

INCORPORATING THE PHILCO SERVICEMAN



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## PHILCO SERVICE TECHNICIAN

VOL. 2

No. 4

MAY, 1958

OFFICIAL

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



### *Distributor Training*

Philco factory rep. Roy A. Gumm Jr. explains the technicalities of Philco TV for 1957-58 at an electronics service training meeting held by Tri-State Distributing Corp., Cincinnati, O.

*See "Field News" ... Page 6*



# PHILCO SERVICE TECHNICIAN

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Official Monthly Publication of, by,  
and for the world-wide Philco Factory-  
Supervised Service Organization.

RICHARD A. PHILLIPS . . . . . Editor

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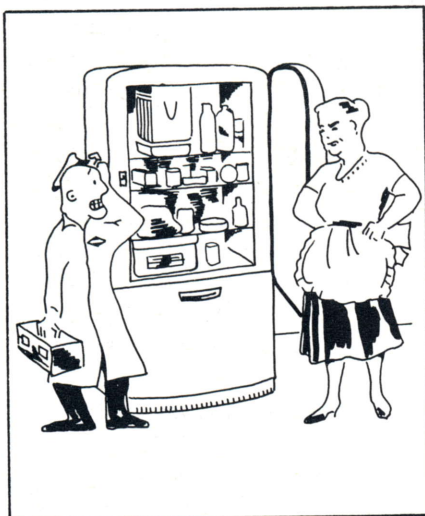
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## POLICY . . .

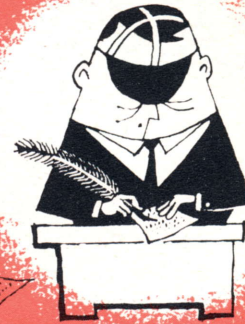
Philco Service Technician will strive to  
"mirror" the activities of the thou-  
sands of PFSS members and to  
provide them with useful and helpful  
information.

## GOING THE ROUNDS WITH UNCLE PHIL



"I don't understand why it needs service  
already—I've only had it 10 years!"

## THE Editor's WORKSHOP



### "LET'S TAKE SERVICE OFF THE SPOT"

Hi, fellas! Let's do some more analyzing of today's conditions in the service industry.

Recently the service industry has been criticized in various publications, and the picture painted was very unfavorable. Now, there are "good" and "bad" people in every business, and the service business does not have any unusual amount of "bad." So this is not the real problem.

One of the conditions that does bring the service technician under criticism is one that is not his fault at all. *It occurs when the retail dealer does not set aside an amount of money to cover service that may be required during the warranty period.*

During the early 1950's, the practice of discounting caused dealers to cut every possible expense in order to be as competitive as possible. In the process, dealers sometimes cut the after-the-sale service that was previously provided for customers from the sales income. *There are some things that just cannot be cut.*

What happened? A consumer who paid \$240 for his purchase became very unhappy when he found that he had to pay an additional \$12.50 for service only one month later. He may have felt that the serviceman was unfair, that the product was no good, and that he would never want to buy that brand again.

Whose responsibility is it to see that this consumer is satisfied? The manufacturer builds each product to the best of his ability and provides free parts for those that prove to be defective during a period of warranty. The distributor performs the functions of aiding service in his territory and of exchanging new parts for defective ones. The dealer sells the product to the consumer for a profit, and it is his responsibility to satisfy that consumer—and this function can mean repeat business for him. So, the provision of warranty period service is to the interest of any dealer.

Today most of the dealers who discount their prices are realizing the importance of putting money aside to be able to offer warranty service to customers, without charge. Merchandise can be tagged at regular prices—but discounts can be slightly adjusted to provide the important money for service.

Whether you are a self-servicing retail dealer or in the business of service exclusively, it is to your interest to encourage every retail dealer to follow this practice. It will eliminate public misunderstanding and build greater confidence and respect for every service technician.



# Better Business

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

## II. Income Tax Records



Undoubtedly, you have just recently gone through the "painful" experience known as the Federal Income Tax Return.

If you spent much time with the problem—and were still troubled about the outcome—you may profit by reviewing your system.

First of all, a method of keeping income tax records for your service business can save a lot of strain next year. These records should be a part of your regular bookkeeping system.

