

ELECTRONIC APPLIANCES • LAUNDRY

# PHILCO SERVICE

## Businessman

VOL. I NO. 5

MAY, 1959



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**PHILCO SERVICE HISTORY-MAKING EVENT! OPEN HOUSE**  
Plan Now to Attend — Details on Page 5



### SERVICE SERVES

The American home *depends* on the serviceman for smooth functioning. Cooling and cooking, heating and refrigerating, entertainment and washing, all rely on the serviceman's skill. For a glimpse into the future of the service business, see

**"WHERE IS THE SERVICE BUSINESS HEADING?..."** Page 11



Official Publication of Worldwide  
**PHILCO FACTORY-SUPERVISED SERVICE**



# PHILCO DEFENDS INDEPENDENT SERVICE IN LEGISLATURE

At the State House in Boston recently, the Massachusetts Joint Standing Committee on Mercantile Affairs conducted a hearing on House Bill No. 2009 which, if enacted into law, would set a maximum fee of \$3.00 for any service work performed on household appliances including television.

Ed Burke, Philco factory representative, appeared before the Committee to speak in opposition to the bill. He stated Philco's opinion that it was impractical and unrealistic. He also drew attention to the hardship that such a fee limitation would impose on the servicemen of the Commonwealth (most practical servicemen would agree that the fee limitation would put them out of business, but quick).

Philco was encouraged in its stand by the executive group of the Electronics Service Guild of Massachusetts. Since Burke's appearance before the Committee, letters have come in to Philco from other service associations, lauding the action taken.

Some of Burke's statements to the Committee follow:

"Because over one million products

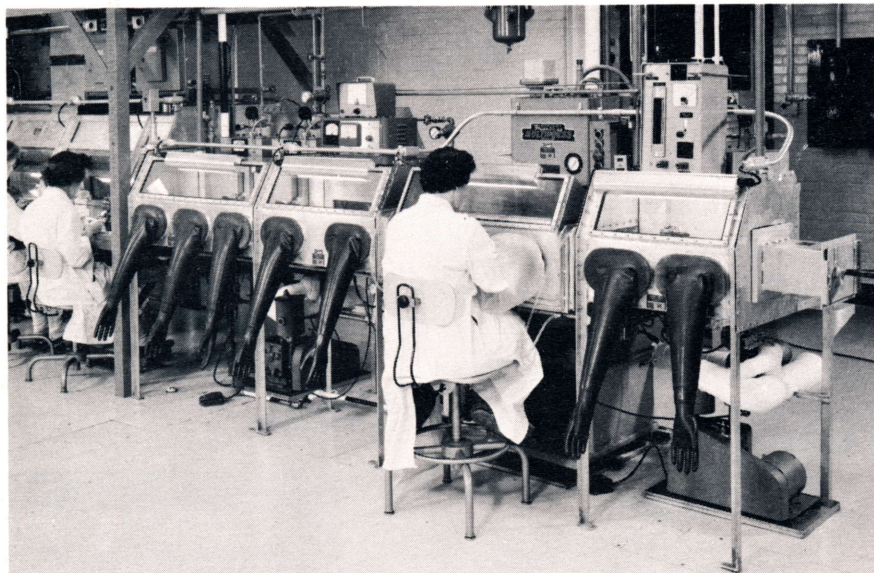
bearing the Philco trademark are in use in this Commonwealth, Philco has a deep interest in the proposed legislation and finds itself in strong opposition to it."

"The qualified serviceman is dedicated to his vocation and regards it as a business career."

"The qualified serviceman can seldom successfully handle more than 7 service calls a day, during normal working hours. The proposed maximum service fee would find his daily business totaling only \$21.00. There is a preponderance of information and evidence showing that the qualified serviceman must receive a minimum of \$35.00 a day if he is to stay in business."

"Philco Corporation believes that the enactment of House Bill No. 2009 would soon ruin established service companies, drive all trained and competent servicemen into other fields of endeavor, and keep good men from entering the service business."

While Philco certainly does not claim that its intervention won the day, House Bill No. 2009 never got beyond the Standing Committee. Servicemen in Massachusetts can relax!



**AUTOMATED TRANSISTOR PRODUCTION LINE**— Compact, unbreakable, low-power-consuming transistors are now on a production line basis, part of which is called FAT (Fast Automatic Transfer). The series of machines shown above etches germanium "ingots," attaches electrical leads and seals them in individual packages at one per every seven seconds. Transistors are produced at Philco's Lansdale Tube Division, Lansdale, Pa.

## PHILCO SERVICE *Businessman*

MAY, 1959

VOLUME I

NUMBER 5

OFFICIAL MONTHLY PUBLICATION OF,  
BY AND FOR THE WORLD-WIDE  
PHILCO FACTORY-SUPERVISED SERVICE  
ORGANIZATION

RICHARD A. PHILLIPS . . . . . Editor

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Address correspondence to:  
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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 CHANGES TOLEDO, OHIO

The Toledo territory is now covered by The Frankelite Company, 1425 Rockwell Ave., Cleveland, Ohio.

\* \* \*

### NASHVILLE, TENN.

Effective immediately, a Philco Branch is operating in Nashville, trade name and address as follows:

Philco Distributors, Inc.  
Nashville Division  
408 First Ave., South  
Nashville, Tenn.

