



Phileo News

JULY 1948

Vacations Ahead—

EDITORIAL—



"One week of my vacation will be spent in Boston," said Catherine Getzfred, Dispensary, Plant 3. "The second week will be at the shore—Wildwood."



"My vacation was spent at Camp Lejeune, North Carolina," said Eileen Ketterer, Dept. 1911. "I wish I had it to spend over because I had a wonderful time."



Baltimore is the destination of Peggy Wood (left), Dept. 27, while Eleanor Catrambone, Dept. 27, is going to the shore.



"Part of my vacation will be spent at my home in Virginia," stated Guard Lillian Jennings. "I make a visit there at least once a year."

● Vacation time is here again and whether you plan to stay at home or to go away, the period ahead, free from everyday routine, should prove to be rich in rest and relaxation.

From the replies to the question of "Where will you spend your vacation this year?" printed elsewhere on this page, it appears that the shore is the choice of the majority of Philco personnel. Due to limitations of space we did not have room for more photographs and answers to the question, but there is a vacation to suit every taste in this vast country.

Due to plant-wide closings for vacation periods, the Philco News will combine the August and September issues. We are very much interested in your vacation pictures and stories, and we'll print as many photographs of your vacation activities as space permits if you'll send them to the Philco News office.

We can only add our best wishes for a very happy vacation.



"My two weeks of vacation will be split between July and August," Mary Machin, Dept. 5851, stated. "I have a home in Wildwood so I go there."

OUR COVER THIS MONTH—

● Vacation-bound Ann Baratin waits for her dog at North Broad Street Station. Mrs. Baratin is a wiring inspector in Dept. 87.



Vera Biello, Dept. 1928, has not decided where she'll vacation—but she expects to go to the shore—probably Wildwood.



Wildwood spells vacation for (left to right), Joe Mulderig, William Haffely, Dept. 27, and Frank McGowan, Dept. 84.



"Wildwood is my vacation spot," declared Helen Porter, Dept. 24. "I have a week this year, and I am looking forward to two weeks in 1949."



"My family will go with me to Wildwood," said Joe Herbert Stine, Dept. 14. "We always enjoy it there because we like the seashore so much."

Philco News

Published for Employees of the Philco Corporation Plants in Philadelphia and Vicinity. Printed in U. S. A.

J. N. HUNSBERGER, JR., Editor

MARK LUTZ, Associate Editor

VOL. 6

JULY, 1948

NO. 5

ARTICLES, PHOTOGRAPHS AND DRAWINGS ARE INVITED.

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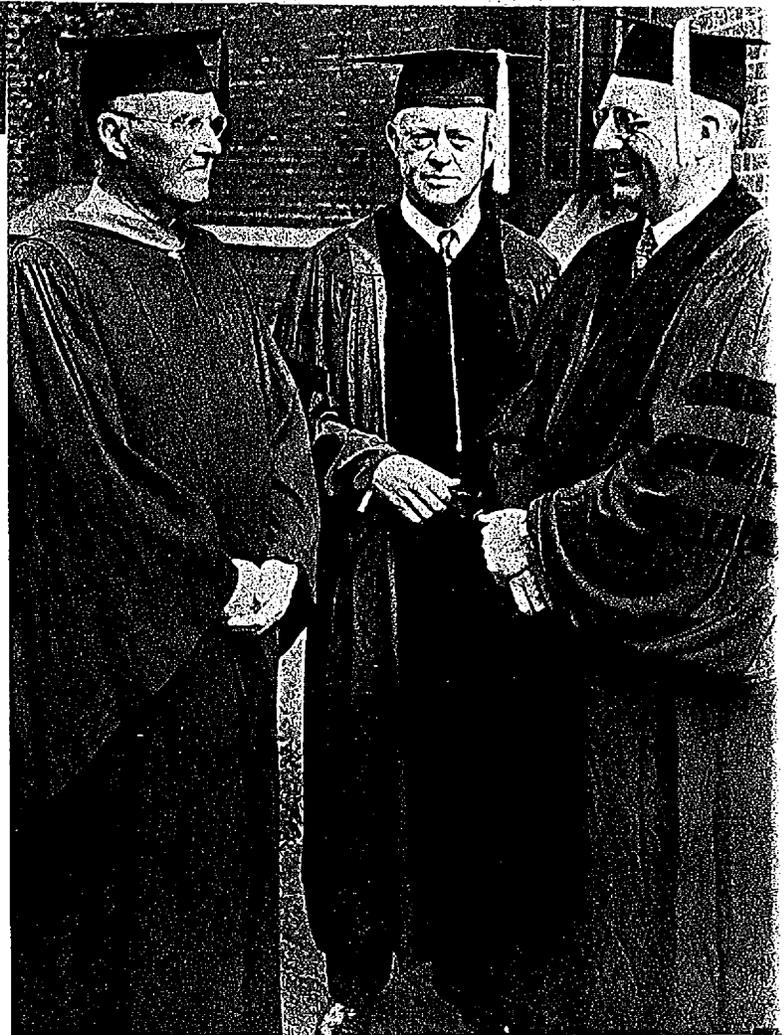
Otter Elected Vice President and General Sales Manager

