



Philco News

OCTOBER 1949

Philco News

Published by 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. 7

OCTOBER, 1949

NO. 8

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



EDITORIAL

"Famous for *Quality* the World Over" . . . not just words, not merely a slogan to be tacked on the bottom of an advertisement or muttered by an announcer, but a signature, jointly signed and proudly placed wherever our products are described.

Because we see this phrase often, or hear it frequently, let's not take it lightly or get too used to it. For every time we sign our name: "Famous for *Quality* the World Over," we're once again pledging to our customers that we of Philco are producing the latest and greatest products of our industry. We're saying that the job we do, day after day, and year after year, promises the public the performance, the long years of dependable service, the greater dollar value, which long ago established our reputation and gave us overwhelming leadership as reward for the honesty of our workmanship.

Leadership is more difficult to keep than to get, for the goal is often out of sight. A reputation is more easily lost than earned, for more is always expected from those who make the greatest contributions. These days of fierce competition require that each of the great group of people who call themselves "Philco" check carefully the integrity of his contribution to the signature we sign. Each has his responsibility to all of us to be able to say: "The product I helped to build today will be 'Famous for *Quality* the World Over.'"

PHILCO OPENS TV PLANT IN OHIO; MOST MODERN IN THE INDUSTRY

Philco has started production of television receivers in its new million-dollar plant at Sandusky. This plant is equipped with the most modern manufacturing facilities in the industry.

"With the addition of this Ohio plant to our other television facilities in Philadelphia," said William Balderston, president of Philco, "we now have the capacity to produce 18,000 television receivers a week.

"Our new Sandusky plant has the longest conveyors in the world for manufacturing television sets. All our production operations flow along a single floor, on which are installed the latest types of manufacturing and testing equipment. With these highly efficient facilities, we expect production here to increase rapidly in coming weeks."

Mr. Balderston also pointed out that this added output from the new plant is urgently needed to meet the growing demand for Philco television receivers. "Sales of our television sets have reached record levels in recent weeks, ever since we introduced our new 1950 models with the Philco electronic built-in aerial

(Continued on page 9)

Philco Facts

ELECTROMASTER SALES

"HEART CONDITION" CASES ARE BEING COMFORTED BY USING PHILCO AIR CONDITIONING, WHICH KEEPS TEMPERATURE AND HUMIDITY AT PROPER VALUES FOR MINIMUM HEART AND BREATHING EFFORT.

PHILCO ELECTROMASTER RANGE DIVISION HAS AMAZED THE INDUSTRY AND PHILCO DEALERS ALIKE WITH ITS SUMMER SALES.

THE NEW PHILCO SUPER-TONE REPRODUCER USES 1/8 OZ. PRESSURE, YET TRACKS PERFECTLY ON CONVENTIONAL, "L.P.", AND 45 RPM RECORDS.



MUSIC WHILE SHE WORKS—Countless American housewives lighten their household chores by tuning to their favorite radio programs. A set for the kitchen and the bedroom, as well as that console in the living room, is a "must" in many homes.

The Philco Model 922 is a sparkling addition to any room, both in looks and performance. The new, modern cabinet features a radiant sunburst dial in facet-cut plastic and the new circuit design, with a tuned RF stage, delivers greater sensitivity, sharp station separation and maximum reduction of cross talk and interference.



PLAYS ALL RECORDS, ALL SIZES, ALL SPEEDS AUTOMATICALLY—The Philco Model 1724 radio-phonograph features a wonderful achievement of the Philco laboratories, the new three-speed automatic record changer. Plays all records, all sizes and all three speeds automatically with a single tone arm, and on a single spindle. A special adapter disc and non-slip driver is provided for the large center hole of the 45 rpm recordings. For the first time, all records, including the standard 78 rpm, are played with just 1/5 ounce of pressure, with the new Philco Super-Tone Reproducer.

PHILCO DEMONSTRATES NEW SUPER-SELECTIVE AM-FM RADIOS, INTRODUCES IMPROVED PHONOGRAPH WITH 3-SPEED CHANGER

"To meet the challenge of today's radio bands, crowded with hundreds of new AM and FM stations, Philco has designed new super-selective circuits that improve both distance reception and selectivity between stations," reported Larry F. Hardy, vice-president—radio and television, in announcing the Company's 1950 line of radios and radio-phonographs.