\* \* \*

### SHREVEPORT, LA.

Dick Hammill, General Service Manager, informs us that Arkansas Radio and Appliance Co. is maintaining a branch operation for warranty and parts at 1307 Marshall St., Shreveport, La.

The ground space tracking system used in the launching of Discoverer I was provided by the Western Development Laboratories of Philco's Government and Industrial Division.



Mr. Service Dealer...  
Look what I've got for you!



OUR  
NEW  
1959 **PHILCO**  
ELECTRONIC PARTS CATALOG  
IN **5** SEPARATE SECTIONS

**The finest and most complete in the industry!**

The Philco Electronics Catalog is a complete service reference library for electronic parts and accessories. The data covers all Philco models and most models produced by other manufacturers.

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

**1 Quick Reference Data for Radio and TV Products.**

Knobs, Cabinets, TV Safety Windows, Parts Lists for TV and Radio, Service Substitution Data and Suggested List Prices.

**2 Television Antennas and Accessories.**

Outdoor TV Antennas, Indoor TV Antennas, Heavy Duty Rotors, Antenna Installation Accessories, Transmission Line.

**3 Electronic Components.**

Electronic and CR Tubes, Transistors, Diodes, Crystals, Rectifiers, Speakers, Batteries, Auto Radio Parts and Accessories, Test Equipment.

**4 Needles, Cartridges and Phono Accessories.**

Universal Full Fidelity Needles for all Phono Makes, Cartridges, Spindles, Motors, Tone Arms, Changers and Accessories, and Recording Tape.

**5 Universal Television Components and Transformers.**

Listed by Manufacturer's Model and Chassis Numbers. Cross-Referenced by Manufacturer's Part Number. Easy to read code selector.

We have just received copies of the new Philco Electronics Catalog and it's the finest we have ever seen. The five separate sections make it easy to

find anything you need. Come in and get your copy. You'll find that it will save you time, increase your profits and make your service jobs much easier.

See me... your local Philco Distributor... Today!



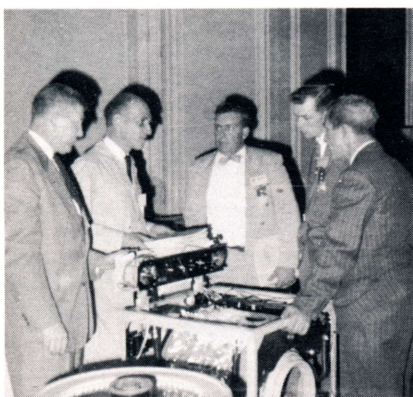
## PHILCO EXPANDS DIRECT PAYMENT PLAN, RAISES RATES TO INDEPENDENTS

Effective immediately, Philco in-warranty service labor rates are being raised by as much as 50% for services performed on motor compressors and sealed systems, as well as on home radios. The new rates are flat fees based on the nature of the job.

Moreover, servicemen will be paid directly by Philco for sealed system repairs, rather than through the distributor, as was the case formerly. This will mean, in most cases, prompter payment for services because one step in the payment process will have been saved.

Under Philco's Home Radio Free Service Plan, certain other services, such as the removal of a clock from a clock-radio, will be allowed, which were not covered previously. The intent is to provide *better* service, as well as more money for the independent serviceman.

Both the compressor rates and the home radio rates are for in-warranty service only. Motor compressors and sealed systems are warranted for five years, and home radios for 90 days.



**MOBILE HOME DEALERS GET TRAINING**—The Mobile Home Dealers National Assn. sponsored a service training school recently held at the Michigan chapter of the association at Grand Rapids. Wally Fensch, Philco factory rep., and Frank Tressel, Laundry Service Manager, Philco Corp., answered questions on servicing laundry equipment. Also present for Philco (not shown) was Robert C. Digges, Manager, Mobile Home Sales. In attendance were 145 mobile home dealers' service personnel.



**CLOSED CIRCUIT TV FOR BRONCHOSCOPY** — Use of this new "tool" for doctors was revealed at Temple University School of Medicine in Philadelphia. It permits simultaneous fluoroscopic X-ray and bronchial interior viewing. The "patient" shown above is a dog. Another TV camera, not shown, is directed from above to reveal the fluoroscopic X-ray. The camera shown has a special bronchoscope attached which is inserted into the patient's esophagus. Both pictures are flashed on monitors at right.

## TRADE-TIPS

How to Meet and Beat the Drug Store and Gasoline Station Free Tube Testing

**SAVE THIS CREDIT SLIP**  
**Good for 20% off all tubes**  
**on this slip, when applied**  
**on future or additional**  
**repairs of your TV or Radio**  
**within 30 days from date of**  
**issue. Not good for additional**  
**tubes. Not Transferable.**

**\$10.00 AWARD TO:**

**PETER P. BYLINA**  
**Pete's Television & Radio**  
**61½ Elizabeth Street**  
**Amsterdam, N. Y.**

"When the drug store and gas station in the next block put in Do-It-Yourself Tube Testers and advertised them on the local radio station, it cut into my tube sales (and I felt it).

So I offered the customers something that I could offer, and the drug store and gas station could not.

I had a rubber stamp made (see illustration) and stamped all my sales slips. I put an advertisement in a local paper telling the public that I had installed a Do-It-Yourself Tube Tester. They could either test their own tubes free, or have an expert test the tubes on a professional tube tester. In addition, the customer could save 20% on all future or additional repairs to his TV or radio by presenting his sales slip within 30 days of the purchase of the tubes.