● John M. Otter has been elected vice president and general sales manager of Philco.

Mr. Otter joined the company in 1926 and has played an important part in helping create the nationwide Philco distribution organization which includes 134 wholesale distributors and about 27,000 dealers. For the past year he has been general sales manager of Philco.

His first position with the Company was that of district sales representative in Northwestern Penna. He continued in that capacity until 1935 when he was named sales manager of the Philadelphia branch of Philco Distributors, Inc.

In 1937 Mr. Otter was appointed manager of the Detroit office and was then made general manager of the Chicago branch of Philco Distributors, Inc. Two years later he was named sales manager for the Middle West and in 1944 he was made sales manager of the Radio Division with headquarters in Phila., when the Company's selling organization was being enlarged and strengthened in preparation for the post-war period. In 1947 Mr. Otter was promoted to the position of general sales manager of Philco.

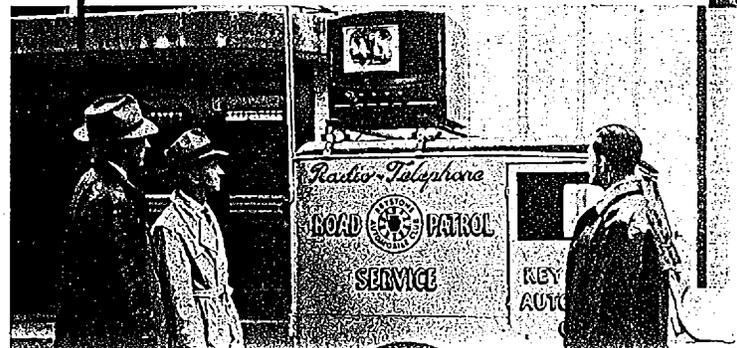


James T. Buckley (right), chairman of the Executive Committee of Philco Corporation, with A. J. Drexel Paul (left), and Arthur M. Hill, chairman of the National Resources Security Board, at the commencement exercises of Drexel Institute of Technology, Philadelphia, at which Mr. Buckley, one of the leaders of the nation's radio and appliance industries, was awarded the honorary degree of Doctor of Engineering.

SHOES FOR THE NEEDY abroad are loaded on a Philco truck by Ann O'Donnell (on truck), and Charlotte Waters, Dept. 45, Frank Gutchen (on truck), and Charles Silk, both of Dept. 23. The response at Philco to the appeal for shoes for the war victims in Europe and China was so good a second shipment of shoes was made.



TV VIA JEEP—One of three "silver" Keystone A. C. jeeps, each equipped with a Philco 1001 television set, which cruised the city during recent political conventions and were tuned in on Bulletin Station WCAU-TV to show what Philco television can do when made mobile. Lou Stevens, of the Keystone Automobile Club, Joseph Fisher, Product Engineering, Research Division of Philco, and a spectator, are watching the demonstration above.



