

INCORPORATING THE PHILCO SERVICEMAN

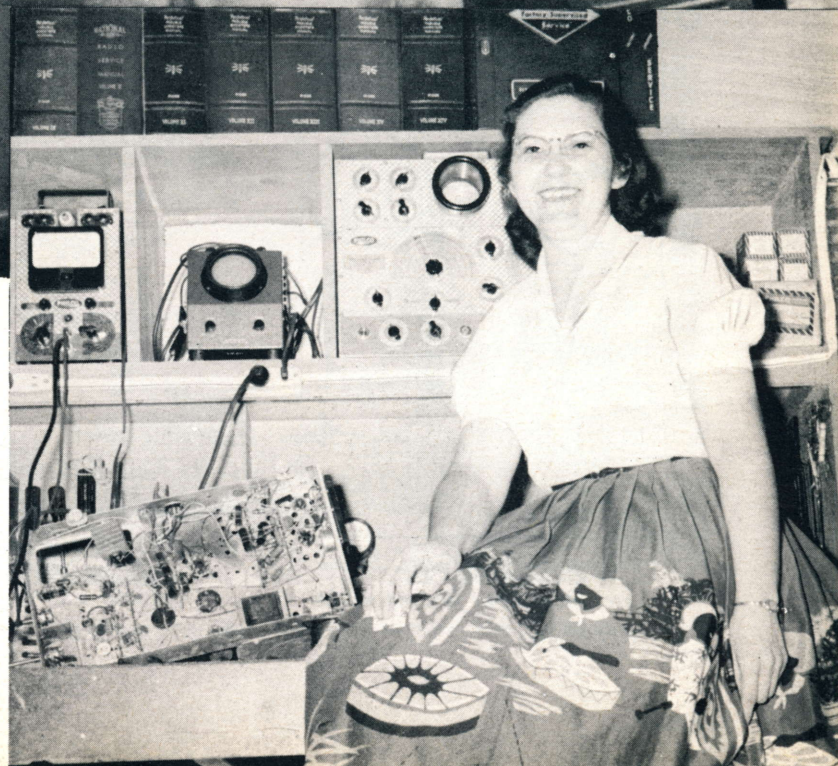


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PHILCO SERVICE TECHNICIAN

VOL. 2 No. 2 MARCH, 1958

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



The Weaker (?) Sex . . .

Pat's Radio and TV employs a lady technician, rated "outstanding." But just about everything at Pat's is outstanding.

See "Personalities in Service" Page 3

PHILCO SERVICE TECHNICIAN

MARCH 1958

VOLUME 2

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

RICHARD A. PHILLIPS Editor

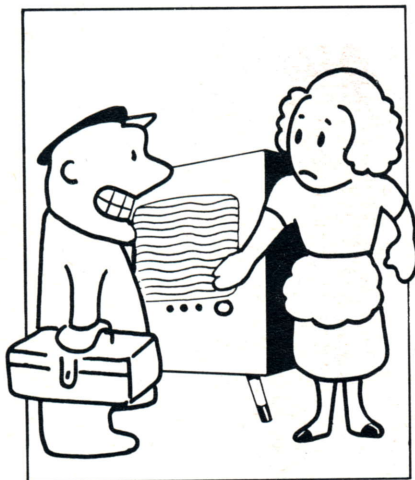
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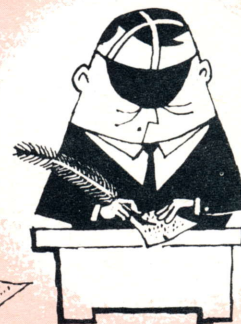
Philco Service Technician will strive to "mirror" the activities of the thousands of PFSS members and to provide them with useful and helpful information.

GOING THE ROUNDS WITH UNCLE PHIL



"There's nothing wrong with your TV, ma'am—that's just an under-water program!"