I get more 'walk-in' tube trade than I had before the drug store and gas station put in their tube testers!

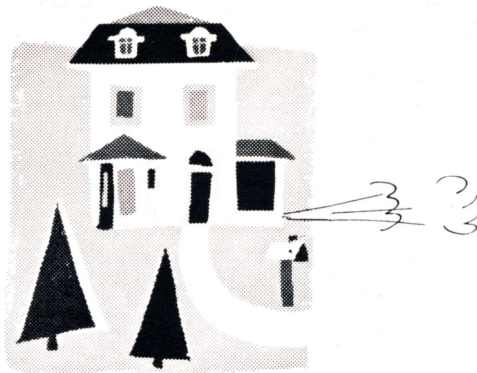
Now that I have tried the Do-It-Yourself Tube Tester, I would not be without it. It's like having an extra helper—at no wages. Also, the tube tester pays for itself in about a month with the extra business."

\* \* \*

Send in your own Trade Tips. Any ideas that you use to advantage in your business are welcome. They may be strictly technical, or they may relate to advertising, store or shop layout, customer relations or accounting. Philco will pay \$10.00 for every idea published. 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.



# WHY VENT A DRYER?



Occasionally you will run into a customer who will pooh, pooh the need for venting her dryer to the out-of-doors.

"It's down in the basement. Who cares if we get a little lint on the rafters?"

Apart from lint collecting in the basement, here are some very good reasons you can bring to her attention for venting the dryer outdoors:

1. The space surrounding the dryer is the prime source for its supply of clean, fresh air. This air should be as dry as possible. If the air surrounding the dryer is already saturated with moisture from the exhaust, it will not absorb very much moisture from the clothes when it is re-circulated through the dryer. This means that the dryer must work overtime to dry a load, which costs more in electricity or gas, and increases the wear on the dryer's mechanical parts by as much as 50%.

2. Hot, moisture-laden air is murder on paint, wallpaper, plaster, furniture glue, furniture finish, steel tools and instruments. The housewife probably would not connect the two, but when chair rungs become unstuck and drawer fronts pull off the drawer, it is probably being caused by too much moisture in the air of her home.

3. Modern dryers filter out a big percentage of the lint from drying clothes. However, in order to filter out *all* the lint and the finer particles, it would be necessary to cut down the flow of air to a point where the efficiency of the dryer would be impaired. Some lint will always escape into a home with an unvented dryer.

This lint can, and often does, cause damage. Oil burner nozzles, for instance, can become clogged. The oil on the nozzle makes a perfect nesting place for the lint, which has been drawn into the furnace by the heating unit's circulation system. The lint can

also cause premature overloading of heater and air conditioner filters.

Another undesirable effect of lint-laden air is the health problem it may create. Breathing in lint is certainly not to be recommended.

4. Comfort is a big factor. Hot, moisture-laden air makes us feel clammy, even breathless, like we feel in the steam room. This is particularly true in winter, when rooms are not well ventilated.

#### Facts About Philco-Bendix Dryers

A normal load of clothes contains about a gallon of water, which must be dumped somewhere. If the dryer is vented, this water is passed on to the outdoors, where it belongs. If the dryer is not vented, every load of clothes adds a gallon of water to the air inside the house. This *water* gets into drapes, rugs, penetrates furniture joints, hangs from the ceiling in droplets, stains wallpaper and even finds its way into the clothes on the back of the occupants!

The exhaust pressure of a Philco-Bendix dryer is approximately 25 mph—enough to blow the air out of a straight 4-inch pipe 26 feet long. Because of this exhaust pressure, it is comparatively easy to vent a Philco-Bendix to the outside.

But not all dryer manufacturers can recommend venting. Here's why. A dryer with an exhaust pressure of only 18 mph (and there are some) could be faced with a wind of 18½ mph if it were exhausted to the outdoors. An 18½ mph wind would blow back the dryer's flame against the air circulation flow, and possibly result in a fire.

For recommended dryer venting procedures, including diagrams, see PHILCO APPLIANCE SUPERVISOR, December, 1958.

## 100 SPECTACULAR PHILCO SERVICE OPEN HOUSE EVENTS SCHEDULED IN JUNE

Look for a special invitation at the end of this month from your distributor! He will hold Philco Service Open House for you and all service technicians in your area—on dates to be decided. And this event is being planned as the "greatest day a service technician ever had."

Every Philco Distributor holds open house for the Philco dealers in his area in June of each year to introduce Philco's new product lines. These affairs are anticipated with great interest by the dealer, because of the information he gains about the products he is selling.

Now the Distributors are going to keep their doors open an extra day or two to accommodate all the independent servicemen in their areas. Here's what the serviceman can expect when he attends the Open House:

**New line training**—the lifeblood of any service business—about the new 1959 line of Philco electronic products for home use. Thorough training will be given on all the latest products, as well as other standby training on subjects like Perma-Circuits, transistors, etc.

**Special service literature**—free of charge—that will condense useful service information about Philco products in easy-to-carry form so that you can take it with you on the job.

**Business management material**—free of charge, to highlight the problems encountered in the service business and their solutions.

Other plans for this great service event include: *a contest* to test service skill. For instance—a home product will be "booby-trapped" and you can match your wits against a time limit in which to isolate and diagnose the trouble. Will you successfully solve the service problem?