SENSATIONAL *Philco News*
NEW PHILCO 1949
RADIO-PHONOGRAPHS,
RADIO AND TV UNVEILED

NEW BALANCED FIDELITY
REPRODUCER HAILED AS
MUSICAL HISTORY MAKER



SYMPHONY—Janette Davis, Columbia recording artist, listens to the new Microgroove recording of her favorite symphony on the Philco 1405. The Philco 1405 has two tone arms and record changer to play standard records automatically as well as the new "45 minute" records. New Acoustical System offers greater tone fidelity.

PHILCO MODEL 1275—75 sq. in. viewing screen now available in a television-radio-phonograph combination. Large 12-inch television receiver, FM-AM radio and automatic tuning—hailed as the easiest method of television tuning in the industry. Has a total of 28 tubes, plus 6 rectifiers, including radio. Blonde or mahogany cabinet with record storage space.

● Featuring many new engineering advances and greater values than a year ago, even in the face of rising costs, Philco Corporation introduced its new 1949 line of television receivers, radio-phonographs, and radio receiving sets at the national convention of Philco distributors at Atlantic City recently.

Attracting special attention in the new Philco line were two television combinations (Models 1075 and 1275) providing television service, AM and FM radio reception and phonograph in a single unit. These are the first television combinations ever offered by Philco. In addition, Philco introduced a new type of television consolette, Model 1240, a direct-view receiver with a twelve-inch picture tube providing a viewing screen 75 square inches in area—44% greater than that of the popular 10-inch receivers.

All three new television receivers feature the



famous Philco automatic tuning system, which is believed to be the easiest, simplest method of television tuning yet developed. Picture and sound are tuned in together, when changing channels, and are instantly and perfectly focused and synchronized, without the need of additional manual adjustments.

MANY NEW RADIO FEATURES

In radios and radio-phonographs, Philco is introducing 47 new models in its 1949 line. All models in the new line represent greater values as compared with the 1948 line introduced last year. Special emphasis has been placed on frequency modulation reception in view of the rapid strides made by this type of radio broadcasting during the past six months. It is estimated that FM radio programs are already available to about 60 million people, with 568 FM stations now on the air. By the end of 1948, the number of FM stations promises to increase to approximately 1,000 with a potential audience of 119 million listeners.

BALANCED FIDELITY REPRODUCER DEVELOPED IN PHILCO LABORATORIES

Heralding another milestone in the progress of the phonograph was the recent announcement of a Long-Playing Microgroove record to play up to 45 minutes of music from both sides of a 12-inch record, with startling new beauty and fidelity of tone. As the news of this revolutionary new record which was developed and introduced by Columbia Records was revealed, Philco announced the development of an equally revolutionary Balanced Fidelity Reproducer for microgroove recordings.

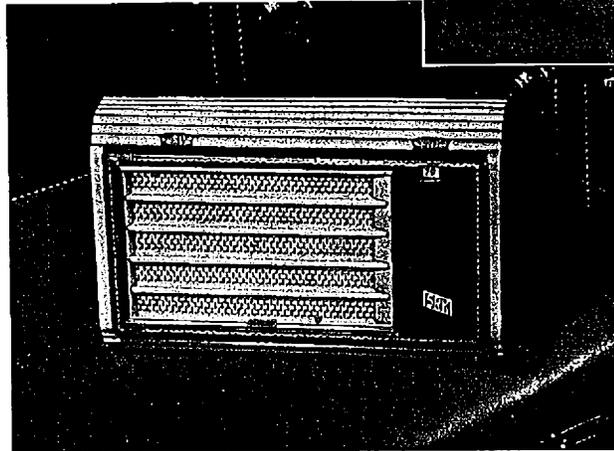
This new principle of musical reproduction is presented in the entirely new Philco two-tone arm radio-phonographs for 1949, the only phonographs that can offer the advantages of this foremost con-

(Continued on next page)

PHILCO MODEL 1240—A 12-inch direct-view receiver in a new type compact cabinet. Has a total of 21 tubes, plus four rectifiers. Features the famous Philco automatic tuning—picture and sound are tuned in together and are instantly focused and synchronized without the need of additional manual adjustment. Controls are concealed behind a hinged panel. Comes in blonde or mahogany.



