



Philco News

FEBRUARY 1949

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

FEBRUARY, 1949

NO. 12

ARTICLES, PHOTOGRAPHS AND DRAWINGS ARE INVITED. PLEASE SEND TO EDITOR.

Editorial★ The editors of the PHILCO NEWS feel that it is appropriate at this time to reprint the immortal address of Abraham Lincoln, one of February's most illustrious sons. "Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

"Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

"But, in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us, the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, for the people, shall not perish from the earth."

JOSEPH M. LOREK DIES AT HOME FOLLOWING BRIEF ILLNESS

Joseph M. Lorek, general traffic manager of Philco, died January 22 at his home, 1507 Yerkes Street, after a short illness. Interment was in Holy Sepulchre Cemetery following services at the Shrine of the Church of the Little Flower on January 26.

Mr. Lorek was appointed general traffic manager of Philco in 1939. He was active in transportation circles for many years and was a former director of the Philadelphia Traffic Club and a member of the Radio Manufacturers' Association Traffic Committee.

A veteran of World War I, Mr. Lorek is survived by his widow, a son, Joseph, Jr., his mother, and six sisters.

OUR COVER THIS MONTH—In a romantic mood, Dorothy Malone, who appears in "South of St. Louis," a Warner Bros. release, makes a pretty Valentine in gloves and cap appropriately trimmed in heart motif.



CAROL REED, singing star of radio and television, recently became TV's first woman disc jockey when she opened her new participation show over Philco Station WPTZ. Carol was already well known to WPTZ audiences as the feminine foil for Jack Creamer, on the "Handy Man," oldest commercial program on television. She also appears as singing star on several local radio stations. In the new show, packaged for participation and capable of supporting a number of sponsors, the petite, dark-haired Upper Darby girl sings along with recordings from the finest dance bands and orchestras in the country. Her solo video program is called "Musical Brevities," and a new title is being sought for the show. Readers of the PHILCO NEWS may write Carol at the station to suggest a new title.

Philco News

UNVEILING

1949

LINE OF

PHILCO PRODUCTS

*Big Values in Performance,
Quality and Price
Offered . . .*

A TELEVISION RECEIVER that provides an increase of nine square inches in viewing surface at no increase in price is the new Philco Model 1150. The revolutionary new "wide-screen" principle makes use of the maximum limits of the television picture tube without distorting the image in any way. The 1150 has 61 square inches of viewing surface and, in addition, features the right eye level for perfect viewing ease, plus Philco automatic tuning—which brings in sound and picture perfectly synchronized—and a cabinet which is compact and graceful. A companion console, Model 1450, has a 90-square-inch screen, an increase of 18 square inches, at the price of previous 72-inch screen sets.



FIVE STAR COMBINATION, the latest in television-radio phonographs, is this new Philco Model 1475 in a mahogany cabinet of Georgian design. Featuring the new "wide-screen" picture developed by Philco engineers, this model provides over 90 square inches of clear, brilliant and undistorted picture. An entirely new chassis, with 30 tubes plus six rectifiers, assures greater brightness, contrast and definition as well as lock-in automatically tuned reception. A powerful FM-AM radio, the new two-tone arm phonograph that plays both standard and Long-Playing records, and a large record storage compartment are other features.

PHILCO dealers throughout the United States have been shown the 1949 line of refrigerators, home freezers and air conditioners, as well as new television and radio models now being made available to the buying public.

REVOLUTIONARY "WIDE-SCREEN" TV PRINCIPLE

An increase in screen size from 52 to 61 square inches, in the Model 1150, and from 72 to 90 square inches, in the Model 1450, at no increase in price was the feature news of the 1949 television receivers announced by the Company.

A revolutionary principle of "wide-screen" television greatly increases the picture size and at the same time preserves true proportion. It makes use of the maximum limits of the tube face without destroying or distorting the picture in any way.

NEW CONSOLETES WITH BIGGER SCREEN

The two new eye-level consolettes, Models 1150 and 1450, now offer the biggest value for screen size in the industry.

