

INCORPORATING THE PHILCO SERVICEMAN



post

PHILCO SERVICE TECHNICIAN

VOL. 2 No. 11 DECEMBER, 1958

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

*"'Twas the night before Christmas
When all through the house . . ."*



Season's Greetings!
During your busy holiday work schedule, let us interrupt for a moment to extend Season's Greetings to you and your family from all of us at Philco Service Headquarters.

AIRBORNE PHILCO TV FOR ICE RECONNAISSANCE

Ice reconnaissance up to a radius of 35 miles of an icebreaker is now possible through the medium of airborne television. On a recent trip of the icebreaker U.S.S. Glacier to Thule Air Force Base, Greenland, TV pictures of surrounding ice conditions were relayed instantly from a helicopter to the TV monitors aboard the Glacier.

Two TV monitors are used aboard the icebreaker. The monitors enable the only qualified ice observers—the Captain and Executive Officer—to get firsthand information without the need to interpret verbal reports from less qualified observers. The range of ice reconnaissance has been greatly increased, the previous range extending only 10 miles due to ever-changing weather conditions.

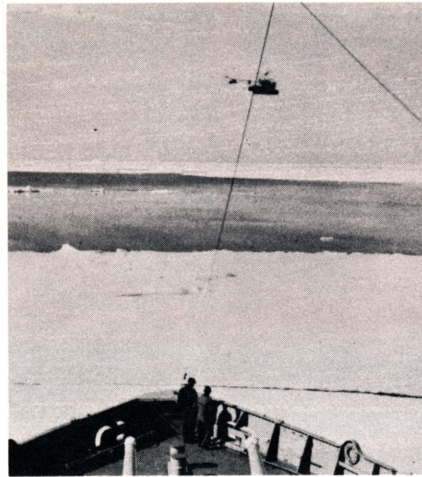
In future, the Navy may install TV equipment on remotely controlled helicopters, thereby possibly increasing the range even more.

Equipment used was developed by Philco's Government and Industrial Division. The UHF video transmitter operates in the 780-900 megacycle frequency. A wide angle lens was used on the high-resolution industrial vidicon TV camera, which is small enough to fit inside a briefcase.

In picture at right above, the helicopter carrying the TV equipment is shown hovering over the bow of the U.S.S. Glacier as it smashes through the ice. At bottom is the monitor picture as seen by observers aboard the Glacier.

Commander Huston, Captain of the Glacier, reported the television pictures were very sharp and clear.

Photos by U. S. Navy



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RICHARD A. PHILLIPS Editor

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 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.

Don't Forget!



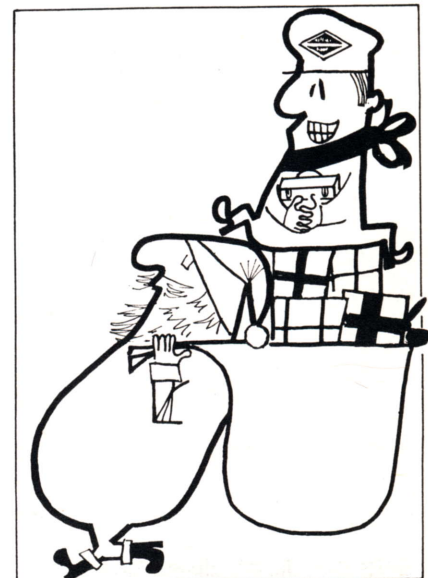
RENEWAL FOR 1959

Membership rates are being increased after December 15, 1958. However, if you renew by this date, you can save money by taking advantage of lower rates. Remember the deadline for Membership renewal at the lower rates . . .

December 15, 1958

Renew NOW and Save!

GOING THE ROUNDS WITH UNCLE PHIL



Nationwide Tour of Factory Specialists Initiates Training on 1959 Laundry Line

A team of factory specialists started off the training program on the 1959 line of Philco laundry products with a whirlwind nationwide tour. The objective was to give first-hand training to distributor service managers to equip them with service knowledge for use in their own territories. From this point, laundry training meetings are held by individual distributors for local service technicians.