TUNED FOR TRAVEL—The new personal radio is a "must" with seasoned travelers. Packs as easily as a book, but "picks up" a volume of power and tone equal to a full size radio. The Philco Model 603 is this season's newest style note for vacationers, too.



IT'S TOPS WITH "POPS"—Paul Whiteman, famed orchestra leader, and author of the best-seller "Records for Millions", listens to the new Long-Playing recording of "Rhapsody in Blue" on the Philco Album Length Player, which adapts any radio or phonograph to play the new records.

"It's a great new thrill in listening. This new method of recording and reproducing music is as revolutionary as was my first jazz band", said "Pops". "And the inexpensive Philco Player makes the music on these new Long-Playing records available to millions."

Philco News

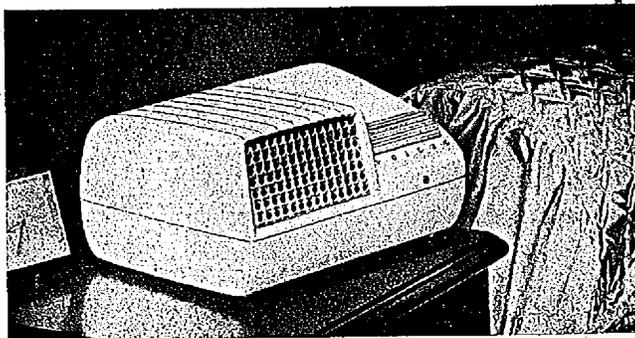
tribution of the age in recorded music. This exclusive Philco feature gives the listener, on one single 12-inch record, a complete symphony, an entire concerto or the score of a Broadway musical, with all the fidelity of the original performance. In addition to the Balanced Fidelity Reproducer, these radio-phonographs have a conventional tone arm and automatic record changer to play standard records automatically.

In addition to the 5 radio-phonograph models with two tone arms, there is also available the new M-15 Album Length Record Player which can be used with practically any radio or phonograph, new or old, to adapt it to playing the new Columbia L P (Long Play) Records.

The new Philco Balanced Reproducer embodies principles never before available for the reproduction of recorded music. It not only has a wider range of "highs" and "lows" than ever before, but it brings to "life" instruments and overtones no previous pickup could reproduce and attains an almost complete freedom from surface noise and record scratch. The lightest pickup ever developed in the industry is used in this new Philco reproducer; the extra fine needle-point with its armored crystal cartridge glides across the record at a mere 1/5 ounce of pressure.

The phonograph motor plays at two speeds, 78 R.P.M. for standard records, and the 33 $\frac{1}{3}$ R.P.M. required for the Microgroove record.

THE APPROVED BEDSIDE MANNER—"Touch tuning" for bedside convenience. You can tune this new radio without looking, even in the dark. A jewel-like light changes color to identify the stations. No dial, no push buttons, no control knobs, the tuning drum on the right does all the work. Ideal for den and nursery, too, and this "new look" in radios is recommended for that different touch in the play room.



NEWER THAN THE "NEW LOOK"—JANETTE DAVIS, charming singing star of CBS' "Arthur Godfrey Show", plays the newest thing in records, the L-P Microgroove record, on the newest thing in radio-phonographs, the Philco 1615. The 1615 has two tone arms; one, the newly developed Balanced Fidelity Reproducer for the long-playing discs, which will play up to 45 minutes of music from a single 12 inch record, and the Philco Super-Silent reproducer and record changer to play standard records automatically.

PHILCO MODEL 1075—New television radio-phonograph combination. Famous Philco automatic tuning in a bright, sharp picture on the face of a big 10-inch tube. Total of 28 tubes, plus 5 rectifiers, including radio. Powerful FM-AM radio. Super-smooth automatic changer, feather-weight tone arm. Blonde or mahogany cabinet with ample record storage space.





