

INCORPORATING THE PHILCO SERVICEMAN



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PHILCO SERVICE TECHNICIAN

VOL. 2 No. 3 APRIL, 1958

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



HOTEL STALLER



T.S.A. Makes Award

Television Service Assn., Michigan, presented "The President's Award" to Philco Corp. and to distributor Graybar Electric Co., Detroit, for "Service to Industry." The presentation was made at the T.S.A. Midwest Electronics Forum held in Detroit in Feb. Shown (l. to r.) are John Bennett, mgr. of PFSS, accepting for Philco Corp.; Larry Ringwalt, Graybar Electric Co.; and Karl Heinzman, pres. of T.S.A.

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APRIL, 1958

VOLUME 2

NUMBER 3

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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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PFSS Headquarters
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POLICY . . .

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

GOING THE ROUNDS WITH UNCLE PHIL



THE Editor's WORKSHOP



Hi, fellas! Let's start an examination of our service industry—its changes, its problems . . . and begin to discuss some of the proposals designed to improve conditions.

We find that our service industry has experienced many changes during its years of constant growth. There was a "boom" that came after World War II with the introduction of television and the growth in our national economy. Millions of products were sold to eager consumers, and, almost overnight, thousands of men found themselves in the business of servicing these products.

Unfortunately, in this tumult of a booming economy, there appeared many "spare time" operators without sufficient training, as well as service people who used questionable business practices. These people became a blight on the service industry and aroused a suspicion in the minds of the public.

There were, of course, thousands of competent, well-trained service technicians, but the public was not educated to identify these from the others. That was a problem and still is.

What is the answer to it? *Licensing* is considered by many people as one solution. With appropriate legislation, only *licensed* service technicians would have the right to handle the repairs on electronic and appliance products. And, local organizations in many areas are working to put such legislation into effect.

This may very well be one answer. But, there should be certain precautions taken wherever licensing is under consideration.

First of all, a definite program must be included with licensing, to provide opportunities for new men to enter into the service vocation. These new men will be needed to take the places of those technicians who branch out into other fields or advance themselves into other phases of the industry.

In conjunction with such a program, young men must have the advantage of available training as preparation in becoming trained technicians. In other words, licensing must leave the door open for newcomers to the service field so that they may be able to find a place in it when they become qualified.

Another consideration in licensing, is a system of safeguards. This is an essential to protect the licensing program from becoming a political football—so that licensing of a service technician does not become a whim of politics. Proper safeguards can keep the possibility of corruption out of an otherwise fine program.

One very important job licensing could do would be to *set standards*. A method of "policing" the operations of all licensed service technicians would be an excellent measure. It might be a "Better Business Bureau" of service. This would maintain high standards in service work and would not allow someone to operate improperly "just because he has a license." Licensing itself does not guarantee a cure—it must have safeguards to "keep it healthy."

A license is a privilege—not a right—and every privilege carries with it a responsibility. The responsibility for a properly-operated licensing program is held by everyone who takes a part in it.

Licensing is one of the proposed solutions to some of the service industry's problems, and we will cover others in succeeding issues of "PST."

Philco Takes Active Part at T.S.A. Forum

Television Service Assn., Mich., held its annual Midwest Electronics Forum in Detroit Feb. 9 and 10. A number of manufacturers, suppliers and other interested organizations provided speakers for the various meeting sessions and maintained exhibits. Philco Corp. took an active part in all phases of the convention, as evidenced in the photos on this page.

T.S.A. officials responsible for this year's Forum were Karl Heinzman, president; Harold Chase, Forum chairman; and Jack Barton, chairman of exhibits.

1. and 2. Two views of the activity at the Philco display. Representing Philco at the display were Philco Accessory Div., Tech-Rep Div., Gov't. & Industrial Div. and Philco Factory-Supervised Service.

