



ELECTRONICS • APPLIANCES • LAUNDRY

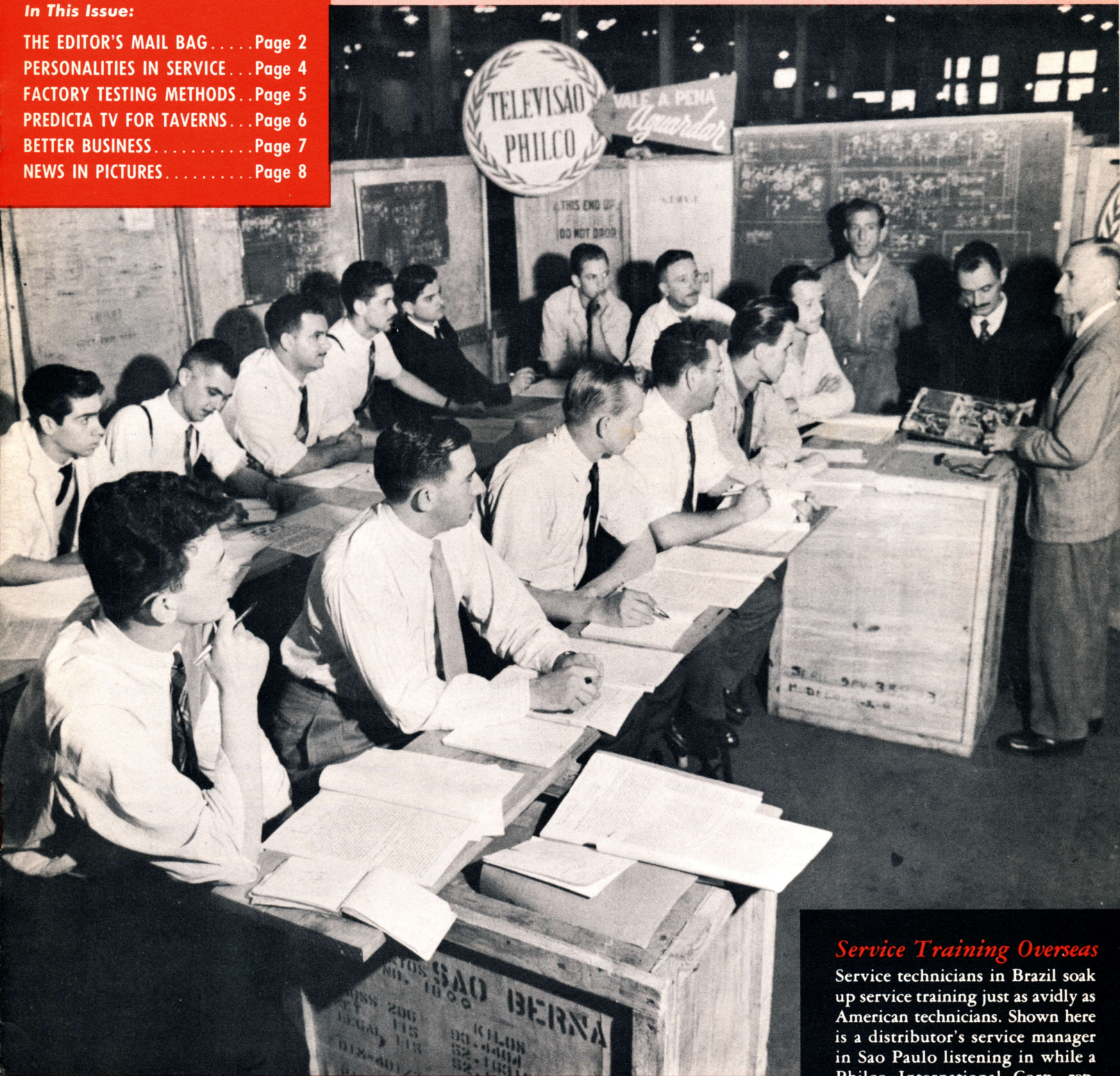
PHILCO SERVICE *Businessman*

VOL. 1 NO. 3

MARCH, 1959

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Service Training Overseas

Service technicians in Brazil soak up service training just as avidly as American technicians. Shown here is a distributor's service manager in Sao Paulo listening in while a Philco International Corp. rep. conducts training. For a companion story, see "Personalities in Service," Page 4.