EVERYONE IN STEP—Grace Piercy (foreground, left), participating in the Bristol Firemen's Parade. Miss Piercy, of the Transformer Section, Dept. 75, is a member of the Croydon Rescue Squad. Representatives from communities all over the State and New Jersey took part in the parade, which had approximately 5,000 marchers.



NOT HARRY—When John Webber is all dressed up to go places and wearing a bow tie he spends a lot of time denying he is NOT Harry Truman or related to the President however much alike the two may look. Mr. Webber is a veteran of World War I. He served in a combat division in France and Belgium.

NEWS AND VIEWS



RECENTLY ENGAGED—Janet E. Brace, a tester in the auto tuner section of Dept. 75, Croydon, and William McCollick, are receiving congratulations upon their approaching marriage.

DANCING DAUGHTERS of William Woodcock, Dept. 82, demonstrate a new step for their father. Ruth (in front) and June Woodcock appear weekly on the Jack Steck's Children's Hour at Woodside. They are pupils at the Peter Pan Dancing School.



GREETINGS TO PHILCO friends are sent by Virginia Rosenfelder, Dept. 1826, who is visiting her brother stationed at Pearl Harbor, Hawaii.

PIANIST and Music Arranger Joe Bosak (right) with the Kominski Brothers' band is a member of Dept. 84. John Reed and Stanley Laskowski (left) are former Philco employees.



BIRTHDAY PHOTOGRAPH—Mrs. Florence Denton and Mrs. Mildred Meenan, mother and daughter who work in Dept. 75, pose for their joint birthday celebration photograph.





GIFTS FROM FRIENDS in Process Engineering are stacked in front of Alice Cavanaugh Ridgway (third from right) at a recent shower. Alice married Joseph F. Ridgway on April 9.



BEST WISHES for a happy married life go with the Philco radio being presented to Harry Shaw by Nancy Morgan on behalf of the Test Engineering Department.



MANY HAPPY RETURNS of the day are wished Francis Donnelly at a birthday party in his honor given by Dept. 88.



CAKE FOR ALL is provided at a birthday party for Clara Hindmann in Dept. 85.



GIFTS FOR THE BRIDE—Members of the Tuner Section of Dept. 75 crowd around Janet Mattack (holding gift) at a shower prior to Miss Mattack's wedding.



MONEY FOR AN IDEA—Joe Ryan, Dept. 54, receives a check from Harold Walker, chief engineer, Croydon, for a labor saving suggestion.



JUNE VISITORS to the beach were Margaret O'Melia, Dept. 35, and friend, shown relaxing on the celebrated sands of Atlantic City.

NEWS *Philco* VIEWS

HONOR GUESTS AT SHOWER, Mary Merkel and Al Morrow, were recently married. The couple work in Dept. 850.

DANCING DAUGHTER of Edgar Johnson, Dept. 25. Little Janet Johnson graduates from both dancing and grammar schools this year. During the war she took part in a number of entertainments for service men sponsored by the USO and American Legion.





BRIDAL PARTY—Anna Casey is the center of attraction at a wedding party given in her honor by Dept. 87.



A BABY SHOWER given in Dept. 87 has as its guest of honor Alexis Devlin (center, holding gift).



JOSEPH LANNI'S birthday is observed in Dept. 84 with the presentation of a cake by Irene Henninger to Lanni (second from left).



BRIDE AND GROOM are entertained at a wedding shower by members of Dept. 5851. Mrs. Kay Fenstermacher Diegel holds a gift presented to her and Harry Diegel.



● Food and fun for everyone was the order of the day at the all day picnic and barbecue given last month by the Research Department at Mermaid Lake. Swimming, games and dancing were on the program of entertainment.



C. T. McCoy was chairman of the day, with Nels Johnson and M. J. Roney serving as assistants. This was the fifth annual party given by the department.

Official photographer Ed Gulick is shown to the right; (2) refreshments are served, with Herb Federshen and Richard Williams in the line-up at the top of the column; (3) Richard Williams (above) prepares to show Marcie Norvell the most enjoyable way to eat a watermelon; (4) Bobbie Wiley (below) presides in the soda pop department. The gate prize of a Philco radio was won by Robert Harvey. Other prizes were awarded for athletic events.