You may handle all of your income tax details yourself—or you may have a professional "tax expert" do it for you. In either case, a system of keeping adequate income tax records will be a tremendous help.

How do you go about doing this? First of all, you have to decide what information pertains to your own business. You might figure this out for yourself, or get assistance from your accountant or from the nearest office of the Director of Internal Revenue.

Naturally, you'll want a record of INCOME. This should be readily available from records of C.O.D. calls, plus payments received from charge calls.

Then you'll need records for DEDUCTIONS. In these records you should make reference to 1) the date of payment, 2) check number (or "cash"), 3) what the payment was for, and 4) the amount. (See illustration.)

The following are suggested account titles you might consider for your own use... and some of the

ACCOUNT: <i>Office Supplies &amp; Expenses</i>			
Date	Check No. or "Cash"	Description	Amount
1/5	Cash	500 34 Stamps	\$15.-
1/8	438	Window Cleaning	2.75
1/10	Cash	2 Boxes Paper Clips	.20
1/10	Cash	2 Boxes Staples	1.-
1/10	Cash	1 Typewriter Ribbon	1.-
1/25	452	1,000 Imprinted Window Envelopes	9.50
1/25	452	1,000 Imprinted Regular Envelopes	8.-
1/25	452	1,000 Imprinted Billheads	6.50
1/25	452	1,000 Letterhead	9.-

Example of Account Set-Up

items that apply to each. Professional assistance, of course, will be very helpful to you in setting-up or reviewing the account records best suited to your specific needs.

### SALARIES & WAGES

compensation paid to employees and assistants

### CARS & TRUCKS

gas and oil  
license fees  
upkeep  
repairs  
damages  
yearly depreciation  
garage rent

### EQUIPMENT & SUPPLIES

equipment (cost or yearly depreciation)  
furniture  
office equipment

### BUY & SELL ITEMS

parts

### OFFICE SUPPLIES & EXPENSES

envelopes  
stationery  
billheads  
cards  
labels  
postage  
printing  
safe deposit box rental  
auditing of books  
tax preparation fees

bookkeeping fees  
cleaning charges  
other office materials and supplies

### INSURANCE PREMIUMS

accident  
fire  
group life insurance on employees  
bonding  
car and truck

### OPERATING EXPENSES

heat  
light and power  
phone  
rent  
interest  
delivery and freight charges  
tools  
maintenance of building and equipment—painting, repairs and alterations, decorating.

### TAXES

property taxes  
sales taxes (city, state)  
social security taxes paid by you as employer

### BUSINESS EXPENSES

advertising  
contributions  
trade magazines and newspapers  
attending conventions  
membership dues—trade associations, Chamber of Commerce, etc.  
employee uniforms if purchased by you

One of the items that will have to be considered in respect to trucks, equipment, etc., is DEPRECIATION. If the article in question does not have a "useful life" of over one year, then the full cost can be entered as an expense for that year. On the other hand, if the useful life is more than a year, the cost must be figured on a Depreciation basis. Questions on how to set this up should be checked with your accountant or at the office of Internal Revenue.

Details on LOSSES or BAD DEBTS should also be checked so that you can safely take advantage of the deductions when these conditions exist. You should also consider any sale you make of a major item—such as a truck—this can represent a Capital Gain or Loss, and may be "short term" or "long term" according to circumstances—check with a qualified expert. Check also on methods of handling "Obsolescence" and "Inventory Shortages."

Save all bills and receipts so that you will have the proper information to substantiate deductions.

The important point is to make your business more efficient by keeping adequate INCOME TAX RECORDS.



NOW! Mr. Service Dealer

**PHILCO** announces

the 1958 Philco power-packed

**"PLUS 10"**

**BATTERY PROGRAM**

for Plus Profits for you!



**NOW, MR. DEALER GET UP TO  
10% OFF ON EVERY PHILCO  
PORTABLE BATTERY YOU BUY!**

*Plus*

**A BEAUTIFUL  
PHILCO BATTERY  
COUNTER DISPLAY!**

**Yours free with your  
battery order. Make up  
your own package with  
batteries you use every day.**

This attractive battery counter display is designed to take up minimum counter space. Shows off a wide variety of batteries. Acts as a silent salesman in your store.



