

INCORPORATING THE PHILCO SERVICEMAN



post

PHILCO SERVICE TECHNICIAN

VOL. 2 No. 1 JAN. - FEB. 1958

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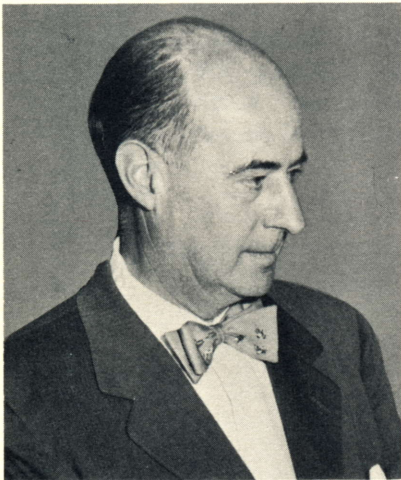
Service Meeting

A view of an electronics service training meeting held by distributor J. H. Burke Co., Boston, Mass., is shown here. Holding TV chassis is Ed Burke, Philco factory rep. A list of those attending appears in the "Field News" section inside.

See "Field News" pages 3 - 4 - 5 - 6

"SERVICE BY INDEPENDENTS" TO RECEIVE NEW EMPHASIS IN PHILCO PLANS FOR 1958

A new emphasis will be placed on "service by independents" during 1958, in line with Philco's policy, according to Henry T. Paiste, Jr., vice president in charge of service. Part of Philco's program includes



HENRY T. PAISTE, JR.

an Independent Philco Centralized Service plan, which is now being used in a number of Philco distributor areas. It provides in-warranty service for retail dealers who have a need for it.

The retail dealer is advance-billed for service by the distributor, and from that point, the plan works in one of two ways:

- 1) In metropolitan areas, dealers and users call the distributor when service is needed. The distributor then assigns the call on a "per call" basis to an independent service shop with which an agreement has been made.

- 2) In smaller centers, and all outlying areas, the distributor arranges with independent service

shops to handle installations and service on a contract basis.

When, and to what extent, Philco's new program will be employed in each locality will be left up to each Philco Distributor. "Independent Philco Centralized Service has been operated with great success in Los Angeles for three years," Henry Paiste pointed out, "and the program is now being introduced in Chicago, Philadelphia, New York, and many other markets."

In Los Angeles, Robert M. Myers, service manager of Philco Distributors Inc., has been responsible for the development of this program, with the assistance of Carl Wilson, factory service representative. Some sixty independent service contractors are taking part in the program, and each call is assigned to the closest contractor. It is reported that retailers, service agencies, and particularly the Philco owners in this area are all enthusiastic with the effectiveness of this plan.

Retail dealers which maintain their own service departments will, of course, continue to handle their own service.

For more than five years, Philco has been laying the ground work for the new Independent Philco-Centralized Service program. The success of this program made it possible to handle service requirements in a number of areas, and permitted Philco to close all of its Factory Service Branches.

With its slogan, "Wanted Across America—10,000 gold-plated Philco Service Agencies!," Philco has

searched out and recorded the names of thousands of prospective shops. Many of these will be taking part in the new program.

For more than 27 years, Philco has relied on independents to maintain its products in consumer homes. To provide service information, the Philco Factory-Supervised Service program sends technical data to service technicians directly by mail. In addition, training material is provided for service training meetings held at Philco distributors for independent service technicians.

Philco also is continuing to spend millions of dollars each year in direct labor allowances to independent shops and service technicians for product service. About six thousand independent Philco auto radio warranty stations have been receiving payment for service work directly from Philco for many years; and, in 1957, several thousand independent service shops signed agreements to handle in-warranty Philco radio and phonograph repairs, with payments being made directly from the factory. This program will continue to operate in 1958.

Henry Paiste stated, "Since 1932, Philco has distributed more printed service information and trained more independent service technicians at Philco distributor training centers than any other manufacturer in this industry." He said, "A professional service job doesn't just happen — it results from professionally trained independents equipped to do superior work and backed by a professional reputation."

Field News

NEWS ABOUT
PEOPLE AND EVENTS
IN THE SERVICE WORLD



I. Stagno, G. Stromberg, S. Brown, R. La Vangie, H. Greenberg, C. Marks Jr., B. La Vangie, Ray Allen Sr., John Thomson, J. Topor, Joe Kelley, Bob McRell, Walter Grace, R. Lawber, Bill Regan, and Pat Cherella.

