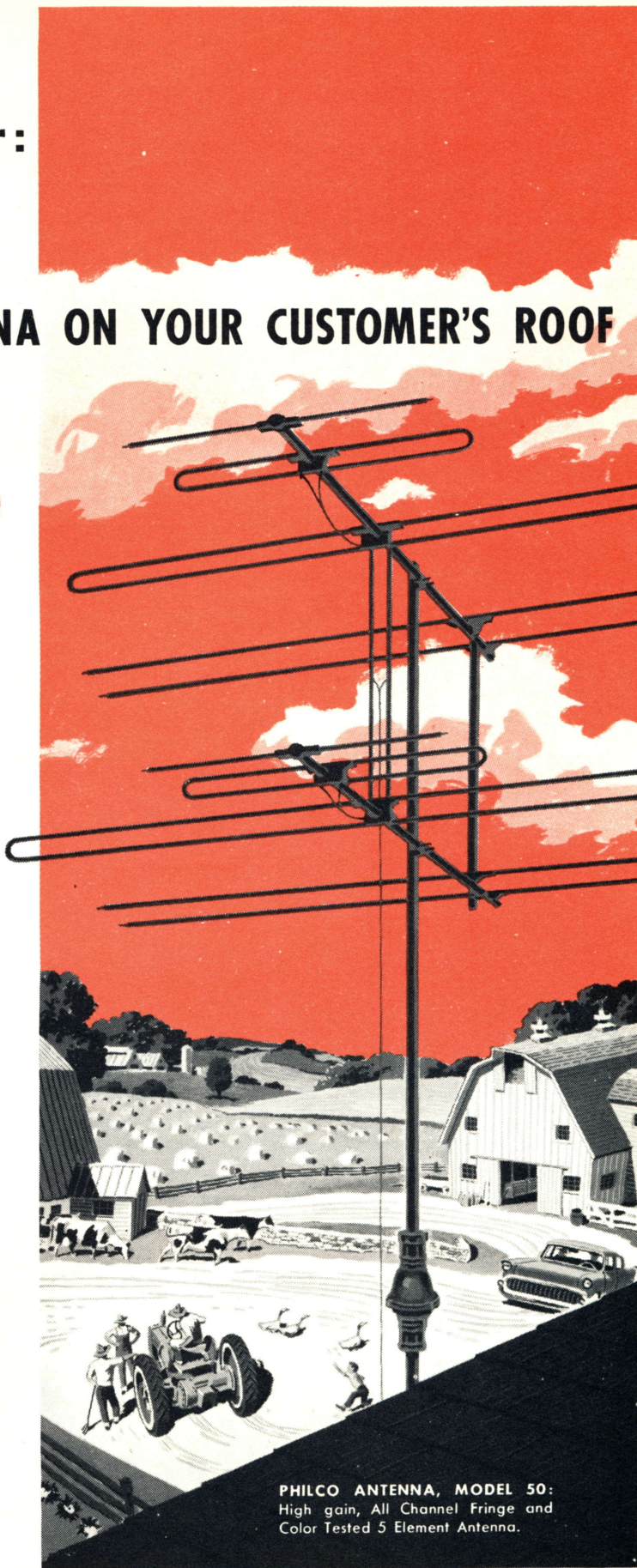
Now, Philco brings you a complete line of quality antennas. These antennas were designed and engineered to reproduce the best picture far out into the fringe whether receiving a picture in black-and-white or color. Field and Laboratory tests conducted under the most exacting conditions with actual on-the-air programs give you the complete assurance that you can sell Philco antennas and rotors with confidence in any TV area. See your local PHILCO DISTRIBUTOR for the full story on Philco quality antennas and rotors.



**AP22 Rotor Control:** Heavy duty, long life automatic rotor with automatic finger-tip control unit providing dependable and fool-proof operation. Attractive, stream-lined cabinet with modern styling.



**AP22 Rotor:** Weather-tested and proven for long service-free life. Designed by service-experienced engineers to highest quality standards.