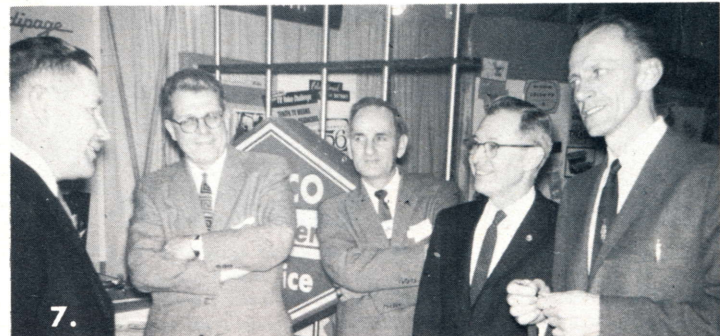
3. John Bennett, mgr. of PFSS, talks on subject, "Etiquette for Servicemen."

4. Checking notes at the Philco display are (l. to r.) John Koster and Chas. La Roche, both of Suburban TV Service, Grand Rapids, and John Bennett. Chas. La Roche is also v. p. of Television Service Dealers Assn., Grand Rapids.

5. Bill Nagy, sales mgr. Philco Accessory Div., talks on "Demonstration Selling."

6. Two service association representatives from Texas attended the Forum. Shown (l. to r.) are Leonard R. Smith, editor of the T.E.A. TIMES; Jack Mattingly, factory rep.; Marvin F. Tappe, v.p. of Texas Electronics Assn.; and John Bennett.

7. Shown at Philco Display are (l. to r.) Mike Kollins, Chrysler Div. service; John Bennett, Jack Mattingly; Frank Whitten, Philco electronics general service mgr.; and John Farley, Chrysler Div. service. In attendance but not shown was C. T. McClure, director of service, Chrysler Div. Philco makes auto radios for many Chrysler Corp. autos.



Field News

NEWS ABOUT
PEOPLE AND EVENTS
IN THE SERVICE WORLD



LUBBOCK, TEXAS

Medaris Co. Inc. held a series of electronics service training meetings on January 13, 15 and 16, as reported by factory rep. George W. Saylor. (See photo below.) For the sake of the convenience of attending servicemen, the meetings were held at different places: Lubbock, Amarillo and Clovis, N. Mex. The reported attendance at the three meetings was, respectively, 43, 20, and 7. Following is a list of those who registered:

LUBBOCK—Max Brown, David Benton, Gerald Lawrence, A. H. Worthington, Herbert West, J. W. Newsom, Bill Smith, Jerry Stafford, R. C. Huckabee, E. L. Strickland, Lonnie G. Dyson, Bill Crump, F. N. Martin, Ben T. Warwick, Ivan Ruggles, and . . .

Bazur, C. G. McKinzie, M. E. Parkinson, Sanders, C. P. Woodson, Denison Eaves, Audrey L. McKee, John W. Mullins, Howard, U. V. Blake, R. E. Brazel, E. A. Owens Jr., Allen Van

Dyck, Miller, Frank Daniel, Wayne Shultz, McIntyre, George M. Stone, Glen Collum, and Carl Ray Holdeman.

AMARILLO—E. J. Jackson, Gene Leigh, M. L. Mills, Bob Dietz, A. Roberts, Cahill, C. R. Blanks, Raymond Ballew, Sherman Flening, Dave Meier, A. J. Spradlin, B. R. Napier, and Vergil Deerrie.

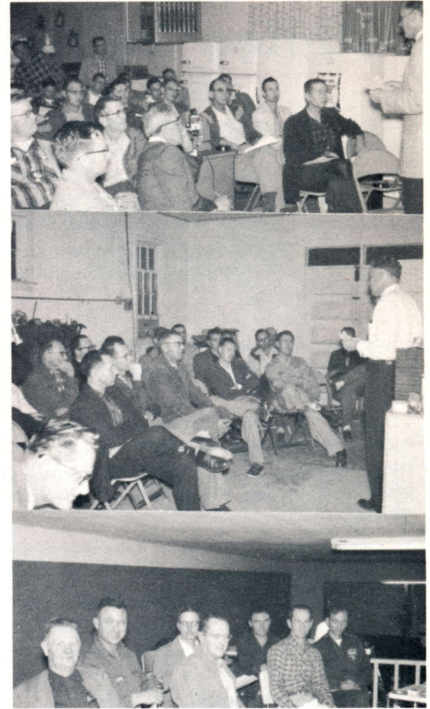
CLOVIS, N. MEX.—Bob Eubank, Kenneth W. Brazell, F. C. Snelson, C. S. Zakowski, Jim Underwood, Fred Underwood, and C. O. Biggers.