THE Editor's WORKSHOP



Hi, fellas! How's business? That's usually a good question—and maybe the answer is good, too, when we're talking about the Service Business.

In the last year, the Television Service Business, as an example, *was bigger than* the Television Sales Business. It is reported that TV service amounted to almost two *billion* dollars. When it reaches that point, we're talking about *big business*. It may be surprising to realize just how big the service industry really is.

How does such tremendous growth develop in our field? Well, it's rather simple to understand just by using common sense. As more and more products have been sold to more and more people, the total amount of service required has increased. And, as sales of a product approach a saturation point, the amount of sales levels off. There are fewer purchases of the new product, but service must be available to the many people who are already product owners.

As a result, the service industry as a whole has become gigantic. But, does this mean anything to *you*?

It can. It means that there is a lot of business available in servicing. And it may mean money to you if you are getting your share. It is necessary, of course, to operate a service business wisely. This means that time must be put to proper use so that it is not wasted. Thus it will be possible to make the maximum number of calls each day to achieve the maximum income.

It is equally important that the *business end* of service be given careful consideration, also . . . for it is through the use of proper business methods that maximum net profits can be achieved.

"Philco Service Technician" hopes to offer you some helpful information this year in regard to business operation. This is probably one area in which not enough assistance is available to service-businessmen. Technical knowledge is definitely essential, but business "know-how" should be added to it for real success.

The potential of the service business is great. Getting the most out of it is the result of efficient operation. Take a look at your business. Does it have weaknesses? If so, find out what the problems are and then take steps to correct them. By regular analysis, your operation can become smoother.

So, take a careful look at your own operation, and see if you are getting your share of this Giant, the Service Business of Today.

Personalities IN SERVICE



directory advertising bringing in the leads. However, he feels that much of his business also comes from one satisfied customer telling another, an outgrowth of a slogan he plugs constantly: "If we please you, tell your friends. If not, tell us."

Born in 1908 at Maxwell, Okla., Pat completed Joplin Grade School and Carthage High School, plus correspondence courses. From 1926 to 1940, he was a radio technician for a furniture store, going into business for himself in 1940. His technical training also included an N. R. I. Correspondence Course. "I got into the service field as a result of a hobby," he says, "but once I got into it, I couldn't get away from it."

Pat and his wife Maxine have two children, Patty, 18, and Bobby, 19. Daughter Patty fills the positions of bookkeeper, dispatcher, and salesgirl in the business.

Regarding Chris Cones, Pat recalls that she started to work for him in 1944 as an apprentice. He considers her equal to any technician. Chris takes "second place to no one in the line of TV and radio repairs."

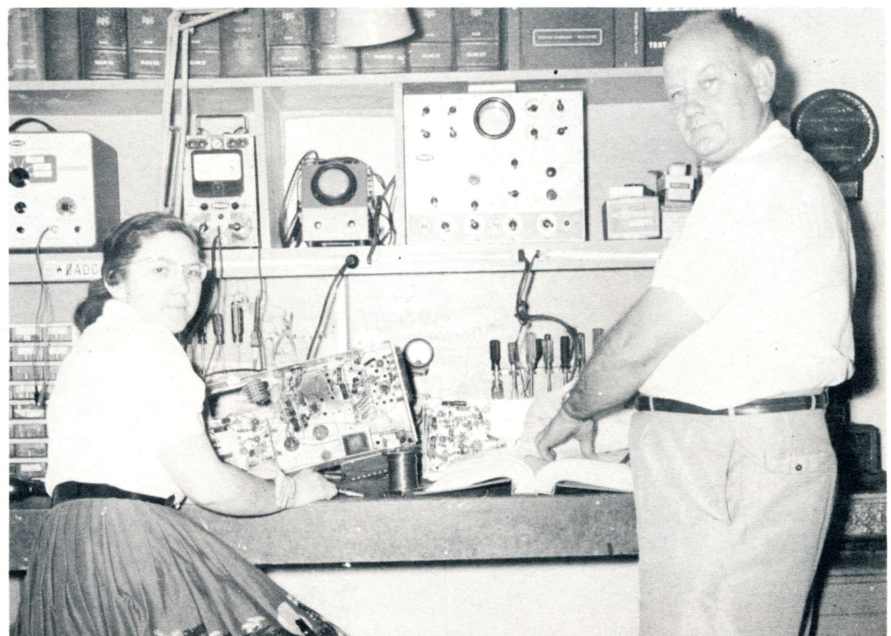
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Pat started his present business in 1952, with sales and service of Philco electronic products. Last year, he started construction on his own building (not shown here) with plans to move in before the end of the year. He operates a truck, a station wagon and a car. He employs, in addition to Chris, his 18-year-old daughter Patty, shown below, who does his bookkeeping.

