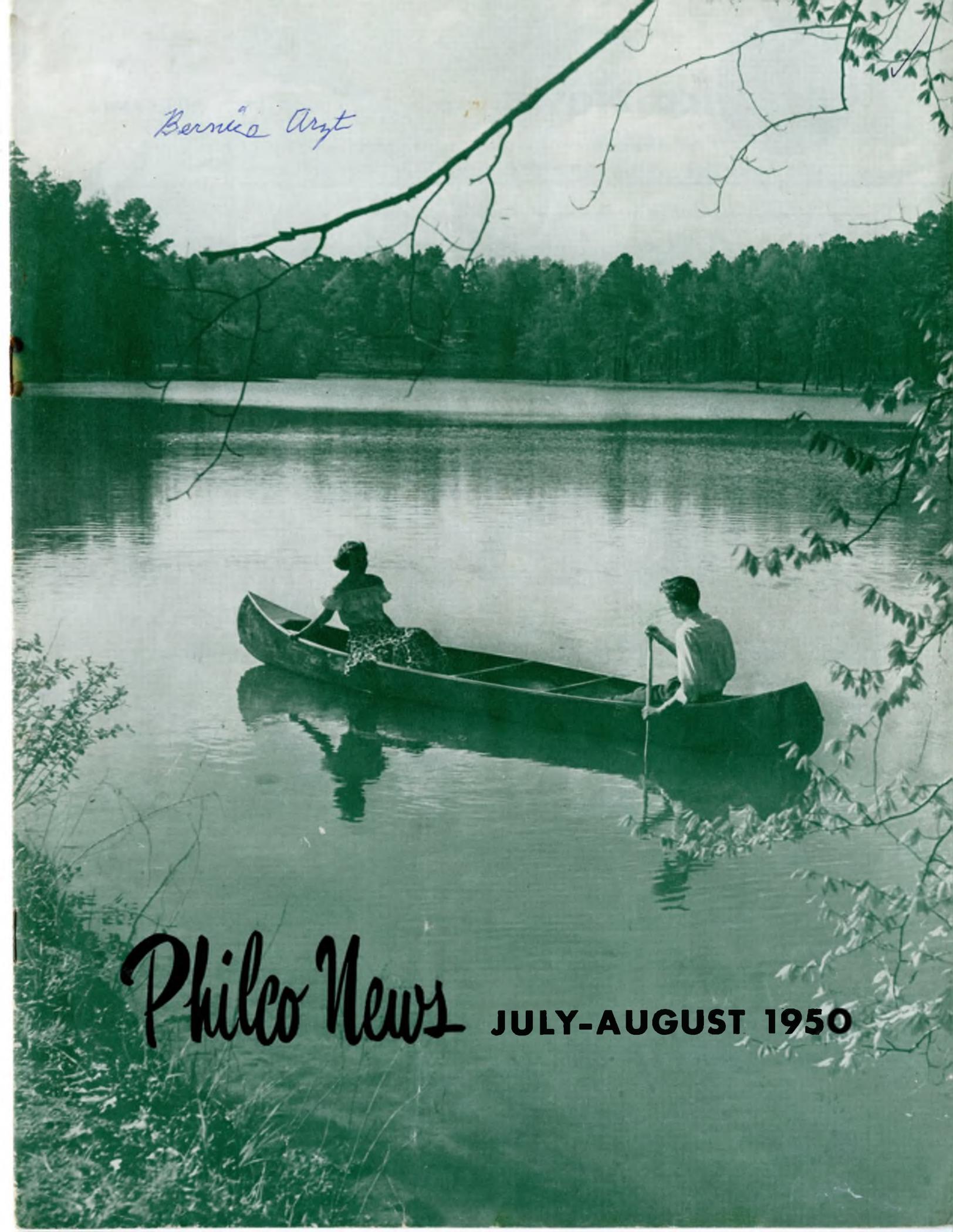


Bernice Aryst

Phileo News

JULY-AUGUST 1950





# Philco News

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J. N. HUNSBERGER, JR., Editor

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## PHILCO FACTS



THE LARGEST CONVENTION IN THE HISTORY OF THE APPLIANCE INDUSTRY WAS HELD IN ATLANTIC CITY WHEN PHILCO INTRODUCED ITS 1951 LINE.



PHILCO ESTABLISHED ANOTHER TELEVISION FIRST WITH THE 3-CAMERA TELECAST OF A BIG LEAGUE BASEBALL GAME IN 1941.