Each of the meetings held for the

distributor service managers contained a full two days of training. The team conducting the training included Frank Tressel, laundry service mgr. of Philco, Harry Quebbeman, and Ray Webb, both Philco product service engineers.

The tour started Sept. 7 and ended Oct. 1. Philco distributors in the following cities acted as hosts for the meetings held in their areas: New Orleans, Atlanta, Los Angeles, St. Louis, Detroit, Boston, and New York.



Frank Tressel, Laundry Service Mgr. of Philco, boards plane during nationwide service training tour. Other factory specialists who assisted are Harry Quebbeman and Ray Webb.



Group of distributor service managers assembled in Los Angeles listens attentively.



Laundry specialist Ray Webb conducts part of training in Atlanta.

In New Orleans, visiting distributor service mgrs. enjoyed a special boat ride arranged by Jack Marden, pres. of Television & Appliances Distributors Inc.

They voted to attend classes at night so that none of the vital training would be missed.



Service mgrs. were busy taking notes in St. Louis.



A hard-working group in Boston.



In New York, the home laundry line was learned "inside and out."

Field News

NEWS ABOUT
PEOPLE AND EVENTS
IN THE SERVICE WORLD



Ram Television Service has moved from New York City to Mayaguez, Puerto Rico, reports proprietor Dimas Ramirez. Shown above is his young daughter posed beside the Ram truck, appropriately lettered with the PFSS decal.

BALTIMORE, MD.

Legum Distributing Co. held a laundry service training meeting on Sep. 10, as reported by factory rep. Clarence Fore. Attendance was 56.

PORTLAND, ORE.

Graybar Electric Co. held a laundry service training meeting on Sep. 26, as reported by factory rep. Mike Viall. The meeting was attended by servicemen from Bressie Electric and Jones Appliance, Portland.

DETROIT, MICH.

Graybar Electric Co. held two meetings in September, both dealing with laundry service training. The meetings were held Sep. 22 and 23, and were reported by factory rep. R. Q. Gruber.

HARRISBURG, PA.

John A. Blessing Co. held two laundry service training meetings on Sep. 24 and 26, as reported by factory rep. L. O. Botti. Washers were covered on the 24th, attended by 11 servicemen. Dryers were covered on the 26th, attended by 10 servicemen.

HOUSTON, TEX.

Crumpacker Distributing Corp. held two laundry service training meetings on Sep. 22 and 23, as reported by factory rep. B. E. Sylvester. 37 servicemen attended the first meeting and 34 the second.

DETROIT, MICH.

The new Appliance and Electronic Service Mgr. for Graybar Electric Co. is Roy Siehl.

WASHINGTON, D. C.

Legum Distributing Co., Baltimore, Md., held a laundry service training meeting in Washington on Sep. 24, as reported by factory rep. C. Fore. The meeting was attended

by 48 servicemen. John Bennett, Philco mgr. of PFSS, gave a talk on the benefits of PFSS to servicemen and dealers.

SAGINAW, MICH.

Saginaw Distributors, Inc. held an electronics service training meeting on Sep. 25, as reported by factory rep. Roy A. Gumm Jr. 52 servicemen attended. The meeting started with a B-A-N-G. PFSS balloons were passed out to each man. Roy Thompson, distributor general service mgr., awarded an electric razor to the first man to break his balloon by blowing it up. 3 door prizes were awarded.

HUNTINGTON, W. VA.

The General Appliance and Electronic Service Mgr. for Tri-State Appliance Co. is now Bill Lantz. The new Parts Mgr. is Don Hart.

NEW ORLEANS, LA.

Television and Appliance Distributors held a laundry service training

meeting on Sep. 10, as reported by factory rep. C. N. Bowers. 42 servicemen attended. Door prizes were awarded.

LOS ANGELES, CAL.

Philco-Los Angeles held three laundry service training meetings in September, as reported by factory rep. Carl H. Wilson. On Sep. 24 the subject covered was the vertical axis washer, attended by 15 servicemen. Two meetings were held on Sep. 25, one covering Dryers, attended by 15 servicemen, and the other covering Duomatics, attended by 63 servicemen.

SIoux FALLS, S. D.