Tinkering with tubes and transistors is a far cry from stooping over a steaming stove, but at Pat's Radio and TV, Carthage, Mo., it's a lady technician who answers service calls! Sharing approximately 70 service calls a week with her boss, Christine Cones is rated as one of the outstanding technicians, regardless of sex, in the area served by Mardick Distributing Co., Joplin, Mo. This was confirmed by the "boss" of Pat's Radio and TV, Pat Robertson.

Pat has a fine record of aggressiveness in promotion of his business, with good newspaper and telephone



Pat Robertson and his able assistant Chris Cones handle some bench work in the shop.

Of the total work handled by Pat's Radio and TV, electronics makes up almost 100% of the volume, with an occasional refrigerator or washer repair. The calls are approximately 75% charge and 25% C.O.D. The firm services an area within a radius of approximately 50 miles, and with a population of about 100,000. One truck, one station wagon, and one car are used for calls.

Asked if he had any special problems connected with his business, Pat Robertson replied with a big grin, "There just aren't enough hours in a day."



Pat Robertson smiles broadly as he points with pride to the Philco Service Achievement Award on display in his shop.



Shown outside Pat's Radio and TV are (l. to r.) Patty Robertson, Chris Cones, and Claude Hinkle, the distributor service manager. At the time this picture was taken, plans were already made to move into a new building.

Field News

NEWS ABOUT
PEOPLE AND EVENTS
IN THE SERVICE WORLD



INDIANAPOLIS, IND.

Radio Equipment Co. held an electronics service training meeting on Dec. 4, with an attendance of 178, as reported by factory representative Roy A. Gumm Jr. Philco Service Achievement Awards were presented during the meeting. (See photo of presentation.)

At the close of the meeting, refreshments were served and door prizes were awarded. The Parts Department was kept open after the meeting as a convenience to those attending.

Among those who attended were:

From Indianapolis: Wm. C. Cutshaw, Elmer

Spieker, R. D. Baughman, Fred Ripple, H. Wayland Herbert, Estel E. Jones, Jack H. Cohen, Bert M. Post, W. B. Sanden, Edgar McNay, Wm. Keaton, Chester Keaton, Cleo L. Taylor, John W. McMurry, A. N. Ellwanger, Joseph F. Arruda, Sammy Lumpkin, T. E. Carson, L. W. Stocks, Wm. H. Slets, J. E. Kever, Chester A. Marshall, Roy Pryor, Donal D. Hawkins, Frederick J. Miller, Paul Stamm, Tom Everman, R. E. Schmid, Richard Cartmel, B. J. Flaughn, Robert H. Roberts, Richard L. Posey, Carl Posey, Wm. A. Guiducci, Frank Nichols, Jr., Robert Harville, Charles Scharbrough, James R. Swimmy, Robert Esamann, N. D. Conger, E. M. Denson, Eugene Fortune, Carl E. Schmidt, Leon J. Howland, E. J. Schwartz, John Hurm, Jack W. Lewis, Charles Johnson, John R. Chaplin, K. P. Jones, Harold A. Shoemaker, Donald H. Brinson, Donald Dunn, Malcolm Klepfer, Harold G. Joergens, W. L. Calhoun, Hal Bailey, and Donald H. Miller.