NEW ORLEANS, LA.

Television and Appliance Distributors held several electronics service training meetings here in November, as reported by factory rep. George Saylor. The following is a list of dates and attendance at these meetings:

November 18 — a special meeting (see photo below) of TESA (Television Electronics Servicemen's Association) was attended by Howard Gros, Albert Toribio, Leonard L. Dale, H. P. DuConge, P. J. Hernandez, Joe Reisger, Edw. R. Ritzmann, Edwin Palumbo, David J. Bonnette,

(Continued on Next Page)

BOSTON, MASS.

(See cover photo and photo below.) J. H. Burke Co. held an electronics service training meeting on November 26, as reported by factory rep. Ed Burke.

An attendance of 80 included the following: A Saxe, D. Tirrell, E. McNamara, R. Allen Jr., R. Wyatt, J. Figucivedo, V. Baisley, E. Gazda, W. Higgins, R. Maynard, J. Cohen,

Jason Cole, Tony Chiochio, "Doc" Archambault, J. Baron, S. L. Germaine, G. Bennett, J. McGrath, M. Tuberosa, B. Werman, S. Kalinowski, R. Shedd, and . . .

A. Bonanno, S. Bornstein, N. Hicks, J. Grace, V. Alier, C. Stagin, Bill Gibbs, Hugh Parkhurst, Jr., Wm. Armstrong, Charles Wyatt, E. A. Guillette, C. Guillette, A. Laudano, E. Parsons, R. Pelleter, D. Thomson, and . . .

PHILCO SERVICE TECHNICIAN

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VOLUME 2

NUMBER 1

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

RICHARD A. PHILLIPS Editor

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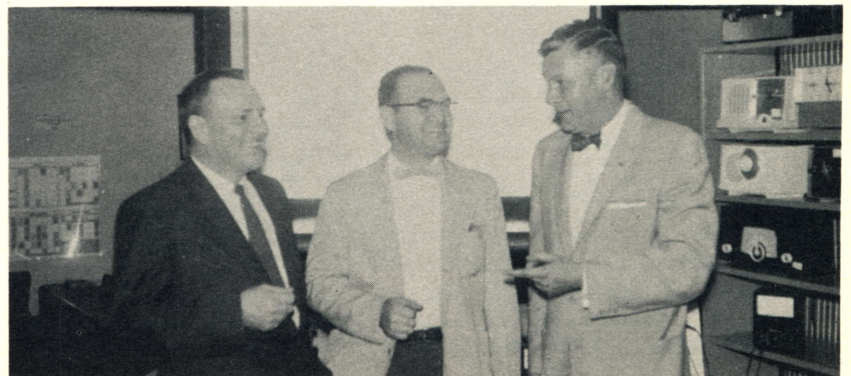
Address Correspondence to:
"PHILCO SERVICE TECHNICIAN"
PFSS Headquarters
2nd and Westmoreland Sts.
Philadelphia 40, Pa.

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.



ABOVE: Service meeting on Nov. 26, at J. H. Burke Co., Boston, Mass., is being discussed by (l. to r.) Robert Egan, electronics service mgr.; Wm. A. Burke, treasurer; Ed Burke, factory rep.; and Leo Lind, home laundry service mgr.

BELOW: Shown at New Orleans, La., service meeting held for TESA are (l. to r.) Earl Knight, general service mgr. of Television and Appliance Distributors; "Sig" Grossman, president of Television Electronics Servicemen's Association; and George Saylor, factory rep.



Field News

NEWS ABOUT
PEOPLE AND EVENTS
IN THE SERVICE WORLD



(Continued from Preceding Page)

Albert P. Poufant Jr., Sam Steeg, Harold G. Alwert, Gaston H. Galtjour, Warren Rodriguez, Sig Grossman, Ray Stevens, C. W. Osborne, Ernest Falgout, Ralph Hogan, W. H. Blackmon, Fred Fabre, Jr., Ferdinand G. Petrie, Dowie Gendron, and Henry P. Chavanel.