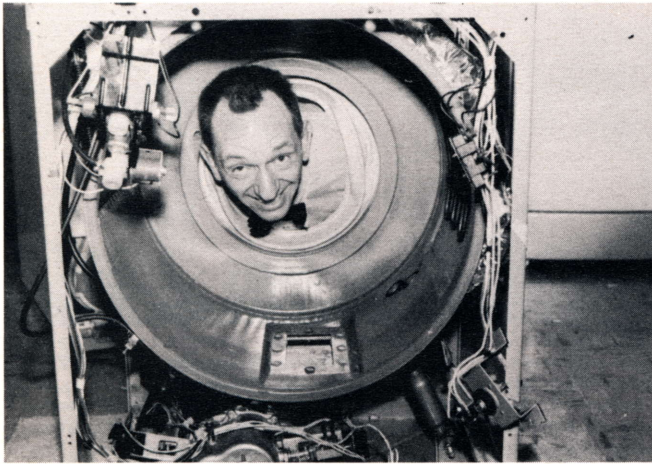
Don Eisenberg is now Parts Mgr. of the S. Fante Corp.

RICHMOND, VA.

Graybar Electric Co. held an electronics service training meeting on Aug. 25, as reported by factory rep. A. Feeney. The school was held for Wards Co. Inc., Richmond, at their place of business. The meeting was



Service Achievement Awards were presented to Camp Electric Co., 1425 S. Bellevue, Memphis, Tenn., and J. D. Biggers Hardware, Corinth, Mass., on Sep. 24. In the photo above are shown (l. to r.) Elex Hawkins, Philco factory rep.; J. C. Jone, Service Mgr., Camp Electric; James Null, a serviceman; and Neal Biggers, proprietor of Biggers Hardware. Camp Electric Co. is a service shop dealing in general appliances. Biggers Hardware is a dealer shop also servicing general appliances. Distributor is Shobe, Inc., Memphis, Tenn.



Graybar Electric Co., Detroit, Mich., held a laundry service training meeting on Sep. 30, as reported by factory rep. W. H. Fensch. Shown at left above is a man, Fred List by name, who really throws himself



wholly into his work. At right is a partial view of the attendance, which numbered 54 servicemen and dealers. Refreshments were served after the meeting.

conducted by distributor service mgr. George Nuckols. 11 servicemen attended.

JACKSONVILLE, FLA.

Empire State Distributors held two electronics service training meetings Sep. 9 and 10, as reported by factory rep. L. P. Kull. 13 servicemen attended the first meeting and 30 the second.

SAN DIEGO, CAL.

A Service Achievement Award was presented to T. J. Nemeth, of Dual TV, 5285 El Cajon Blvd. Nemeth is owner and service mgr. of his firm, a dealer-service organization 9 years in its present location. He services elec-

tronics exclusively. The presentation was made in his store on Sep. 10, attended by representatives of distributor R. E. Harris Inc. and factory rep. Ted Roberson.

BEAUMONT, TEX.

Neale Saunders is now Service Mgr. of Reed Company.

BEDFORD, IND.

Radio Equipment Co., Indianapolis, held an electronics service training meeting here on Sep. 9, as reported by factory rep. Roy A. Gumm Jr. The meeting was held at dealer Bridwell Music Appliance Co. store. 17 servicemen attended.

STERLING, ILL.

Hardware Products Co. held two electronics service training meetings on Sep. 9 and 10, as reported by factory rep. Jack Mattingly. The first meeting was held at Sterling with 64 servicemen attending; the second was

held at Peoria with 68 servicemen attending.

SPARTANBURG, S. C.

Brown-Rodgers Dixson Co., Charlotte, N. C., held an electronics service training meeting here on Sep. 24, as reported by factory rep. L. P. Kull. 19 servicemen attended.

CHICAGO, ILL.

Philco Distributors Inc. held an electronics service training meeting on Sep. 5, as reported by factory rep. Jack Mattingly. The meeting was held for service personnel of Goldblatts, and was conducted by "Mac" McVey, of P.D.I. 13 servicemen attended.

SAN DIEGO, CAL.