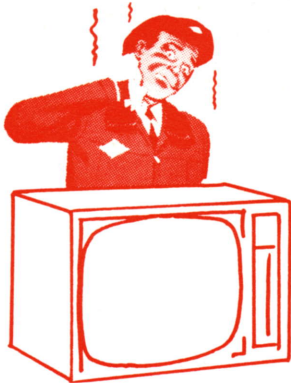
**Independents on deck:** your favorite service association will be represented.

**National registration**—your name and your shop will be registered in a master register of servicemen all over the United States. If you've been

(Continued on page 6)



# COMPONENTS FEEL HOTTER IN TV AND RADIO SETS



The old timer working on the earlier model TVs and radios has grown accustomed to the *feel* of the components with respect to the heat on their surfaces. Working on newer models, he must wonder sometimes why the modern components are so much hotter to his hand. He might even suspect that the manufacturer is trying to get away with using less expensive insulating material.

Not true. As a matter of fact, the new insulating materials like epoxy resins are *conductors* of heat, bringing most of the internal heat of the component to the surface, where it is dissipated into the surrounding air. This is a far more efficient way of keeping the component's internal heat down to accepted levels than by insulating the surface with non-conducting insulation. In the latter, the

surface of the component may remain comparatively cool, but the internal heat might rise to dangerous temperature levels.

## Reduces Size of Components

Epoxy resin, because it *conducts* heat out of the component, has made it possible to reduce the size of many components, which formerly had to depend on their mass to dissipate heat. The Philco Power Transformer in television sets is a good example of how compactness in design was achieved because the heat problem was licked.

Another point: the heat of most components in consumer type instruments is carefully controlled so as to stay within safe limits. The tinkerer who takes off the back of the set and reaches blindly into the chassis must be protected, even at the cost of component efficiency. However, in commercial and government installations, where it is assumed that only skilled personnel will service the set, the maximum component temperatures are much higher, because they operate more efficiently at the higher temperature levels.

So, when you're wondering why things are so much hotter in the service business than they used to be, you'll understand that components are only hotter on the outside, so they won't get too hot on the inside.

asked to draw or paint his conception of "My Serviceman Daddy at Work." If the contest plans go forward—entries will be exhibited at a public showing to be held just before or after Father's Day. A winner will be announced in each distributor's area and a prize awarded.

The contest, both because of its novelty and because of its tie-in with Father's Day, will gain a great deal of favorable publicity for you and all servicemen in your area. Plans are being made to hold a national exhibition of all the entries at a later date.

So, watch for the big announcement in your mail box at the end of May. And be sure to reserve the June dates of your Distributor's Philco Service Open House!

## TRANSISTOR RADIOS HAD ACCELERATED TESTING

When Philco first introduced transistor radios, it was imperative that as much information about their operation be made available to the engineers as possible. As a result of this foresight, Philco sells more all-transistor radios than any other manufacturer.

Usually, when a new product is introduced, in spite of exhaustive tests by engineers, "bugs" will develop that no one anticipated. Unfortunately, the bugs don't begin to make themselves known until months after the product is introduced and field engineers can make reports. In the meantime, customer relations suffer with the occasional defective set owner—and nobody can help because so little is known about the new product.

Philco solved this problem neatly. When the Philco T7 All-Transistor Portable Radio was first introduced, it carried a five-year warranty—unheard of in radio manufacture. There was only one condition—sets that were defective had to be returned to the factory for free service.

## Defects Discovered Quickly

This had the desired result. In a few short months, Philco engineers by studying the sets that were returned, were able to get first hand data about possible failures that would ordinarily take a year or more of careful field investigation. For instance, it was discovered that the suspension system of the printed wire circuits was not adequate, and rough handling frequently caused damage and component failure. This was corrected by reinforcing the suspension.

The sets that were returned under the terms of the warranty were studied and their defects analyzed so that the most frequent defects were isolated and corrected in manufacture. Service literature was quickly amended to include all the information that the engineers obtained.

As a net result, in a few short months, Philco's line of transistorized radios is virtually "bug-free" and giving long, dependable service and pleasure to its users.

## Philco Service Open House

(Continued from page 5)

a PFSS member—we'd like to know how long.

**Parts specials**—your Philco Distributor will offer specials on universal and Philco parts. You can pick up some good buys if you like.

Training and new data, the service fellowship, the chance at valuable door prizes and other gimmicks all will make your Philco Service Open House visit something to remember.

In addition to the above, you may be asked to enter your son or daughter in a novel Philco contest that will benefit all service technicians because of its powerful public influence in your community. Your child may be



# "Serviceman" Blames Manufacturers for High Service Costs



In a recent issue of a national magazine, of the type that thrives on sensationalism, an article appeared that was supposedly written by a serviceman. The article blamed the high cost of service on the manufacturer, who, he claimed, installed fuses in inaccessible places, or didn't install them at all, leaving expensive components without any protection.

Philco service representative Glen Cummins, spoke in rebuttal before servicemen attending a service training meeting held by Electronic Appliances Distributors, Williamsport, Pa. Here are some excerpts from Cummins' talk:

"... The first paragraph of the article reports how the serviceman spends half a day fiddling around to find the trouble, scattering electronic components over the living room rug, mumbling obscene language under his breath. Then he presents the customer with a staggering bill.