From out of town: Gale L. McClathrey, John S. Baniszewski, Harle E. Officer, Reub Jarson, Earl L. Black, C. C. Turnbaugh, Donald F. Hunt, Hubert B. Ulrey, Irvin Hooper, W. D. Singer, Wm. Wainscott, Robert L. Andrews, Elvin Lind, Charles Buskirk, Merridith Went, Claude E. Boswell, James R. McGowen Jr., Phil Sells, Charles Henderson, Dean B. Horn, George A. Fix, Bill Pharn, Chas. E. Stouse, John C. Fry, A. L. May, Orville E. Pardieck, Fred Bradley, Robert F. Cripe, O. H. King, Chas. A. Conwell, James E. Hiles, Malcolm Maze, Harry Cherrington, Charles M. Isburn, Albert Pinkerton, C. R. Qualkinbush, R. A. Wilkins, L. E. (Bill) Ferguson, Chas. J. Fleisch, G. J. Hibscheiler, Carl B. Hudson, Ray J. Hudson, Earl Spurgeon, Noel Egler, Clifton Hartley, Ivan R. Smeltzer, A. Burnett, Russell Spannuth.

Robert D. Henry, Charles E. Sneed, V. J. Steffin, Walter Johnson, Harold Hughbanks, Chas. Larson, Curtis Ailer, Forrest Fox, Roland Longenecker, Taylor Thurman, Guy E. Brown, Jerry Thomas, Gilbert Hale, Wm. D. Simpson, Chas. W. Rippel, Larry Jarboe, Ernest W. Owen, Wm. D. Simpson, Floyd Miller, Chester W. Herr, S. S. Moore, Clifton Nighthenelser, Harold L. Crume, Robert C. Hall, R. W. Parker, Vern W. Harvey, Robert Setty, Robert L. Rogers, Edgar L. Fravel, Arval Donovan, Ray Wheelden, J. J. Robinson, Earl E. Hignight, Curtis L. Tomlinson, Steve Sobonya, Harold L. Mitchell, Donal H. Causey, and James R. McGoen Jr.

**Field
News**

(CONTINUED)



MONTGOMERY, ALA.

South Alabama Distributors held an electronics service training meeting on Nov. 26, as reported by factory representative Leon P. Kull. Approximately 20 members of Montgomery TV Service Assoc. attended. Those who registered are:

A. E. Carroll, Mack McKenistry, Ed Thorne, Jim Thorne, Ernest Godfrey, Henry Matthews, W. D. Beaty, Bill St. John, W. D. Montgomery, Ken Beers, and George Keity.

Distributor personnel taking part were Ben Weeks, service mgr., and Ed Gattlin.

SEATTLE, WASH.

Graybar Electric Co. Inc., held an electronics service training meeting on Nov. 26, as reported by Ed Ralston, electronics service manager. Attendance was nine.



Shown above are recipients of Philco Service Achievement Awards presented during the December 4th service meeting at Radio Equipment Co., Indianapolis. Donal Smith, distributor electronics service manager, not shown above, took part in the presentations. From l. to r. are Dean Horn, owner of Horn's Radio & TV, Columbus, Indiana; Steve Sobonya, owner of Midwest Radio & Appliance Co., Terra Haute; Charles Buskirk and Elvin Lind, owners of Buskirk-Lind TV & Appliance Co., Martinsville; Edgar L. Fravel, service manager at Louie's Radio & TV, Vincennes; Chester Hert, service manager at Bridwell Music Co., Bedford; Eugene Fortune, owner of Skinner Radio & TV Inc., Indianapolis; Arval Donovan, technician at Gimble Bond, Vincennes; Russell Spannuth, owner of Spannuth TV & Appliances, Noblesville; and Taylor Thurman, owner of Superior TV Service, Richmond. Another recipient, not shown above, was Ray Wheelden, service manager of Gimble Bond, Vincennes. At extreme right is Roy A. Gumm, Jr., factory representative.