**FREE**

**with your order  
of \$75<sup>00</sup> (or more) in  
Philco Batteries**

**Plus 11 Sensational Free Offers!**

Select the items you want from the sensational free offers illustrated on the opposite page. Yours free with your Philco Battery Order!



# LOOK AT THESE FREE OFFERS

(These in addition to the special portable battery discount.)

## Select any combination of premiums you want!

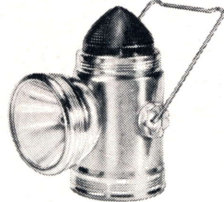
FREE OFFER NO. **1**



**\$3.50 VALUE**

50 foot heavy duty extension cord and protected utility light. Yours with every \$35.00 battery purchase.

FREE OFFER NO. **2**



**\$3.50 VALUE**

Flashing lantern and big powerful searchlight, complete with battery. When you buy \$35.00 worth of batteries.

FREE OFFER NO. **3**



**\$3.50 VALUE**

Six 2-cell prefocused flashlights finished in gleaming chrome. With \$35.00 worth of power packed batteries.

FREE OFFER NO. **4**



**\$7.50 VALUE**

"Pace" deluxe bathroom scale with magnified dial. When you order \$75.00 worth of Philco batteries.

FREE OFFER NO. **5**



**\$7.50 VALUE**

Heavy duty hand truck . . . A must in every service shop. Holds up to 500 lbs. With \$75.00 worth of batteries.

FREE OFFER NO. **6**



**\$7.50 VALUE**

Six tri-color beam flashlights for normal use and for safety signalling. Takes only \$75.00 worth of Philco batteries.

FREE OFFER NO. **7**



**\$7.50 VALUE**

Rugged "Buckeye" all-steel utility steps. Rubber treads and seat. With your order for \$75.00 in batteries.

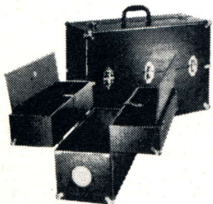
FREE OFFER NO. **8**



**\$7.50 VALUE**

Six 5-cell powerful flashlights with prefocused spotlight for distances up to 1500'. Yours with \$75.00 worth of batteries.

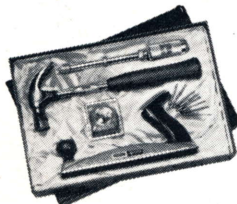
FREE OFFER NO. **9**



**\$19.95 VALUE**

Philco deluxe tube caddy that carries up to 250 tubes. When you buy only \$200.00 worth of batteries.

FREE OFFER NO. **10**



**\$19.95 VALUE**

Stanley executive tool set with selected Stanley highest quality tools. When you buy \$200.00 in batteries.

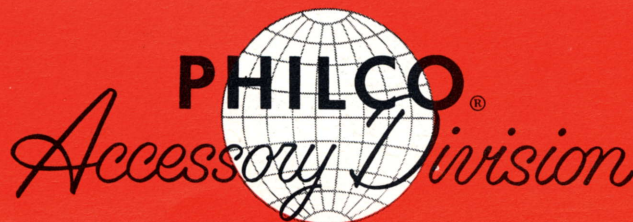
FREE OFFER NO. **11**



**\$19.95 VALUE**

"Luxo" lamp. Perfect glare-free illumination. Fully adjustable. Only \$200.00 worth of batteries and it's yours.

**See your Philco Distributor or mail this Coupon now!**



WORLDWIDE DISTRIBUTOR OF

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



Philco Corporation  
Accessory Division  
Attn: Carl Areschoug  
Philadelphia 34, Penna.

I would like more information on Philco's Power Packed "Plus 10" Battery Program.

NAME .....

ADDRESS .....

CITY.....ZONE...STATE.....

PST-558



## CINCINNATI, OHIO

Tri-State Distributing Corp. held an electronics service training meeting Jan. 30, as reported by Roy A. Gumm Jr., factory rep. Door prizes were awarded and refreshments were served. A total of 190 service technicians attended. (See pictures on this page and on front cover.)