FRESNO, CAL.

A Philco Service Achievement Award was presented on Jan. 31, to Frank Mitchell, Mitchell & Burke, Bakersfield, as reported by Ted Roberson, Philco factory rep. Also attending the presentation were John Burke, partner of Mitchell & Burke; John Randall, distributor service mgr., Devlin Drew Co.; and serviceman R. E. Sparks.



A Philco Service Achievement Award was presented to owner F. R. Wilkerson, of San Roque Appliances, 3411 State St., Santa Barbara, on Jan. 21. Shown above (l. to r.) are John P. Horton, service mgr. of H. T. Waller Inc., Philco distributor; Mr. Wilkerson; and Lee Bird, factory rep. The award was presented at Mr. Wilkerson's shop, which handles general appliance repair.



General views of the three electronics service training meetings held by Medaris Co., Lubbock, Tex. Top to bottom, Lubbock, Amarillo, Clovis, N. Mex. (See story on this page.)

BEAUMONT, TEX.

The Reed Co. held four electronics service training meetings in January as reported by George W. Saylor, factory rep. The first meeting was held at the distributor's headquarters on January 21. Two meetings were held on January 22 at Crowley. The fourth meeting was held at Lake Charles on January 23. A total of 93 servicemen attended the meetings.

ERIE, PA.

Young Bros. Electronics held an electronics service training meeting on January 28, as reported by Philco factory rep. Glen Cummins. A total of 49 servicemen attended. Door prizes were awarded and refreshments were served after the meeting.

Following is a list of servicemen attending the meeting:

A. F. Osborn, J. Miller, James Hall, John A. Schutz, Robert Feidler, Paul Cooper, Charles A. Whitman, Leo A. Weidle, Rae Smith, Sidney H. Dailey, C. W. Balzer, L. Paster, Bob Brookhouser, Mike Kovach, Orlando Mucciaroni, Kar-nest Leopold, Anthony Spenik, Whitey Bills, L. R. Schuman, Charles E. Lowther, William Davison, John Fischer, and . . .

Sal Blasco, Robert McAlpine, Robert Orje-chowski, George Ott Jr., Charles Chase, Howard

Field News

(CONTINUED)



Wheelock, Fred Leffingwell, Peter J. Mucznski, Ivan Lookerhouse, George Niegel, William Jant, F. P. Ozinek, Cecil D. Foek, Val Outowski, Bob Trapp, Jack Donovan, Dean Luce, George H. Schenk, Max Flaugh, Hugh Rose, Tom Hiegel, John Makay, N. Whiteshot, A. F. Galbraith, Ray Niederriter, Joe Jankowski, and Fred Nock.

Among distributor personnel attending were: Bob Scott, parts mgr.; Chester Kanis, electronics service mgr.; Norbert Rinderle, service mgr.; and Bert Chandler, salesman.

Philco factory personnel attending were Glen Cummins, factory rep.; "Zeke" Zemaitis, from the Accessory Division; and Sal Ricci, Accessory Division district sales rep.

TULSA, OKLA.

Oklahoma Tire and Supply Co. held an electronics service training meeting on January 26, as reported by Dick Rembert, factory rep. A total of 15 servicemen attended.

DULUTH, MINN.

Duluth Distributing Co. held three electronics service training meetings on January 21 and 22, as reported by Philco factory rep. H. G. Clark. A total of 40 technicians attended the three meetings. A list of those attending and the places where the meetings were held follows:

January 21 (at Philco Distributor)—Frank Campbell, Tom Allison, Wayne Orville, Wilbur Morrison, Bruce Scott, A. Landro, Stanley Skylandz, A. H. Anderson, Harold W. Nongard, R. Willman, William Haver, Harry Solheim, Bob Solheim, Charles Preston, N. C. Himler, R. C. Hulbert, Chris Djerler, and Emil Tahlinen.