A Service Achievement Award was presented to J. A. Mountain, Linda Vista TV, 6973 Linda Vista Rd. Mountain is owner and service mgr. of his firm, a dealer-service organization, specializing in electronics servicing. The firm has been 4 years in its present

(Continued on next page)



Strevell-Paterson Hardware Co., Salt Lake City, Utah, held two laundry service training meetings on Sep. 30 and Oct. 1, as reported by factory rep. Mike Viall. At top, servicemen participate in disassembly. Bottom photo shows part of the attendance. 18 servicemen attended the first session and 17 the second.



Shobe, Inc., Memphis, Tenn., held a laundry service training meeting on Sep. 24 (see photo of Service Achievement Awards presentation on Page 4) as reported by factory rep. Elex Hawkins. In the photo above, H. Patrick, appliance service mgr., Shobe, Inc., presents door prizes to E. L. Doherty, Firestone serviceman of appliances; and P. C. Hyatt, serviceman for Camp Electric. The meeting was attended by 90 servicemen. Refreshments were served afterwards.



Benarr Distributors Inc., Toledo, O., held an electronics service training meeting Aug. 6, as reported in November PST. Above (l. to r.) are the winners of door prizes—Art Ruswinkle, Advanced TV, set of alignment tools; Chic Naiber, J. C. Service, \$15.00 credit certificate; and Mike Hamish, picture tube checker. Dan Pawlowski, distributor parts mgr., is shown at right.

location, and 5 years in Clairmount. There are five men in the shop, plus a secretary in the front office.

The presentation was made at Mountain's store on Sep. 10, attended by Charlie Frice, service mgr. of R. E. Harris Inc., the distributor, and factory rep. Ted Roberson.

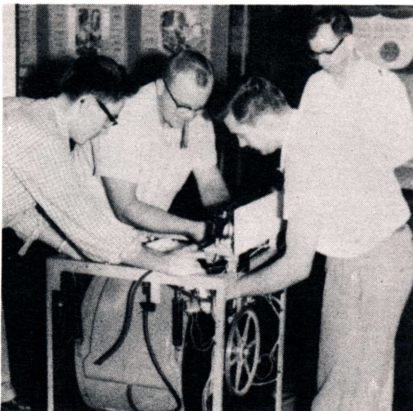
BURLINGTON, VT.

Vermont Appliance Co. held an electronics service training meeting on Sep. 25, as reported by factory rep. Ed Burke. 15 servicemen attended.

OMAHA, NEB.

General Appliance Co. held a series of electronics service training meetings in September, as reported by factory rep. A. Murnick Jr. Following are the dates, places and attendance at each meeting.

- Sep. 23—Kearney, attendance 27.
- Sep. 24—Columbus, attendance 33.
- Sep. 25—Lincoln, attendance 65.
- Sep. 26—Omaha, attendance 66.



Benarr Distributing Co., Toledo, O., held a laundry service training meeting on Sep. 25, as reported by factory rep. W. H. Fensch. In the photo above servicemen assist in disassembling a model. From l. to r., servicemen Mike Lennox, Dick Kalka and Don Mesteller. At extreme right is Ed Knipper, distributor service mgr.



Saginaw Distributors Inc., Saginaw, Mich., conducted an electronics service presentation for Tri-City Servicemen's Association on Aug. 7, as reported by Roy A. Gumm Jr., factory rep. Pictured above (l. to r.), are factory rep. Roy A. Gumm Jr.; Harlan Thacker, distributor electronics service mgr.; and Association members Ken Young, pres.; Bill Bruening, vice pres.; Bob Cambel, secretary; Roy Beyers, treasurer; and Neal Barnett, Saginaw's sales mgr. There were 34 members of the Association in attendance at the meeting.

NASHVILLE, TENN.

Currey's Wholesale Distributors Inc. held an electronics service training meeting on Sep. 24, as reported by factory rep. Len Hardin. 47 servicemen attended.

PALMER, MASS.

Roskin Distributors Inc., E. Hartford, Conn., held an electronics service training meeting here on Sep. 9, as reported by factory rep. Ed Burke. 43 servicemen attended.

MOBILE, ALA.

Television and Appliance Distributors Inc., New Orleans, La., held an electronics service training meeting here on Sep. 17, as reported by factory rep. Len Hardin. 38 servicemen attended.