Included in the new Philco line are 14 table and portable radios and eight radio-phonographs.

"We have improved radio performance to meet today's requirements," Mr. Hardy explained. "There are over 2,000 AM radio stations now on the air, twice as many as ten years ago, as well as more than 900 FM broadcasters. This means crowded channels and new problems of cross talk, interference and station separation. Thus, our engineers have developed new super-selective circuits that combine added sensitivity with clear-cut separation between adjacent stations on the dial. Our 1950 radio line provides the best performance in Philco history."

Mr. Hardy also called attention to a new "all-record" automatic changer and improved reproducer introduced in the Philco radio-phonographs. "With three sizes of records played at three different speeds now available, new developments were necessary to play

all types of records automatically and with fine tone quality," he pointed out. "The 1950 Philco radio-phonographs bring these added features to the public at popular prices, and set a new standard for both value and performance."

New Radio Circuit Features

An outstanding feature in the 1950 Philco radio circuits is the addition of a new fully tuned RF (radio frequency) stage and three-gang condenser. This tuned RF stage is used to achieve better performance where stations must be received from long distances; where signals are weak; where stations are crowded, and their signals must be separated; and where cross talk and interference must be suppressed.

Also, there is an RF stage in the circuit of the two Philco FM-AM table radios, Models 925 and 926, which gives performance with FM signals equal to sets selling for prices three to four times higher. Other Philco radio and radio-phonograph models offer comparable values.

Other features in the new Philco radio circuitry aid in achieving clear reception, with plenty of volume and good tone quality, even under conditions where there have been reception problems.

TWO NEW PHILCO REFRIGERATORS AT NEW LOW PRICES INTRODUCED

Two new refrigerators with price appeal, size appeal and value appeal for today's market have been introduced by Philco, according to Thomas A. Kennally, president—refrigeration division.

"We are now amplifying our 1949 line, which has been so well received, to give the consumer greater values than ever in a new low-priced, 7-cubic-foot model and the great quality buy on the market in our exclusive Advanced Design combination with a full-width home freezer."

The 7-cubic-foot model, the 792, offers 20 per cent more refrigeration space than competitive 6-cubic-foot models in this price range, and is of the newest, space-saving Philco design that fits in the floor area of a 4-cubic-foot refrigerator. True Philco quality is built into this model, along with Philco style and efficiency. The 792 has a glass-covered crisper drawer, a self-closing door latch, a glass tray for food storage and defrosting, 7.2 cubic feet of storage space, and 12.1 square feet of shelf area.

ADVANCED DESIGN FEATURES AT NEW LOW PRICE

Philco, in its Model 795, offers the consumer its famous Advanced Design features at the price of an ordinary refrigerator. This is in keeping with a long-established Philco policy of providing de luxe features which the public wants at prices well below the rest of the industry. The plus values thus attained in this new refrigerator represent the Philco answer to the present economic trend, wherein the consumer is becoming more selective and is demanding better features at the lowest possible prices.

The Model 795 has the famous zero-zone, full-width home freezer, completely adjustable shelves and summer-winter control of humidity—the exclusive features that make Philco Advanced Design the first choice of buyers the world over. The 795 has a 7.6-cubic-foot capacity with 15.9 square feet of shelf area. Two glass-covered crispers, a meat storage drawer and a dry storage bin are among the other features of this lowest priced Advanced Design refrigerator.

PHILCO MEN INSTRUCTING IN FAR EAST SCHOOL

Hundreds of Maintenance Men Graduate Monthly

Since Philco Tech Reps first started serving in Japan in the summer of 1946, a number have been assigned to the Eighth Army Signal Corps School, which is located at famous old Keio University in Hiyoshi. Tech Rep instructors have been responsible for training hundreds of military personnel in radar theory and maintenance. Every five weeks, a new class starts. At the present time, 162 GI's are being guided through their electronics training by 15 Philco Tech Reps.

These instructors find a touch of the cosmopolitan in their students, who come to Keio from the Air Force, the Navy, Army and Marine Corps, and the British and Australian Armed Services.

