



Philco News

APRIL, 1949

## • • • • • EDITORIAL

### *Liberty in America*

Liberty lies in the hearts of men and women. It is not the gift of any man or government; it is a right we earn and keep as long as we so will it. When the will to keep our liberty dies in us, no bill of rights, no law, no court can save it.

The spirit of liberty—the love of individual freedom—which we in America have always cherished comes from a desire to solve our own problems. Americans do not take to the idea that any one man or agency is necessary to their salvation. We are a nation of many leaders, not of one great man.

The problems of our nation are our problems. When we fall down on the job of solving these problems, then our will to freedom slips. Then we seek to shift our problems to government or to one great man, rather than face them ourselves. Without responsibility there can be no freedom. In such manner individual liberty is easily lost.

—General Dwight Eisenhower.

### Local Campaigns for Funds Started by Two Organizations

Drives for funds are being sponsored this month by the Salvation Army and by the American Cancer Society.

The Salvation Army 1949 Greater Philadelphia Maintenance Fund Campaign is to sponsor the work of the Army's 35 agencies of service in this area. The Salvation Army offers help to all, regardless of race, creed or color. Quietly and efficiently it goes directly to the source of trouble, offering spiritual as well as material assistance. Mobilized 24 hours a day, the Army extends aid where needed, whether it be to orphans, victims of fire, children and young people in settlement houses and from broken homes, unmarried mothers, men in prisons, servicemen still in hospitals and thousands of weary, destitute persons.

Saving lives from cancer is not only humanitarian work but good business as well, according to the American Cancer Society, which hopes to save 1,261 lives during the coming year. Minimum needs of the Society for the coming year are intra-state programs which include research projects, maintenance of detection facilities and information centers, equipment for diagnostic and treatment clinics, aid to indigent patients and numerous other services.

### PLANT 6 SETS RECORD

CONGRATULATIONS FOR PLANT 6 for having attained the highest average of any group in insurance participation ever obtained in a Philco plant are extended by William R. Wilson, Philco treasurer, to George Swift, manager, Metal Plant Division. Onlookers are Ed Hoffman, personnel (left), and R. B. Gallagher, manager, Philco Insurance Department. Insurance re-solicitation is being continued to give all employees in every plant full opportunity to participate in the benefits under the plan. It is important that every employee get behind the insurance plan because, in many cases, group insurance is the only thing left financially to the family on the death of the breadwinner.





**ENJOYING PHILCO TV**—Mr. and Mrs. Paul Whiteman and daughter, Marga, watch "Western Balladier" on Philco Model 1450 TV Receiver at their home, Walking Horse Farm, New Jersey.

## BRIDE JOURNEYS OVER 500 MILES FOR PHILCO FREEZER

A young honeymoon couple started married life with a step in the right direction by winning a Philco freezer on a recent Don McNeill broadcast.

The newlyweds, Mr. and Mrs. J. A. Corcoran, Jr., were awarded a Philco Model DH-81 freezer by McNeill for being the couple in the audience married the shortest length of time. The Corcorans live in Savannah, Georgia, but were in New Orleans, where the Breakfast Club show was being given, on their honeymoon.

Mrs. Corcoran, not wanting to take any chances of not getting her Philco freezer, personally journeyed back to New Orleans after her honeymoon was over to see that the freezer was shipped, at her own expense, back to Savannah.

**OUR COVER THIS MONTH**—In the spring a young woman's fancy turns to hats. Marian Phillips, Dept. 3720 of the Tech Rep Division, models her Easter bonnet for the cameraman.