SYRACUSE, N. Y.

Broome Distributing Co. held two electronics service training meetings in September, as reported by factory rep. Ed Burke. Following are the dates, places and attendance:

- Sep. 17—Binghamton, 34 attended.

Sep. 18—Syracuse, 60 attended.

PANAMA CITY, FLA.

Pensacola Appliance Co., Pensacola, held an electronics service training meeting here on Sep. 18, as reported by factory rep. Len Hardin. 29 servicemen attended.

LANSING, MICH.

Graybar Electric Co., Detroit, held an electronics service training meeting here on Sep. 17, as reported by factory rep. Roy A. Gumm Jr. There were 32 servicemen in attendance. Refreshments were served.

BALTIMORE, MD.

Legum Distributing Co. held an electronics service training meeting on Sep. 17, as reported by factory rep. A. Feeney. The meeting was conducted by Bernie Worrell, distributor asst. service mgr. 32 servicemen attended. Door prizes were awarded.

CHATTANOOGA, TENN.

The new address of Radio Sales Corp. is 234 E. 11 St., Chattanooga 2.

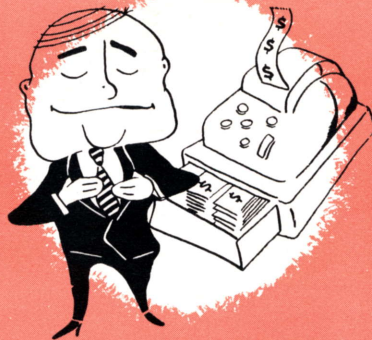


A Service Achievement Award was made to Ambrose Zoreb, Holert Electronic, Inc., 2300 W. Spokane St., Seattle, Wash., on June 16, as reported by factory rep. Walter H. Kembel. In photo above are shown (l. to r.) Kembel; Zoreb; Ken Lindsay, mgr. of Holert's; and Ed C. Ralston, electronics service mgr. of distributor Graybar Electric Co. Inc. Zoreb has been employed as a technician by Holert's for 8 years. The firm is a dealer-service shop specializing in electronics service.

Better Business

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

VII. Budget for Profits



Some individuals may feel that Budgeting is for "big business" only. This isn't true. If you were going to take a trip, you wouldn't just start out driving. First, you would decide where you wanted to go. Then, you would choose the best route to take. In other words, you would *plan* for the trip.

That is exactly what budgeting is ... *planning* your business in advance. A budget will assist you in forming a plan to meet expenses in the coming months.

A successful future for your service business depends entirely on you. And, *control* of your operation by means of a Budget is essential in reaching your business goal.

The best time for preparation of a budget is prior to the beginning of a new year so that there is a plan to follow during that year. Two main elements of the budget are INCOME and EXPENSE. The object is to plan these two elements so that a PROFIT for you is the result.

Based on previous experience you have had, you should *estimate* what expenses will be for the year, month-by-month, and list them according to category. For instance, you should list Rent, Heat, Electric, Telephone, Office Supplies, Salaries, Cost of Parts, Equipment, Insurance, Cost of Operating Vehicle, Advertising, Taxes, Dues—everything you can think of that you pay money for during the year. Some of these items will be the same amount each month, and others

will vary. Estimate the amounts accordingly.

Next, based on past history, estimate your Income for each month. For closer control, it is better if Income can be separated into Labor Income and Parts Sales Income ... and, also, if you can show the number of service calls this income represents. Information listed this way will give you a more revealing picture.

The object, as stated earlier, is to balance the figures in such a way that the Income is greater than Expense to give you the final result of a Profit.

In estimating the budgeted amount for a month, be sure to take into consideration *the number of working days*

in that month. This will have an effect on both Income and Expense.

On the form used to keep your budget records (see example in illustration), two columns are headed "Budget" and "Actual." In the "Budget" column, you enter the figures you have estimated for every month of the year. Then, each month, you enter the figures which represent the *actual* income and expenses, in the "Actual" column. *This is the information that will show you at a glance where there are any weaknesses in your business—whether a particular expense is too high or whether income has not been great enough.* From this point, you will know where special attention must be given to correct a problem.