R. Q. Gruber, factory representative, was busy handing out Philco Service Achievement Awards on December 5, at Tri-State Distributing Corp., Cincinnati, Ohio. In photo at left, he presents award to Bert Brown, pres. of All Services, Inc., of Cincinnati. From l. to r.: Gruber; Sam Gerolus, laundry



supervisor; Brown; and A. E. Wood, vice president of All Services. Photo at right shows Gruber presenting Award to C. L. Sears (r.), owner of A-1 Appliance Service Co., of Forrestville. Shown in center is John C. Turner.

Field News

(CONTINUED)



* * *

Graybar also held a home laundry service training meeting on Dec. 2. The following attended:

J. B. McMahon, George Luke, Lane Preher, Harry Hem, W. S. Koon, W. G. Mallory, R. G. Roberts, Kal Ariola, Bill Reed, C. Haggerty, George Behreud, Bernard Williams, H. F. Pfeiffer, J. Kirk, Hal Weir, and Dusty Madusker.

TRENTON, N. J.

Fineburgs' has moved from its Olden Avenue location and will have main offices at Elizabeth, N. J. A department for Philco parts is being maintained at Trenton at 533 S. Broad St. Don Arrison is manager of this department.

CINCINNATI, OHIO

Tri-State Distributing Co. held a home laundry service training meeting on Dec. 5, as reported by factory

representative Ralph Q. Gruber. The following attended:

Eugene G. Young, Wm. A. Miller, Bernard Angel, John Kripp, John Krohn, Bob Jennings, Tom Quinn, John C. Turner, C. L. Sears, Howard Merritt, Sam Gerolus, E. Heabe, J. Slaven, Dan Cox, Wm. Moscoe, Robert Benham, Tom Foy, Art Wood, Bert Brown, and J. Kuestefeld.

PORTLAND, ORE.

A home laundry service training meeting was held by Graybar Electric Co. on Nov. 19. The following were in attendance:

L. W. Price, Carl Simons, R. L. Profitt, J. C. Bowen, Ray Batsch, Roddy Freeman, Bob Meloy, George Pixely, Neil Booth, Robert Cook, Perry S. McKirknil, Ollie Hagen, Warran Huak, J. T. Ratoff, Cecil Goss, Rod Foster, Al Hein, and L. N. Stephan, distributor service manager.

WILMINGTON, DEL.

Garrett-Miller Co. held two electronics service training sessions, Nov. 7 and 12. The first was held in Wilmington and the second in Salisbury, Md. There were 60 servicemen present at the Wilmington meeting and 45 attended the Salisbury meeting.

HUNTINGTON, W. VA.

Tri-State Appliance Co. held an



A Philco Service Achievement Award was presented to J. Hieronymus, owner of Hieronymus TV, 516 Olive Avenue, San Diego, Cal. Above (l. to r.), Charlie Frice, distributor service manager, R. E. Harris Inc.; Ted Roberson, factory representative; and Mr. and Mrs. Hieronymus. Mr. Hieronymus received electronics training during 25 years of duty with the Marine Corps. He established his present business only two and a half years ago.

electronics service training meeting on Dec. 11, as reported by factory representative Roy Gumm Jr. The meeting was arranged for Firestone service personnel in the Clarksburg, W. Va. area. Attending were:

Charles C. Herron, Russell E. Crites, Paul S. Luigei, and L. A. Wilmoth, Firestone territory manager. Others were unable to attend because of bad weather conditions.



From Miami, Florida, Roy Roberts, factory representative, reports on two Philco Service Achievement Award presentations. At left, Jim Lawrence, of Lawrence Refrigeration, Rt. 3, West Palm Beach, receives his plaque from Roy Roberts, as Ray Petsche, left, service



manager of Household Appliance Distributors, and Bob Trathen, Sales Manager, look on. At right is photo showing presentation to Ray Boone, of Ray Boone Air Conditioning Company, 2510 W. Flagler Street, Miami.

