

INCORPORATING THE PHILCO SERVICEMAN



PHILCO SERVICE TECHNICIAN

VOL. 1 No. 12 DECEMBER 1957

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



Season's Greetings!



Miss America of 1958, Marilyn Van Derbur, may not be able to service a transistor but she can certainly carry a Philco portable transistor radio charmingly. Miss America graces our cover this month as an expression of our best wishes of this Yuletide Season to all readers of "PST". Seasons Greetings to you and your families from all of us at Philco Service Headquarters!



Distributor Bulletins

NEWS FROM DISTRIBUTORS
ABOUT PFSS MEMBERS AND
AREA ACTIVITIES



EVANSVILLE, IND.

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

Shobe, Inc.
2100 N. New York Ave.

LITTLE ROCK, ARK.

Arkansas Radio & Appliance Co. held an electronics service training meeting here on Nov. 12 — attendance, 13; at Ft. Smith on Nov. 10 — attendance 5; and at Texarkana on Nov. 13 — attendance 9, as reported by factory rep. Richard Rembert.

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NUMBER 12

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RICHARD A. PHILLIPS Editor

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Address Correspondence to:
"PHILCO SERVICE TECHNICIAN"
PFSS Headquarters
2nd and Westmoreland Sts.
Philadelphia 40, Pa.

POLICY . . .

Philco Service Technician will strive to "mirror" the activities of the thousands of PFSS members and to provide them with useful and helpful information.

QUINCY, ILL.

Merkel Bros. Hardware Co. held a home laundry service training meeting on Oct. 24, as reported by factory rep. Vic Haugeberg. The following attended: Dave Johnston, Dave Behl, James Hoyt, R. B. Davidson, Jim Hunter, George Delozie, Gene Montgomery, Roy Linnemeyer, Bernie Heberlin, Richard Jennings, Edw. Quill, Bud Newton, and Clarence Shields.

MILWAUKEE, WIS.

Electro-Pliance Distributors held a series of electronics service training meetings during October with a total attendance of 104, as reported by factory rep. Andrew Murnick Jr. The meetings were held at Milwaukee, Madison, Green Bay, and Rhineland, Wis., and at Marquette, Mich.

PITTSBURGH, PA.

J. E. Miller Co. held electronics service training meetings on Nov. 12, and Nov. 14, as reported by factory rep. Glen Cummins. Distributor personnel taking part in the meeting were Paul Clifford, service mgr., and Steve Nyalka, field traveler. Also present was Bill Squires, Philco Accessory Division rep.



Medaris Co. of Dallas, Texas, held an electronics service training meeting on Nov. 6, conducted by electronics service mgr. Jim Reed and factory rep. George Saylor. Among those attending the meeting were J. W. Jones, G. B. Parks, James D. Prewitt, Taft Duns-worth, John W. Moses, W. W. Bradley, Clarence Phillips, Melvin A. Cannon, Martin L. Pitts, R. B. Boston, Fred N. Davis, Ralph Savage, George Leigh, L. V. Buckner, Ralph Dorough, Lewis Hawkins, J. G. Carden, Jerry A. Gibson, and Harold Marshall.

A total attendance of 108 included the following:

John H. Conn, Tom Shirley, Walter Lambert, Wilfrid R. Riley, Frank Embs, George Embs, Don Campbell, Charles Mutimes, Tom Wright, Wm. R. Richards, R. S. Burkovich, Jerry Yetka, Walter Lambert Jr., William T. Zafaras, Don Allison, Andrew R. Holmes, Bernard R. Yoino, Hoyt G. Hall Jr., W. M. Magyar, Ace Isaac.

Joseph Yotz, John J. Kapusta, Harry Danko, Paul E. Guisler, Harold Crossland, George Uhrinek, George Lineman, F. W. Katterhenry, Andrew E. Hall, Joseph T. Previc, Jerome Runt, Harold Pringle, William Yokum, H. J. Andrews, J. F. Kerleski, P. Dinon, Thomas F. Burns, Bert F. Collins, Wm. Lawryk, Andrew Baker . . .

Fred A. Choura, Raymond Havrella, Ronald J. Campbell, Charles M. Cox, Charles H. Smith, Charles English, Hugh Lewis, Frank Mellon, J. P. Schaming, L. Painter, Paul Nash, Alex G. Dorogi, I. W. Barto, Andrew Bryce, Richard A. Bryce, John G. Toth, J. Vasgo, M. K. Gibson, Walter F. Wise, James J. Andrews . . .