"I would like to point out that some people might read and believe this sort of article, possibly some of your customers. And, too, some of you may believe various other things

that are stated in the article. Let's see what kind of serviceman this fellow (the writer of the article) is before we make up our minds about the truth of what he says.

"He says that he must fiddle around for half a day to *find* the trouble. No matter what set he's working on, he can't be a very skilled technician if it takes him that long to find the trouble.

## Mistakes Made

"He mentions scattering electronic parts all over the living room rug. I'm sure no *good* technician is ever guilty of this, nor of the obscene language he uses in the customer's home.

"When he presented the customer with a staggering bill, part of the high cost was certainly due to his 'fiddling' around for half a day!

"The article continues with a story about a television set with a short in a fifty-cent condenser. This might not have been so bad (he says) except that it had blown a \$2.00 rectifier tube and a \$25.00 transformer—all because the manufacturer had neglected to install a fifteen-cent fuse to protect the chassis.

"Now, gentlemen, I don't know much about other television sets, but I do know that all Philco chassis have fuses to protect against damage because of component shorts.

"He also mentions that, in another set, the fuse was buried down under the 'innards' of the chassis and that it should have been made radioactive so that it could be found more easily with a Geiger counter. I must admit that I don't know if this is true in other sets, but I do know that in *every* Philco set the fuse is right on top and easily accessible.

"The writer of the article especially detests portables, because they are so hard to service. That may be true of some other sets, but let's take a look at a Philco portable.

## Philco Is Easy to Service

"Philco makes the thinnest portable in the business and therefore it should be the most difficult to service. Yet, the truth is that by simply removing the back cover, 85% or more of the parts can be removed and replaced if needed. *All* test points, fuses, rectifiers and tubes are right at hand. And that's not all—the CR tube can be removed from the front without removing the chassis.

"The writer then goes on to attack printed wire panels, and this is where he really shows his ignorance. Trouble-shooting and servicing Philco's Perma-Circuit Panels is a cinch, fellows, if you will take the little time that is required to make yourselves familiar with the newer servicing techniques that are necessary. You don't try to cut down a tree with a pocket knife—neither do you attempt servicing television without that indispensable tool—knowledge.

"Please don't ever be guilty of the mistakes that the 'writer' of this article is. Don't ever condemn any customer's set, regardless of make. And don't bury your head in the sands of ignorance. With adequate knowledge and training, you should be able to trouble-shoot and repair any consumer set in a reasonable length of time—particularly if it's a Philco!

"Thank you gentlemen, for listening."



**GET MORE**  
OUT OF EVERY SERVICE CALL!

### TIE A TRANSISTOR TUNER INTO A HI FI SET

Any transistor radio equipped with a private listening jack can be used as an AM tuner in a Philco High Fidelity set that has a tuner input jack. All it requires is a short adapter cable to connect the two instruments, plugging one end into the transistor private listening jack and the other end into the tuner input jack of the hi fi set.

As soon as you plug into the private listening jack, the external speaker of the transistor radio is shorted out and the sound is carried through the speaker and amplifier system of the hi fi unit. The result is high fidelity listening to AM radio.

Try suggesting this to your customers. And there are undoubtedly hundreds of other little tricks you have picked up in your experience. If you talk about them, you'll get your customers interested. From there on, it should be easy sailing to an extra little service that will bring you and your shop some extra revenue.

### FREEZER ALARM BATTERIES FOR EXTRA REVENUE

Philco freezers produced from 1955 through 1957 were equipped with an automatic alarm system that rang a bell for as long as 48 hours if the power failed for any reason. This alarm system was powered by a battery, Philco part number P-4F4R. As with any dry cell battery, the alarm system battery should be replaced periodically to insure that it will function when needed.

It might be a good idea to carry a couple of spares in your tool box. The customer will appreciate your thoughtfulness—and you'll pick up a little extra cash occasionally!

The freezer models affected are as follows: V1455, V1945, V2545, V1465, V2065, V1472, V2072, H855, H1355, H1358, H1855, H1858, FH1375, XFH1375, and FH1875.

## AIR CONDITIONER ENGINEERS DO ACROBATIC TESTING

Some customers have expressed wonderment that the brackets holding a Philco room air conditioner in the window frame seem "flimsy" when you consider the amount of weight they must support. If you run into this, you can assure your customer that, no matter how flimsy they may look, they have been tested and re-tested to hold far more weight than you could pile on the air conditioner.

For instance, a 400-lb. weight is suspended from the *extreme outer edge* of the installed air conditioner. No bending or buckling of the brackets could be observed.

A window washer could, if he had a mind to, stand on a Philco air conditioner installed high above the street with no danger of the air conditioner breaking loose from its moorings.

And this is just what the Philco test engineers did to insure the safety of the installation brackets. They stomped and crawled all over the unit, first with one man, then two, then three! And the brackets held firm throughout.

They didn't tell us whether the window they chose for the test was very high off the ground.