"Cumulative" columns can also be added to the form. These are used to add one month's figures to the next for a running total. However, the form will give you the basic information you need without this.

The use of a Budget in a service business establishes a financial plan for the year, pinpoints any trouble spots, and helps in reaching a PROFIT.

BUDGET FOR YEAR 1959					
	January		February		BU
	BUDGET	ACTUAL	BUDGET	ACTUAL	
(No. Service Calls)	()	()	()	()	()
INCOME					
Labor	\$	\$	\$	\$	\$
Parts					
TOTAL INCOME	\$	\$	\$	\$	\$
EXPENSE					
Rent	\$	\$	\$	\$	\$
Heat					
Electric					
Telephone					
Office Supplies					
Salaries					
Parts					
Vehicle					
TOTAL EXPENSE	\$	\$	\$	\$	\$

This example can be used in preparing a Budget form. After figures are entered in "Actual" column each month, they will indicate whether any item needs special attention for improvement. Listing labor and parts separately under "Income" will show clearly how much of the total income each represents.

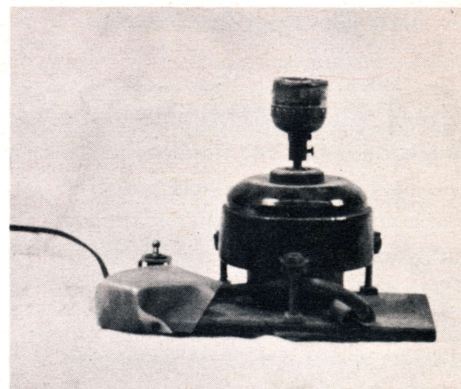
MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

\$10.00 AWARD

"To clean and burnish the corroded pins of miniature tubes, we use an old phonograph motor and the brass shell from a lamp socket with its edges turned down (see photo). We put some fine sand in the shell. With the motor spinning, we dip the tubes into the sand. This does wonders, especially for front end tubes used in sets near beach areas. The turned-down edges of the shell prevent sand from spilling out."

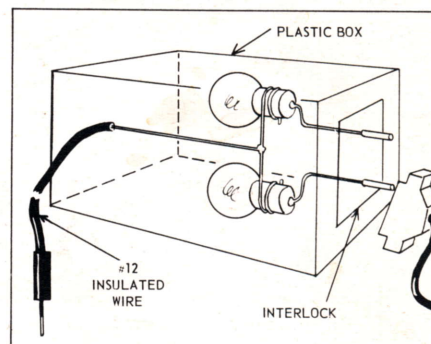
Herb Sulkin, Mel-O-Tone TV
816 Lincoln Blvd., Venice, Cal.



\$10.00 AWARD

"When I finish work on a chassis, I like to 'ground test' to be sure there is no shock hazard from cabinet or control shafts. Two 7-watt bulbs work well for this purpose. If there is no 'ground' both bulbs will light dimly. If a ground exists to either side of line, one bulb will light full brilliance, and the other will go out. I built my ground tester into a small plastic box with wire loops for sockets, and insulated wire for a probe. An interlock socket at the back makes for easy disconnection from the patch cord for turn-off and storage."

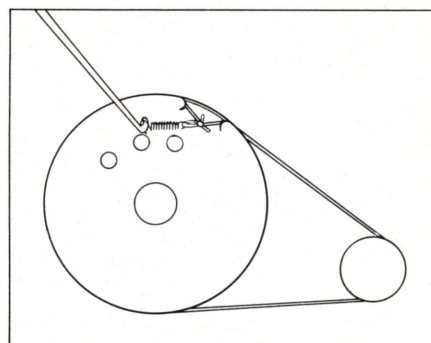
Chet Kanis, Young Brothers Electronics, Inc.
1909-15 Peach St., Erie, Pa.



\$10.00 AWARD

"For dial stringing, crocheting hooks or needles are my 'right arm'. I use two sizes, #4 and #9. Also, if you have ever tried to lift out a turntable that is flush with the base plate, you'll do it more easily with two crocheting hooks at opposite sides."

Clifford C. Trout, Ira O. Fisher
442-448 Lancaster Ave., Reading, Pa.



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.