

INCORPORATING THE PHILCO SERVICEMAN



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## PHILCO SERVICE TECHNICIAN

VOL. 2 No. 7 AUGUST, 1958

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



### *Tomorrow's TV Today!*

For the first time, a picture tube is separated from the cabinet. This is but one of the amazing advances in the design of the 1959 Philco line of "Predicta" TV. For service technicians, the big story is the complete ease of servicing.

See "Editor's Workshop" .....page 2

# PHILCO SERVICE TECHNICIAN

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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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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.

## GOING THE ROUNDS WITH UNCLE PHIL



"Is this where the air conditioner goes?"

## THE Editor's WORKSHOP



Hi, fellas! Philco's design and engineering experts have really outdone themselves. This month's cover emphasizes the dramatic changes that appear in the 1959 "Predicta" line of Philco TV. You have already seen the story of the 1959 chassis in last month's "Electronic Supervisor."

In a number of the new models, the picture tube has been separated from the chassis for the first time. This 110-degree tube has also been *shortened*, by use of a *flat* cathode instead of a cylindrical one. It's been named the "SF" (Semi-Flat) tube as a result.

In the "Tandem" model shown on the cover, the picture tube can be moved to any part of the room, with ease, and the controls can always be at the side of the viewer. Other table and console models have the separate picture tube mounted right on top of the cabinet.

Some models contain the picture tube in the cabinet and have a neatly-finished appearance, even to highly styled backs of the sets. Outstanding features found in the line include a full-circle swivel base, "pop up" tuning, concealed telescoping antenna, "wrap around" sound, a five-speaker model, and slenderized corner TV.

In the 1959 line of portable television, the use of the "SF" tube helps give the models a thin "brief case" appearance. A special "Contour" chassis aids in this design by being "molded" around the picture tube. The total depth of the complete portable is only 11½ inches.

One "Predicta" chassis is revolutionary in itself—it measures only six inches deep and eight inches high.

A new chassis construction used in two 1959 models has a "file drawer" design, making it possible to slide the chassis right out for servicing.

The *ease of servicing* was one of the most important considerations in the design of the "Predicta" line of television. More than 96% of all service jobs can be handled *without pulling the chassis*. Just take the back off the set: All tubes and major components are completely accessible and can be replaced easily. All test points are right on top of the chassis—no time-consuming chassis-juggling or awkward extension cables. Even the fuses are "right there" for easy replacement. Printed wire panels, too, can be lifted several inches without disconnecting them . . . this makes servicing possible while the set is still operative. These are just a few points in the ease of servicing Philco TV. Service technicians must see it themselves to fully appreciate it.

If you have not as yet seen the actual models of the 1959 Philco "Predicta" TV's, it will be a valuable experience to do so. Contact your distributor service manager and tell him you "want to see 'Predicta' TV."



Photo at left shows general view of meeting held in Philadelphia on May 1 & 2. Above is view of Jacksonville meeting held April 9 & 10.

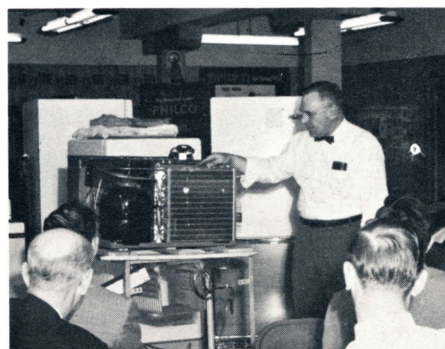
At right is view of meeting at Salt Lake City held April 17 & 18. Below is view of meeting at East Hartford held April 28 & 29.



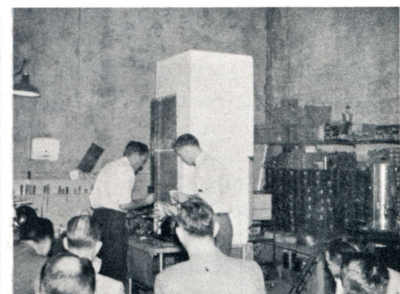
## DISTRIBUTOR SERVICE MANAGERS ATTEND 2-DAY REGIONAL MEETINGS

During April and May, regional meetings were held throughout the country for the benefit of distributor service managers. The purpose of the meetings was to acquaint the distributor personnel with new procedures for unit repair on refrigeration, including air conditioners, refrigerators and freezers. Ranges and air conditioners for 1958 were also discussed.

Hosts for the meetings were the distributors in the following cities: Dallas, Chicago, Philadelphia, Jacksonville, Salt Lake City, and East Hartford.