**PHILCO ANTENNA, MODEL 50:**  
High gain, All Channel Fringe and  
Color Tested 5 Element Antenna.

**PHILCO CORPORATION • ACCESSORY DIVISION • PHILA. 34, PA.**

# Shop Talk

NEWS—VIEWS—COMMENTS  
from PFSS members



Herb Caldwell (l.), owner of Caldwell Electric, Williamstown, Ky., is presented with the Philco Service Achievement Award by Victor E. Davis, accessory mgr. of Tri-State Distributing Co., at the distributor's showroom in Cincinnati, Ohio. Ralph Gruber, factory representative, reports that other distributor officials who attended the presentation are A. A. Wenstrup, president; R. E. Murrell, sales mgr.; and E. J. Konnersman, controller.

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## LOS ANGELES, CAL.

"In reference to beginning The Editor's Workshop column each month with 'Hi, fellas!', is this form of address conducive to instilling a professional feeling throughout the industry?"

Beverly Television and Radio  
8413 Beverly Blvd.

*You have a good point, because we feel that service technicians deserve to be highly regarded. Our monthly salutation, however, is intended as a friendly greeting. Can we get comments from other readers on this subject? We'll change the greeting if others feel the same way.*

—Ed.

## SOMERVILLE, N. J.

An annual outing at Watchung View Inn was the setting on July 4, for a Philco Service Achievement Award presentation.

It was the 7th annual outing of Ted's Appliance Service employees and their families. Owner Ted Medinets accepted the Award in behalf of George Rosick, who was not able to attend because of illness in the family. He is a home laundry technician with the organization.

Factory representative Ken Slattery made the presentation. Also taking part were Dan Ploransky, service mgr., and Leon Medinets, parts mgr., both of Ted's Appliance Service. The distributor for this territory is Fineburgs', of Elizabeth and Trenton.

(See photos below)



Ed Hoke, owner of Hoke Electric, Sunbury, Ohio, is presented with Philco Service Achievement Award by Ralph Gruber, factory representative. Others shown at the presentation are (l. to r.) Elmer Steel of Hoke Electric; Kirby Russell, service mgr. of Bennett Distributors Inc. of Columbus; Bob Hoke and Jim Butler of Hoke Electric; and Jim Shelhart of Bennett Distributors. Brothers Ed and Bob started business in 1949 with "\$1,000 and a lot guts."



In photo at left, Ted Medinets looks pleased with special cake commemorating the 7th annual outing of employees of Ted's Appliance Service, New Brunswick, N. J. A total of 55 attended the affair. In the photo at right, factory representative Ken Slattery (l.) presents the Philco Service Achievement Award to Ted Medinets who accepts it for George Rosick, who was not able to attend.

# Distributor Bulletins

NEWS FROM DISTRIBUTORS ABOUT PFSS MEMBERS AND AREA ACTIVITIES



## OKLAHOMA CITY, OKLA.

Glen Steed is the new service manager at distributor Southwest Radio and Equipment Co., as reported by A. E. Donohoo, factory representative.

## STERLING, COLO.

A special service meeting was held here in June for the TESA group, which provided the meeting place and refreshments, according to Larry

Costa, service mgr. of Mountain Appliance Distributors Inc., Denver. Attendance at the meeting was 20, and the following training films were shown: "Project Photosonic," "7E10 Story," and part of "Transistor Theory and Service."

## DES MOINES, IOWA

Ken Fralik is the new service manager at distributor General Appliance of Iowa, as reported by Vic Haugeberg, factory representative.

## KANSAS CITY, MO.

Bob Reynolds is the new service manager at distributor Artophone Corp. of Kansas City, as reported by Pete Champieux, factory representative.

## DETROIT, MICH.

The name and address of the distributor now covering this territory are listed below:

Graybar Electric Co.  
15045 Hamilton St.

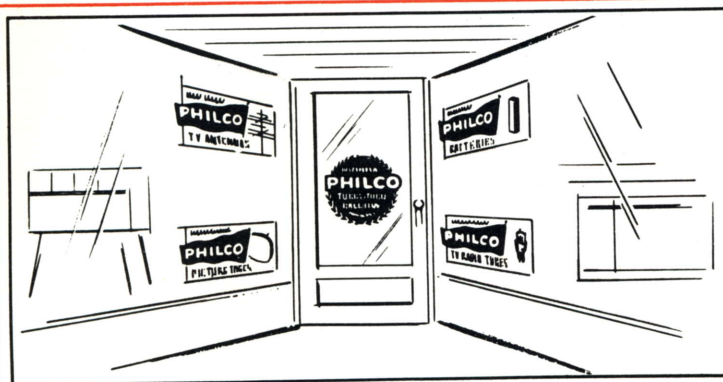
## ELIZABETH, N. J.