Following is a list of the names of those who attended the meeting:

Orville Fowler, Henry B. Roth, Fred Johnson, Edwin Hook, Aubrey H. Lee, W. G. Sams, Howard Rondebush, Gilbert Young, Wm. Stephenson, Lucian R. Tally, Gene's Appliance, Jerome Smith, Ralph W. Wilson, Ralph W. Wilson Jr., Charles L. Cooper, Ulric Dehass, Harry Osterbrook, Larry LaColley, Frank McGee, Fred Barker, Perry Wright, Harry Tiemeyer, Lucian Hornsby, H. H. Humphrey, Earl Gleason, Emmet Brinkhouse, Iris Bradley, Earl Hennis, Alfred M. Stump, John Fawns, Owen Lipscomb, Lee Lipscomb, Forrest M. Hinson, John DeLaCroix, Bill



Tri-State Distributing Corp. service mgr. Ed Konnersman distributes door prizes to lucky winners at service meeting.

Jones, McKinley Dowell, Dave Riegert, Gilbert Sapp, Harold Foley, Francis Foley, Luther Lindeman, Malcolm Einhaus, E. H. Dietz, George Radenheimer, Orval Johnson, Gilbert Robinson, Henry Leturgez, Lou Beirl, Frank Goetz, Bud Sackstedin, John E. Mumme, Stanley Ahr, Chick Heckman, Jimmie Ault, Ralph Overman, Frank Miller, Guy Duncanson, and . . .

Allen Caldwell, Reynold's Gas, Mac, Herb Caldwell, Nelson Cull, Wm. Schott, Melvin Pate, Homer Amos, Rusty Hinson, Leslie Smith, Carl McClure, John Erion, Paul Snyder, Herbert Mitchell, J. Dugetzeder, Carl Reichenbock, Ellis Hall, Lorin Beatty, Bob Beatty, George J. Meyer, Charles Taylor, Henry Reese, Chuck Taylor, Ed Oehlma, Howard Owings, Dale B. Audendistel, Robert Tieman, Al J. Tieman, Earl E. Flint, Martin Egelston, Odell Richardson, Donald Burdick, Paul Wright, John Wuesterfeld, Bob Baker, Fred Schillfarth, Bob Brockman, Jack Farsing, Jim Durham, Nick DiFilipia, Toney Schneider, R. Williams, James Brent, Ed Bartlett, Larry Schnell, Stan Willet, Stan Maegley, Nick Harris, Bill Bresch, Stanley Webb, Jim Schepher, Mike Tabar, Frank Head, Bill Quinn, Ralph Abell, Art Owens, Joe Damico, Lyle Erickson, Russell Wilson, Eli Grossman, Clarence Cordes,

# Field News

NEWS ABOUT  
PEOPLE AND EVENTS  
IN THE SERVICE WORLD



Larry Neel, Joe Boeddeker, Bob Bogen, Grady Richards, and . . .

Jim King, Myrle Sieger, J. F. Riele, George E. Hensen, Howard Fletcher, Bob Zinerin, Dick Miller, Bob Lord, Doug Miller, Frank Devore, Frank Hickerson, Art Brown, Eyra Roark, Earl Boertlein, Ed Cantyler, Hank Wagner, Walter Kramer, Louis A. Rahrhase, S. Weissenderg, Red Kraft, Ed Heller, James Heller, Rolland Fostend, Walter Eyman, Joe Mirus, Jack Reisenbeck, Don Jones, Bill Blagsted, Wilton Turner, Ron Ross, Rus Baynum, Herb Haeflein, Victor De Lorenzo, Eugene Hirmann, James Hanky, Tip Bozzello, Edward Henson, John W. Reed, Harry Tyner, Sam Wilkerson, Hustin Huber, John Knauber, Neal, Nik Sieger, Carter TV Service, Melvin J. Dreher, Arnald Herb, Albert Kramer, Cliff Gruenwald, and Charles Woeste.

## MINNEAPOLIS, MINN.

The Roycraft Company held two electronics service training meetings Jan. 28 and 29, as reported by factory rep. H. G. Clark. Lunch was served at both meetings and door prizes were distributed. (See picture next page.)