## PHILCO Perfects TV Booster for Use in "Fringe" Areas



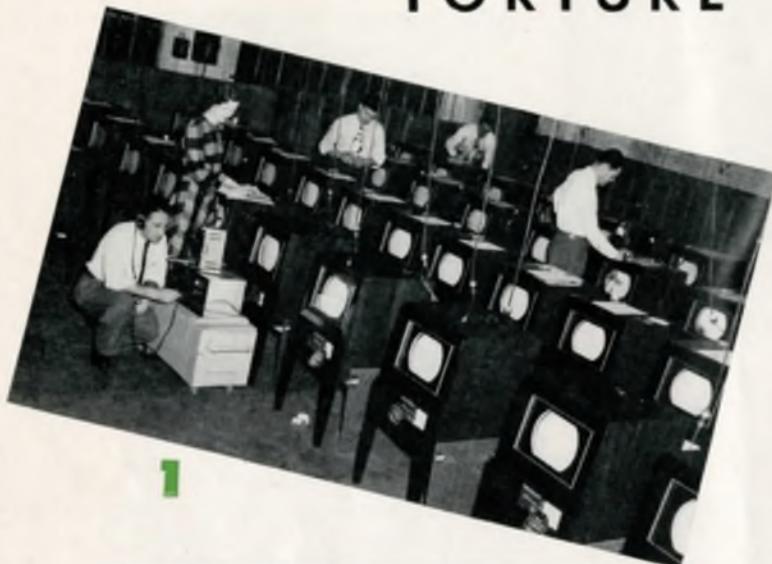
A new television booster which amplifies television signals in low-strength areas has been developed by the engineering department of Philco. Easy to install and simple to operate, the Philco Television Signal Booster provides clearer picture and sound in fringe areas. The units are now available to dealers and servicemen.

The booster contains two r-f amplifier tubes, one for low-band and one for high-band television. It is operated by means of a single dial, which can be tuned to all television channels.

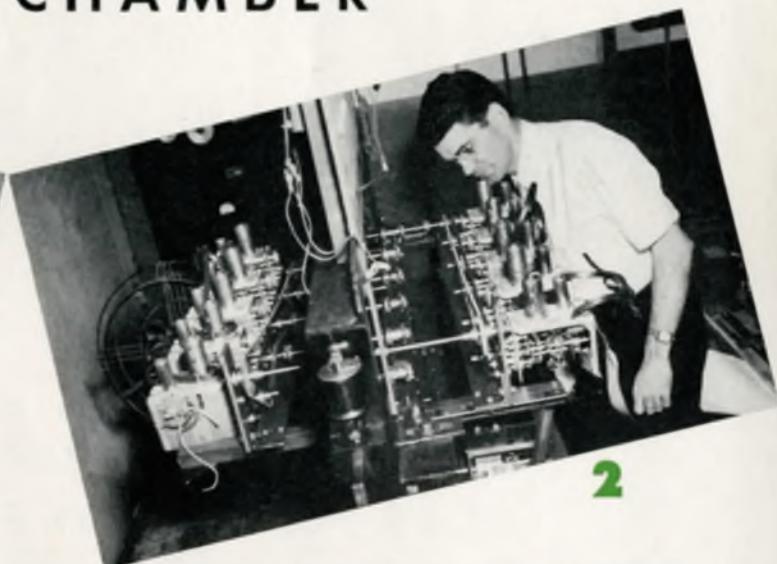
The booster is easily mounted on the back of any television receiver, except ac/dc (series filaments) models. Power is obtained from the audio output tube of the receiver by means of an adapter cable. The booster is attached to the set by removing the output tube from the set, inserting it in one end of the cable, and plugging that end of the cable into the tube socket. The other end of the cable is then connected with the booster. Connection with either a high or low-frequency aerial is possible with a transmission line.

The new Philco booster is housed in an attractive cabinet, with a green hammertone finish.

# TELEVISION TORTURE CHAMBER



1



2



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4

How Philco builds quality and durability into its television sets is told in a recent article in *News Week*. The article says:

"A good many potential owners are still fighting off the lure of television with the thought: 'The thing isn't perfected yet; I'll wait until I can get a really good set.' Aware of this resistance, the Philco Corp., which turns out about one-fourth of all receivers, is currently plugging its 'television torture chamber,' where the durability and quality of sets gets a thorough going over.

"Since the average video receiver has 25 to 30 tubes, five times as many as the average radio, and ten times as many parts, the checking is no holiday. Before assembly, individual parts, such as resistors,

condensers, transformers, coils, and tubes are put through rigorous tests. Later, as completed sets come down the lines, workmen lift out samples and shove them in front of a 'robot customer.' This is a new piece of test equipment which turns controls on and off at the rate of fifteen twists a minute —many more times than the most impatient owner.

"Elsewhere life test engineers and technicians do nothing but drop chassis from various heights, and in one corner packing crates ready for shipment are joggled on a vibrating platform to see how much a receiver can take in freight-car transit.