PUBLISHING

Technical Manuals for Army, Navy, Air Force and all *Philco* Products

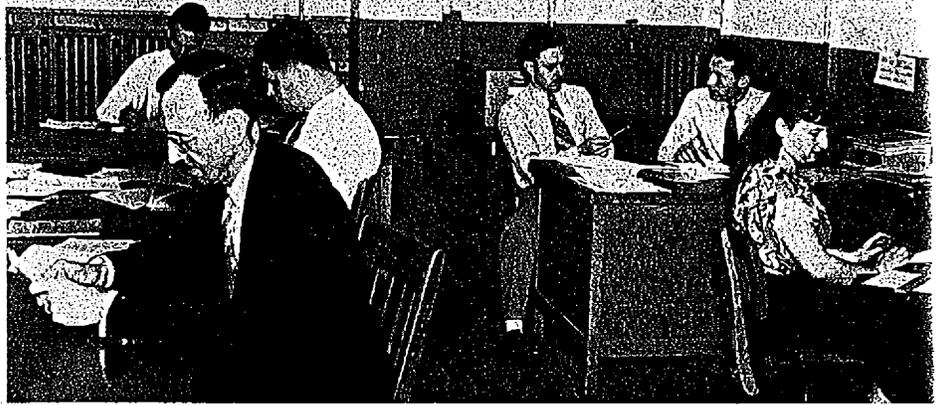
● With a staff of 50 editors, draftsmen and draftswomen, artists, retouchers and layout men, two photographers and two assistants, the Technical Publications Department of the Service Division of Philco is efficiently organized as a publishing concern. The department is headed by Philip J. Mann, Jr.

In many ways, the operations of this department of Philco Service resemble those of a magazine or book publisher. There are four editors to guide the work of 20 writers, and 15 draftsmen and eight artists, retouchers and lay-

out men to provide illustrations. This staff includes a majority of men with many years of experience with the Company. In the group are also several girls, including some trained as "radarettes" in a program initiated in 1941 by Philco in cooperation with Temple University.

Philco Service issues a technical manual and an instruction sheet covering the essential information for proper installation and maintenance of all home and automobile radios, radio-phonographs, television receivers, refrigerators, home freezers, single-room air condi-

Planning a service publication are (left to right): Joe Tapper, supervisor of technical writing; "Mac" McLeskey, supervisor of the editorial staff; Phil Mann, department manager; Nels Dewees, supervisor of drafting and artwork; Ralph Jones, supervisor of processing and layout.



Special project writers working on a manual.

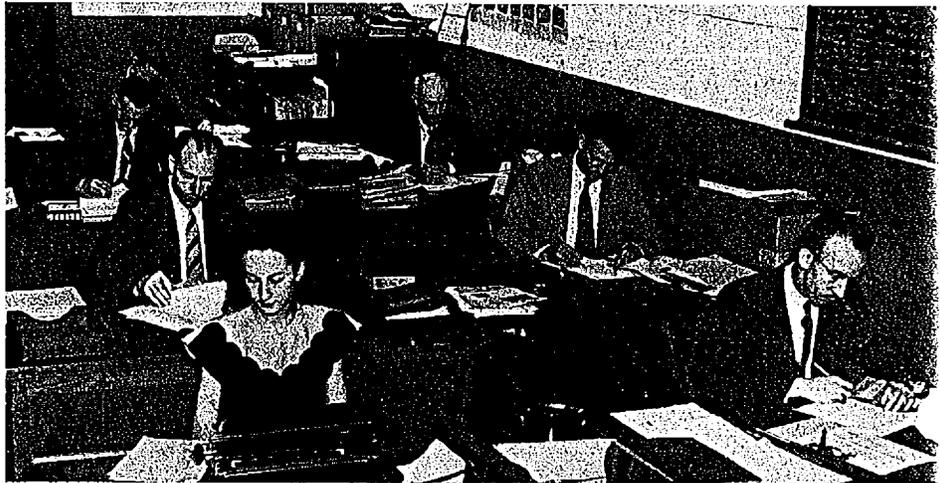
tioners, electronic test equipment and other products displayed and sold by franchised Philco dealers.