Jan Bovard, Sam Raynovic, G. J. Harding, R. L. Heil, Thomas Brady, Edward J. Uhrin, Ray Kijowski, Allan D. Gault, A. A. Zydonik, William Hyzy, L. Zoidbrod, Carl J. Fritz, William Rockor, John F. Cochran, E. J. Geibel, Joe Torvk, Frank Kirchenstiner, A. F. Dymerski, John Yennetti, Edward J. Malone . . .

Don Brockie, Michael Hoblack, Herbert Liehmann, Bill Spigelsky, Paul Hershorin, Tony Sobotor, John McCloskey, Walter Buszko, Roy E. Munsch, Joseph George, Paul Bendel, Geo. H. Groff, Thomas D. Schnader, Gil Mima, Charles R. Baker, L. J. Decker, C. R. Brothers, A. T. Roberts, Raymond C. Woodall, John Mori . . .

(Continued on Next Page)

"DISTRIBUTOR BULLETINS" . . .

(Continued from Preceding Page)

Michael A. Fiorilli, N. Kafoury, Harold M. Grove, A. M. Straka, John Kumnik, L. Apane, Donald Sirone, and Frank J. Luxa Jr.

PENSACOLA, FLA.

A new address for the distributor covering this territory is listed below:

Pensacola Appliance Co.
1810 Barrancas Ave.
P. O. Box 266

BEAUMONT, TEX.

The Reed Co. held a home laundry service training meeting on Oct. 23, with attendance from 12 dealer service organizations. Factory rep. B. E. Sylvester reports that Neal Saunders has set up service training schools to be held each Wednesday, covering all lines of Philco products. These will be held in the new service quarters of the Reed Co.

JACKSONVILLE, FLA.

Empire State Distributors held an electronics service training meeting here on Nov. 6, and another at Daytona Beach. Total attendance was 101. Factory rep. Leon Kull reports that service mgr. Henry Boggs

awarded 13 prizes at each meeting and that chicken dinners and refreshments were served. Some of those attending traveled as far as 175 miles.

OKLAHOMA CITY, OKLA.

Southwest Radio and Equipment Co. held electronics service training meetings at Dodge City, Salina, and Wichita, Kans., on Oct. 22, 24, and 25, as reported by factory rep. Richard Rembert. The total attendance was 64, including the following:

DODGE CITY: William D. Jones, Ernie Locke, V. D. Reichert, Ed Cox, Kenneth Gestemalage, Stanley Gresham, Roger Goodwin, Woodrow Wampler, Lee Chastain, Raymond Clark, Howard P. Hall, R. M. Malloy, Paul J. Kletzhe, Ernest Van Winkle, James Jarboe, and Ed Sheltenberger.

SALINA: Louis Stehro, Alan W. Danielson, Cliff L. Hommedien, Calvin D. Van Oman, Jack Waters, Robert Campbell, Dud Nestler, Jack Peckham, Robert Dettmer, Elmer Mack, Vaughan Llewelen, Marvin L. Tate, George Horn, D. L. Russell, A. W. Cook, C. J. Lett Jr., A. E. Bryant, and Donald D. Albert.

WICHITA: Charles B. Cole, Willis Harden, Paul Bogish, Elmer Richardson, Dean Smith, Kenneth H. Huggins, Don Nowell, Leon Foshee, Al Lovenstein, Elmer A. Troese, Albert L. Barber Jr., Bob Caslett, Forrest Wyckeff, Harold Lindley, Fred Hadley, Dewey R. Billins, Zrinber Lumps, P. C. Beam, D. Monroe Heiberl, Maynard Dyck, William R. Neff, D. R. Mullett, and J. P. Snowhill.

BILLINGS, MONT.

Northwestern Auto Supply held an electronics service training meeting on Oct. 16, as reported by factory rep. Walt Kembel. A total of 42 attended, including several who traveled more than 200 miles, and two who flew 400 miles from Western Montana by plane. A drawing for a wristwatch was held, and refreshments were served after the meeting.

YOUNGSTOWN, OHIO

Appliance Wholesalers held an electronics service training meeting on Nov. 7, with an attendance of 81, as reported by factory rep. Glen Cummins.

(Continued on Next Page)

Now! Mr. Dealer...
PHILCO Fidelitape TRADEMARK

Philco Fidelitape will bring new customers into your store. Tape recorders are now in wide use and recording tape is one of the fastest growing businesses in America today. Make sure you get your share!