November 19 — attended by R. G. Peterson, Joseph V. Bevinetto, Geo. Benedetto, J. D. Killian, Dwight Boyd, A. J. Navarre, H. W. Otilio, Dave Falgout, Duffy's TV, Rodney Mayer, Ronald Forest, David C. Miller, Floyd Maduell, Alvin P. Aucoin, Charles Jessen, Fred Berner, M. J. Lindsey, Antonine W. Theard, Orson J. Jones, Earl M. Derouen, Ray Bergeron, O. Antonine, A. Osborn, Abraham Jackson, and

Walter J. Cassine Sr., Robert A. Couch, S. J. Thompson, August Berner, W. L. Waller, Hugh Russell, Dwight A. Boyd, Bob Shaw, L. J. Hupin, Omer J. Rizan, Edward Jacob, C. L. Patrick, Ben Bullot, E. G. Robertson, George Manson, and Vincent Mancuso.

November 20 — a special trade school meeting at the Del Gado School was attended by about 200, and the names of those who registered are M. S. Hurd, D. M. Montz, Bernard R. Kruebbe, Thomas R. Murphy Jr., Geo. B. White, Ray C. Duthu, Quentin W. Quinette, Donald J. Brody, Hubert J. St. Pierre, Stephan Lemoine, Benny Waguespack, Elton Hingle, John J. Cuchinotto, John D. Bartlow Jr., Jack Weiser, and . . .

Rodney C. Boudreaux, Eddie Morcier, R. S. Miller, J. R. Stafford, Gerald J. Giroer, J. Bergeron, Joseph Schmitt, W. J. Chiappetta Jr., N. C. Harper, P. J. Rodast Jr., B. J.

Mancuso Jr., Earl W. Schmaradt, Merton D. Baxter, C. J. Poehl, R. J. Brauner, C. H. Brookman, Allen Schindler, M. Meynard, J. A. Comstock, John J. Dysort, J. J. Vincent, E. L. Magee, C. Zara, and . . .

Henry K. Lee, Chas. R. Martinez, Frank A. Grosz, A. Huber, Jimmy Paulino, Louis J. Crovetto, W. E. Leheler, L. C. Muller, S. J. Dorsa, E. M. Kachler Jr., Claude Todaro, E. V. McKinley, D. J. Sheppard, John Wenzel, M. J. Reggio, James A. Johnston, Lawrence H. Walther, Berthel A. Menge, Mel Damirus, Ray Newton, Joe Heyden, B. A. McCulley, M. C. Seeger, F. A. Gauthier, Sam Mumfre, Frank P. Lovoi, S. B. Juillot, R. L. Moen, C. S. White, D. R. Ingram, and Brent B. Shall.

DECATUR, ILL.

Crum Distributing Co. held a home laundry service training meeting on Nov. 21, as reported by factory rep. Ed. Cammer. Attending were John F. May, Leo Hudson, Leonard Wolfe, Emil Wieland, C. Brading, J. J. Schrock, Walter Bath, Wm. Whitlock, James B. Smith, Angelo Cappellin, Bernard Brewer, F. Wells, Lou VonHatten, Dale Huffman, L. Troxel, Francis Ariana, Herbert Wise, Dave Star, Ernie Remmer, James W. Lamb, G. A. McLennen, John B. Corsiatto, John Mrozeck, and Leonard D. Cotton.

INDIANAPOLIS, IND.

Radio Equipment Co. Inc. held three electronics service training meetings on transistors, for servicemen's associations during November, as reported by factory rep. Roy Gumm. The following is a list of the places, dates, and attendance:

NEW CASTLE, Nov. 4 — attended by Dixon's Radio & TV Service, Frank Oxley Jr., Elwood Grace, David Province, Homer E. Corum, Wayne F. Solomon, Caleb Slagle, A. W. Schwenk, Brent Hay, Gene's TV & Electronics, Charles Radio & TV, and Calvin Crouch.

KOKOMO, Nov. 20 — attended by Harold H. Mathews, Frank Richcreek, Albert E. LaFlower, L. E. Ferguson, Rolland E. Rea, Robert

(Continued on Next Page)



Three Philco Service Achievement Awards were presented at distributor R. E. Harris Inc., San Diego, Cal. on Nov. 20. Shown at the presentation are (l. to r.) Charles Frice; distributor service mgr.; Bob Harris, Jr., distributor sales mgr.; J. F. McIntosh, owner of Delux Service for Philco-Bendix home laundry; Earlene Bingham, distributor service secretary; Emmett S. Smith, owner of General Appliance Service; Louis J. Grimaud, owner of Grimaud Refrigeration Service, Coronado; and Carl H. Wilson, factory rep.