January 22 (Keewatin)—Alfred Schmidt, Vic Spadaccini, John Carrol, George Knapper, Robin Knapper, N. Spadaccini, Mrs. N. Spadaccini, and John J. Mainerich.

January 22 (Brainerd)—Charles Zindnoor, Frank C. Robinson, Don Escherbacher, G. H. Steinke, Cedric Hughes, H. F. Berger, Elmer Lollquist, Ernest Rantio, Martin C. Ruigh, Don Bertram, Bruce Pimer, Terry Holon, Eugene W. Cummings, and W. Ingrund.

ST. LOUIS, MO.

The name and address of the distributor now covering this territory

is listed below:

Philco Distributors, Inc.
700 Rosedale Avenue.

READING, PA.

Distributor B. O. R. Corp. held an electronics service training meeting on Feb. 4, as reported by William Kuyken, factory rep. 47 servicemen attended the meeting. Following are those who participated:

Frank Amaroso, Clarence A. Leshner, Lester H. Mack, Harold Bucks, Paul W. Dunkelberger, Calvin J. Seidel, Harry Schools Jr., Bud Hafer, Norman Rick, Warren E. Mountz, C. K. Walter, D. B. Fritz, Harvey H. Schock, Ralph Gust, Harry Faust, Dan Culhane, Kenneth J. Delp, Curtis C. Fritz, George J. Kuback, Donald M. Westley, Stanley Lewis, John E. Williams, Joseph Gust, Walter L. Hartz, and . . .

William K. Baer, Robert D. Kreider, Robert Hoffman Jr., Robert Hoffman Sr., William A. Benjamin, H. A. Monyer, Andy Jablonski, Barrie Moll, William E. Grimes, Gust Capotis, H. S. Rooney, Charles E. Mountz, Herman M. Lauck, Clarence E. Orth, Richard H. Moyer, Harold C. Anderson, Bernard Behrenshausen, Wilbur Kleckner, Amos Kuser, Jay E. Levengood, F. G. Hill, Richard Bamberger, R. W. Gardner.

(Continued on Page 6)

New Streamlined Parts Data Catalog Published by Philco

Ray Nugent, general mgr. of Philco Accessory Division, has announced the publication of a new "1958 Appliance Parts and Accessories Catalog," another of the Division's new catalog series. This new publication, which is unique in the appliance industry, is an outgrowth of Philco Accessory Division's new policy to streamline the parts data furnished to servicemen.

The new "Appliance Catalog" is not intended to replace the complete parts data already furnished by Philco for its products. It is rather intended to put at the serviceman's fingertips a condensation of parts information which he uses regularly.

"Appliance servicemen everywhere spend an astounding amount of time

each year wading through mountains of parts data on appliance products," said Mr. Nugent. "Our technical department surveyed the movement of appliance parts on a national basis. It was determined that only certain groups of parts are major service replacement items. These are the fast-moving parts that are used in every-day servicing. Other parts are replaced only infrequently."

The purpose of the "1958 Appliance Catalog" is to provide servicemen with one centralized, easy-to-use source for this type of information. The catalog is arranged so the dealer can quickly find the exact parts information he is seeking, without consulting page after page of other information.

All major-service parts are listed in the catalog by product model numbers, and are cross-referenced to show the different models on which a given part is used. Also contained in the catalog are complete lists of parts, showing part numbers, description, service substitutions and suggested retail prices.

The data covers Philco production in the refrigerator, freezer, air conditioner and electric range lines for the past 10 years. Any service organization will find that the catalog will occupy an important place in its service library.

Shipments of the catalog have been made to most Philco distributors. PFSS members should contact their local Philco distributors for the "1958 Appliance Catalog."



LOS ANGELES, CALIF.

Philco Distributors Inc. held home laundry service training meetings covering the gas Duomatic on January 13 through 17, as reported by Carl Wilson, factory rep. A different group attended each of the six meetings, and the total attendance was 135.



Training Meeting at P.D.I., Los Angeles

Conducting the training were Dick Vozenilek, factory Duomatic specialist; O. J. Atkinson, factory rep.; and George Karis, distributor laundry instructor. Robert M. Myers, distributor general service mgr., plans additional training sessions to be held each Wednesday and to be conducted by George Karis.