Above, Don McKay, factory service mgr., air conditioners and electric kitchens, at the Salt Lake City meeting. At top right, Roy Roberts, factory rep., and Earl Jefferies, factory service mgr., refrigerators and freezers, conduct training on refrigeration at the Jacksonville meeting. Bottom right, Earl Jefferies uses a double-tip torch to solder a tubing joint.



# Better Business

... A SERIES ON IDEAS AND METHODS FOR EFFICIENT BUSINESS OPERATION

## V. Insurance for the Service Business



The time is early on a blue Monday. Your pick-up truck is easing into a customer's driveway, driven by one of your servicemen. Over the truck, following it up the driveway, is a little black cloud.

Suddenly, there is a crunch. An azalea bush, nursed with tender care for fifteen years, somehow got under the right front wheel. Your driver dismounts, looking ruefully down at the bush. Meanwhile, the truck glides silently down the driveway, still followed by the little black cloud, out into the street and smack into a neighbor's car parked at the curb.



Damage to autos is costly

Later on that morning, your always careful serviceman, working in the customer's living room, happens to brush against a Ming vase proudly displayed on a table. It falls and smashes into a thousand pieces. The little black cloud wafts gently out the window and heads back toward your shop.

Right after lunch, the little cloud is seen hovering over that loose board in the floor of your shop—the one that you were going to fix before somebody got hurt. One of your customers, a barber (who needs both hands to perform his work), happened to trip on the loose board, struck his arm against your workbench, and broke it.

You would think this is the end of your blue Monday, but it isn't. The mail brings a letter from the executor of your deceased partner's estate, informing you that by law, with the death of your partner, the partnership is dissolved and the estate must be settled at once because your partner's widow is hard-pressed for cash. You realize with a shock that this may mean liquidation of the business.



Bad news by mail

This may sound like a fantastic series of misfortunes, but the only absurd part is the little black cloud. The ray of hope in this story is—insurance.

Insurance can and regularly does protect against any of the eventualities described—as well as hundreds more. Following are certain types of insurance policies especially applicable to the service business:

**Public Liability**—There are many different kinds of public liability insurance. The service business operating a vehicle can be covered by a *combined* policy that offers coverage for the vehicle (including loading and unloading), the shop premises, and damages in the customer's home. Medical payment riders can be included with the policy. In addition, *Completed Operations* insurance may be considered—to cover any contingency that may occur, as a result of work done, after the serviceman has left the customer's home.

**Workmen's Compensation**—This type of policy covers injury to employees while performing their work, either in your shop or in or around a customer's home, or enroute. Includes the officers of a corporation, too.

**Open Stock Burglary**—This is designed to protect against losses resulting from forcible entry of your premises by a burglar.

**Tool Equipment Floater**—This covers losses resulting from theft of equipment or tools, regardless of the identity of the thief. Also covers thefts from your parked truck.

**Bonding**—Your employees may be bonded to compensate for (1) articles of value missing from customers' homes and (2) articles of value missing from your shop.

**Real Estate**—If your real property is mortgaged, you undoubtedly carry insurance against the actual cash value of the building and fixtures. However, you might consider insurance to cover the *replacement* cost in the event you are forced to rebuild. You might also investigate "business interruption" insurance, which compensates for loss of income as a result of real estate damage. Vandalism and malicious mischief are not normally carried in real estate policies, but are considerations in a service business, especially if the premises are unoccupied after hours.

**Business Life Insurance**—The death of a partner or key officer in a corporation, or the sole owner of a business, often brings with it serious problems that frequently mean disastrous losses to the business. A life insurance program provides what the business needs most at such a time—ready cash to settle the deceased partner's share. In the case of a corporation, the surviving shareholders pay the widow or heirs cash for the shares of the deceased, at a predetermined price. In a sole ownership, a cash payment is made to the widow or heirs in return for assigning the ownership of the business to key employees, according to a previous agreement—the employees may pay the premiums.

These policies are accompanied by a written "Buy & Sell" agreement that can be drafted by an attorney or even the life insurance agent.

**Health and Accident**—The sole owner of a business may want to insure against loss of income due to illness or accident.

**How to Get More Information**—It is generally good procedure to entrust all your insurance needs to a broker. He is usually well-informed as to the types of policies available and the types of coverage you actually need. Most insurance companies provide descriptive literature giving all the features of various insurance programs.

The Small Business Administration of the Department of Commerce, Washington 25, D.C., has available a number of pamphlets covering insurance needs for small business. In addition, your bank's Trust Officer can advise you in setting up a program to cover the possibility of death of a partner or key employee.

There are many ways insurance can protect a service business—and the owner's peace of mind.