"FIELD NEWS" . . .

(Continued from Preceding Page)

A. Balsbaugh, Robert J. Bilyerr, Harold L. Crume, Charles A. Conwell, Fred Bradley, Alvin P. Mast, Gilbert Crockett, Paul Rayls, and Earl Woodroof.

MUNCIE, Nov. 21 — attended by E. J. Deilks, Frank Robb, Charles Irelan, Kenney Bullock, David W. Summers, George Wilson, Kenneth Futrell, Duane Dunmoyer, P. J. Earehart, and C. Irwin.

EL CENTRO, CAL.

R. E. Harris Inc. of San Diego held a home laundry service training meeting here at Imperial Hardware Co. on Nov. 21, as reported by factory rep. Carl H. Wilson. An attendance of 13 included representatives from that store and five other company stores in Imperial County.

JOPLIN, MO.

Mardick Distributing Co. held an electronics service training meeting on Nov. 19, as reported by factory rep. R. Rembert. Attending were L. D. Evans, Bill Hanks, Irvin Stark, Scott Miller, Clyde E. Breuil, Sammy Deehairo, C. L. Benier, Jack Tucker, Paul Vaughn, Bennie Andrews, Robert L. Stobbfelt, Ray L. Growes, Russell E. Conn, Hank Pichler, Doyle Coombes, Leon Cortwright, and . . .

Robert L. Moore, Clifford Yust, Bill Hinkle, R. P. Beeler, Oiner Massa, Roy E. Ivlane, Wayne Austin, Walter Brey, Jim Hurt, J. D. Kelsey, C. Cones, Pat Robertson, Fred Spelle, A. J. Wormington, and Joseph A. Appino.

BILLINGS, MONT.

Northwestern Auto Supply held an appliance service training meeting on Nov. 14, covering Philco Refrigerating Systems, according to Dan Sanderson of the distributor. Attending were Glen Roysdon, Dick Mortenson, Blackie Blackwell, Les Young, Wayne Jones, and R. B. Baker.

RALEIGH, N. C.

Brown-Rogers-Dixon Co. held an electronics service training meeting here on Nov. 26, and another at Wilson on Nov. 25, as reported by factory rep. Len Hardin. The following is a list of attendance at each meeting:

RALEIGH — W. Craig Wilson, Linwood E. Ham, Charles Stewart, Clem Gray, Lacy Tucker, George Mallhouse, Wayne Shepherd, Dewey Tillman, A. B. Hammett, Lee Daniels, Garner Vincent, James L. Faust, W. E. Pigott, Bert Santle, E. C. Blankenship, Willard Carpenter, Travis E. Hildebrand, Bill Hough, M. G. Page, Chas. T. Hunter, R. B. Corns, Wesley Murphy, U. R. Johnson, R. F. Fox, Chas. E. Abrems, Ernest Jones, L. B. Shepherd, Troy D. Ellington, William Horton, and N. F. Moon.

WILSON—Denny Lyles, Woody Parker, M. B. Bridgers, Rudolph Halland, Fred Cole, Walter Kennedy, Henry Howell, Ronald Wall, John A. King, John Ferrell, Douglas L. Croon, Milton C. Kennedy, James C. Humphrey, Don Smith, W. J. Livesay, D. E. Davis, Bill Gill, Walter L. Larmon, Charles Whittley, Bobby Cole, Warren Glover, G. T. Davis Jr., and Arlie Jernigan.

CHANUTE, KANS.

Pioneer Hardware Co. held an appliance and home laundry service training meeting on Nov. 26, as reported by factory rep. M. F. Champieux. Attending were Harold Myers, Harold Cornett, Wayne Huffman, Ross Piper, Ron Stout, Jas. L. Adamson, Dick Weast, L. R. Robertson, Jackson Leeuwey, and Henry W. Myers.

MOBILE, ALA.

Television and Appliance Distributors of New Orleans held an electronics service training meeting here on Nov. 21, as reported by factory rep. George Saylor. Attending were Dan L. Priest, Bill Murphy, Lewis Shank, Don Dillehay, Keith Hoover, Jan Ter Boo, R. J. Molony, C. A. Drake, V. A. Potter, J. R. Robertson, John Sporna, Bob Segesta, George Bullock, and . . .