Factory representative Ken Slatery reports that the offices of distributor Fineburgs' have been moved from East Orange to the new distribution center here at 750 Dowd St.

Tony MacClure, situated at that location, acts as general service manager for that territory as well as Fineburgs', Trenton, N. J., and Beacon Distributors, Inc., Scranton, Pa.

Dan Lerner, at the Trenton office, is parts and accessories mgr. for all three locations.

PFSS is handled by Tony MacClure at Elizabeth, by Joe Caolo at Scranton, and by Don Arrison at Trenton.



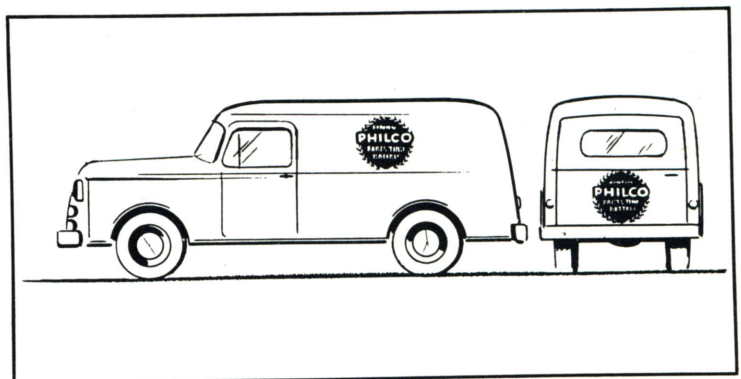
Now you can dress up your store or shop window with colorful decals which proclaim that you use GENUINE Philco parts, tubes, antennas, batteries and other accessories. Let the public know.

## PHILCO DEALER IDENTIFICATION PROGRAM

See your Philco Distributor parts and accessories manager to learn how easily you can get one or more sets.

... Part No. AD-3210

Decals can also be used on trucks.



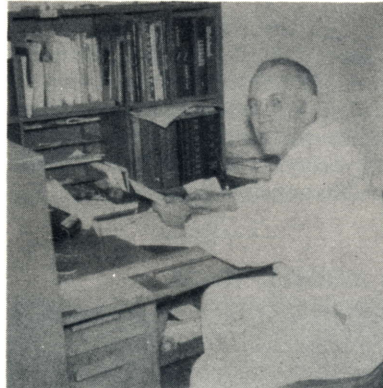
# Personalities IN SERVICE



This is the headquarters building of Refrigeration Service & Engineering Co. in Salt Lake City.

Lee Burnham is owner and manager of Refrigeration Service & Engineering Company, located at 62 West 4th South, Salt Lake City, Utah. He came to work for the organization as a service technician in 1924, and many years later, in 1952, he purchased the business.

Lee and his wife, Eunice have a sizeable family consisting of Barbara, 30, Joan, 27, Eva Jean, 24, and one boy, Terry, 15. Lee was born at Cortez, Colorado in 1903, and attended schools at Fruitland, New Mexico, and at Fort Lewis, Colorado. He also took a "W. E. A." correspondence course and later got into the service business, as he says, to "put into practice what I had learned from W. E. A." Prior to getting into the service business, Lee worked for eight years at an Indian Trading Post.



Lee Burnham

Refrigeration Service handles 15,000 service calls a year, amounting to \$131,000 in business. The area covered is 50 square miles and has a population of approximately 185,000.

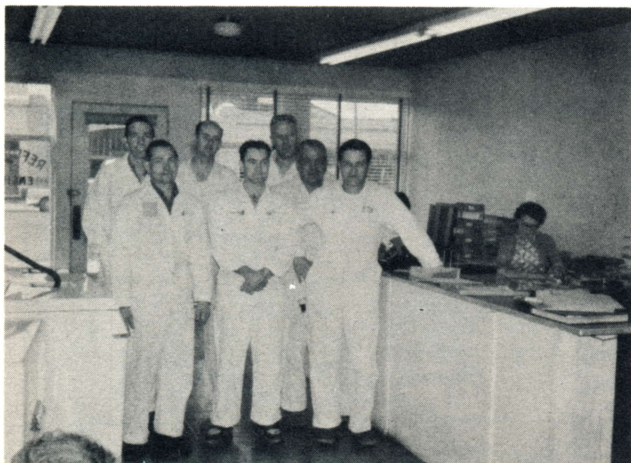
Employed in the organization are seven service technicians, three office

personnel, and an auditor. In handling the service calls, eight cars and one truck are used.