# Field News

NEWS ABOUT  
PEOPLE AND EVENTS  
IN THE SERVICE WORLD



## PITTSBURGH, PA.

J. E. Miller Co. held electronics service training meetings on April 29 and May 1, as reported by factory rep. Glen Cummins. In attendance were Lyle White, distributor parts mgr.; Paul Clifford, service mgr.; Steve Nyalka, service traveler, and Bill Squires, factory accessory district representative. 81 servicemen attended the meetings.

## KNOXVILLE, TENN.

Radio Sales Corp. held an electronics service training meeting on May 1, reported by Len Hardin, factory rep. Attendance was 31.

## SAN DIEGO, CAL.

Service Achievement Awards were presented to two servicemen in the area:

Carl W. Meyers, T.V. Associates, 1320 W. Lewis St., San Diego. Meyers is rated a top technician by his colleagues, with twelve years in the radio service business.

Allen Sylvia, owner of T.V. Associates. Sylvia has been in the service business nine years, with two years at M.I.T. and training in business administration.

In attendance at the presentation were Meyers, Sylvia, Charlie Frice, distributor service mgr., and Ted Roberson, factory rep. The awards were made at the distributor's showroom.

## JACKSON, MISS.

Cabell Electric Co. held a refrigeration and home laundry service training meeting on May 22, as reported by W. A. Bigler, factory rep. Attendance was 47. Also in attendance were C. P. Lowe, distributor service mgr., Frank Cerley, assistant service mgr., and Esaw Wilson, Joe Terry, and Brecht Cabell Jr., distributor personnel.

## ROCHESTER, N. Y.

Bergman-Rochester Corp. held a service training meeting on May 26, as reported by factory rep. W. D. Fore. Arnold Havens, distributor service mgr., assisted in the training. 7 servicemen attended. In addition, C. Ahrens and H. Forster, service mgrs. of W. Bergman Co., Buffalo, attended.

## YOUNGSTOWN, O.

Appliance Wholesalers held an electronics service training meeting on May 22, reported by factory rep. Glen Cummins. 60 service technicians attended, plus distributor and factory personnel. Door prizes were awarded and refreshments were served after the meeting.

## PORTLAND, ME.

C. B. Cole Co. held electronics service training meetings on May 20, 21, and 23, as reported by factory rep. Ed Burke. Following are the dates, places and attendance:

May 20—Portland; 9.

May 21—Rockland; 11

May 23—Auburn; 10.

## JACKSONVILLE, FLA.

Empire State Distributors held an electronics service training meeting on April 11, as reported by factory rep. L. P. Kull. 28 servicemen, as well as factory and distributor personnel, attended the meeting.

## GRAND RAPIDS, MICH.

Graybar Electric Co. held a series of home laundry service training "clinics" in May, as reported by factory rep. O. J. Atkinson. Training was conducted by Ben Wilbur, distributor service mgr. Refreshments were served. Following are the dates, places and attendance:

May 13—Grand Rapids; 22

May 15—Traverse City; 6

A special meeting was conducted on May 14 at dealer Herpolsheimers, Muskegon, on Philco-Bendix Ball-Point Washers. 4 dealer servicemen attended.

(Continued on next page)



Four Service Achievement Awards were made in the San Diego area at distributor R. E. Harris Inc. In the photo above are (l. to r.) Lewis E. Lewton, owner, Lewton Radio & TV, 4251 University Ave., San Diego; Ted Roberson, factory rep.; Grayson C. Lovell, owner, Precision Radio & TV, 4022 University Ave., San Diego; Bob Smith, owner, Kettner Radio, 2753 Kettner Blvd., San Diego; Charlie Frice, distributor service mgr.; and Don Dibler, service mgr., Clyde's TV, 1777 Dehesa Rd., El Cajon, Cal. (Can you tell who the award winners are?)

## Field News

(CONTINUED)



### MINNEAPOLIS, MINN.

A presentation was made before the Electrical Alumni of the Dunwoody Institute in this city, as reported by factory rep. H. G. Clark. 250 members of the Electrical Alumni attended. The meeting featured new equipment and products of Hi-Fi.

### SALT LAKE CITY, UTAH

Strevell-Paterson Hardware Co. held a refrigeration service training meeting on May 4, as reported by factory rep. M. Viall. 16 distributor personnel were present at the meeting, which featured motor compressor change under new procedure.

### DENVER, COLO.

Mountain Appliance Distributors Inc. held a series of electronics service training meetings in April as reported by Walter H. Kembel, factory rep. Dates, places and attendance follow:

- April 24—Pueblo; 34
- April 25—Alamosa; 16.
- April 26—Goodland, Kans.; 10.