Lionel Byrd Jr., Roye Rush, M. S. Pickett, T. J. Bennington, C. E. Herring, L. M. Tenly, A. J. Barton Jr., Tom Barton, Harold O. Miller, Jimmy Freeman, Wayne Massey, Andrew Whiten, Domingos T. Selva, and Flelcher Davis.

AKRON, OHIO

Frankelite Co. of Cleveland held an electronics service training meeting here on Nov. 19, with an attendance of 33, as reported by factory rep. Glen Cummins.

RICHMOND, VA.

Graybar Electric Co. held two electronics service training meetings in Nov., as reported by factory rep. Al Feeney. The meetings were conducted by George Nuckols, distributor service mgr.

(Continued on Next Page)



Eshelman Supply Co., Lancaster, Pa., held a two-day home laundry service training school in Oct., as reported by Roger P. Legler, distributor service mgr. A total of 32 attended. Paul Smith (at right in photo), factory home laundry sales rep., and Clarence Fore (standing at rear), factory service rep., conducted the school.



Philco Service Achievement Awards were presented at Radio Equipment Co., Ft. Wayne, Ind., during a home laundry service training meeting attended by 56. Shown (l. to r.) are C. E. Joscelyne, factory rep.; H. R. Lee, award recipient; Don Goodwin, award recipient; and George Good, distributor appliance service mgr.

"FIELD NEWS" . . .

(Continued from Preceding Page)

One was held here on Nov. 26, at Thalheimers Dept. Store, and was attended by John F. Briggs, Elgin Burrows, Roy Cary Ellett, Stuart Lee Hash, William May, Ernest Peck, William Martin, and John Stout.

The other meeting was held at Petersburg on Nov. 21, and was attended by Bill Porter, L. C. Short, J. F. Shovak, Fred A. Jordon, Eddie Condrey, Roy Davenport, and Donald Birdsong.

LAFAYETTE, LA.

Television and Appliance Distributors of New Orleans held an electronics service training meeting here on Nov. 12, with an attendance of six, as reported by factory rep. George Saylor.

SAN FRANCISCO, CAL.

California Electric Supply Co. held an electronics service training meeting here on Nov. 26, attendance 18, and held another at Rodeo on Nov. 19, attendance 12, as reported by factory rep. Ted Roberson. Both meetings were conducted by Hal Gray, distributor electronics service manager.

NASHVILLE, TENN.

Currey's Inc. held an evening home laundry service training meeting on Nov. 13, with an attendance of 54, as reported by distributor service mgr. Carl Mason. Others of Currey's appliance service department taking part were Cecil Kiper, Ed Greer, and Robert Demonbreun. Dinner was served and door prizes of an electric clothes dryer and a complete Bendix Laundry Manual were offered.

BATON ROUGE, LA.

Television and Appliance Distributors of New Orleans held an electronics service training meeting here on November 13, as reported by factory rep. George Saylor.

Attending were Y. P. Catrou, Walter Zammit, Dewey R. Ray, Edward Prestidge, E. A. Aucoin,

James V. Clement, Buford Aucoin, John R. Grand, Raymond B. Colomb, Fred Hencks, William Wittington, H. N. Moody, Jos. A. Maggio, Leonard J. Canijas, Jennings Bernard, A. J. Griggs, J. F. Burnett, and C. J. Jumonville.

CINCINNATI, OHIO

Tri-State Distributing Co. announced the presentation of Philco Service Achievement Awards to Bob Bogen, owner of Atomic Radio & TV Service, Cincinnati, and to Marshall Foley, owner of Foley-Fowler, Cynthiana, Ky.

SPOKANE, WASH.

Guy W. Plank Co. has merged with Spokane Paper and Stationery Co., and will remain under the management of Guy Plank. The new distributor's name and address are Spokane Paper and Stationery Co., 152 S. Jefferson St.

SALEM, S. D.

A Philco Service Achievement Award was presented to Carl Hanish at distributor S. Fantle Corp., on Oct. 31, as reported by factory rep. H. G. Clark. Also attending the presentation was Ken Ackerman, distributor parts mgr.