Official Publication of Worldwide
PHILCO FACTORY-SUPERVISED SERVICE

THE EDITOR'S MAIL BAG



In the January issue of P.S.B. we wrote an article in which we asked that technicians and other interested persons write to us to give their views of the accusations leveled against servicemen in the public press. Here are two of the best letters we received on the subject.

"Dear Sir:

I have read P. S. B. this month and I have been reading in the paper about same you were writing about.

It sure is bad on the servicemen. I want to tell you something that happened on the Bob Hope TV show some weeks ago.

This was the time he had all those models on his show. This good-looking lady came out on stage with her mink coat on and Bob made a joke about the only man that could own one of them was a millionaire and a TV serviceman. Now to me this was a bad thing because millions were looking at that show.

If jokes are made like that on a lot of shows, the people will get the idea that they will be robbed when the serviceman comes to fix the set or the appliances. I just thought I would

pass this on to you. I have an idea a lot of other servicemen heard the same joke. We will do all we can to stop such bad news around here."

Clem A. Gray, owner
Gray's Radio & Appliance Co.
Box 425
Selma, N. C.

"Dear Sir:

This thought is not exactly what you asked for but 'it's free' for what it is worth.

I'm quite sure any honest, open-minded man will admit that there might occasionally be a black sheep that might creep up as a TV and radio technician, but whenever I am confronted with this fact, I take the offensive and courteously tell the customer that I realize that sometimes someone may run into a dishonest technician. But the very sad facts are that honest technicians have been cheated out of much, much more money by *dishonest* customers than honest customers have been robbed by dishonest technicians.

In the past three years, three capable men have gone out of business *here* because customers owed them so much.

Best of luck to you in your 'Get Mad' efforts."

Glenn W. Godshalk
Radio/TV Service
Michigan Avenue
Three Rivers, Mich.

NAVY ORDERS FASTEST ELECTRONIC "BRAIN"

The Oakland Naval Supply Center, Oakland, Cal., announced it will install the newest and fastest transistorized digital data processing system on the market today, the Philco Transac S-2000. The "brain" will compute the entire payroll for 8,500 people, and savings bond deductions for 14,000 people in just 22 minutes.

The Transac S-2000 also can add 10 digits plus 10 digits 60,000 times in one second. It can read or write information on magnetic tape at the rate of 90,000 characters per second, and print reports at the rate of 900 lines per minute, with 120 characters in each line.

The Transac will handle a wide range of data processing functions at the Naval Supply Center, including

order control, accounting and payroll. The Center processes over a million orders per year from an inventory of 635,000 different items of stock with a total value of \$788,000,000. It supplies 90% of the supplies to ships and shore stations in the Pacific.

Since the Transac S-2000 is fully transistorized, it generates very little heat and occupies much less space than a conventional vacuum tube computer. The processor has almost unlimited capacity. It can "remember" the status of all 635,000 items of stock on 2.3 reels of magnetic tape!

Transac S-2000 is manufactured by Philco's Government and Industrial Division, Philadelphia.

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VOLUME I

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OFFICIAL MONTHLY PUBLICATION OF,
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PHILCO FACTORY-SUPERVISED SERVICE
ORGANIZATION

RICHARD A. PHILLIPS Editor

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Philadelphia 40, Pa.

POLICY . . .

Philco Service Businessman will strive to mirror the activities of the thousands of PFSS members throughout the world, and to provide them with useful and helpful business information.

DISTRIBUTOR NEWS

Spokane, Wash.

The Philco distributor in this territory is now Graybar Electric Co. Inc., West 1033 Gardner Ave., Spokane 1.

Altoona, Pa.

New service mgr. for Radio & Motor Service Co. is Kenneth Gable.

El Paso, Tex.

The Philco distributor now covering this area is Hawkins & Sweeny Co., 2123 Texas Ave.

THANKS!

When distributor service mgr. Don Smith and factory rep. Roy Gumm conducted a service training meeting for members of the Anderson, Ind., radio and television service organization, they were publicly thanked by "The Hoosier Test Probe," publication of the Indiana Electronic Service Association:

"We would like to thank Don Smith and Radio Equipment Co., who with Roy Gumm of Philco put on a very entertaining program, concerning printed circuit service, at our last meeting. Everyone had plenty of good comments."

Mr. Service Dealer—Look!