80 service men attended the first meeting and 111 attended the second. Following are the names of those who attended:

(Jan. 28) Rodger Dietsche, Bob Dietsche, Kent Orton, Lester Riedell, Bill Mitchell, Hart TV, John Breiman, Carl Emgstrom, Merle Burchell, Carl Olson, Don Callen, Wallrick TV, H. Saunders, B. Rohweder, W. Nelson, Bill Behan, A. G. Nelson, Tom Larson, W. E. Rehphol, L. Rubbert, T. Ystgsund, R. Miller, L. Norgant, H. Vincent, C. Wise, J. Berka, F. Mikkelson, J. Baadsguard, H. Patterson, W. G. Mayland, Roger L. Grigsty, J. Lonsky, B. E. Barrett, Al Ness, Eric Naslund, Harry Vincent, Tad Ida, Leonard Deim, Ed Okada, P. Kyweriga, Vincent Getty, Morris Bakken, Ray Rasmussen, Joe Tomczyk, John Ebeling, Marty Beer, Elmer Larson, Steve Slobodnik, Walter Hagen, Joe Sirs, Geo. Mathews, Walter Berbee, Harold Nelson, Bob Nelson, Lawrence Atkinson, Darvin Quast, Binder Sales, Charles Hoffman, Dick Lance, and . . .

O. Schroder, Ray Diem, James Preele, J. Bales, Wm. Boecker, Robert Balzun, Ben Keays, Jim Pavelka, Geo. Lundeecker, Paul Casey, Darrel Ausmus, Gene Krantz, Donald Pollack, Ed Forsgren, Paul Donatell, Wm. Butler, Einar Duos, Archie De Mars, and Donald Wilton.



Part of the 190 service technicians who turned out to take part in Tri-State's electronics service training meeting held on Jan. 30.



## Field News

(CONTINUED)



Distributor personnel in attendance at this meeting were George Boll, parts mgr., and Mike Kuschill, service mgr., and Paul Husted and George Bingham of the parts and service departments respectively.

(Jan. 29) Wallace Brown, John Maciaszek, Jin Grote, Ed Snyder, John Morde, Leslie Bauman, David Jacobson, Lynn Demarce, Nolan Demarce, James Simmons, Walter Ziebfath, T. R. Johnston, Orlin Hanson, Martin Marquardt, Aaron Rosenblum, David Lewis, Bob Westholden, W. Petter, Art Koestner, I. Rosenblum, Tony Ferraro, Bob Gray, Ernie Mattson, Harold Cahou, R. J. Chmel, J. M. Rudd, Wm. Bunce, Reuben Wicklund, Monte Matheson, Dick Haium, John Deef, James Connelly, Gerald Paulson, Lester Pearson, James Cody, Ardell Johnson, G. Helland, F. J. Meyer, Marvin Maanum, Don Paul, Robert Forster, Demmis Meyer, F. Cady, Paul Pfaff, Meil Nolander, Wm. Malmstem, Dick Butts, Keith Johnson, A. Baker, Roger Olson, Steve Tratnik, Wm. Ellingsworth, Michael Anderson, Richard Lohmeir, H. Platzer, Robt. Moen, R. La Mont, Richard Lohmeir, and . . .

Roger Belisle, Marland Meyer, Keith Sager, Dewey Sager, Marlow Sager, Don Grote, Bearnard Silinger, Norman Ogdahl, Harry Sleffenhagen, Harvey Anderson, Orville Martin, Morris Mathews, Dennis Johnson, Robt. Mrozek, Harold Martin, Roland Becker, James Mrozek, Mark Wise, Lenerd Burbach, F. G. Frank, Furman Campe, Lyle Sosse, Lester Meyer, C. Severen, E. Uecker, Jim Sager, George Fraling, E. H. Dohmeier, Donald William, James Heinz, Lloyd Lawrence, M. G. Laramore, Clayton Searles, Franklin Larson, Jack Pfeifer, Richard Anderson, Delhart Lien, Neal Bailey, Arnie Bell, Ted Goerke, Herbert Nelson, Vern Snyder, Eldon Lowe, J. Hemak, Richard Nihm, George Johnson, D. D. Bergquish, Albert Wimpfheimer, Tate Ess, Ray Schlotman, John Syrjanen, R. J. Trutna, and B. De Valeria.