- Unequaled in uniformity of output. Guaranteed not to exceed $\pm 1/4$ db within the reel and $\pm 1/2$ db from reel to reel.
- Guaranteed splice-free. Continuous output uniformity and freedom from distortion. Excellent response at high and low frequencies.
- Has a drier-type formula which prevents oxide rub off. Low surface friction reduces wear on heads.
- Has exceptionally low background noise through better dispersing of finer oxide particles. These oxides are magnetically oriented to provide increased output and reduced distortion.
- Has special anti-tack agent which eliminates possibility of sticking on hot erase and record heads.
- Has a moisture-repellent binder which assures smooth, quiet tape travel even under hot, humid conditions.

MAIL THIS COUPON OR CALL YOUR LOCAL PHILCO DISTRIBUTOR FOR FURTHER INFORMATION.

PHILCO
Accessory Division

WORLD'S LARGEST DISTRIBUTOR OF

- Service Parts • Accessories • Universal Components
- Power Packed Batteries • Long Life Tubes • Heavy Duty Rotors • Star Bright 20/20 Picture Tubes
- Long Distance Antennas

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"A" STREET AND ALLEGHENY AVE.
PHILADELPHIA 34, PA.

Please send me further information on the brand new, exciting PHILCO Fidelitape

Name _____
Address _____
City _____ Zone _____ State _____

RE-1157A



- A.** Extra strength in 1 1/2-MIL Cellulose Acetate. 7'' reel—1200 ft. . . . 5'' reel—600 ft.
- B.** Extra length in 1-MIL Cellulose Acetate . . . 50% more tape on standard reel. 7'' reel—1800 ft. . . . 5'' reel—900 ft.
- C.** Extra length and extra strength in 1-MIL Mylar* . . . Polyester Film. 7'' reel—1800 ft. . . . 5'' reel—900 ft.

*DU FONT TRADEMARK

CHANUTE, KANS.

Pioneer Hardware Co. held an electronics service training meeting on Oct. 10, with an attendance of 15, as reported by factory rep. Richard Rembert.

CHARLOTTE, N. C.

Brown - Rogers - Dixon Co. held electronics service training meetings on Oct. 29, 30 and 31, here and at Greenville (S.C.) and Asheville. The total attendance was 109, as reported by factory rep. Len Hardin.

Don Bronson, mgr. of electronics technical information at Philco, took part at the Charlotte meeting. Philco Accessory Division rep. Jim Harford gave a talk on parts. Door prizes were awarded at the meeting and refreshments were served.

Distributor personnel taking part at this meeting were R. L. Berrier, service mgr., W. H. Cox, parts mgr., and Nelson B. Kirby Jr., inside salesman.

Others attending the meeting at Charlotte were Don Kirby, R. L. Hutchins Jr., R. Earl Jones, Ralph R. Hartley, Don Bennison, W. H. Clark, Davis Killian, Albert Tucker, J. E. Adams, R. C. Hatley, W. R. Billingsler, Charles Detter, John W. Player, Bobby Ray Hollis, H. A. Stutts, Ed Chandler, B. L. Little . . .

L. H. Ramsey, Vann Baucom, Bill Norris, Joe Grist, Ray Stanley, Joe Hatley, Ernest Kelley, Bobby Kimbrell, G. L. Stedman Jr., Harold Rufty, Joe Brackets, Joe Philbeck, Isenhour, Archie Gilleland, J. L. Yarborough, Ralph Starnes, Thomas C. Mabry, Yates S. Gilleland . . .

Melvin M. Jones, Earl Jarrett, W. W. Wright, James C. Raley, Marion E. Johnson, W. R. Whitlow, W. R. Austin, D. A. Becknell, G. T. Rhyne, Forest L. Shuford, R. J. Lindsay, Rex Suddreth, Walt Stewart, Paul Jarrett, B. G. Davenport, Glenn E. Ritchie, and Fred Brown.

HUNTINGTON, W. VA.

Tri-State Appliance Co. held an electronics service training meeting on Oct. 29, as reported by factory rep. Roy Gumm.

Attending were W. B. Butcher, R. C. Looney, John Woodram, Floyd Warrick Jr., Roger Phillips, Clyde Watts, Carl Shelton, J. A. York, Jinnings J. Sumner, L. Foreman, and R. Kilgore.

ROCHESTER, N.Y.

Bergman-Rochester Inc. held an electronics service training meeting here and also one at Elmira on Oct. 16 and 17, as reported by factory rep. Glen Cummins. Total attend-

ance was 98. The meeting at Rochester was held in cooperation with the Southern Tier Electronics Association, which inducted Glen Cummins as an honorary member.