PHILCO
brings you a
**COMPLETE LINE
OF UNIVERSAL
SERVICE PARTS**

**A PROGRAM OF
COMPLETENESS**
...all year 'round

Your Philco Distributor has available a full line of Philco Universal Parts that fit every television and radio make and model. All Philco Universal Parts are precision engineered to insure superior performance, greater dependability and longer life. Eliminate your inventory problems and stock the one line of completeness . . . Philco. Don't settle for less!

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

PHILCO . . . FAMOUS FOR QUALITY THE WORLD OVER



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PHILCO CORPORATION ACCESSORY DIVISION

ATTN. Carl Areschoug
P. O. Box 3635
Philadelphia 25, Pa.

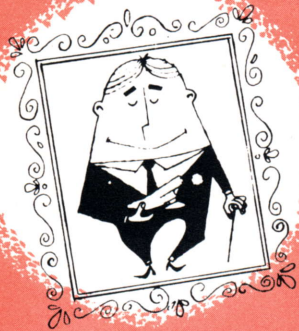
If you service television and radio receivers and would like to receive valuable promotional mailings from Philco, attach this coupon to your Company letterhead and forward to above address.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Personalities



IN SERVICE

Imagine if you will a weary Philco service engineer standing on a dusty street corner in a tiny hamlet at the edge of a desert. Chickens are lazily pecking in the streets and Arab children are playing nearby. Suddenly there is a brazen blast of a brace of air horns and a huge Cadillac comes tearing down the street, bearing the crossed swords emblem of the local Sheik. Behind the wheel, very much like the wife of a local businessman in America, sits a heavily veiled Eastern woman, on her way to a tea!

This is the sort of thing that Fred Albrecht, field engineer for Philco International Corp., encounters nearly every day. His headquarters are in Milan, Italy, but his district comprises the whole of Europe, Asia and Africa.

His job is two-fold: he is responsible for service training, and he is charged with insuring that overseas

PHILCO SERVICE OVERSEAS

manufacturing licensees adhere to Philco specifications.

Fred started with Philco in May, 1947. He was employed by the U.S. Government in Japan at the time as a field engineer on radar equipment. Later, he traveled South America as Philco International's field representative.

He estimates that, in his present position, he travels about 50,000 miles per year. About 10 months of each year are spent in traveling, the rest of the time being spent at P.I.C. headquarters in Philadelphia.

Here's a typical trip that he and R. Del Riego, P.I.C. Service Manager, made last year:

Rome, 2 days.

Athens, 3 days.

Beirut, 1 day (during the landing of U. S. Marines).

Kuwait (Sheikdom of Teheran), 1 week.

Rome, 2 days (during the funeral of Pope Pius XII).

Madrid, 5 days.

Brussels, 2 days.

Paris, 1 afternoon.

Geneva, 1 day.

Freeburg, 1 day.

Milan.

Fred Albrecht looks the part—big, raw-boned, with clothes that have a distinctly Continental cut. When asked about the dangers of constantly traveling in foreign lands, he re-



Fred Albrecht, Philco International Corp. field engineer

marked very wisely that only the inexperienced travelers get into trouble.

On the service side of the story, one service call had him puzzled for days. A brand new Philco refrigerator had been installed in a customer's home, but the customer complained that it would not refrigerate. When he examined the refrigerator, he found that the temperature was 'way up and there was no ice in the trays. However, on checking it over, everything seemed to be working perfectly.

This went on for days. Finally, the solution dawned on him. In many European homes, there just isn't sufficient room in the kitchen for a refrigerator. This particular one happened to be installed in the baby's

(continued on next page)



(Left) Fred paints sign on wall in Athens. (Right) It's not all work and no play. Distributors Yousof Foraq and Hassen Sadek are entertained by P.I.C.



service manager M. Del Riego (second from right) and Fred. The scene was a glamorous night club in Baghdad, Iraq. No one said for sure, but there's probably Coca-Cola in the glasses.

PHILCO FACTORY TESTING IS TV TORTURE TRIAL

Philco's business is building TV sets, laundry equipment and appliances, but you wouldn't think it to see some of the television testing engineers! At any moment, one of them might pick up a 5-lb. ball and heave it at the glass front, just to see what kind of glass splinters he can make!

Or some fiend doubles the DC supply voltage—just curious, that's all.

Some fantastic trials are dreamed up, too. One of them puts a TV set through a full year's operation in one eight-hour day.