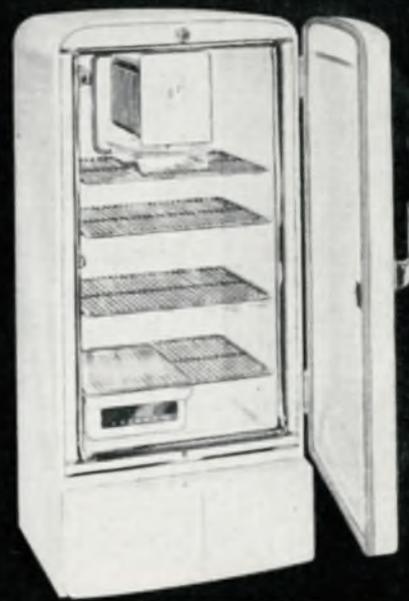
Major Gilbert Payne is the commanding officer of the Eighth Army Signal Corps School; Major Edward P. J. Liston heads the Radar Division. Philco Tech Rep Richard Howes is in complete charge of all radar training.

The Radar Division of the 8th Army Signal Corps School has been moved from Keio University to the Island of Eta Jim, which was formerly the location of the Jap-



PHILCO TECH REPS of the Radar Division, Eighth Army Signal Corps School, are (front row): Richard B. Howes, Herman Markowitz, Howard E. White, Robert F. Chatham, Robert H. Pearson, Bayard Aims, Frederick W. Carter; (back row): Andrew MacLaughlin, Edward L. Loomis, Allen Peterman, Robert Hartman, Jack Baumgartner, Walter C. Stevens, Clovis L. Linker, Preston D. Wagar.

anese Naval Academy. Most of the tremendous job of moving the school's radar equipment was accomplished over the Labor Day week-end.





AMONG THE ADVANCE GUARD of 1950 Red Feather tourists are Philco employees who spent a whole day learning how their contributions to the Community Chest are put to work caring for little children, providing recreation for young and old; improving the health of the community in clinics and hospitals, providing bedside care to the ill and bed ridden, and preventing family breakdowns. Leaving the plant for a day of revealing experiences which they will carry back to their fellow-workers who support these vital services are: Marie Schmidt, Ann Kearney, Helen Humes and Frank Humphries.



COMMUNITY C READY TO BEG

The 1949 Community Chest Campaign will get under way at Philco the week of October 24.

Red Feather solicitors will again work together to make this year's drive a success.

Recently, a group of Philco employees visited the various agencies of the Red Feather in the Philco neighborhood to see for themselves the work being done with your dollars. Views of the visitors and what they saw, as well as expressions on their reactions are presented on these two pages of the PHILCO NEWS.

The Community Chest Red Feather Campaign exemplifies the true spirit of federated giving, which experience has found to be an ideal method of contributing, as it is recognized that 160 drives for funds would create confusion, overlapping of effort, much higher campaign expenses and result in many failures. That is why everyone in Philadelphia and vicinity is asked to subscribe to the united appeal of the Community Chest. One contribution, once a year, puts Red Feather dollars to the best use, for the most people, with the least cost and waste motion.

COMMENTS ON THE SIGHT-SEE TOUR

"A visit to the agencies of the Community Chest is a real experience—a new one for me—and it is unfortunate that everyone who contributes cannot see how his money is spent on good works. If he saw this, he would do his utmost to support the Chest."—Marie Schmidt.

"I made the rounds of the agencies of the Community Chest in the vicinity of Philco and made personal contacts with the directors of each and secured first-hand information on the work being done. I am more sold than ever on how everyone benefits from the Chest. It is a physical impossibility to take everyone on these tours, but it would be

LEFT, CENTER—Philco tourists learn something of the work of the Philadelphia Mouth Hygiene Association, which maintains five dental clinics throughout the city, one near Philco in the Kensington YWCA, at 175 W. Wishart Street, providing educational material for the community and dental care for children whose parents are unable to pay for the services. This Red Feather Service is one of 22 health services which will require \$894,336 in 1950 to maintain operations at the present level.

LEFT, BELOW—Our girls found out that Red Feather Day Nurseries keep youngsters safe while their mothers are at work; teach good habits; how to play and share; provide hot meals and guard the health of their young charges. Here they are at Hope Day Nursery, 1110 N. Fourth Street. One of the 24 Child Care Services which aided 13,249 children last year and provided 1,087,177 days of care, these agencies will require \$899,053 in 1950.



CHEST DRIVE GIN AT PHILCO

grand if more could see the workings of these agencies as I did."—Norton Levy.