PLATTSBURG, N. Y.

A laundry service training meeting was conducted by Philco distributor M. P. Myers Co. Inc., as reported by factory rep. W. D. Fore. The 24 servicemen who attended the meeting are the following:

Art Tanner, Leo Allen, Ernie Sample, S. Ezzo, William F. Ryan, Robert Ashlaw, Kenneth Peete, Ray Croto, Rod Moore, Ernest Williams, Oscar Gebo, Cal Gallagher, Stanley Zelinsky, Charles Devoe, Elmer Petnode Jr., Walter Rancour, H. H. Walker, George Anderson, E. Marnes, Dave Bartlett, Francis Gowett, L. S. Reynolds, R. Seacord, and G. Bowen.

BANGOR, ME.

Utterback Corp. held an electronics service training meeting on Jan. 30, according to factory rep. Ed Burke. Service training was conducted by Jack Falatic, distributor service mgr.

and Ed Burke. 20 servicemen from the area attended the meeting.

BOSTON, MASS.

Factory rep. Ed Burke also reports on a service training meeting on electronics conducted by distributor J. H. Burke Co. on Feb. 4. 52 servicemen attended, including the following who registered:

James B. Berham, Eli Sandler, Howard L. Seeley, Robert Mailhot, Robert Pelletui, Stanley Brown, J. A. Baron, Charles Anastas, Daniel A. Petricca, Dennis George, C. A. Reardon, Pat Arbut, A. R. Sjoquist, Frank J. Ratto, Robert Speranza, James Richard, R. W. LaVangie, Bruce LaVangie, Tony Chiocchio, John J. Thomson, Bill Shirley, Walter Clancy, Oxford Electronic Center, Robert Gardello, Walter S. Moise, Parkhurst Radio, Michael Tuberosa, Vito Rubino, R. H. Slocum, Richard G. Len, and . . .

George Bennett TV, Joseph J. Doreskey, E. McNamara, Bud Hicks, N. Tramontozzi, William F. Regan, A. Archambault, Ernest Kanan, Charles Correia, A. H. Tassin, Charles Stugno, Michael Summa, Larry Fontain, Melvin D. Kaplan, and Bob Tucker.

PROVIDENCE R. I.

Tri-State Wholesalers Inc. held an electronics service training meeting on Feb. 6, according to factory rep. Ed Burke. Total attending the meeting was 63, including the following who registered:

D. Bornetti, J. Araiyo, F. Pretto, H. Forloni, L. Darling, M. Belliveau, H. Drouen, G. Adams, R. Richer, J. Nunes, P. Caruolo, J. Lach, F. Levine, A. Meola, L. Sennasi, M. Rocha Jr., D. Cicchelli, A. Beinz, M. Lizak, R. Nunes, J. Nunes, J. Fox,

ALBANY, N. Y.



A Philco Service Achievement Award was presented to Harold Niver, Niver's Radio Shack, Hudson, N. Y. Above (l. to r.) John Sullivan, distributor sales mgr., Roskin Bros. Inc.; Harold Niver; C. J. Hoppmann, factory rep.; and Ken Wagoner, distributor service mgr. Mr. Niver has been a general appliance and electronics serviceman for 15 years.

PROMOTIONS ANNOUNCED

C. H. Tomlin, Philco's general service mgr., appliance division, has announced the promotion of two men in this division.

Al Tagnon has been appointed field service mgr. He has been with Philco for 11 years and was a product service mgr. for five years during this period. Prior to his recent appointment, he was product service mgr. for air-conditioning and electric kitchens.

Don McKay, who has been with Philco for 10 years, has been named to fill the position previously held by Tagnon. He was on special assignment for a number of months prior to his appointment.

R. O'Lever, L. Dugal, O. Laprial, J. Kuras, R. Snay, M. L. Craig, R. Desmarais, A. Sesti, F. Pozepeura, J. Lawless, J. Gubata, and . . .

F. Feather, S. Paull, A. Seller Jr., T. Rosa, U. Steffanie, R. Johnson, W. Arsenault, E. Greaves, R. Pelletier, T. Coolidge, R. Pelletier, F. Curnow, R. Ogrodnik, J. Ogrodnik, M. Dube, Cole Television, T. Rosa, V. Masse, M. Pelletier.