ROCK ISLAND WILL BE THE FIRST RAILROAD IN THE U.S. TO USE A PERMANENT MICROWAVE COMMUNICATION SYSTEM, WHEN PHILCO COMPLETES ITS INSTALLATION THIS MONTH.

AN AIR MEDAL with a Presidential citation for gallantry in action as an aerial gunner in the Bismarck Archipelago in 1944-45 is given Edward A. Gannon, Jr., by Col. Ewart S. Laue, U.S.M.C., officer in charge of reserve personnel for the 4th Marine District. Gannon, who is a quality inspector at Croydon, has been with Philco since his honorable discharge from the Marine Corps in 1946. He is a corporal in the Marine Reserves.



OUR COVER THIS MONTH—One of the pictures brought back by vacationists this month is the one chosen for the cover—a photograph of a boy and girl canoeing on the Westhampton Lake at the University of Richmond, Virginia. Philco employees traveled far and wide this summer. This month, on page 12, we print a few of the vacation pictures. Next month the PHILCO NEWS will carry additional pictures.



▲ CONVENTION AIRLIFT—For its recent Atlantic City conclave, Philco Corporation arranged one of the biggest "convention airlifts" in history, accommodating dealers and distributors in distant cities. Two special DC-6 Mainliner flights of United Air Lines were required for San Francisco delegates, some of whom are shown (from left, front row): Harry Choi, sales manager, Philco Associate distributor, Hawaii; R. N. Berry, sales manager, Philco Hawaiian distributor; James C. S. Hone, manager, Philco Associate distributor, Hawaii; Howard Bjerke, western traffic manager, Philco; (back row): Cliff S. Bettinger, western sales manager, Philco; L. D. Pulsifer, sales manager, Dalco-Philco; Verson S. Dallman, president, Dalco Appliance Co.; W. J. Lee, merchandise manager, Sherman and Clay Co.; Guy Plank, sales vice-president, Dalco Appliance Co.; William Branam, district representative, Philco accessories; T. W. Kirby, district representative, Philco; and Ellis Rehn, western advertising and sales promotion manager, Philco.

## MOST COMPLETE TV AND RADIO LINE IS INTRODUCED BY PHILCO



**PHILCO 1601 BALANCED BEAM, 16-inch television at a sensational low price. There is extra power for "fringe" areas. It has a duplex chassis, high sensitivity tuner, 19 tubes plus 4 rectifiers.**

A new automatic scanning system with a "balanced beam" of electrons, assuring clearer television pictures over the entire tube face, a novel streamlined picture tube called the Neoscope, and a complete remote control unit that fits in your hand are among the features of the new television receivers introduced by Philco.

Stepped-up selectivity with tuned amplification, new high-gain aerials for improved distance reception, a special resistor to eliminate tube burn-out, and a new 3-speed automatic record changer for phonographs are among the features of the new Philco radio line for 1951.

The 1951 Philco television line, including 34 different television models with five sizes of picture tubes, is the most complete ever announced.

New Philco television receivers range in size from a 12½" table model weighing only 44 pounds with 97-sq.-in. picture to a de luxe 20" console television-radio-phonograph with 215-sq.-in. screen and complete remote control. All models include such advances as the balanced-beam scanning system for sharper pictures, new high sensitivity tuner and double-action synchronizing, as well as the Philco tunable built-in aerial, proved by field tests to out-perform other designs.

A major improvement in the new Philco radios is the addition of a special type of resistor which eliminates burning out of tubes due to power surges and greatly prolongs tube life. For years, a fundamental problem

*(Continued on page 4)*

### MOVIE ON PHILCO TV PRODUCTION

A new motion picture that shows the evolution of a modern television receiver, from designer's drafting board to finished product, has been produced by Philco Corporation and is being shown by the Company's distributors throughout the country.

Theme of the new movie, entitled "The Story of Philco Quality in Mass Production," is the precision and careful control of quality in each step of manufacturing television components as well as the complete receiver. The action includes sequences beginning with the felling of logs at the Company's lumber tract and saw mills in South Carolina, through the production of finished cabinets. Manufacture of television tuners at the Croydon plant indicates quality control applied to components. The development and production of picture tubes and television receiving tubes are shown in detail. Manufacturing scenes conclude with a step-by-step portrayal of the production of a Philco television receiver in the Company's plants in Philadelphia.

An interesting feature is a group of historical scenes showing pioneering work in television by Philco research scientists and engineers during the past 20 years. Modern laboratory views are also included.

The film ends with a television receiver in the home of a typical satisfied customer.