DES MOINES, IOWA

General Appliance Co. of Iowa held a home laundry service training meeting on Oct. 11, as reported by factory rep. Vic Haugeberg.

Attending were R. L. Mayes, H. F. Oldson, M. E. Cooley, Chet Husted, Vernon J. Arends, Frank L. Bromin, Glen Williams, Kenny Williams, Stan Fleischocker, Harold Weeks, Forrest L. Durham, Richard Van Wieldon, Gene Wilson, Max Young, Virgil L. Hoxsey, Richard Schutz, Glenn Crossley, Jay Hutchison, J. H. Marston, Harold Neulieb, C. M. Dunlap, Dan Cook, R. J. Thorpe, Bob Gatrel, B. P. Randol, G. M. Winterbottom, Melvin Vox, John W. White, and Oland Kneedler.

SIoux FALLS, S.D.

S. Fantle Corp. held electronics service training meetings here and at Sioux City on Oct. 23 and Oct. 24, as reported by factory rep. H. G. Clark. The attendance reported for each meeting was 40.

Joe Lydon and Bill Quillen, of Philco's Sales Training Division, took part in the meetings and presented a sales training film on transistors.

ALBANY, N.Y.

Roskin Bros. Inc. held an electronics service training meeting here on Oct. 29 — attendance, 82, and another at Middletown on Oct. 30 — attendance, 49, as reported by factory rep. Ed Burke.

ALBANY, GA.

Ferrell-Wight Co. held an electronics service training meeting on Oct. 10, with an attendance of 30,

as reported by factory rep. Lee Kull. Herb King, Philco electronics service training supervisor, took part in the meeting.

HAZARD, KY.

Sterling Hardware Co. held an electronics service training meeting on Oct. 22, as reported by factory rep. Roy Gumm. Attending were Sherman Mayo, Bob Williams, D. A. Davis, Don Davis and George Roach.

SYRACUSE, N.Y.

Broome Distributing Co. held an electronics service training meeting here on Oct. 23 — attendance, 75, and another at Binghamton on Oct. 22 — attendance, 24, as reported by factory rep. Ed Burke.

CLEVELAND, OHIO

Frankelite Co. held an electronics service training meeting on Oct. 29, with an attendance of 78, as reported by factory rep. Glen Cummins.

BUFFALO, N.Y.

W. Bergman Co. held an electronics service training meeting on Oct. 15, with an attendance of 92, as reported by factory rep. Glen Cummins.

LOUISVILLE, KY.

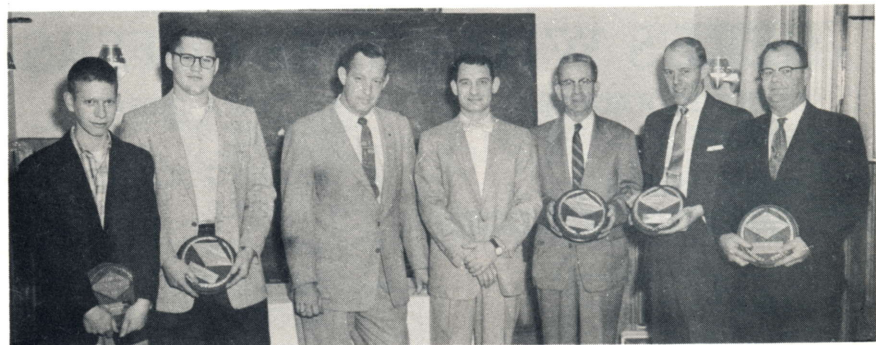
Betco Inc. held an electronics service training meeting following an accessories meeting on Oct. 18, with an attendance of 12, as reported by factory rep. Roy Gumm.

PROVIDENCE, R.I.

Tri-State Distributors held an electronics service training meeting on Oct. 14, with an attendance of 70, as reported by factory rep. Ed Burke.

WHEELING, W. VA.

Rice Appliance Co. held an electronics service training meeting on Oct. 2, with an attendance of 25, as reported by factory rep. Glen Cummins.



A presentation of Philco Service Achievement Awards was made at an electronics service training meeting held by McComb Supply Co., Harlan, Ky., on Oct. 24. Shown above are (l. to r.) Jerry Douglas Lawson, Bobby Boggs, factory rep. Roy Gumm, distributor parts mgr. Ed. Saylor, O. K. Wolfe, William M. Haight, and Joel (Speck) Warren. Others receiving awards, but not shown, are U. L. Blankenship, W. S. Lawson, and Charles Wade.