PORTLAND, ME.

C. B. Cole Co. held an electronics meeting on Jan. 28, as reported by factory rep. Ed Burke. Factory sales development mgr. William Keefer and factory sales rep. Robert L. LaBaugh conducted training on characteristics of hi-fidelity. Ed Burke also participated in the training. Total attendance was 23.

PHOENIX, ARIZ.

Arizona Distributors Inc. held an electronics service training meeting on Feb. 6, as reported by factory rep. Ted Roberson. 24 servicemen attended the meeting. Their names follow:

Bill Gale, J. S. Jacobs, Bob Lane, Mr. Kelly, Eddie Phillips, Don W. Brown, J. M. Morrison, Richard A. Nelson, Ken Borem, Art Marsh, Neil F. Anderson, Herb Smith, Lewis Morris, Claire B. Ide, Chas. M. Andrews, A. T. Murphy, Saul Allen, D. L. Daniel, J. Gondos, Lamar Nielson, A & B Radio TV Service, Dick Havermole, Robert W. West, and Robert L. Gaither.

Better Business

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

I. Who Keeps Your Books?



This is the first of a series of business articles to appear in "PST." We hope to cover a wide range of subjects, all dealing with the business end of service, giving "PST" readers some hints on how to run a "Better Business."

Who keeps your books? No, we're not referring to the westerns or murder mysteries you might read—we're talking about your business bookkeeping system.

Maybe we should start at the beginning and establish why we need a bookkeeping system in our business. It's a record. Just as a ship's captain keeps a log book, a day-by-day account of his business, so we should have a record of our service business.

There are two basic reasons for keeping such a record. First, it is to show us what kind of shape our business is in. If you go to the race track with \$60 in your pocket, and after the fourth race you only have \$5, you *know* what kind of shape you're in. So it is with your bookkeeping record—it lets you know "how you stand."

The second reason is Uncle Sam. A good bookkeeping record will keep you up-to-date with the information you will need in filling out tax return forms.

But, who keeps your books? If you run a small business, it may be your wife or daughter with some bookkeeping experience. Or, maybe

you handle it all yourself (which usually isn't very easy).

A large service operation or self-servicing retail dealer may employ a full-time bookkeeper, and this means an extra salary on the payroll. The expense, however, may be well justified by having all the records in order and knowing what the financial picture of the business looks like.

Another method that many service operations use is to have a Public Accountant handle the financial record-keeping on a part-time basis. What's the difference between a bookkeeper and an accountant? Well, we might look at it this way: an accountant can do the same job as a bookkeeper but is smart enough to figure out a more complicated way to do it. Actually, to become a Public Accountant, a great deal of education and experience is necessary.

So, which is the best method for you? It will be the one that is the least costly for you... but the one that will give you a picture of your finances and adequate records for taxes. If you are spending much of your own time on bookkeeping detail, you may more than pay for the cost of professional help with the amount you could be making on service calls during this time.

One Philco accountant said he wouldn't know what method to recommend for a service business, but said jokingly, "Try using two nails in the wall—put income records on one and expense records on the

other!" That was no joke. It was a good basic idea. That's essentially what we need... some system of keeping track of income and expenses.

The size of your business will undoubtedly dictate what method you should use and how complex it must be.

This is what to look for: Can you tell every week (or at least every month) what your net profit is? The *net* profit is the important figure, because this is the amount that's *free and clear*. This is the amount you have left after the normal expenses are paid—rent, light, heat, telephone, transportation, wages, depreciation of equipment, insurance, etc.—these are the things that your bookkeeping system should tell you.

Do you also know the value of your parts inventory? How much accounts receivable you have? How much your unpaid bills total? These are also the things your bookkeeping system should tell you before you can get a clear picture of your net profit.

Is there an up-to-date and comprehensive record of the tax information you should have? If the system you use is not giving you all of this information, it might be worth the time and expense to call up one of these Public Accountants—to at least *set up* a good system for you to use (look in the "yellow pages" of your phone book, under "Bookkeeping Service" or "Accountants, Public"). How much farther you might have to go will depend on your own business conditions.