Lee Burnham dispatches the men, giving each one a specific area to cover on his calls. The calls are set up in order for each man, with a record kept at the office so that a man can be reached if necessary at any time during the day. This makes it possible to handle any calls of an emergency nature.

Service call reports are made out with a total of five copies. At the office, one copy is filed by name and one copy is filed by number. War-

*(Continued on Next Page)*



Technicians are shown in office. In first row are (l. to r.) Richard McDonald, Glade Dalton, and Doyle Anderson. In second row are Scott Christensen, Dale Miller, Bill Haner, and Bill Liser. Receptionists in the organization are Louise Jones and Ruth Finch.



An impressive line of cars represent the vehicles used in making most of the service calls for Refrigeration Service & Engineering Co. The technicians are shown with their cars. One truck is available for service use in addition to the cars.

## Rebuilding Program in Operation on Bendix Power Surge Washers

A lot of training has gone into the Philco rebuilding program for Bendix Power Surge Washers. To overcome the existent problem, Philco entered upon a complete washer rebuilding program as the solution.

Any owner of a Bendix Power Surge Washer can have the machine completely rebuilt without any charge for labor or materials. An alternative was also devised for these owners. It is a trade-in program

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### "Personalities in Service" . . .

(Continued)

ranty is posted on a card file and a master copy is held at the office until completed.

Of the total work handled by this organization, home laundry equipment represents 50%, domestic refrigerators, 25%, and commercial refrigerators, 25%. The rate of collections on service calls is good, with C.O.D. work representing 70% of the total.

Most of the service work is derived from consumers, representing about 55% of the total. Some local advertising is used to bring additional business. Work for dealers represents another 30% of the service calls, and the remaining 15% is derived by contacts from the distributor, Strevell-Paterson Hardware Company.

The motto of Refrigeration Service is "To give GOOD SERVICE." This idea seems to be paying off because Refrigeration Service & Engineering Company is now expanding into the Provo City area. A well-operated business like this will continue to render outstanding service.

under which they can trade a Power Surge Washer for another Philco-Bendix model.

The rebuilding program was developed after many months of concentrated engineering study to find the best solution to the problem.

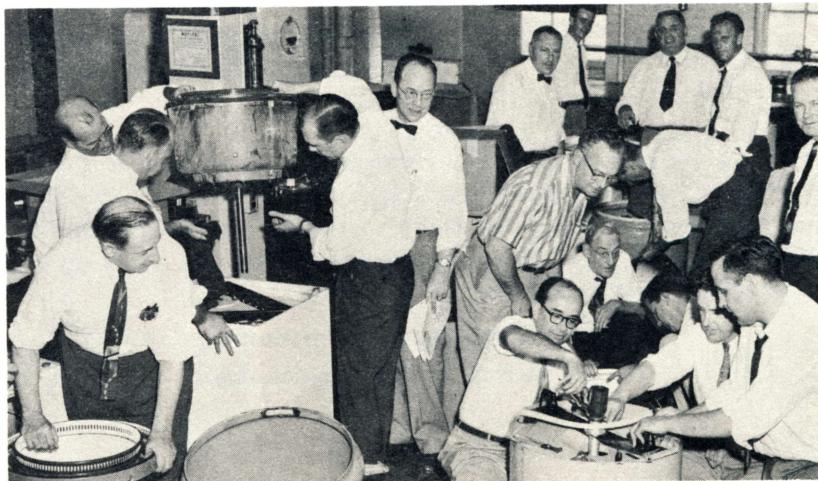
Factory representatives received training by actually rebuilding a

number of the Power Surge models with the rebuilding kits that have been made available. Their knowledge and assistance has been furnished to distributors so that they will be fully acquainted with the program. Many independent service shops have also received training to handle the rebuilding of some of the thousands of Power Surge Washers on the market.