"While I have always been completely in sympathy with the Community Chest and the work it does, my visit to the various agencies confirmed my ideas on what a valuable contribution the Chest makes to the life of Philadelphia. No matter what you give to the Chest, it helps someone."
—Frank Humphries.

"Being a mother, I was most impressed by the care given the children who are helped by the Community Chest agencies. These children are happy and contented. Any mother would think better of the Community Chest if she could realize what it is doing for the children of the city."
—Helen Humes.

"After actually seeing what the Chest is doing for the community, I feel stronger than ever that everyone should contribute to the best of his ability to continue this work. We went to the various agencies and everywhere gained the impression that this is a vital work and one which must not be sacrificed for lack of funds."
—Ann Kearney.

"Wherever we went, the story was the same—if it were not for the Red Feather and its money, these agencies could not exist. I was greatly impressed with what the agencies are doing for the public, and most of these depend completely upon funds furnished by the Community Chest."
—Fred Claro.

"A visit to the Lighthouse gave me my most vivid impression of the excellent job being done by the Chest agencies. Here I saw how care is given the entire family—from tot to the old folks."
—Frances Koeneke.

"My recent visit to the various activities supported partially or completely by the Community Chest substantiates my belief that the Red Feather agencies are well deserving of our heartiest support in every way."
—Victor Petinga.

RIGHT, CENTER—From toddler to grandparents . . . everyone can find something to do with congenial companions at the Lighthouse, one of 50 youth and recreation agencies supported by contributions to the Red Feather Campaign amounting to more than two-thirds of the total amount required by the organization. Last year there were enrolled 4,997 residents of the Northeast in boys', girls', men's, women's clubs, the Play School and Summer Camp. Our boys are kibitzers in the men's game room.

RIGHT, BELOW—Everybody's friend, the lady in blue with her magic (well, almost) black bag. She dispenses good cheer along with care to those who are ill at home. She teaches new parents to bathe and care for their new babies; prepare formulas and many other things. She changes bandages; bathes the bed ridden; teaches victims of accidents or disease to use crutches. We couldn't do without her. Nearest to Philco of the six branches is that at 1614 Faulkrod Street. There is a stated charge for those who can pay for her healing services. So that those who could not afford the care could have it last year, you and I and many other Philadelphians contributed \$200,274 through our contributions to the Community Chest.



IT'S PRETTY TOUGH to be a tiny tot and have to stay in bed away from your mummy . . . but this youngster responds to the good care she gets at Episcopal Hospital, one of the 26 Red Feather hospitals which we at Philco help to support. Last year, these hospitals, in addition to conducting research, dispensing medical education, and finding new ways of improving the health of our citizens, provided 587,125 days of care free or below cost, ending the year with a deficit of \$800,000, which the Community Chest could not make up because it fell short of last year's goal.



...a chance
...I'll give...
...ll give!



RICH NEW BEAUTY OF DESIGN—The Philco Model 1430 offers full console luxury at amazingly low price. The console cabinet is of modern styling in mahogany, with a simulated leather and gold trim framing the picture tube. The wide-screen 97-square-inch picture is not only bigger but better, with greater clarity and finer contrast. The new Philco circuit delivers the finest possible performance from the available signal in every area, with greater selectivity, sensitivity and noise elimination. No aerial of any kind is required in up to 8 out of 10 locations with Model 1430 and other 1950 Philco models with exclusive electronic built-in aerial system.



THE MODEL 1400 is another outstanding television value in a smart, compactly designed table receiver in striped mahogany veneers. The static-free FM sound and large six-inch speaker deliver truest tonal reproduction; the tone comes from the front of the cabinet, not the side or top. Model 1400 has 20 tubes plus 2 rectifiers.

PHILCO TO SUPPLY ROCK ISLAND R. R. WITH MICRO-WAVE RELAY SYSTEM

Philco Corporation will provide the Chicago, Rock Island and Pacific Railroad with new microwave relay equipment, which will be used in the first railroad-operated microwave communications system in the United States.

This new Philco equipment is so designed that a complete two-way repeater station can be mounted on a simple supporting structure. The use of this Philco communications repeater equipment will enable the Rock Island to replace telephone lines initially between Goodland and Norton, Kansas, a distance of 110 miles. This route was chosen for the first installation because of the high mortality of telephone lines during the winter's severe ice, sleet, and snow storms. In addition to the terminal stations at Goodland and Norton, automatic repeater stations will be installed to provide communications for intermediate points, it was pointed out.