### PHILCO TRANSISTOR TRANSMITTER FOR SPACE SATELLITES



An all-transistor 20 megacycle telemetering transmitter, designed for possible use in space satellites, has been built by Philco for the U. S. Army. Shown examining the tiny transmitter is Marjorie Fetherbridge, a secretary at Philco's Government and Industrial Division. This is the first U. S. satellite transmitter to operate in the 20 mc band and it has the same type of modulation used by standard radio stations and amateur radio operators. It has more power output and is more efficient than the transistorized transmitters used in present U. S. satellites. New Philco high frequency power transistors, made by Philco's Lansdale Tube Division, give the transmitter up to one watt of output, as compared to 1/100th and 2/100th watt output in present satellite transmitters. They also require much smaller batteries than would be necessary with bulky vacuum tubes.



# NEWS FROM THE ASSOCIATIONS

## 3-DAY SERVICE SEMINAR

Television Service Association of Delaware Valley (TSA) with headquarters in Philadelphia, announces a three-day seminar beginning June 10, 1959. According to Director Dave Krantz, the seminar has a twofold purpose:

Radio and television service has slumped as much as 25% this year over a similar period last year. The seminar will discuss ways and means to increase sales by awakening the membership to the host of new products in homes and industry that require skilled service technicians.

TSA is also increasingly alarmed over the dangers of captive service. The Association maintains that captive service follows on the heels of inadequate service by independents. The seminar will attempt to influence the membership to improve its own service facilities to the point where independent service will become the only acceptable system.

Some of the subjects to be discussed are:

Automotive Radio—Electronic Eye, Electronic Steering and Braking.

### KRANTZ HEADS PENNSYLVANIA FEDERATION

David Krantz, owner of Philadelphia Television Service Corp. and one of the planners of the Philadelphia service seminar reported on this page, has been elected president of the Federation of Radio & Television Service Associations of Pennsylvania (FRTSAP) at the federation's recent annual meeting. Krantz was one of the original founders of the federation 12 years ago, and served as its president for its first six years. He is also a director of TSA of Delaware Valley.

Tape Recorders—Record Changers, All Speeds, and 45 Players.

Hi Fi and Stereophonic Phonographs.

Color Television—New Circuitry.

Printed Boards—Trouble-Shooting, Parts Replacement and Quick Test.

Service Business Management—Bookkeeping, Advertising and Merchandising, Taxes, Customer Relations.

New and Advanced Electronic Equipment—Electronic Cookers, Relays, Door Openers.

Electronic Industrial Testing Equipment.

Test Equipment—Absorption Type Testers, Scopes and Color TV Equipment.

Transistors—Trouble-Shooting and Testing, What They Can Do, Theory.

New Tubes—Substitutions and Replacements, Cold Cathode Tubes.

Electronic Organs.

Multiple Home Antenna Systems.

President Jack Rubin extends a cordial invitation to visiting servicemen to attend all or part of the seminar. For programs and other information, write to TSA of Delaware Valley, 4710 York Road, Philadelphia 41, Pa.

### PHILCO INVITES INDEPENDENT SERVICE ASSNS. TO AIR VIEWS

Many progressive professional associations, local, regional and national, are presently performing valuable service for their members in the appliance and electronic service business. In an industry as new as the service field, each service group should make itself heard, to promote understanding and education for the rest. PHILCO SERVICE BUSINESSMAN will be most happy to publish letters or reprints of talks by the officials or membership of any service organization, as an official or unofficial statement of the organization's policy.

Address all such communications to PHILCO SERVICE BUSINESSMAN, 2nd and Westmoreland Streets, Philadelphia 40, Pa.



**HANGING A TUBE "RACKETEER"** — Saginaw County Sheriff Clarence Kackmeister (left) hangs a tube racketeer in effigy as part of Philco's campaign to put a stop to the racket in used receiving tubes. Saginaw Distributors, Inc., General Service Mgr. Roy Thompson lends a hand (he's the figure in the center of the photo). The "hanging" took place at the distributor's parts department at Saginaw, Mich. An additional promotion was the provision of barrels by many distributors in which servicemen could smash their used tubes (or watch them smashed by distributor personnel). The campaign is having a favorable effect with servicemen all over the country.

The signs read "Wanted Dead or Alive, Tube Counterfeiter," "This Guy Bought Off Brand Tubes and Hung Himself," and "Don't End Up on the End of This Rope!" The sign on the dead man's chest reads "Use Philco Tubes or This Might Happen to You!"

Philco personnel are operating Philco equipment all over the world for the U. S. Services. Some are engaged in tracking satellites and others play a consulting role in the operation of the DEW line in far-flung Alaskan stations.

### Philco Air Conditioner Will Cool Off Reds

Four popular Philco home products will be exhibited at the American National Exhibition in Moscow next July. Included in the exhibit will be a Philco room air conditioner, a Philco Duomatic combination washer-dryer and two Philco television receivers, the Predicta "Separates" and the Slender Seventeen Portable.

The Duomatic was featured at the Brussels World's Fair in Brussels, Belgium, last year and drew a great deal of interest from all visitors.



# LETTERS TO THE EDITORS



Dear Sir:

"One of four 5U4 Philco Tubes I have installed in the past year failed in less than 90 days. What does the serviceman tell the customer?"

Dean H. Burmeister  
43 Seel St.  
Dunkirk, N. Y.