An increase in screen size to 61 square inches is featured in the new Philco 1150, which is priced at the same level as previous 52-inch





BRILLIANT PERFORMER at low cost is this new Philco Model 702 table television receiver. Featuring a 7-inch direct-view picture tube, this set is designed with added sensitivity to make possible use of an indoor aerial in most locations, plus greater brightness and clarity of picture. The efficient new circuit utilizes 18 tubes plus two selenium rectifiers, and an entirely new 12-channel tuner. Housed in a handsome mahogany cabinet, the Philco 702 is the lowest-priced Philco television receiver yet offered to the public.



screen receivers. An increase of 18 square inches in television picture area is presented in the new Philco 1450, with a 90-square-inch screen at the price of former 72-inch screen consolettes.

These new Philco receivers are of the eye-level consolette type which has already proven to be America's most popular cabinet style.

A table model television receiver in a beautiful mahogany cabinet was also announced by Philco. The model 702 is extremely selective and can be used with a portable indoor aerial in most locations. This set has a seven-inch direct-view picture tube and an efficient new circuit which utilizes 18 tubes plus two selenium rectifiers.

"WIDE-SCREEN" PRINCIPLE OFFERED IN NEW COMBINATIONS

The Philco Model 1475 is a direct-view television receiver, with the new 90-square-inch screen, an FM-AM radio and a two-speed, dual-tone arm phonograph, all in one space-saving cabinet. The Georgian design of the 1475 blends well with any decor and it offers the utmost in utility with cabinet doors which can be swung around to the sides for easy viewing, and a large record storage compartment. The phonograph plays both standard and the new Long-Playing vinylite records.

The Philco Model 1175 includes all the outstanding features of the Model 1475, with the new 61-square-inch "wide-screen."

A luxury model housed in a superb mahogany cabinet is the Philco Model 1480. Epitomizing the last word in styling and cabinet design, the Model 1480 features the new 90-square-inch screen, along with the highest quality FM-AM radio and the Philco two-speed phonograph which plays standard records automatically as well as the new Long-Playing records.

ADDITIONS TO THE 1949

• RADIO LINE •

New ideas and fresh new designs characterize the additions to the 1949 Philco radio line announced by Larry F. Hardy, vice-president—Television and Radio Division of Philco. Mr. Hardy revealed that with the introduction of these new models, every Philco combination is now a double-tone arm, two-speed radio-phonograph equipped to play both the 45-minute Long-Playing records and standard recordings.

The famous Balanced Fidelity Reproducer, created by Philco for the Long-Playing microgroove records, is now available in a table model radio-phonograph at a popular price, Model 1420. This model, hailed as a new value leader, also plays standard records automatically. It delivers great power and purity of tone on both radio and records. The unique, modern plastic cabinet features a large, easy-to-read flood-lighted dial.

NEW CLOCK RADIO

The new Philco Model 527 is the only clock radio that turns off and on automatically; a real boon to those who listen to radio in bed. The radio turns on at any pre-set time to act as a gentle "musical" alarm in the morning, or to automatically turn on the listener's favorite programs. The Model 527 can also be tuned as a regular radio. The smart modern cabinet is available in brown and ivory.

SMART NEW STYLING IN COMPACT RADIOS

A refreshing new note in compact radio styling is offered in three new Philco table radios for 1949. The quality features that have made Philco the leader in the radio field for the past 19 years are incorporated in these attractive new cabinet designs. Models 522 and 520 are available in brown and ivory plastic.

MUSIC TO DREAM BY—MUSIC TO WAKE BY

SHE'LL DRIFT OFF to dreamland to the soft, sweet strains of her favorite melodies and the exclusive Philco Fall-Asleep Control will automatically turn off the radio.

She'll awaken to the gentle musical "alarm" in the morning, as the Wake-Up Control turns the radio on at any pre-set time.