Need
an
Extra
Helper?



PFSS for 1958
is the Extra Helper
for YOU

-HERE'S WHAT PFSS OFFERS-

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. SERVICE PROCEDURE MANUALS 2. SPECIFICATIONS & PARTS LISTS 3. SERVICE REFERENCE BOOKS 4. VALUABLE SERVICE MAGAZINES | <ol style="list-style-type: none"> 5. ALL DATA DIRECT BY MAIL 6. TRAINING SCHOOLS & CLINICS 7. "JINX JOB" ASSISTANCE 8. PFSS MEMBER IDENTIFICATION 9. ADVERTISING BENEFITS 10. SPECIAL BUSINESS AIDS |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

MEMBERSHIPS	
Electronics	\$ 4.50
Appliance	\$ 4.50
Laundry	\$ 4.50
Full Appliance	\$ 8.50
(APPLIANCE & LAUNDRY)	
AYR (All Year Round)	\$11.50
(ELECTRONICS, APPLIANCE, & LAUNDRY)	

**RENEWAL FORMS
HAVE BEEN
MAILED TO YOU**

Don't Wait! Send Your Remittance TODAY!

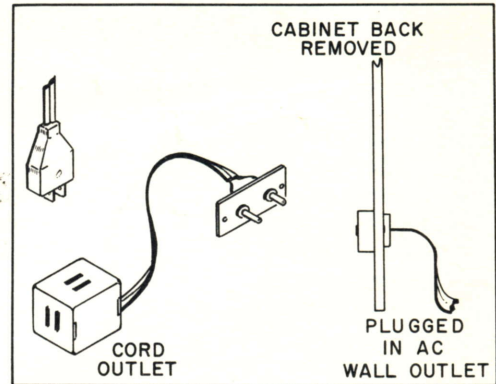
MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

1st this month's \$20.00 AWARD

"On home TV service calls, we often find the set connected through extension cords that run under rugs, behind furniture, etc. We use a short extension cord with a cube tap on one end and the male half of an interlock on the others. After removing the back from the TV set, plug this cord into the female interlock, and you have an outlet on the other end for your cheater cord, test instruments, etc."

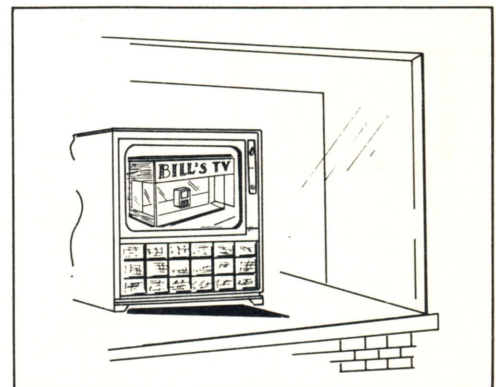
R. B. Heim, Heim's Electric Shop
34 Fourth St., Gonzales, Cal.



2nd this month's \$10.00 AWARD

"We have a Video generator, and instead of using the regular test pattern, we put in a slide picture of our store front and connect it to a TV set in the window. This draws a lot of attention; people come in to see it, and many times it results in sales of merchandise or service."

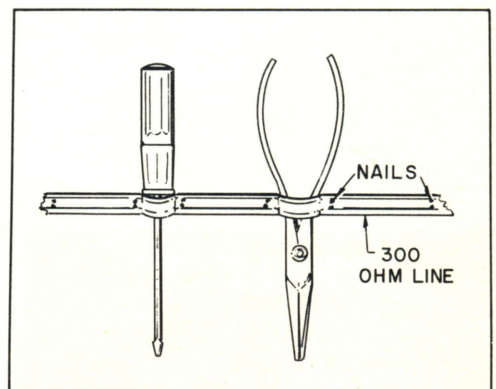
Wm. Schlickbernd Jr., Bill's TV & Radio Service
169 Chadron Ave., Chadron, Neb.



3rd this month's \$5.00 AWARD

"Here is an idea for an inexpensive tool holder than can be made from any piece of 300 ohm ribbon and a few nails. It can be looped to fit any tool."

Albert Bee, Cutlips Inc.
Webster Springs, W. Va.



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. All such ideas are to be submitted only on the basis that Philco shall have unlimited rights to the use thereof for any purpose whatsoever, free from any obligation to the sender. We will consider all suitable items.