In addition, the Technical Publications Department issues detailed instruction books on radar and other equipment designed, developed and manufactured for the Air Force, Navy and Army by Philco, as well as manuals on such new developments of the Company's Industrial Division as mobile radio-telephone (FM) and the Loran Seaguide for ships and overseas aircraft.

The department also publishes a monthly magazine entitled "Philco Service", which is mailed to all of the Philco technical representatives serving with the Air Force, the Army and the Navy in the United States and overseas to keep them informed on Company activities at home.



The drafting department in the Technical Publications Department.



Writing and editing service publications.

Preparing art work for service publications is an important function of this Department.





Mr. C. Pitt

Ext. 2250

PHILCO EXPERTS ARRIVE AT GUAM—Plans for the establishment of classes to train soldiers to take over the inspection and repair of refrigeration units of the Army are discussed by Philco men now at Guam. Left to right are: Edward Tauer, George Towler, Anthony Leskosky, Grover F. Honnecutt, and Raymond Jensen. The day would not be complete, they say, without checking the Philco Service Book. Note: the boys asked that the Philco Tech Refrigeration Team, No. 2, be not forgotten by the folks back home. A letter to the boys would be appreciated by them.

PRAISE HOSPITAL MORALE WORK DONE BY PHILCO EMPLOYEES

● Appreciation on behalf of the patients in the United States Naval Hospital at Philadelphia for the gifts received from Philco employees is contained in a letter from Joseph H. Booth and Ella H. Tomlinson, co-chairmen of the Hospital Committee of Chaplain PRR Post 204, American Legion.

"All your people do an outstanding job in visiting and distributing," the chairmen write. "They display tact and sympathetic understanding and for these unusual talents we are particularly grateful. While we do everything we can to publicize Philco generosity, we would like to do more.

"Since the war ended many people have forgotten those who are still confined to hospitals as a result of the wars. You have kept faith and we want you to know how much your sacrifices mean."

Equip Park Guards' Cars

● The Fairmount Park Commission in Philadelphia is equipping the motor vehicles of the Park Guard with 22 two-way mobile radiotelephones manufactured by Philco.

The Philco mobile radiotelephone equipment includes a transmitter-receiver, usually mounted in the trunk of an automobile, together with a microphone and control unit attached under the instrument panel near the steering wheel, and a suitable antenna mounted on the car's exterior.

The Philco radiotelephone operates on FM frequencies assigned by the Federal Communications Commission. Using FM radio, the new equipment includes features that assure noise-free communications between cars or between any vehicle and the central station. A Fairmount Park Guard, for instance, will be able to talk from his car to the headquarters control in any weather conditions.

The Police Department of Philadelphia has ordered 33 two-way Philco radiotelephone equipments to supplement present apparatus, and 58 FM radiophone receivers, also for police cars. Orders for this equipment were placed with Philco after a series of competitive tests that proved the high performance of this new FM "phone-as-you-drive" equipment.



ART STUDENTS—Members of the Technical Publications Department who have been studying art under the Philco School Plan are Robert Copeland, Ted Moore, William Bain and James McKenney. Copeland has had one year of work at the School of Industrial Arts; Ted Moore and Bain, four years, and McKenney, two years.



A TEAM STILL REMEMBERED by old-timers at Philco is the one above—the 1926 champions of the Philadelphia Industrial League. This photograph was taken prior to the game in which Philco ran up a score of 14 to 1 against Budd. In the second inning one of the Philco team members was struck by a wild pitch and, as a result, he was hospitalized for four months with a fractured skull. Most of the members of the victorious team are with Philco at present. Elmer Hughes was manager of the 1926 Champs and E. H. Kirkpatrick was captain. In the photograph are A. Roberts, R. Denton, J. Bosak, W. Goldacker, J. Pelhert, J. Bowen, A. Kissel, McAdoo, E. Kirkpatrick, J. Heary, S. Pollock, F. Grunnert.