This new Philco Clock Radio, Model 527, is the only clock-radio that turns the radio both OFF and ON automatically. It can also be set to turn favorite programs on automatically and it can always be tuned as a regular radio.

Available in both ivory (shown) and rich brown.



Philco News



AWARDED TOP HONORS—MRS. AMERICA AND THE PHILCO CONSERVADOR

"IT KEEPS THE FOODS you use most often at your fingertips," says Mrs. America (Mrs. Maria Strohmeier of Philadelphia), shown demonstrating the Conservador of the new Philco Model 897. The transparent shelf-lined inner door has been termed one of the most useful and convenient features in refrigeration.

TEA-TIME BY THE SEA—There's nothing like the new Philco Model 794 for the small home and apartment and that closely watched budget. This model offers a full 7.2 cu. ft. of storage space, with 14 sq. ft. of shelf space, in the floor space of 4-foot refrigerators of the past. A full width frozen food compartment, completely adjustable shelves, a new cold storage tray, unrefrigerated storage drawer and crisper drawers are among de luxe features.

DATE BAIT—His favorite sandwich, fresh from the new Philco Snack Box. This is a new Philco service for snacks, prepared sandwiches, cheese, spreads.

This is one of the many new features of the Philco Model 1095, the refrigerator with a full length door that, for the first time, makes full use of the normally unoccupied space above the floor. Every cubic inch of space, right down to the floor, is used for real refrigeration.

TWICE THE APPEAL—The new Philco freezer, Model DH-81, that is. It has 8 cubic foot capacity in the cabinet size of a live-foot freezer—a 60 per cent increase in storage space. Holds up to 320 pounds of frozen foods, compared to the 200-pound capacity of former models. A companion freezer, the DH-41, has space for 160 pounds of food instead of 100, offering 4 cu. ft. capacity in former 2.5 cu. ft. size.

NEW REFRIGERATORS AND FREEZERS

A full-length refrigerator that gives the ultimate of storage capacity for the space it occupies in the kitchen. A 30 per cent increase in shelf storage space at the lowest price level, and home freezers with 60 per cent increase in capacity with no increase in size. Entirely new refrigerator services offered for the first time.

These are a few of the design and value highlights of the 1949 line of nine new Philco refrigerators and five home freezers just announced. Outstanding among the new Philco design achievements created by the engineers and designers who pioneered the combination refrigerator with built-in home freezer are the following:

The first true "down to the floor" refrigerator that utilizes every cubic inch of space for real refrigeration.

For the first time, a full width, horizontal food compartment in a refrigerator at the lowest price.

The Freshener Locker, a brand new refrigerator service created by Philco. A high-humidity, sliding refrigerated locker suitable for storage of all kinds of foods.

A special "snack box" for separate refrigeration of such foods as cheese, spreads, snacks and prepared sandwiches.

Seven cubic feet of food storage space in the floor space of four-foot refrigerators of the past.

A new, internally mounted compressor which virtually eliminates the noise of operation—even the "click" of the relay mechanism.

New 30-foot and 15-foot Philco freezers especially designed for the farm market.

These and other developments are the results of Philco's expanded research and engineering activities. They take their place along with such other great extra service features introduced by Philco as the built-in home freezer; the summer-winter control for balanced humidity; complete shelf adjustability; the pat-

ented Conservador, the shelf-lined inner door that doubles the front shelf space, the cold shelf, which cools food quicker by direct contact; and the king-size super power system, which gives 24 per cent more cooling capacity than the commonly used one-eighth horsepower unit.

"This emphasis on extra service features and advancement of design is one of the reasons Philco refrigerators have reached first place in consumer demand and acceptance and are hailed by appliance dealers of America as the fastest selling, most sought after refrigerator on the market," said W. Paul Jones, vice-president—Refrigerator Division, when he introduced the new 1949 line.