In attendance at this meeting were distributor service mgr. Mike Kuschill, Joe Dick and Paul Husted, of the parts dept., and George Bingham of the service dept.

### KANSAS CITY, MO.

Wilson Distributing Co. held three home laundry service training meetings on Feb. 17, 18 and 19, as reported by M. F. Champieux, factory rep. Following is a list of the attendance at the three meetings:

(Feb. 17—Topeka, Kans.) Harley P. Bloomquest, Robert W. Bates, G. Cook, Chas. J. Ellis, James F. Rea, and Bob Reynolds, service mgr. of Wilson Distributing Co.

(Feb. 18—St. Joseph, Mo.) Gordon Rose, Harold Dubbda, E. J. Sparkman, Paul Inlay, Martin Bode, Eddie Jacobs, W. R. Gloggnner,

Don Dittmar, James E. Morin, Franklin Keller, Curtis Smith Jr., Don Tietz, D. Gelhart, Hugh A. Beanaman, Dale Smith, Charles W. Round, Ray W. Gregory, LeRoy A. Farmer, Albert Hess, Walter W. Round, and Bob Reynolds.

(Feb. 19—Kansas City, Mo.) Truman Broyles, Bob Duvall, W. A. Waldschmidt, Roy Garner, W. Ghale, W. A. Benner, John E. Hill, Howard Keele, James Fenton, George O'Connell, Donald Cox, Jay Parr, Charles Raker, Carl L. Granstro, John Ridings, D. Bradley, A. J. Herr, M. Leavell, Jim Gorup, Al Stewart, Sam Wilson, Claud Budd, H. C. Garrett, Joe Spillensch, H. Burnell, Bill Thomas, Bill Schroff, Wayne Weidemier, P. M. Donald, Adrian Clift, M. K. Miller, John Casey, Robert Caden, D. A. Skippy, G. W. Bird, H. C. Frantz, Jack Boyer, Eugene Fearn, L. H. Anderson Jr., Floyd A. Scalph, K. L. Harrier, Gordon Dye, Bill Dye, W. T. Rice, and F. Poague.

Distributor personnel at this meeting included Bob Reynolds, service mgr. and Bill Nelson, parts department.

### SCRANTON, PA.

Beacon Distributors held a two-day home laundry service training meeting Feb. 11 and 12, as reported by L. O. Botti, Philco factory rep. Training was conducted by Botti. A total of 28 service technicians attended the meetings. Following is a list of attendance:

George Stinnard, Ben Drojan, Frank Kaub, Albert Cotielis, R. M. Risecher, Ernie Sposto, G. Anjalone, Arthur Kline, Robert C. Kreis, Chester Everly, Ray Hower, Jim Benson, Bernie Maopowlski, William Witko, Gordon Dotter, George Graham, Leonard Ciaba, Bill Harding, Winfield Peters, Mel Montanye, Sal Riker, Martin Evan-chik, F. J. Caladonato, Martin R. Salamida, Harold Martzel, Jim Kreis, and Joe Caola, of Beacon Distributors.

### PENSACOLA, FLA.

Pensacola Appliance Co. held two electronics service training meetings on Jan. 29 and 30, as reported by L. P. Kull, factory rep. 22 service

technicians attended the first meeting and 28 attended the second.

### HOUSTON, TEX.

Sam Benestante has been named as general service mgr. of Crumpacker Distributors, to succeed James York. Mr. York has been transferred to the sales department.

### PORTLAND, ORE.

Graybar Electric Co. held an electronics service training meeting on Feb. 12, for personnel of Eccles Electric, as reported by factory rep. Walt Kembel. The following attended:

Dale Shrock, Tom Crawford, Bernard C. Duso, Eddie Miller, Bill Bollard, Ed Cox, Russ Channer, Taylor Eccles, Bud Nissen, Harvey Cray, Dick Bestone, and distributor personnel Ed Ralston and Larry Stephan.