**FULL REMOTE CONTROL** for television, plus every de luxe feature in TV-radio-phonograph design, is provided in this magnificent new Philco Model 2176, with 20" rectangular tube and huge 215-sq.-in. picture.



FEATURING the Philco Neoscope, new streamlined picture tube, this Model 1207 television table receiver provides improved performance at the lowest price. Its new high efficiency chassis, automatic scanning system with balanced beam for clearer, sharper pictures, high sensitivity tuner, and electronic built-in aerial system assure better picture and sound quality even in fringe areas.

## PHILCO IMPROVES PICTURE CLARITY WITH NEW "BALANCED BEAM" SCANNING

A new automatic scanning system, with a "balanced beam" of electrons that paints a picture just as clear and sharp at the edges as in the center, has been included in all the new Philco television receivers.

One of the most baffling problems in television has been the fact that picture clarity in the center of the screen has been good, but at the edges blurred, smeary images have been common. This happens because the electron beam in the picture tube may be said to create the television picture out of a great many tiny dots. In the center of the tube, each dot is small, round, clear and in focus. At the edges of the picture, the dots tend to become oval, larger and fuzzy—like an indistinct tiny egg.

Philco research engineers have solved this problem by designing a new tapered deflection unit—the "cosine yoke"—and focusing coil, with associated circuits, that produces a balanced beam of electrons over all parts of the tube face. This means that the dots in the picture are clear, sharp and round at the edges of the screen, as well as in the center.

The new "balanced beam," on which a U. S. patent is pending, is particularly important in maintaining uniformly good picture quality over the entire face of the larger tubes, now gaining in popularity.

Philco has included the new automatic scanning system with the balanced beam in all 1951 television receivers, including models with five sizes of picture tubes, 12½" and 16" round and 14", 17" and 20" rectangular types.

## PHILCO EMPLOYEES GRADUATE

Three employees of Philco were among the recent graduates of the evening school of Drexel Institute of Technology. They are Thomas J. Greenwood, mechanical engineering; Earl Huplits, industrial administration; and John F. Spence, electrical engineering.

## PHILCO'S 1951 LINE

(Continued from page 3)

with ac-dc radio receivers has been the failure of tube filaments due to an unrestrained initial power surge. When the set is first turned on, this surge of power hits tube filaments with six times its normal force.

By adding a special type of resistor that keeps the current flowing into the receiver at uniform level, sudden surges of power are eliminated. Thus, the life of tubes in the new Philco radio line is greatly lengthened.

HANDSOME automatic table radio-phonograph at lowest price in Philco history is this new Model 1330, which features a powerful radio plus the latest 3-speed automatic record changer.



THE ARISTOCRAT of portables, the Philco 633, is one of America's finest performers. In genuine cowhide leather case, this portable has a super-magnecor built-in aerial.



TELEVISION-PHONOGRAPH combination, an innovation by Philco, provides excellent television reception and the latest 3-speed phonograph at low cost. Features of this new Model 1282 include the exclusive Philco Neoscope 12½" picture tube.



# HOW TO LIVE WITH THE HEAT—AND LIKE IT

Those long, hot summer days which most of us dread are here.

But, despite high temperatures, we can be happy and get along nicely with hot weather in plant, office, and home, if we follow a few simple rules regarding clothing and ventilation; by taking in plenty of salt and drinking plenty of water, and by avoiding unnecessary exertion if we feel dizzy or more tired than usual.

## BOWLING SEASON ENDS



**AUGUST ANZUR**, captain of the winning team, the Audit Department, of the Philco Men's Bowling Association championship, receives the President's Trophy and congratulations from **Joseph H. Gillies**, vice-president of operations of the Television and Radio Division, at the bowling banquet.



▲ **MADGE EVANS**, stage and screen actress, recently starred in Jane Austen's "Sense and Sensibility" on the Philco TV Playhouse. The Philco TV Playhouse will be resumed in September over the NBC-TV Interconnected Network.

The kind of clothes and the way we wear them during hot weather are important. Shirts should be open at the collar; underwear should be of lightweight material. Trousers and coats should be made of light, porous material, and shoes should be of the open type to permit air to circulate freely around the feet.

Modern women need little advice on proper dress for the dog days. Years ago they adopted a summer fashion of light clothing which should set an example for men.



**FRANK KARP** (holding envelope, upper left) was again high individual scorer. Karp has held this honor for the past eight years. On the right are general views of the banquet, held at Constatler's. On the left, **J. N. Hunsberger, Jr.**, presents **Stanley Roberts** one of the individual prizes awarded members of the championship team. **George Dale**, president of the association, is seated at the right of Mr. Hunsberger.