NEW FREEZERS HAVE MORE STORAGE SPACE

Improvements in home freezer design, perfected in the Philco laboratories, increase the capacity of 1949 Philco chest-type freezers by 60 per cent, with no increase in size. The Model DH-41 has four cubic feet capacity and will store up to 160 pounds of food in the same cabinet dimensions as former two-and-one-half-foot freezers with 100 pounds capacity. The Model DH-81 provides 8 cubic feet capacity, holding up to 320 pounds of frozen food, in the cabinet size and price range of former five-foot (200 lbs.) freezers.

(Continued on page 9)

New Low-Priced Home Air Conditioners

New lower-priced models which make air conditioning more economical than ever before are featured in Philco's 1949 line of single-room air conditioners, it has been announced by Walter H. Eichelberger, sales manager of the Refrigeration Division, Philco.

"Air conditioning is the next great American business," Mr. Eichelberger said, "and the public acceptance of single-room air conditioners has grown tremendously since the war. Last year was by far the biggest year on record and we expect a further three-fold increase in this branch of air conditioning in the next five years."



▲ AFTER SAYING "I do," Theresa Whyana, tester in the auto tuner section of Dept. 75, and Joe McLaine, a former Philco employee, walk down the aisle in the Church of St. Ann at Bristol.

GIFTS from friends in Dept. 72 are examined by Mary Carsia following a departmental shower. ▼



THE OFFICE GROUP at Croydon at a birthday party for Margaret Stewart, Dept. 94 (at head of the table). ▼



LUNCH IS SERVED for members of Dept. 76 celebrating the twelfth wedding anniversary of Georgiana Wilkowski (holding cake). ▼

"A"round



BIRTHDAY GREETINGS accompany the cake and gift presented to Dorothy Sciambi by members of Dept. 81. ▼



EVERYONE LOOKS PLEASED as Mabel Ewing (second from right) opens gifts presented to her at a shower in Dept. 87. ▼

A BIRTHDAY GIFT from the RF Section of Dept. 75 pleases Jimmy Ellis, judging by his happy smile. ▼



SUBSTITUTING for his fiancée at a shower is the pleasant task of Stanley Kowalski, receiving gifts from members of Dept. 81.



MARY BIDWELL (holding cake) is guest of honor at a wedding shower given by Dept. 85.



AN UMBRELLA is presented to Edna Parcell as a farewell gift from members of Dept. 75 by Edward Marcella.



the PLANTS"★

AN ENORMOUS birthday card, made by the art department and signed by everyone at headquarters of the Contract Field Service Division, is presented to William ("Pop") Holroyd, custodian nonpareil, on his 70th birthday by Sam Webb, Business Manager, and Buell Shriver, Accounting Department head of the division.



A HAPPY birthday is wished Philomena Venutti (with cake) at a party given by Dept. 87.



▲ **JEAN POZZA**, Dept. 87, and John Suppa, recently engaged, smile for the cameraman.



"A"round the PLANTS" . . .



GIFTS from members of Dept. 87 are examined by Mary Sullivan at a shower in her honor in Plant 3.



▲ ENGAGED — (Left to right) Elsie Rhodes and Dorothy Winkler, cousins who work in Dept. 84, are both wearing engagement rings, while Helen McCarthy is also wearing a solitaire presented to her by Jack Mower.



▲ PLANT 2 CAFETERIA is the scene of the birthday party for Catherine Metzger, Dept. 88.

▲ A REAL SHOWER is given Ruth Ritter (center) by members of Dept. 88.

BON VOYAGE is wished Della Sapa (holding cake) at a farewell party given her by members of Dept. 87.



★
Philco
News
 ★



◀ ENGAGEMENT rings are being worn by Frances Harmer, Accounting; Anne M. McStravock, Purchasing; and Martha Cliver, Tabulating; all of Plant 50.

HAPPY DAYS are wished Marie Mission (second from right, foreground) at a shower in her honor given by Dept. 87. ▶





A 90 PER CENT or better record in the Philco group insurance re-solicitation drive calls for commendation from Henry Peltz, personnel supervisor, shaking hands with Jim Albasts, shop steward for Teamsters' Union 470. In the usual order are: Frank Vogt, supervisor of transportation; Mr. Peltz; Mildred Isalun; Mr. Alberts; and Al Stucker, office manager.