*"Wide Blue Yonder:* But Philco's chief joy is its strato-chamber equipment. Built originally to



▲ THERE ARE ABOUT ten times as many parts in a television set as in a typical radio, and hence ten times as many chances for something to go wrong. Thus television parts must be checked much more carefully than ever was the case with radio. Even standard parts like resistors are given rigorous tests as shown here to eliminate failures when television sets go in service.

1 ONE OF THE MANY tests which 1949 Philco television receivers must pass is this quality control check. Here every feature of the set's performance, including all the characteristics affecting picture quality and the volume and tone of sound, are carefully measured.

2 THIS MACHINE in the Philco television torture chamber automatically gives these new channel selector switches a test equivalent to years of service. The switches are turned to every channel and back again continuously for thousands of hours and performance carefully checked.

3 ON THIS VIBRATION TABLE a Philco television set packed in a carton is shaken as it would be in a freight car with a flat wheel. Various rates of vibration are used to simulate various speeds of travel. This shaking tests both the television set and the packing.

4 A ROW OF PHILCO television sets gets a life test to see what troubles, if any, will develop in the new model. Samples from every new production run are given this test for thousands of hours, so that the customer will be sure of a receiver that will be trouble-free for years of service.

## PHILCO New TV Aerial Ready for Immediate Delivery

An indoor television aerial which can be placed anywhere in the room and is completely adjustable as to channel and direction is now available for immediate delivery.

The V-shaped aerial has two dipoles, each of which can be extended to a length of 44 inches. It can be used in any area where a television signal can be received and where inside reception is practicable.

The new Philco aerial comes ready to use with 12 feet of 300-ohm connecting lead. The aerial is light and can be placed on top of the receiver or on any other surface in the room, including the wall and ceiling. Its dipoles can be adjusted to any angle from the horizontal to the vertical. Attractive in appearance, the aerial fits the decor of any room. It is priced at \$6.95.

check radar equipment, the huge chambers can duplicate climatic conditions in any part of the world, and in aircraft up to an altitude of 70,000 feet. They help Philco turn out a set as usable in Denver's high mountains as on the sea-level mud flats of New Jersey.

"In spite of it all, set owners who are familiar with the endurance tests long given automobiles know that cars and tele-

vision sets share one common characteristic—sometimes a dud slips through. But Philco considers its torture chamber irreplaceable and looks on television as 'basically as good as it can get.' Not only does the chamber prove present receivers but, to the pleasure of future buyers, it is constantly showing up ways to cut out certain parts and otherwise improve receivers—the way to lower prices."

## PHILCO HOME AIR-CONDITIONERS POPULAR

Philco's 1949 line of single-room air-conditioners is in great demand with the start of hot weather.

Window Model 61D is one of the outstanding values of the new line. It can be fitted into any window and extends out only 10½ inches into the room. This model operates quietly and creates a cool, comfortable atmosphere on the hottest and stickiest summer days. It employs the same scientific principles used in other Philco models. The power system is hermetically sealed and eliminates problems of servicing. The 61D has a cooling capacity of 5,600 B.t.u. per hour and brings in 175 cubic feet per minute of filtered fresh air.

Another window model which fits into any surroundings is the 76E. This model has a cooling capacity up to 7,740 B.t.u. per hour, sealed ½-horsepower motor-compressor is contained in an attractive, two-tone brown cabinet, extending 18½ inches into the room. The 76E also provides draft-free ventilation, independent of cooling, on cold winter days. This model is also available in ivory.

Philco Air-Conditioner Model 91-CE is a furniture-styled, single-room walnut console air-conditioner for home or office. Its cooling capacity is up to 8,800 B.t.u. per hour. Directional air adjustments with 16 possible arrangements give complete control over circulation.

— Philco News



▲ GEORGE RILLE instructs a trainee in welding.

◀ PHILCO TEAM #8, left to right: George Rille, Bob Heidlage, foreman; Tony Leskosky, Wayne Bryant, Ted Small.

## Tech Reps Make Outstanding Showing on Refrigeration Job in Manila . . . . .

Philco Refrigeration Team #8, stationed in Manila under the foremanship of Bob Heidlage, is credited with having one of the finest refrigeration overhaul shops in the Pacific. The team was faced with the problem of reconverting and overhauling 85 Universal refrigeration units used with walk-in boxes at the Army Quartermaster refrigerator bank in Manila. These units had to be converted from gasoline to electric power, and compressors and other component parts had to be overhauled. It was also necessary to weld additional metal bracing to the framework of each unit as reinforcement.