A Philco Service Achievement Award presentation was made on Nov. 13, during Open House at Crumpacker Distributing Corp., Houston, Tex. Shown here are (l. to r.) Jim York, distributor service mgr.; O. W. Wagner, owner of Duo Econo Bendix Service; and B. E. Sylvester, factory rep. Wagner has been in the laundry equipment repair business for 17 years.



A Philco Service Achievement Award presentation was made at distributor Southwest Radio and Equipment Co., Oklahoma City, Okla. Shown here are (l. to r.) Glen Steed, distributor service mgr.; R. O. Stetler of Stetler Service Co.; and Dick Rembert, factory rep.

Mr. Service Dealer

PHILCO ROTORS

outperform all others

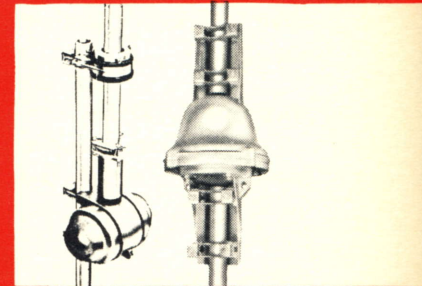
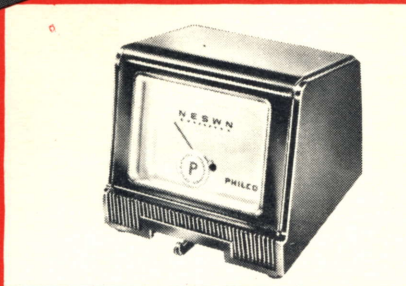
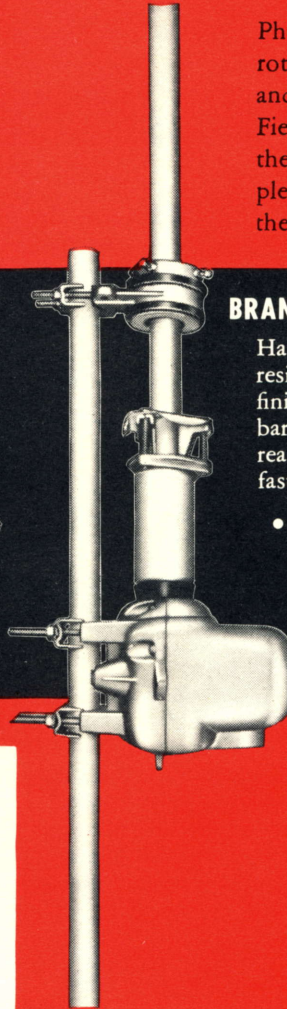


Philco brings you a complete line of quality rotors with a wide range of models designed and engineered to give superior performance. Field and laboratory tests conducted under the most exacting conditions give you complete assurance that a Philco rotor will deliver the greatest performance for your customers.

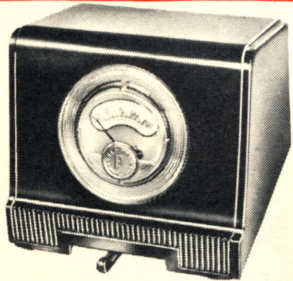
BRAND NEW FROM PHILCO—MODEL P15

Handsome control in high-impact, break-resistant cabinet with blond or mahogany finish. Instant locking will not drift. Rocker bar gives true finger-tip operation. Easy-to-read dial face. New "zero adjust" permits fast, accurate adjustment after installation.

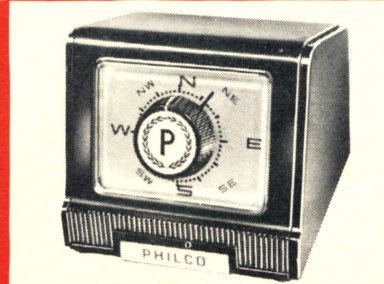
- Heavy duty cast aluminum housing on rotor.
- Water-proof and rust-proof with tight weather seal.
- High strength . . . low weight.
- Completely assembled . . . installs in a jiffy.



P11 P4A
AP1 AP22
ROTOR ROTOR



P4A CONTROL—Heavy duty rotor. Accurate direction control with manually operated motor switch and indicator meter. Plastic cabinet of modern design.