Field News

(CONTINUED)



MIAMI, FLA.

Ray Petsche, service manager for Household Appliance Distributors, held a general appliance service training meeting Dec. 12, Roy L. Roberts, factory representative, reports. 46 managers or servicemen attended, among whom were the following:

W. Lucas, H. E. Campbell, Harold Rakestraw, Bill Wilkins, Jim Lawrence, Joe Hack, James Depont, Emory Graham, Walt Nestor, Wm. R. Henry, John Sargeant, L. Greenman, E. V. Vohs, V. Toms, Don Albea, C. G. Hembree, Robert Lindemoyer, H. L. Kamneur, Mr. Schwartzman, J. Page, Al Dimice, Bill Brammer, Jim Baker, Frank DeMars, Jack Greene, Fred Hurwich, Buddy Furse, Ray Rumpf, Paul C. Reese, G. J. Spring, E. J. Dickman, H. B. Corey, Stan Point, William Crewe, Bob Albea, R. Johnson, R. E. Hassel, and Don Prowler.

* * *

Household Appliance Distributors is also conducting a service contest

to determine winners of "Promptness, Courtesy and Efficiency" awards.

After a service call, the customer is asked to fill out a form card and mail it back to the office, giving a rating to the service received. First prize is a Philco Slender 17'er, second prize a T-7 Transistor Radio, and third prize a wristwatch.

BLUEFIELD, W. VA.

Dixie Appliance Co. held an electronics service training meeting at Beckley, W. Va., on Dec. 5, Al Feeny, factory representative, reports. The meeting was conducted by Mike Stupalsky, distributor service mgr. Eighteen servicemen attended.

CHICAGO, ILL.

Philco Distributors Inc., held an auto radio service training meeting on December 3, according to factory representative Andrew Murnick Jr.

A total attendance of 56 included the following:

Richard Wayland, Clarence Wilhelm, S. Valengo, C. H. Welles, Al Storm, Gene Schmitz, James Leo, Ojars Stoks, K. Good, Mac Zancha, Jim Bunteneey, Nick Chada, Robert Brada,



34 dealers and independent servicemen attended the 1958 Home Laundry Service Meeting at Graybar Electric Co., Lansing, Michigan, on December 4. The entire line was discussed, as reported by C. E. Joscelyne, factory representative. Philco Service Achievement Awards were presented at the meeting to, second from l., Jim Allen, of Barker-Fowler, Lansing, and Howard Merrill, second from r., of L. H. Field Co., Lansing. At left is C. E. Joscelyne and on extreme right is Ben Wilbur, Graybar appliance service manager.

Fred Goering, C. A. Goering, J. B. Mattingly, E. Kaplon, Norman Greenberg, Bill Johnson, Phil Johnson, W. T. Krone, William Hamada, H. Jasenski, Max Gewalt, Jim Koopp, Lee Calacr, H. A. Johnson, A. S. Davidson, Hargtke, Ken Illig, Ludolf, Ed Oberg, Steve Erwood, Leo Diggins, Mack Gordon, Sol Blumenthal, Ray Euler, Harry Robinson, Walter Kirchmann, Bud Stilp, Bill Moran, Burke, Sam Bellaria, Adolph Faig, A. Furman, John Vondracek, Ralph Friedman, J. A. Bailey, Roy Johnson, Warren Montz, and Paul Ariangno.

MIAMI, FLA.

Household Appliance Distributors made an electronics service presentation at the monthly meeting of Radio & Television Technicians Guild of Florida on Nov. 5, as reported by factory representative Leon Kull. Attendance was approximately 35.

SEATTLE, WASH.