Tech Reps on Philco Team #8 tackled the project with interest and enthusiasm. They took great pains fashioning their shop to achieve a production-line overhaul method. It was necessary, first, to construct a test bench for checking compressors. After this, a complete flushing-pump apparatus had to be built in order to flush out the unit's system. Next, it was necessary to have an oven built large enough to bake the entire unit at a temperature of about 170 degrees, for drying out the system.

In addition to this mammoth overhaul job, Philco Refrigeration Team #8 conducted regular theory classes for Army and Filipino personnel. The trainees also received continuous on-the-job training to round out the experience they were getting while working with the Philco Team on this assignment.



# PHILCO BOWLERS



COMPRISING THE SERVICE TEAM for Croydon were, standing, left to right: Elwood Henry, Del Kusma, Ed Brogden. Kneeling: Earl Miller and William Foster.

◀ LEFT: SPECIAL EQUIPMENT devised and installed by Tech Reps for flushing is operated by Bob Heidlage.

◀ RIGHT: ELECTRIC WORK, involving conversion and overhaul processes, is done by Ted Small, here hooking up line disconnect switch.

◀ LEFT: A FLUSHED UNIT is pushed into the oven for the baking process by Tony Leskosky.

◀ RIGHT: WAYNE BRYANT and Trainee Bob Colson prepare to open valves of an overhauled unit and check it out.



FURNITURE ENGINEERING'S TEAM was, left to right: Al Stratton, Ted Pshick, Bill Bloom, Gordon Lane, Jack Kinsley.



THE TEAM REPRESENTING the Metal Plant at the National ABC held recently in Atlantic City was composed of (in the usual order): Adolph Hammer, Joseph H. Gillies, Ed Hoffman, George Swift, Fred Rudolph.



BOWLERS representing the Tuner Section at Croydon were, standing, left to right: James McKay, Walter Freeman, Fred Marcell. Kneeling: Ed Gannon, Marty Kravulka, Joe Twigg.

# PEOPLE AT PHILCO



FOLLOWING THEIR RECENT WEDDING, Mr. and Mrs. Charles J. Steitz are photographed at their reception. Steitz is in Dept. 27, while the bride is the former Lillian Bowers. Above are members of Dept. 27 at the wedding reception.



SOPHIE JONES, center, honoree at a shower in Dept. 84, and two friends, Josephine Iannacane, left, and Eleanor Reed, outside of Plant 2 following the party.



WEDDING BELLS will ring soon for Nancy Blaston, Dept. 5851, who has recently announced her engagement to Johnny Mahon.



GIFTS AT A SHOWER are examined by Nick Chioda in Dept. 81 on the second floor of Plant 2.



FOLLOWING THEIR MARRIAGE at Trinity Reformed Episcopal Church, Mary Mullally, Dept. 15, and her husband, William Iredale, prepare to cut the wedding cake.

# PEOPLE AT PHILCO



FOLLOWING THE MARRIAGE of Anna Borone, Dept. 87, and Thomas Jester, Dept. 81, the bride prepares to share the wedding cake with guests who include Philco-ites Mable Hanna, Betty Ogden, Louise Varesi, Dept. 87; Mary Spendonto, Dept. 81; Joseph Ashton, Dept. 25.



THERESA MORGANTI is honored at a shower given in the auto tuner section of Dept. 75 at Croydon.



A CROYDON ROMANCE reached a happy conclusion recently with the marriage of Catherine Taffe, Personnel, and Joseph Andescavage, Plant Maint. Dept. They spent their honeymoon in the Poconos.



A HAPPY BIRTHDAY is observed by Ethel Rabies while at work in Dept. 87.



A FULL REPRESENTATION from Dept. 83 wishes Fred Giles (with cake) a happy birthday.



A HAPPY MARRIED LIFE is wished Dolores Steinmetz, Dept. 72, and Harold Reed, Dept. 20, at a party in Plant 14 prior to their recent marriage.



MEMBERS of the Philco Hospital Committee, composed of representatives from Depts. 20, 78, and 81, who recently took cheer to patients at the Naval Hospital. Donations totaling \$600 were received from the third floors of Plants 2 and 3 and from Local 101. Elmer Confair is chairman of the committee which is composed of Bert Zweir and Ann McHenry. Mrs. Confair is chairman of appointments.