Service Achievement Awards were made to several Philadelphia area servicemen on May 2 at distributor John M. Otter Co., Philadelphia. Above (l. to r.), Stan Misiak, distributor general service mgr., presenting Laundry Award to Al Sullivan and Fritz Baumohl, Home Appliance Co., 1 Roberts Ave., Glenside. Dave Brady, mgr. of Appliance Service, presenting Appliance Award to Martin Baker, Baker Refrigeration Service, 5227 "C" St., Philadelphia. Bill Stetson, of Bill Stetson Service, 634 Briarcliff Rd., Upper Darby, Pa., receiving award from Bill Sherman, mgr. of Television Service.

### WORCESTER, MASS.

A presentation was made the Worcester Association of T.V. Servicemen on May 8, concerning antennas, accessories, transistors, and color TV. Number of servicemen in attendance was 41. The following factory personnel conducted training:

Antennas, Zeke Zemitas.

Accessories, Frank Satterwhite.  
Transistors and color, Ed Burke.

### LORAIN, O.

Frankelite Co. of Cleveland held an electronics service training meeting here on May 7, as reported by Glen Cummins, factory rep. Training was conducted by Si Pinizotto, from the factory. 16 servicemen attended.

### DETROIT, MICH.

Graybar Electric Co. held a general service training meeting on television April 8 and 9, as reported by Jack Mattingly, factory rep. Refreshments were served after each meeting and a U.H.F. generator was awarded as a door prize. Following is the attendance:

April 8—34 servicemen, 6 distributor personnel, plus Ed Barnett, factory accessory rep., and Chas. Joscelyne, factory rep.

April 9—45 servicemen, 6 distributor personnel and Ed Barnett.

Distributor personnel at both meetings were Bob Browning, Chas. Pugsley, Bill May, Stan Reynolds, Bill Upleger, and Jim Donoghue.

### ELIZABETHTOWN, KY.

A home laundry service training meeting was held at Elizabethtown Gas Co. May 7, as reported by factory rep. Wally Fensch. Subject covered was the Gas Duomatic.



General Appliance Co., Omaha, Nebr., held a series of electronics service training meetings on April 21, 23, 25 and 28, attended by a total of 64 servicemen. Training was conducted by Gilbert H. Stranghoener, distributor service mgr. Above is shown a part of the April 23 group.



Roskin Bros. Inc., Albany, N. Y. conducted two service training meetings on April 26. In the morning session refrigeration was the main subject, attended by 25 servicemen. The afternoon session covered home laundry service training, with an attendance of 27. Above is a general view of one of the sessions.

**EAST HARTFORD, CONN.**

Roskin Distributors Inc. held a transistor service training meeting on April 23, as reported by Ed Burke, factory rep. Refreshments were served after the meeting. A total of 140 service technicians attended.

**JACKSONVILLE, FLA.**

Empire State Distributors held an appliance service training meeting in Savannah on May 14, as reported by Roy L. Roberts, factory rep. Training course lasted a full eight hours. 24 servicemen attended.

\* \* \*

The same training meeting was conducted on May 7 at the distributor, attended by 13 servicemen.

**ROCK ISLAND, ILL.**

Hardware Products Co., Sterling, Ill., sponsored a refrigeration repair training meeting for Iowa-Illinois Gas & Electric Co. on April 30, May 1 and 2, as reported by factory rep. Edward Cammer. Harold Conley, dis-



Household Appliance Distributors Inc., Miami, Fla., held an air-conditioning service training meeting on May 20 attended by 55 servicemen. Training was conducted by Roy L. Roberts, factory rep. Prizes were awarded for the Service Achievement Contest conducted by Philco Centralized Service. The winners were Leigh Greenman, 1st Prize, Slender 17'er; George Spivey, 2nd Prize, T-7 Transistor Radio; and Clyde Reeve, 3rd Prize, wristwatch. Above is shown a general view of the meeting.

tributor general service mgr., assisted in the training. 9 repairmen attended.

**FRESNO, CAL.**

Service Achievement Awards were presented to two servicemen in the area, as reported by Ted Roberson, factory rep. Following are the names of those receiving the awards:

Larry Selby, Selby Radio & Music, 160 S. Elmwood, Lindsay. Selby has been in business since 1928 and has handled Philco since 1937. The presentation was made in the Selby shop, with the following present: Ralph Drew, partner, Devlin-Drew Co., distributor; John Randall, distributor service mgr.