George Elliott is now service manager for all appliances at distributor Graybar Electric Co. Ed Ralston will continue to handle electronics as service manager in that category.

RICHMOND, VA.

Graybar Electric Co. held an electronics service training meeting here on Dec. 2, as reported by factory representative Al Feeny. The meeting was conducted at Ward's by distributor service mgr. George Nuckols.

Attending were:

Wm. G. Gilliam, Geo. T. Martin, Will T. Dunvain, L. V. Shaw, J. B. McKee, and B. H. Brodecki.



A Service Achievement Award Presentation was made to B. C. Duckworth, owner of Clydes TV, 5930 El Cason Blvd., San Diego, California. Shown above at the presentation are (l. to r.) Duckworth; Charlie Frice, distributor service manager; Ted Roberson, factory representative; Earlene Bingham, secretary; and R. E. Harris, owner of R. E. Harris, Inc., the Philco distributor. Mr. Duckworth has had Navy electronics training and started in business in 1949.

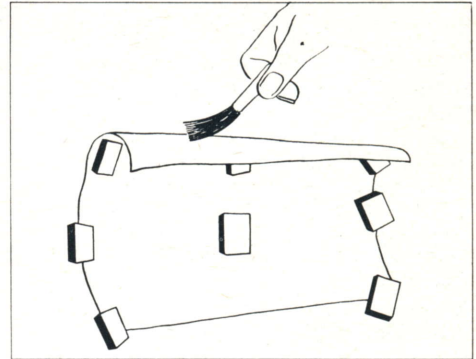
MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

1st this month's \$20.00 AWARD

"Ever try to glue grill cloth to metal baffles in auto radios? Especially curved surfaces? A few permanent magnets will hold that recalcitrant grill cloth while you apply the glue. Leave them in place until the glue dries."

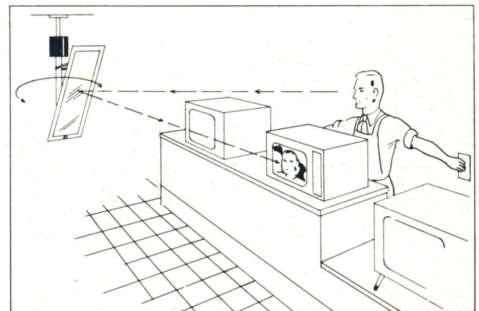
Eugene J. Orrico, Gene's TV
12812 Dunton Dr., Whittier, Cal.



2nd this month's \$10.00 AWARD

"We have a long work bench that holds both table model TV's and consoles. By rotating a mirror by means of an antenna rotor, we can view the picture on any one of the sets on the work bench with no inconvenience. Our mirror is mounted at a 15° angle, on four feet of mast pipe. The mirror is bolted through the bottom of the frame to the mast pipe and a Y clamp holds it at an angle. A control switch is located conveniently near the bench."

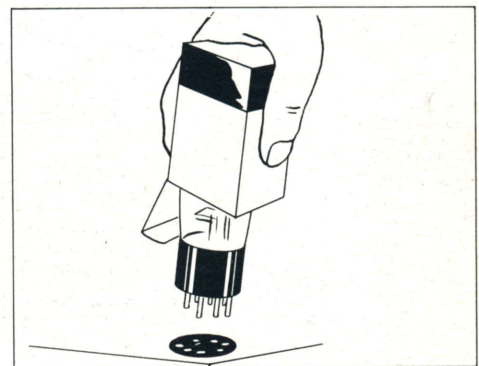
Monroe Secord and Gene Odom
Service Dept., Goldberg's Furniture Store
114 W. Sixth St., Waynesboro, Ga.



3rd this month's \$5.00 AWARD

"Ever try to take out a hot tube with your bare hands? This is about the time that the tube puller seems to disappear. I have found that the carton containing the replacement tube serves as a most reliable tube puller—and it's always there when you need it."

Cosme Tavares
135 Carroll St., New Bedford, 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. 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.