**REQUESTS FOR BLOOD DONORS**—All applications for volunteer blood donors should be made through Henry Peltz, Personnel, Extension 401, or Miss Ann Tucker, Dispensary, Extension 406. These requests can only be granted for Philco employees or members of their immediate families.



A LABOR-SAVING SUGGESTION made by Walter Jolly earned him the check from Philco presented by Paul Compton, production superintendent, at Croydon. Jolly is a tester in Dept. 75. His idea speeds up production in television tuners.



"COFFEE AT H. & M." or "Guilt" are the alternative subjects of the above oil being worked on by Frank Carter, Cost Engineering. Carter, who has been painting during the last five years as a hobby, works mostly on abstractions. He comes by his interest in art naturally since his father was a commercial artist.



HIGH SCHOOL STUDENTS demonstrate work they are doing in chemistry as part of "Operation Blackboard," the pioneer television-in-education program broadcast by Philco television station WPTZ. Twenty Philco television receivers with the large 90-sq.-in. screen are installed in Girard College and preparatory schools in the Philadelphia area to permit classes to watch these half-hour programs three afternoons a week.



THESE PHILCO SALES ENGINEERS, members of the Company's Industrial Division, met recently in Philadelphia to discuss plans for expanding Philco activities in the field of mobile radio communications. Discussions were held with headquarters sales and engineering executives. Shown here are, seated, left to right: E. A. Freiburger, Leo Sands, James D. McLean, Manager, Industrial Division; A. V. Nichol, Chief Engineer, Mobile Radio; and W. G. Brown. Standing, left to right: H. M. Leighley, Fred Albrecht, Charles Staples, George Hagerty, Harry M. Stehey, Tom Great, Service Manager; William Pennebaker, G. F. Clark, L. J. Bass and Don Russell.

## PHILCO DEVELOPS NEW CAR RADIO FOR FOREIGN MADE VEHICLES

An auto radio for foreign cars, as well as for trucks and buses, has been developed by Philco.

The Model CR5 contains the 12-volt power supply required by Austins, MG's and other cars of foreign make. It has a five-tube super-heterodyne circuit and a built-in six-inch Electro-Dynamic speaker. It comes in a brown hammerloid lacquer case.

Philco engineers have also designed a new long-distance disappearing fender and top cowl aerial for auto radios. Especially designed for the newest cars, the aerial can be easily mounted. It extends to a length of 100 inches and provides maximum signal strength. The chrome-plated brass construction prevents rattling and rusting.

## HONORS FOR COMPANY OFFICERS

*Business Week* for April 9 features on its cover a photograph of William Balderston, president of Philco, and an article on Philco growth and the diversification of the Corporation's business.

*Fortune*, in the June issue, will also feature Mr. Balderston as one of the country's outstanding business leaders.

In an early issue, *Philadelphia Magazine* is running a photograph and biography of John Ballantyne, chairman of the Philco Board of Directors, as Philadelphian of the month.

Philco television engineering, production and broadcast activities have been described from time to time in various newspapers all over the country which have devoted special sections to this subject.

Philco News



Roller skating is the specialty of Joan Fries, 14-year-old daughter of Margaret Fries, Dept. 75. Joan has appeared on television programs; at Convention Hall, Wildwood; the Steel Pier, Atlantic City; and at numerous entertainments for wounded veterans.

### ELECTED TO MEMBERSHIP

H. N. Johnston, conductor of the Philco Band, has been elected to the American Bandmasters' Association. The organization is headed by Col. Howard C. Bronson. It is composed of prominent bandmasters in the United States and Canada. The founder, Dr. Edwin Franko Goldman, of New York City, is honorary life president.

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### ELIGIBLE FOR "700 CLUB"

Fred Rudolph, Dept. 63, hit the maples for scores of 256, 223 and 242—a grand total of 721—in the Philco Red League match recently. This is the highest score in the League for several years, since Frank Karpp, Dept. 64, had a 714 series.

Another Philco bowler who has come into the sporting limelight recently is Frank Reed, who placed high in the individual, double, and all-events classes in the Philadelphia ABC tournament now in progress. His scores were 1689 in the All-Events Class C handicaps; 1126 in the Two-Man Teams, Class C; and 605 in the Individuals.