Safety checks are a regular part of the business of checking. The UL seal is granted only after severe trials,

yet Philco sometimes exceeds UL requirements by as much as 300%. Philco engineers employ additional tests in every conceivable form. These additional tests insure Philco's world-famous quality and dependability.

Oddly enough, the biggest hazard to the customer through misuse of electrical power is the customer himself. Given half a chance, he'll poke a screwdriver into any convenient hole to see if he can't improve reception.

But the testing engineers beat him to it. They poke around for days, trying to find just such holes and trying to reach dangerous components

through Philco International. Stereo tape recorders are a major item with Philco International. There are more freezers sold in Sweden, up near the Arctic Circle, than anywhere else in Europe (this is due to the short growing season).

Some of the difficulties Fred has to deal with are language barriers (he usually trains only the distributor's service manager, who generally speaks English, depending on him to train his technicians). The Moslem calendar calls for Fridays off, so he generally calls on Christian distributors on Fridays, and Moslems on Sundays.

In Madrid, lunch lasts 3 to 4 hours, and dinner is served about midnight!

Fred is unmarried (not a requirement for employment). He speaks German, Italian, Spanish and Japanese, as well as English.

His passport looks like a strip of tickets to the amusement park, with many weird looking visas and notations in Arabic, Chinese, Japanese and Hebrew. He has friends all over the world, ranging from ex-Samurai to the only lady service technician in Bogota. And he seems to be very happy in his work!

(Editor's Note: R. Del Riego, P.I.C.'s service manager, informs us that he is looking for a field engineer to travel throughout South America. Anyone interested write to The Editor, Philco Service Businessman, 2nd and Westmoreland Sts., Phila. 40, Pa.)

with wires, keys, coins or any kind of tool. When they find such a hole, they take steps to correct it so the customer can't possibly hurt himself.

There isn't an opening on a Philco television set that a customer can use to hurt himself! When the knobs are removed, the rods are still protected against shock. There's a ridge around each control shaft hole to prevent loose items from falling into the receiver. Anything that requires the services of an expert is inside the cabinet where the customer can't get at it, short of opening the set.

The Philco Separates (Predicta) came in for a great deal of abuse by the testing engineers before they were put into production. To prevent injury from implosion, Philco's separate tube has been wrapped in a high-strength plastic cocoon. Tubes have been deliberately imploded many times without any fragments escaping the cocoon.

This, of course, is also true of all Philco television models.

Tests are also made to be sure that no parts will burst into flame in case of failure. This is accomplished by the use of costly non-inflammable enclosures, as well as components of adequate rating.

All tubes, including picture tubes, are life tested for 2000 hours, the equivalent of a full year's use.

All electrical parts are also life tested for ability to stand up under specific use. Parts are also tested for their performance under both voltage and temperature conditions far beyond their rated standards.

Resistors are de-rated by 50%. A rated one-watt resistor would be used for no more than one-half watt of in a Philco.

Sets are cooked in ovens at 194° Fahrenheit for seven hours. This includes sets with plastic cases!

Philco isn't tough on its sets for the fun of it. It costs more money, and requires more effort, but Philco's world-famous quality is the sure result of the fiendishness of Philco's testing engineers!

Personalities in Service *(cont.)*

bedroom. The child's nursemaid, in her diligence for the baby's comfort, had been leaving the refrigerator door open every night so the light inside would serve as a night lamp!

In another situation, he discovered a servant cooling his feet inside the refrigerator.

On the serious side, Fred is a champion of the high quality of service found overseas. "For one thing," he says, "a serviceman in Europe or elsewhere is generally a graduate engineer who has studied many years before he was considered qualified to service an electronic product.

"Servicemen in Europe even open up compressors, rather than replace the entire unit, because of the scarcity of replacements. And because of the climate and import-export regulations, sealed units were required in Europe years before they came into domestic use.

"Service shops are especially well equipped, although there are fewer shops than in the U.S.A. In the main, the European distributor provides service, rather than the dealer. He does this by means of branches located strategically throughout his territory."

Some interesting facts about Philco International Corp.: 1 out of every 6 refrigerators sold by Philco is sold

Philco 'Separates' Ideal for Taverns



Mike Polochaglo, owner of Michael's Bar in Philadelphia, adjusts volume and picture reception without leaving the bar! This is recommended installation of the revolutionary Philco "Separates." Picture can rotate on pedestal base to permit viewing from any part of bar, including cocktail lounge in rear.