CONGRATULATIONS to Dept. 84 for having attained better than 90 per cent coverage in the recent re-solicitation of employees for Philco group insurance are extended by Russell B. Gallagher, Philco insurance manager, to Fred Reed, superintendent of Dept. 84. Onlookers are, left to right: Ernest Franman, Clayton Zeigler and Pete Yerka.



PHILCO GROUP INSURANCE SICK AND ACCIDENT CLAIMS

When an employee is out because of illness for more than a week and under the care of a

physician, he is entitled to sick benefits under the sick and accident policy.

In order to enter a claim, he must request a claim form from the Personnel Department. This may be done by telephone, letter, or in person.

The form must then be signed by the attending physician and returned to the Personnel Department.

Requests for benefit claim forms may be made by telephoning Extension 401 and asking for Mrs. Johnson.



NEW REFRIGERATORS AND FREEZERS

(Continued from page 5)

These freezers feature a temperature control for "sharp freezing" or "zero storage"; a counterbalanced lid, which stays open and closes gently and automatically when lowered below a 30-degree angle; a battery operated guardian bell to warn of electrical or mechanical failure and a hermetically sealed power system. The Model DH-81 also contains a built-in thermometer and a separate center compartment for sharp freezing at temperatures as low as 15 degrees below zero.

OPERATING A "HAM" RADIO STATION is an old story to Harold Reynolds, Cost Accounting, but it is one that never ceases turning up a novelty. Reynolds, who first became interested in amateur radio operation in 1927, recently picked up a GI call from Germany. The soldier wanted to talk with his wife in Harrisburg and asked aid of "hams" to establish contact. Reynolds placed a long-distance call to Harrisburg and soon had the gratification of sponsoring a talk between the lonely soldier and his wife. When Reynolds received his first call letters, they were W8LJ. His 1949 call letters are W3LJ. In between times, he has held numbers W8AVO and W9ZZN. His equipment is crystal controlled, with 200-watt output, operating on 29 megacycles, or ten meters.

SUPERVISORS' CLUB BANQUETS and HEARS ADDRESS



The Supervisors' Club of Philco held the opening meeting of the year at Casa Conti with more than 100 members present.

Following dinner, Joseph A. Lagore, general manager of Philco television and radio manufacture, made an address. John Donahue was presented with a radio in appreciation of his three terms as secretary of the club.

Door prizes were given and an entertainment staged by professional performers.

UPPER LEFT—Joseph A. Lagore, general manager of Philco television and radio manufacture, is speaker of the evening.

UPPER RIGHT—Officers' table at the dinner of the Philco Supervisors' Club (in the usual order): Thomas Shay, sergeant-at-arms; Charles Steitz, treasurer; Mart Plumb, secretary; Ed Gardner, president; Richard Foxhill, vice-president; Frank Young, a member of the Board of Directors.

LOWER LEFT—General view at dinner of Philco Supervisors' Club.

LOWER RIGHT—Winners of door prizes line up to commemorate the event with an official photograph. John Donahue (fourth from left, standing) was awarded a radio in appreciation of his services for three terms as secretary.

IDEAS PAY OFF!



THE JACKPOT IS HIT by John Dwyer (center), receiving a check for one of his suggestions for labor saving by using a special type of staple gun in Dept. 84. Ralph Videtto, his supervisor, makes the presentation while Clayton Ziegler, also supervisor in Dept. 84, looks on.

"GIRLS CAN WIN, TOO, when it comes to making winning suggestions" is the slogan of Frances Ascolese, Dept. 81, recently awarded a check from the Company for a labor-saving idea.



A CHECK FOR A labor-saving suggestion is presented to William Willis, junior troubleman of the Auto Tuner Section of Dept. 75 at Croydon, by his foreman, Vincent Reiff (left).