Many people have had to close the doors of their businesses because they didn't know until "too late" just what shape the business was in. If your records are adequate, you'll know if the percentage of your accounts receivable is too high... you'll know if you're not making enough on the parts you sell... you'll know if your expenses are too high and your income too low... and, best of all, you'll know how you stand and will be able to get a good night's sleep.

MONTHLY Awards

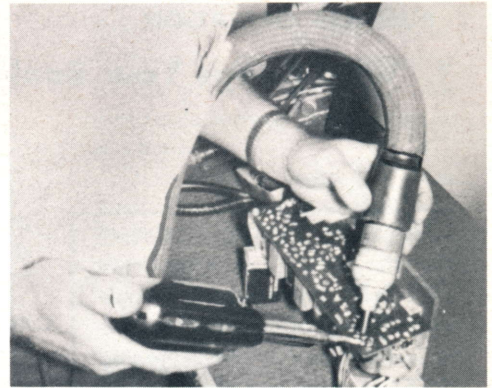
For promotions, trade tricks, time savers, business ideas

1st AWARD \$20.00

"To remove components from PW panels quickly, easily and without damage, we use a tank-type vacuum cleaner with a nozzle at the end of the hose. The nozzle is made from a car radio fuse holder and the protective cap from the socket end of a picture tube (taped together). The vacuum sucks up the melted solder clean as a whistle, and the solder collects and hardens in the fuse holder, due to the rapid cooling action. When too much solder collects in the nozzle, the suction diminishes. We then remove the nozzle and push out the hardened solder with a screwdriver."

Merrill Greene Jr., Greene Radio
403-405 Gibson St., Scranton, Pa.

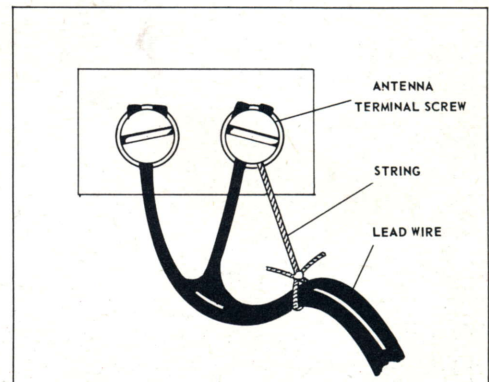
NOTE: Solder should collect in the fuse holder when properly operating.



2nd AWARD \$10.00

"Having trouble with the TV antenna lead wire pulling off the terminal? I tie a doubled-up piece of string to the lead wire a few inches from the terminal end. The other end is attached to the antenna terminal support (or any good anchoring point) and the string is pulled up so that a slight bend is made in the antenna lead wire. This serves to keep the connection tight, as well as prevent the lead wire from being pulled off when the set is moved."

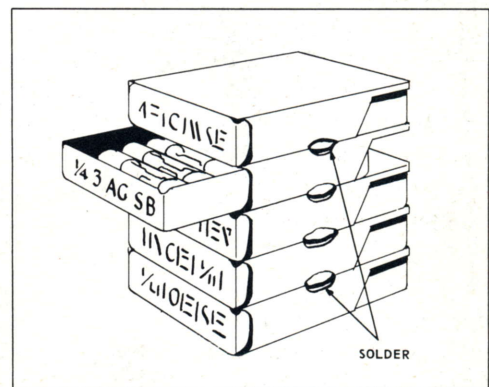
Oscar Schectar, Schectar TV Service
2112 Murray Ave., Pittsburgh 17, Pa.



3rd AWARD \$5.00

"To keep all my fuses in one compact unit in my tool box, I made a 'chest of drawers' by soldering the fuse boxes together at the places shown on the sketch. The boxes are arranged by fuse size, which is conveniently shown on the front end of the box. As I use up the fuses, I replace them from new boxes. Incidentally, the shape of the unit is approximately the shape of a tube box, so it fits nicely in my tube caddy."

J. R. Plummer (C. Weeks Hardware Co.)
209 E. Jefferson St., Brooksville, Fla.



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.