Here's a chance for a service technician to do a profitable selling job to his favorite tavern owner. The Philco separate screen Predicta television can be installed with the screen high up on a shelf for easy viewing, and the control cabinet where it belongs—at the bartender's fingertips. No more climbing up on a chair to change channels or re-tune.

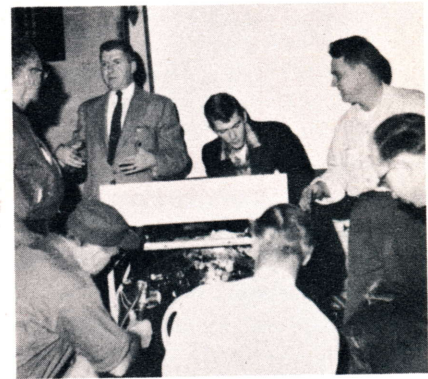
What's more important, the selection of programs is left strictly up to the bartender. Some customers *will* attempt to change channels themselves when the set controls are within reach. The Predicta eliminates this possible source of irritation!

The loudspeaker is located in the control cabinet, which brings it closer to customers listening at the bar and eliminating the need for turning the volume up so that it drowns out conversation. An optional loudspeaker can be located near the picture tube, or anywhere else in the room. To tune the set, the bartender need never leave his post behind the bar.



Here's an interesting variation of the same idea. The picture tube has been installed upside-down, with the base screwed into the ceiling, eliminating the need for a shelf. The picture was reversed so that it is viewed right side up. Installation was by William Ott, Ott Hardware Company, Baraboo, Wis.

Philco has prepared some interesting literature on methods of soliciting tavern owners. For copies of this free information, write to Philco Service Businessman, 2nd and Westmoreland Sts., Phila. 40, Pa.



Servall Company, Detroit, Mich., held a series of service training meetings on Duomatics which were attended by more than 100 technicians. Kenneth Adler, V-P of Servall, wrote afterwards: "... in spite of near blizzard conditions, dealers came from as far away as Port Huron. Service training meetings of this type do a great deal..."

STREAMLINE YOUR PARTS PURCHASING

One way to lower the cost of doing business is to streamline your parts ordering procedures. A very important factor in parts ordering is the selection of the supplier.

If you have to go chasing all over town to pick up parts and accessories that you have ordered from several different suppliers, you are adding unnecessary burdens to your overhead costs. In addition to the time and expense involved in picking up the parts, you must make separate transactions for each supplier in your bookkeeping and cost accounting.

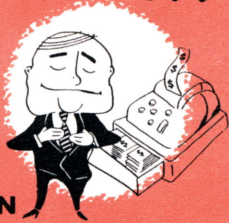
It makes good sense to establish a good working relationship with a reputable and adequate source of parts. Things to look for in selecting the supplier are (1) Convenience as far as pick-up is concerned. (2) Adequate stocks. (3) Prompt and dependable service. (4) Quality.

Your Philco distributor qualifies on all four counts. All Philco distributors carry complete replacement parts for every make and model radio and television, as well as complete stocks of appliance and laundry parts.

Check with your distributor. He has available a "Program of Completeness" that may eliminate your inventory problems, and help considerably in lowering today's high cost of doing business.

Better Business

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



HOW TO PAY YOUR INCOME TAXES

(Editor's Note: We have had so many requests from technicians for information on income tax record keeping, that we herewith reprint an article that appeared in P.S.B. a year ago. We have brought it up-to-date so that it is applicable to this year.)

If you spent a great deal of time with your income tax return last year, and are still troubled by the possible outcome, you may profit by reviewing your entire system of record keeping.

First of all, a systematic method of keeping records of your business can save a lot of strain next time. Philco Accessory Division has available a 1959 Service Dealer Handbook (ask your Philco distributor) which will help you keep track of those miscellaneous expenses not accounted for in your check book.

A record of this sort is given full consideration by the Internal Revenue Service, especially when it is related to other records, such as your auto mileage, or your appointments record.

Much of the information you need in filling out your income tax return may be found in your books. You may want to seek professional help in filling out your return, or you may get free assistance from the Director of Internal Revenue nearest you.