This complete operation can be a costly one, but Philco is determined to maintain customer satisfaction. As a result of the plan, additional jobs will be made available to many independent service shops.



Don McKay (l.), general service mgr. of Philco Distributors Inc., Philadelphia, watches as his field service representative Bill Escher gives instruction in Power Surge rebuilding to (l. to r.) George Jones, owner of South Jersey Appliance Service, Linwood, N. J., Victor Anderson, owner of Anderson's Bendix Service, Brooklawn, N. J., and Morgan Thorne, also of South Jersey Appliance Service.



This white-shirt scene shows some of the Philco factory representatives and other factory personnel hard at work rebuilding Power Surge models as part of their training at the factory.

# MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

**1<sup>st</sup>**

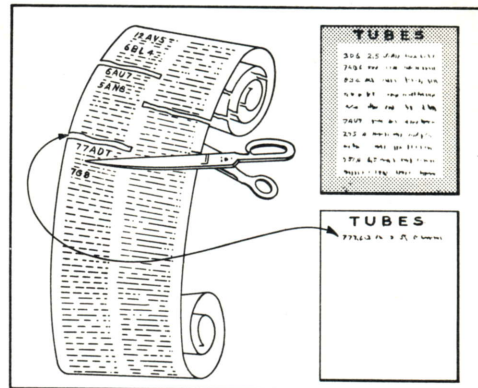
this month's **\$20.00 AWARD**

"Every serviceman has a tube checker. Every tube checker has a roll chart. Over 1,000 tubes are listed. If a customer wants five or ten or more tubes tested, the roll chart gets a work-out and time is wasted. When I receive my new roll chart, I cut out the settings of approximately 200 of the most popular tubes from the *old* roll chart and paste them on two sheets of 6" x 9" paper. I now save time finding settings for popular tubes."

Nat Wolfson

1723 E. 172nd St., Bronx, N. Y.

*NOTE: Another method would be to type the list of popular tubes.*



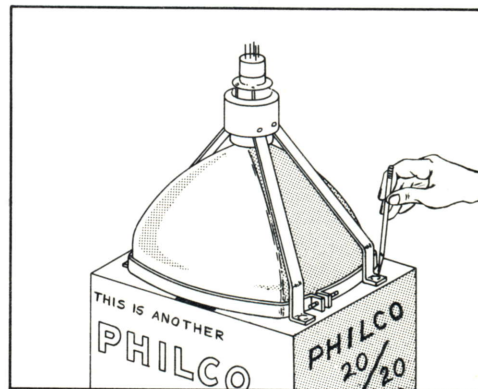
**2<sup>nd</sup>**

this month's **\$10.00 AWARD**

"Here is a time saver that may help others. When changing picture tubes with front mounting harness, place old picture tube and harness on empty carton (do not lock flaps). The weight of the tube will sink down to the tube harness, giving a perfect place to outline the tube harness with pencil. Replace with new tube and align with outline, and your harness is mounted perfectly."

Gallo Television & Appliance

Newark Rd., Toughkenamon, Pa.



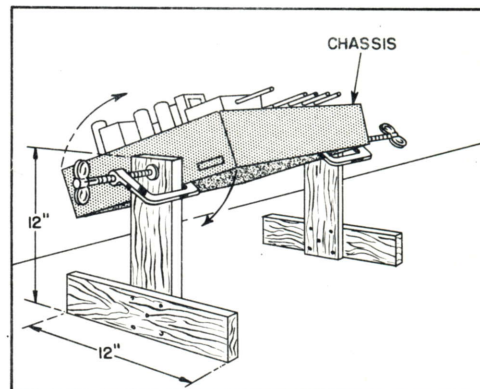
**3<sup>rd</sup>**

this month's **\$5.00 AWARD**

"Here's a method of making an inexpensive set of holders for holding a TV or radio chassis at any angle. Take a piece of 3"x3/4" clear pine lumber. Make two braces — one for each end of the chassis. Then use a "C" clamp on each end and you can tilt to any angle to work on the chassis."

A. Archambault, Radio Hospital

7 Ponkapoag Way, Canton, Mass.



Send in your ideas . . . you may be a winner, too. It might be something you do every day . . . but it might help others. Enclose photographs if possible (or even a rough sketch) to illustrate your idea. We will consider all suitable items.

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