The equipment furnished by Philco will be used to provide five voice channels, one control and one telemetering channel for the Rock Island. The microwave relay system can be expanded to handle up to 32 voice channels, plus a number of telegraph, teletype and signaling circuits.

Microwave communications relays, which provide the only practical way of replacing telephone lines, have the advantages of highly directive beamed radiation and great power gain. Microwave relay systems have previously been used in the United States and Europe to relay television programs, telephone calls and telegrams, but the Rock Island installation represents the first railroad application of this post-war development.

ULTRA-MODERN in style, the dramatic cabinet of blond mahogany veneers is only one of the many attractive features of the Philco 1481. The wide screen for a 97-square-inch picture affords finer contrasts for utmost realism. Glare and reflections are eliminated in the exclusive "No Glare" optical system which makes television viewing easier on the eyes. The exclusive electronic built-in aerial system, the automatic station selector which tunes in all 12 tv channels, the FM and AM radio, the 3-speed automatic record changer, plus the new Philco super-tone reproducer, make this an outstanding buy. The Model 1481 has 25 tubes plus 3 rectifiers.



PHILCO TV PLAYHOUSE EXPANDS

The Philco Television Playhouse, which opened its fall season last month on the NBC network of 21 stations, will be expanded to 46 stations starting October 16. The Playhouse is seen on Philco Station WPTZ Sundays from 9 to 10 p.m.

Plays presented are dramatizations of best selling novels which are chosen in collaboration with the Book of the Month Club. Leading stars of the stage and screen are featured in each production.

EQUIPMENT FOR TELEVISION TRAINING SOLD BY PHILCO TO INSTITUTE

The Television Arts Institute of Philadelphia has purchased two iconoscope television camera chains from Philco Corporation.

The equipment, formerly installed at Philco television station WPTZ, will be used for training students at the Institute in television program production.

The Television Arts Institute, which is the only school in Pennsylvania specializing in video program instruction, will now be able to set up a replica of a television studio complete with control room.



CONGRATULATIONS to Carole Yeager, Dept. 3720, recently honored by being chosen "Career Girl" of the day by Stu Wayne's "Musical Clock" program on KYW. Miss Yeager wears the orchid which is part of the award. A fellow-employee nominated Miss Yeager for the title because she completed a four-year college course in three years in spite of holding a part-time job to help defray expenses and being handicapped by a serious illness which temporarily interrupted her schooling.

PHILCO OPENS TV PLANT

(Continued from page 2)

system," Mr. Balderston declared. "We look forward to an increasing demand, with over 80 television stations now on the air, and this modern plant will be of tremendous help to us in supplying the quality receivers the public wants."

According to Company officials, Philco now has an investment of over \$20,000,000 in television, the Nation's fastest growing industry. Philco has been active in television research and development since 1928 and was a pioneer in developing the present standards for the industry. After designing many types of experimental receivers before the war, the Company introduced its first commercial television sets to the public.

Since that time, Philco, which has been the largest radio manufacturer for 19 years, has become a leader in the production and sale of television receivers. The latest models, announced recently, include a new



"Your pop may be taller, but mine gave more to the Community Chest."

NATIONAL GUARD RECRUITING MEMBERS TO FILL UP RANKS

"Get in the Guard" is the slogan of the new National Guard which has launched a nation-wide recruiting campaign to enlist 45,000 new men to fill up its ranks.

The Guard's tradition of service to its country in times of emergency goes back to 1636 in Massachusetts when the Old North Regiment was formed from trained bands already in existence. Five presidents have been members of the Guard. George Washington was a lieutenant colonel in the Virginia Regiment at the time of Braddock's defeat. The history of each of the 48 states is dotted with the names of its sons who have served as citizen soldiers, both at home and abroad.

In war, the National Guard has fought in all of our major battles, from Lexington and Concord to Leyte and Cologne. In peace, the National Guard has fought fire, flood and disease, bringing relief to thousands in time of disaster. Ultimate strength of the new National Guard is set at 684,000 men.

super-sensitive circuit as well as the electronic built-in aerial system and provide improved performance at the lowest prices in Philco history. These receivers, many of which will be manufactured in the new Sandusky plant, all have direct-view screens ranging in area from 61 to 138 sq. in. Emphasis is on 13 new models with 97-sq.-in. viewing screens, six of which are television-radio-phonograph combinations.