You pay taxes on the net income from your business, less certain legal deductions. Net income, of course, is the difference between what you took in as service charges, etc., and what you paid out in legitimate business expenditures, such as payroll, parts, heat and light, etc. The legal deductions from your net income are items such as deductions for dependent members of your family, medical expenses, state and municipal taxes,

real estate taxes, etc. These should be defined for you by a tax expert. The law also imposes certain limits, such as for medical expenses.

It helps to have receipts for all the above items. If your return is questioned or audited, the burden of proof is up to you.

The most important factor to remember in making your return as painless as possible is to plan ahead. Your books should be set up so that at the end of the year you can merely copy out the amounts you paid for pertinent items of business expenditures. Following is a list of those items most frequently found in the service business:



SALARIES AND WAGES

- Full and part time technicians
- Bookkeeper
- Clerk

CAR AND TRUCK

- Gas and oil
- License fees
- Maintenance and repairs
- Damages
- Depreciation
- Garage rent

EQUIPMENT DEPRECIATION

- Technical equipment
- Office equipment and furniture

BUY AND SELL ITEMS

- Parts, accessories (cost)

OFFICE SUPPLIES AND EXPENSES

- Stationery and envelopes
- Bank charges

OPERATING EXPENSES

- Heat and light
- Telephone
- Rent

TAXES AND MISCELLANEOUS

- Property taxes, sales taxes
- Social security
(Employer's share)
- Insurance premiums

BUSINESS EXPENSE

- Advertising
- Trade association memberships
- Uniforms

Another important factor in painless tax paying is to budget tax payments. As an independent businessman, you are privileged to pay your taxes on an estimated basis, the total amount being divided into four equal payments.

Suppose that your business will bring you \$10,000 net income this year. You enter that amount in your income tax return for 1958, and, by following the instructions on the tax form, you arrive at an estimated tax for the current year 1959. Your tax office will divide this amount into four equal payments, each payable as follows: April 15, June 15, September 15, 1959, and January 15, 1960.

By knowing in advance how much you will have to pay, you are able to budget your income, setting aside an amount each week or month. At the end of the year, you make your regular income tax return. If you find that you have estimated too high, you will get a prompt refund, including interest at regular rates. Of course, if you have estimated too low, you must pay the difference, without penalty.

The law permits you certain deductions for depreciation and obsolescence. Your inventory, too, plays an important part in figuring your tax. Under certain methods of bookkeeping, you may deduct for "bad debts." You may also deduct for noncompensated losses such as theft or damage by the elements.

We all desire to pay our share of America's future. But coupled with this desire is the hard-headed, typically American desire to pay only our *just* share. You owe it to the success of your business to insure that your contribution is a just one!

Service News

IN PICTURES



"Neither rain nor snow . . ." Philco can add its own postscript to this famous quotation. Florida boasts no snow, and rain is scarce, but there are other obstacles—like diamond-back rattlesnakes! This one tried to keep Ray Petsche and Roy Roberts from making an air conditioning service call at the Key Largo Anglers Club. Roberts picked up a rock and heaved it at the reptile, who didn't wait around until sundown to die. Photo shows Roy, a Philco factory rep., holding the rock, while Ray, service manager for Household Appliance Distributors, Inc., Miami, displays the pliers he used to skin the snake. The skin shown in the photo measured 5 ft. 11 in.

P.S. They made the air conditioning call!



Michigan Consolidated Gas Co., Detroit, Mich., held a laundry service training meeting for its training supervisors. Training was conducted by factory rep. Wally Fensch. All gas products are under constant testing by the utility firm.

At a home laundry service training meeting conducted by Garrett Miller & Co., Wilmington, Del., Tom Keeley, Wilmington serviceman, won a Schick Home-Auto Electric Razor. From l. to r., Medford Cole, distributor service manager; Keeley; Clarence Fore, factory rep.; and Jim Young, general manager of Garrett Miller & Co.



A series of Philco-Bendix service training schools was held recently by California Electric Supply Co., San Francisco. Top photos are of meetings held in (l. to r.) San Jose and Chico. Directly above is picture of meeting in Stockton. At right above is picture of Herman J. Wagner, distributor general service manager, and Oris Olsen, field engineer of the distributor, who conducted training in the whole series. At right, meeting in Modesto was held at dealer's Asbill's Appliances. Below left, "Micro" bus which carried training aids and props. Below right, meeting at Sacramento.