ENGINEERING APPOINTMENTS MADE

Frank D. Peltier has been appointed director of engineering, appliance division of the engineering department of Philco, and three chief engineers have been named to head principal appliance design groups, according to David B. Smith, vice-president—Research and Engineering.

Responsible for the design engineering of Philco refrigerators is Theodore W. Rundell as chief engineer. Matson C. Terry is chief engineer in charge of developing single-room air conditioners. New developments in the engineering of home freezers will be the responsibility of Edward L. Hart, named acting chief engineer.



A CHECK FOR FIRST PRIZE is presented to Margaret Toomey, Dept. 77, for being the winner in a contest conducted by St. Edward's Church. John McCloy, who was instrumental in having the winner enter the contest, made the presentation.

NEW SUPER-SENSITIVE FM SYSTEM

A new super-sensitive FM system, developed by Philco engineers to deliver superior FM performance in all localities where a usable FM signal is available, is featured in the Console Model 1725. This new system provides greatly increased sensitivity for dependable FM reception, even in fringe areas. Model 1725 offers four complete radio-phonograph services; FM and AM radio reception plus the double-tone arm, two-speed phonograph to play both the unbreakable 45-minute records and standard records. The cabinet is of contemporary Georgian design and has enclosed storage space for record albums.

The new Philco FM system is included in the table radio Model 925. This FM-AM set is termed the greatest performing low price FM radio ever built. The streamlined ultra-modern cabinet is highlighted by an entirely new type three-dimensional scale, with the FM and AM bands on separate planes for easy reading.

**JAMES D. McLEAN APPOINTED
MANAGER INDUSTRIAL DIVISION**



James D. McLean, who has been connected with the Industrial Division of Philco for some time and previously was commercial manager of the Company's television station WPTZ, has been appointed manager of the Industrial Division.

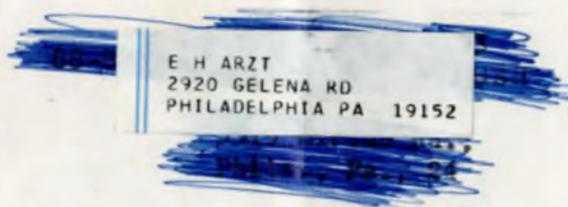
The Philco Industrial Division handles the development and sale of electronic equipment for the Government, as well as commercial products, including automobile radios for the motor car industry, mobile communications equipment, microwave relays for television and communications, television station equipment, and other engineering products.



IT'S NOT WHO IT LOOKS LIKE—but it is Frank Hamilton, Dept. 854, as he appeared in the recent Mummers' parade as a member of Liberty Clowns. Hamilton has been impersonating the famed screen star of silent days since 1916. Last year he was a prize winner.

PHILCO CORPORATION

TIOGA AND C STREETS
PHILADELPHIA 34, PA.



E H ARZT
2920 GELENA RD
PHILADELPHIA PA 19152

E. ARZT
2920 Geleena Road
Philadelphia, Pa. 19152

Postmaster: RETURN POSTAGE GUARANTEED—If forwarded to a new address notify sender on Form 3547. Postage for notice guaranteed.



PRIZE WINNER—This photograph of 17-month-old Linda Pellegrino, daughter of Frank Pellegrino, Dept. 87, won a studio prize in a recent photographic contest.

**WIFE OF C. H. GODSCHALL
DIES**

Mrs. Charles H. Godschall, wife of Charles H. Godschall, works manager of the Refrigerator Division of Philco, died February 1 after a long illness at her home, 512 York Road. Following funeral services at the funeral home of Helweg and Son in Jenkintown, interment was in Hillside Cemetery.

Mrs. Godschall, a Gold Star Mother, is survived by her husband; a daughter, Betty Ann; two sisters and a brother. Her son, the late Pvt. William H. Godschall, was one of Penn Charter's outstanding athletes. He was killed in action in Germany in 1945. In his graduating year, 1943, at Penn Charter, young Godschall captained both the baseball and football teams.