Since 1937, Philco has operated in Sandusky the world's largest plant devoted exclusively to the manufacture of automobile radios for the motor car industry. Auto radio production in this plant is now running at the highest levels in the Company's history.



BIRTHDAYS ARE SHARED by Elmer Miller (left, with package) and Joseph Bozack (with cake) at a party given by Dept. 81.



A PIECE OF WEDDING CAKE for all is being cut by Irma Vorndran at a wedding shower in her honor given by friends in the Order Department.



THE RICE THROWING started immediately after the photographer snapped this picture of Helen Liberty and John Petolillo following their marriage at St. Ann's Church, Bristol. The bride is a coil winder in the Auto Section of Dept. 75.

AROUND *Philco*



GIFTS RANGING from nursery rhymes to lollipops are presented to J. Robert Lewis by friends in the TechRep Division at a baby shower for the new father.

GIFTS FOR HIS NEW BABY are presented to James Dalton (right) by members of Dept. 84.



A ROMANCE IN DEPT. 87 between Violet DeRenzo and Norman Kessler calls for a wedding shower. The couple were married late last month.





GOOD WISHES for the future go with the gifts to Dorothy Lindeman (third from left) at a wedding shower in her honor given by Dept. 84.



ANNOUNCEMENT OF THE APPROACHING MARRIAGE of Lola Spinolla is the occasion for a wedding shower by girls in Dept. 1872. The guest of honor is shown standing.



NEWLYWEDS Martha DiTanna and Harold Tuno leave St. Paul's Church, Burlington, N. J., following their recent marriage. Mrs. Tuno is a member of Dept. 75.



MADGE KARPEIN (center) appears pleased with the gifts presented to her at a shower given by Dept. 84.

BRIDAL GIFTS presented by members of Dept. 84 are held by Doris Dietz (in light dress) following a shower in her honor.



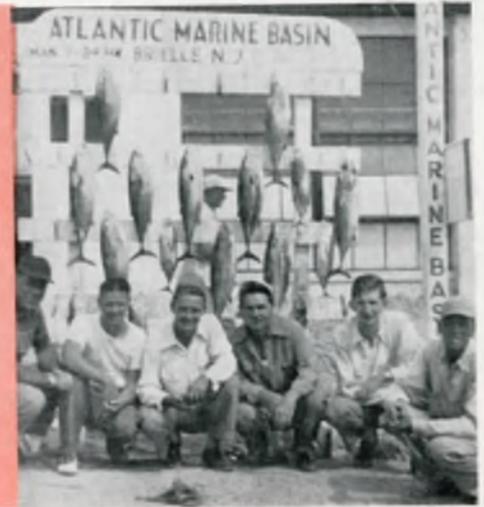
A BABY SHOWER for the proud father is given Herbert Fox by members of Dept. 87.

GIFTS FOR JEAN BONNER are presented by Bob Bonner, her cousin, at a birthday party in Dept. 75.



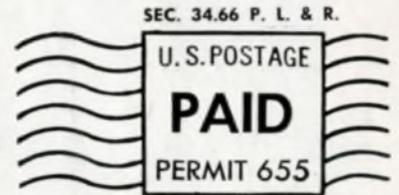


"THE FUTURE HEAVYWEIGHT CHAMPION" is what they are calling Donald John Kendle, shown on the scales at the age of 4 months, the son of Clyde Kendle, Dept. 25.



PICTURES TO PROVE that they are good fishermen were taken by members of Dept. 72 following a recent fishing trip to Brielle, N. J. Left to right are: Dutch Martha, Frank Eckert, James Camp, Al Kelly, Lee Weber and Capt. Darrety. Ray Ganz was the photographer.

PHILCO CORPORATION
TIOGA AND C STREETS
PHILADELPHIA 34, PA.



87-7692 185-05-3647 3
JOSEPH F. SMYTH
6354 Algard St.
Phila. Pa. 35

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



THE SIXTH BIRTHDAY of Maryellen Rocks, daughter of George Rocks, Dept. 87, is the occasion for the picture at left.



THEIR GOLDEN WEDDING anniversary was recently observed by Mr. and Mrs. George Jaiser, Sr. Mr. Jaiser, a member of Dept. 5851, is the father of Ellwood Jaiser, Dept. 87.