Fred Massetti, owner of Radio & TV Hospital, 217 S. "D" St., Madera. Massetti started in business in 1937, closed it to go to war and reopened

afterwards to service all electronic and appliance products. The award was made in his shop, with the following present: Ted Roberson, factory rep., and John Randall, distributor service mgr.

**NEW ORLEANS, LA.**

Television and Appliance Distributors held a refrigeration and home laundry service training meeting on May 24, as reported by W. A. Bigler, factory rep. Attendance was 7.

**SANTA BARBARA, CAL.**

H. T. Waller Inc. has a new address: 120 Santa Barbara St., Santa Barbara.

**BEAUMONT, TEX.**

Neal Saunders is now Service Manager, The Reed Company, distributors.



Young Bros., Erie, Pa., held a home laundry service training meeting on May 7 attended by 21 servicemen. Training was conducted by factory rep. W. H. Fensch. Door prizes were awarded at the meeting. Above is a view of part of the attendance.



Philco-Los Angeles held a Duomatic installation training meeting May 8 attended by 11 servicemen. Training was conducted by George Karas, distributor Laundry Equipment Field Supervisor, with Ed Bedford, distributor appliance service mgr., and Carl H. Wilson, factory rep., as assistants.

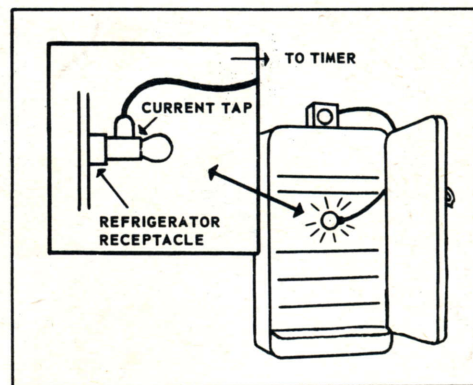
# MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

## \$10.00 AWARD

"Customers sometimes complain of too-frequent refrigerator defrosting. Where it is suspected that the door is opened more than usual, check it in this way: Screw a current tap (similar to a 3-way plug) into the light receptacle and replace the bulb in the tap receptacle. Place a timer clock somewhere near the refrigerator and run the wire through the hinge side of the refrigerator door, plugging it into the tap. Set the timer and leave it in place for 72 hours. At the end of the 72 hours, you can quickly tell the customer how long the door has remained open, because the timer clock will advance each time the door is opened."

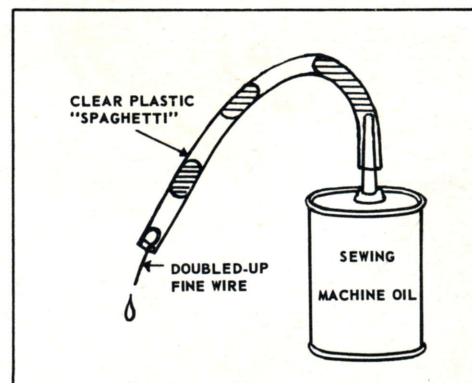
Joseph Viso (Philco Distributors Inc.)  
5201 S. Laramie Ave., Chicago 38, Ill.



## \$10.00 AWARD

"When lubricating phonograph turntable drives, it is often hard to reach the proper places, and it is important not to get oil on the drive spindles. I place a length of clear plastic spaghetti over the oil can nozzle and a doubled-back fine wire in the end of the spaghetti. Thus I can see the oil drop coming and the wire draws the oil drop to a fine feed."

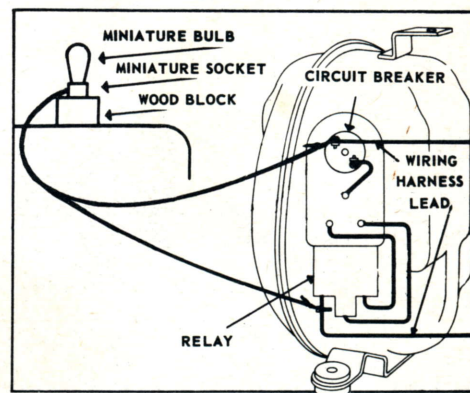
Al Preuss, Ashland Appliance  
Box 327, Ashland, Nebr.



## \$10.00 AWARD

"If your service shop area is noisy, you can check on the cycling time of appliances this visible way. Set a miniature lamp socket on a block of wood and screw in a miniature bulb. Solder two alligator clips to the ends of the wire. By means of the clips, fasten one wire to the relay on the motor compressor at the wiring harness; the other to the circuit breaker at the wiring harness wire. The bulb will light when the compressor goes on and goes out when the compressor cuts out."

Robert E. Toler, Dixie Appliance Co.,  
232 Bluefield Ave., Bluefield, 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.