*Philco warrants its tubes for a period of 90 days from the date of purchase. In testing tubes, 1,000 hours of continuous operation without failure is considered a low average for most Philco tubes. The true average as it works out in actual practice is more like 2,000 hours. Philco often exceeds even the strict EIA specifications, in order to safeguard Philco quality.*

*However, no matter how strict the manufacturer's standards, occasionally a code lot of tubes will be reported as defective by field men. When this happens, Philco calls in the lot from its own and distributors' parts warehouses. In most cases, the majority of the defective tubes will be taken off the market and destroyed.*

*A small percentage of the tubes will already have found their way into service shops and other retail outlets, where they can no longer be recovered. When this happens, it is inevitable that some of these will fail when installed. It goes without saying that tubes, or any other parts, that fail within their warranty period should be returned to the Philco Distributor for free replacement.*

*Philco's huge Accessory Division manufactures, ships, stores and handles over 65,000 parts. It is unfortunate, but unavoidable, that a few of these parts will not measure up, in spite of the tremendous effort made by Philco to safeguard quality.*

\* \* \*

Dear Sir:

"We are interested in your article on page two of the February 1959 issue of the PHILCO SERVICE BUSINESSMAN relating to call backs.

The statement is made—'Certainly a technician should guarantee his work for a stated period of time.'

We are interested in your views, as a factory, as to what you consider this guarantee should be, and for what length of time following a simple home call.

We note that your heading indicates a 25% call (back) ratio. Is this the figure you consider as normal under the guarantee? Do you also advocate adding 25% to each service call charge in addition to all other costs in order to cover this so-called 'free' service?

Please be advised that we are not asking your views out of idle curiosity or in any attempt to embarrass you. We seek factory level thinking on this subject."

James O. Humphrey,  
Secretary, TSA  
King County Television  
Service Assn.  
500 East Pine St.  
Seattle, Washington.

*Manufacturers have a warranty plan to protect the consumer against poor workmanship and defective components. The service agency likewise should have some plan whereby their customers are protected.*

*Manufacturers, through past experience, know about how much this will cost and so can allow for this in their pricing. Service agencies also should make this allowance.*

*The ideal manufacturer's warranty, from the consumer's point of view, is one in which all components and workmanship would be warranted without time limit, against all defects except those due to abuse.*

*Since such a warranty would be uneconomical, because all products wear out, most warranty agreements impose a standard time limit.*

*To answer Mr. Humphrey's direct questions with direct answers, the editors of PHILCO SERVICE BUSINESSMAN do not feel qualified to recommend one service labor guarantee plan over another. However, we report one method used by a shop owner we interviewed:*

*For jobs performed in the shop, a full 90-day guarantee covers both parts and labor. For jobs performed in the home, a 90-day guarantee covers parts and a 72-hour guarantee covers labor. It seems obvious that parts warranties issued by service agencies should agree with the warranty issued by the manufacturer. It is possible, also, that a 30-day guarantee of labor, even when performed in the shop, would be sufficient to safeguard the customer against bad workmanship.*

#### Costs Must Be Met

*With respect to adding 25% to each service call charge to cover the cost of call backs, it is obvious that a shop cannot stay in business if these costs are not compensated for somehow. A sensible answer would be to determine from your records the number of call backs made in proportion to the original calls and attack it from two directions: reduce the number of call backs by careful attention to detail on the first call, and raise the cost of the first call by a factor designed to compensate the shop for the cost of the call backs.*

*You should take into account also the fact that not all call backs are complete "busts." Some of them can be turned into profitable calls by suggesting preventive service to guard against future trouble.*

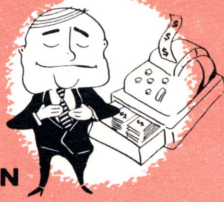
#### SPEAKING OF DOOR PRIZES

... Frankelite Company, Cleveland, Ohio, at a Perma-Circuit panel service training meeting, awarded as a door prize a genuine, obsolete kitchen cabinet door. Other prizes were more genuine, however. First prize was a Philco Service King #8500, which went to a PFSS member having his ID card with him.



# Better Business

A SERIES ON IDEAS  
AND METHODS  
FOR EFFICIENT  
BUSINESS OPERATION



## WHERE IS THE SERVICE BUSINESS HEADING?

Every once in a while, it pays to take a long, hard look into the future. And when you do, don't think too much in terms of what you know here and now. Things have a way of changing—and when they do, some people find themselves left way off course. Witness the harness maker who said the horseless carriage was just a fad.

Almost every economic survey of manpower requirements of the future show fewer people engaged in manufacture and more people engaged in the services.

### Automation Big Factor

Why is this? Automation is one answer—the mass production of goods with little or no personal supervision of machine operators. However, with the greatly increased production of goods through automation will come the increased need for “servicing” of the goods—selling, transporting, accounting, storing and maintenance.

Couple this factor with the wide range of brand new products being designed and tested, and your future

looks bright indeed. All these items, as well as hundreds more, will need *your* services when they roll off the assembly lines and into the American home:

Ultrasonic washers (ultrasonics will be a whole new field in itself, requiring the services of men who are trained both in theory and practical work).

Electronic ovens, refrigerators, air conditioners.

AM-Stereo broadcasting and receiving—another great new field that will require modification kits or whole new instruments.

Electronic devices for the home in a bewildering array: front door and garage door openers, closed circuit television, television “absentee” recording devices, room amplifiers and intercom systems—yes, and even the insect-proof “no” door that keeps out dust and cold with a wall of air!

### Office Machines Change

In industry and commerce, computers will take the place of the old-fashioned mechanical and electrical adding machines. Elevator controls will “sense” the late passenger; many office machines will be controlled by tubes and transistors.