P11 CONTROL—Manually operated rotor easily handles two bays. Designed for years of dependable service. Rotor fits masts up to 1 3/8" in diameter.

AP22 CONTROL—Heavy duty, long-life rotor with automatic control unit providing dependable and fool proof operation. Also available as AP1.

FOR FURTHER INFORMATION ON THE COMPLETE PHILCO LINE OF QUALITY ROTORS, SEE YOUR PHILCO DISTRIBUTOR OR MAIL THE COUPON BELOW.



Philco Corporation
Accessory Division
Attention: Carl Areschoug
Philadelphia 34, Penna.

I would like more information on genuine Philco Rotors.

NAME _____

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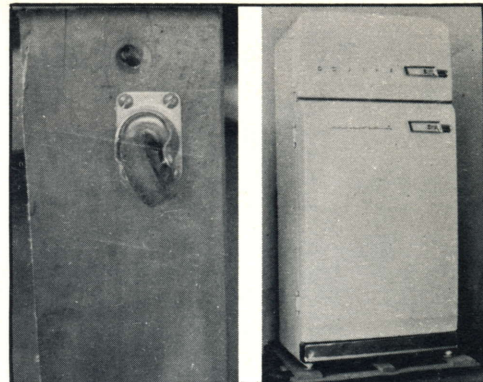
MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

1st this month's \$20.00 AWARD

"Before uncrating Philco refrigerators and other appliances, lay them down on a hand truck and attach low-cost flange casters to the base. Then remove the rest of the crate. This takes only a few minutes and makes your display stock easily movable by one man. After delivery of the product, save the base with the casters and use it for the next appliance uncrated for display. We are able to change our displays from day to day with little or no trouble."

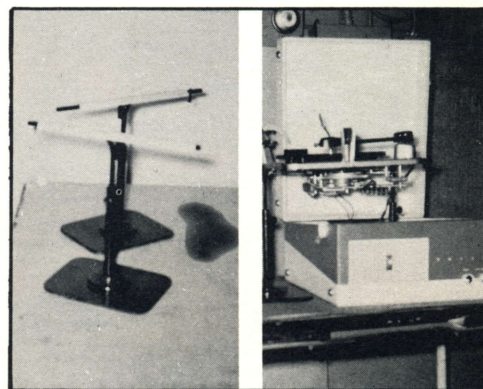
A. S. Floyd (Electric Equipment Co.)
P. O. Box 550, Tucson, Ariz.



2nd this month's \$10.00 AWARD

"Here are stands to hold record changers for servicing, which take nearly all of the changers made. The bases are tempered preswood board 6-1/2 in. x 8 in. A piece of 3/8-in. pipe 7 in. long is mounted on the board with a flange. "T" bars are made from 5/16-in. square stock — the top is 12 in., and the vertical part is 11 in. For vertical adjustment, a 1/4-in. thumb screw is threaded into the pipe 1 in. from the top. V-shaped strips (left over from air conditioner installations) are mounted on the top of the "T."

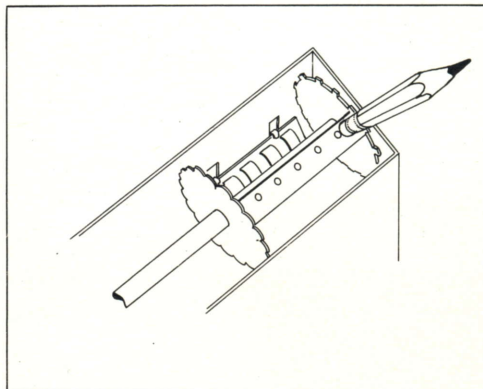
Girvin Herr, Eshelman Supply Co.
114 Lincoln St., Lancaster, Pa.



3rd this month's \$5.00 AWARD

"To clean a standard coil tuner, we remove osc. and R.F. coils Nos. 6, 7, 8, 9, 10, 11, 12 (unused channels in this area). It is then an easy matter to clean the stationary contacts with a good cleaner. The coil contacts of all *used* channels are cleaned with any ordinary rubber eraser. The unused channel coils are not replaced, since this allows the stationary tuner springs to relax between tuning from channel to channel. Unused channel coils should be left with the customer in case the set is moved to a different area."

L. E. Klingberg, Jr., Lawrence Electronics
1338 W. Century Blvd., Los Angeles 44, Cal.



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.

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