### CHICAGO, ILL.

Philco Distributors Inc. held an electronics service training meeting on Feb. 20, as reported by factory rep. A. Murnick Jr. 29 servicemen attended the meeting, as well as 12 distributor personnel. Following is a list of the servicemen who attended:

R. P. Folladori, Commercial TV Service, D. McKalip, John C. Vondracek, Philip Kunkel, Charlie Mayeda, Kenneth Williams, Mel Brown, Robert Rance, Paul Hartman, Vern M. Kowitz, Edward J. Stokes, William B. Williamson, Michael Krysak, Humboldt TV, Quality TV & Radio, Charles E. Trest, William Deutschman, Charles Klein, R. Oicien, Charles McGuire, William Langford, John R. Lang, James M. Plaxco, Herbert L. Iraacron, Frank R. Henry, William Turk, Edward Cada, and Albert J. Mikuta.

### TAMPA, FLA.

Earl Qualls has been appointed general service mgr. of L. & L. Distributors.



General view of the attendance at one of Roycraft Co.'s two electronics service training meetings held Jan. 28 and 29. See story beginning on Page 6.



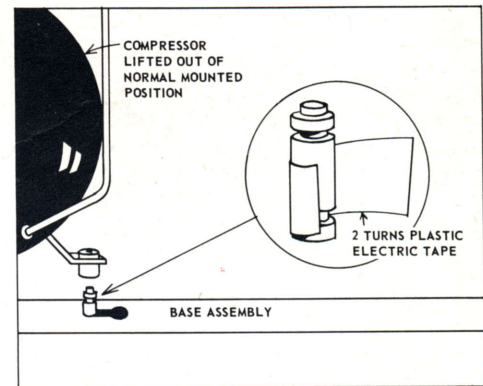
# MONTHLY Awards

For promotions, trade tricks, time savers, business ideas

## 1st AWARD \$20.00

"In refrigerators, I occasionally find the Compact Compressor rattling the compressor mounting studs in their slots in the base assembly. I have been successful in curing this complaint by wrapping two turns of plastic electrical tape around each stud and then replacing it in the slot. This eliminates the metal-to-metal contact, thus stopping the noise."

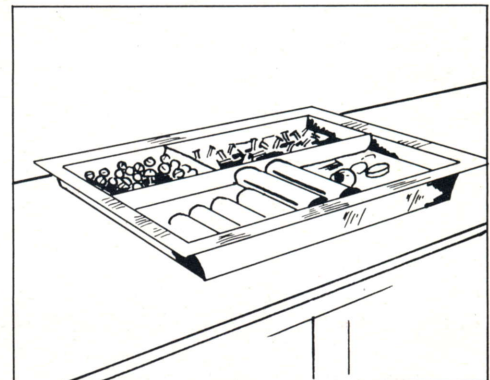
C. H. Johnson (Young Brothers Electronics Inc.)  
P. O. Box 558, 1909-15 Peach St., Erie, Pa.



## 2nd AWARD \$10.00

"We have found the aluminum trays from frozen dinners very handy. We use the separate compartments for different parts, making it easier to find what we want. We use several of these trays in the shop at all times as small parts trays."

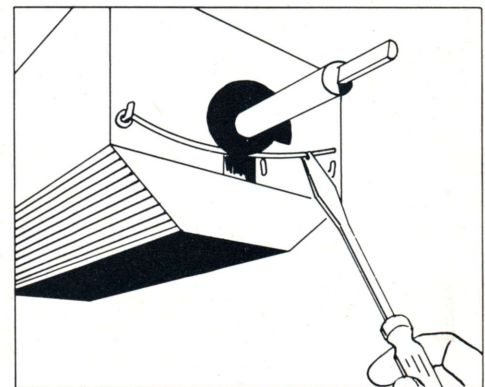
L. E. Wilcox  
72 Old Loudon Rd., Latham, N. Y.



## 3rd AWARD \$5.00

"I have found a very good use for screwdrivers that have the corners broken off. We file a notch in them and use them to remove the spring wire clamps that hold the shaft on some types of tuners. This job can be done much more easily with this type of tool."

Bob Linton (Owens Radio & Refrigeration Co.)  
1510 Rayburn, Memphis, Tenn.



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.