How can you afford *not* to look into your future occasionally? And when you realize what a challenge the future will offer, you will also realize that you *must* keep informed. Service training schools provide the best answer for equipping yourself for the future.

## REFRIGERATOR USES SAME AMOUNT OF POWER AS 100-WATT BULB

A customer wrote in recently to say that she thought her refrigerator was using too much electricity. Apparently, she had taken the trouble to measure the amount of electricity used and her figuring was correct—2½ kilowatt hours daily. She also asked if she couldn't cut down the consumption of electricity by running the refrigerator at a warmer temperature.

This customer was told by Philco engineers that the consumption of electricity was normal for the size and type of refrigerator she purchased. It was pointed out to her that her refrigerator used about as much electricity as a 100-watt bulb burning for 24 hours. This, they said, seemed a small price to pay for the task a modern refrigerator-freezer accomplishes in the home.

It was not recommended by Philco that she run her refrigerator warmer than normal because she would run the risk of early food spoilage.

Philco received a cordial letter in return, thanking the engineers for the information and saying that she was satisfied that her refrigerator was, after all, a very efficient mechanism.

The type of reasoning used by the engineers, it seems, goes a long way toward smoothing complaints. The secret is simple—tell 'em everything. When they learn the reasons why, they will understand. Understanding brings satisfaction.

Try it yourself on your next complaint!

## WHY DO REFRIGERATORS ‘SWEAT’?

Some refrigerators *will* sweat on the outside under certain conditions of very high humidity. This is especially true in the morning, when relative humidity is higher than during the rest of the day.

The outside shell of the refrigerator is usually one or two degrees cooler than the air immediately adjacent to it. This is because some of the heat of the shell is dissipated into the interior of the refrigerator by its cooling system. When this occurs under high humidity conditions the surrounding air will surrender its moisture and it will form as condensation on the exterior of the refrigerator. This is exactly the same thing that happens to a car that has been left outdoors all night.

You can assure your customers that this is a normal condition whenever the relative humidity is high. It does not mean, as some customers believe, that the insulation of the refrigerator is not functioning properly.

### Interiors Sweat, Too

Excessive opening and closing of refrigerator doors will allow warm, moist air from the room to enter the interior. When this happens, the air comes in contact with the cold surfaces on the inside, such as the shelves or interior walls. In the same way that a pitcher of ice water on the dining table forms moisture, the air coming in contact with the interior will cause moisture to form on the interior surfaces.

To correct this condition, the refrigerator door should be opened as infrequently as possible, especially during the hot summer months. It's a good idea to locate a refrigerator next to a table or counter top. When it's necessary to take out several items at once, such as at dinner time, the items can be placed momentarily on the table until everything needed has been removed. In this way, the door is only opened once for unloading. Loading can be done in the same way.



# Service News

## IN PICTURES



View of attendance at Home Laundry service training meeting held by Dixie Appliance Co., at Roanoke, Va. There were two sessions held on separate evenings. Total attendance was 52 servicemen.



A Philco Service Achievement Award was presented to Stewart Groves, service manager of Greenley's, Flint, Mich. Shown above (l. to r.) are Roy Thompson, general service manager, Saginaw Distributors, Inc., Groves, Neil Barnett, distributor sales manager, and Wally Fensch, Philco rep.



Roskin Bros. Inc., Albany, N. Y., held a refrigeration service training school attended by 51 servicemen. Shown above is Ken Wagoner at right conducting training.



A laundry service training meeting held the interest of servicemen in Akron, Ohio. The meeting was held by Frankelite Co. at dealer M. O'Neil Co.



Empire State Distributors, Jacksonville, Fla., held a home laundry service training meeting. Above is shown Roy L. Roberts, factory rep., conducting training.



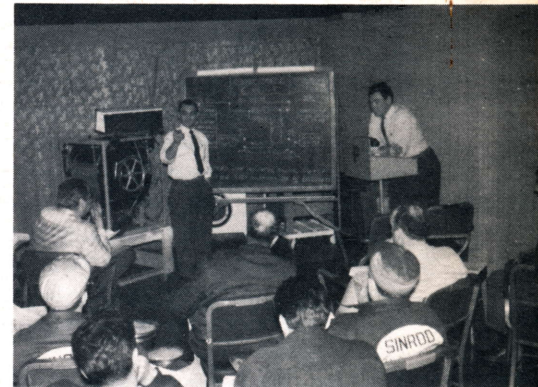
Household Appliance Distributors, Miami, Fla., held an electronics service training meeting attended by 62 servicemen. A general view is shown above.



Another meeting held by L. & L. Distributors took place in Orlando, Fla. Earl Qualls is shown at the projector which was used in training.



Saginaw Distributors, Inc. held a laundry training meeting at which R. Lewellyn, distributor appliance service manager conducted training.



A gas Duomatic service training meeting was held by Philco Distributors, Inc., Long Island City, N. Y. John Beck is shown pointing while Ralph Ehlers is at podium. Both are distributor personnel.



L. & L. Distributors, Tampa, Fla., held an electronics service training meeting attended by 23 servicemen. Photo above was taken before the meeting got underway.



Tri-State Distributors, Cincinnati, Ohio, held a dealer open house recently. Above is shown the PFSS booth at the affair. Questions on service problems were answered at the open house.