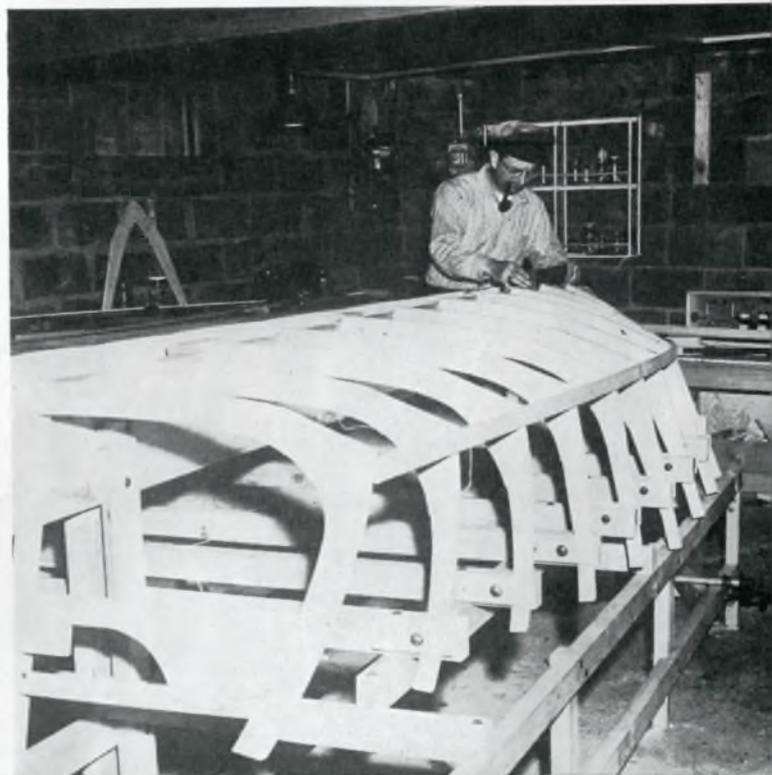
## HOBBIES

(Above) Highly prized maps which call for historical research as well as skill in drawing with pen and ink and coloring with water colors are executed in the after-office hours of Jacob Riegel, a draftsman in the Philco Engineering Department. Riegel, who lives in an interesting eighteenth-century house in Germantown, is well known as an artist, cartographer and historian. Included among the maps he has made is a highly decorative one of modern Germantown bordered by scenes from the early days of the town. He has also executed maps of Germantown Academy, Haverford College, Bryn Mawr College, Princeton, and the University of Pennsylvania. A tercentenary map, drawn for the State of Delaware, a copy of which was presented to the Crown Prince of Sweden when he visited this country several years ago, is also a product of Riegel's skill. In addition to maps, Riegel has made road maps for estate owners; drawn book plates; illustrated books; designed book covers. He has also completed over 100 water color miniatures.

BELOW—If Renn Zaphiropoulos didn't enjoy his job in the Research Engineering Department at Philco, he'd find no difficulty in going on the stage as a professional entertainer. Zaphiropoulos, who does instrumental and singing impressions, has appeared on various radio and television shows. He plays the piano, accordion and guitar. Television affords Zaphiropoulos an opportunity for one of his favorite stunts: the drawing on an easel of the person he is going to impersonate. Zaphiropoulos is a graduate of Lehigh and has done post-graduate work at Columbia.



◀ DRESSMAKING is one of the favorite after-working-hours occupations of Hedy Vilius, shown fitting a dress on one of her two daughters. Hedy is in the television assembly section of Dept. 75 at Croydon.



THREE MONTHS of his after-work hours are being devoted by Charles Simpson to the construction of the boat he is pictured working on. Simpson, a supervisor in the test maintenance department of Dept. 54 at Croydon, makes boat construction a hobby. The one he is building now is a 14-foot-long high-speed hydroplane.



SCENES AT CROYDON during the recent visit of the bloodmobile to that plant. (1) Registration is started by the Red Cross; (2) a medical history of donors is taken; (3) blood donated and a short rest taken, donors partake of light refreshments; (4) Del Kusma, plant manager at Croydon (foreground), and Dan McCarrie, business agent, Local 101, I.U.E., are the first donors at the Croydon Plant.



## BLOODMOBILE MAKES RETURN VISIT

Approximately 400 pints of blood were donated by employees of the Philadelphia plants of Philco when the bloodmobile unit visited Plant 3 dispensary early this month. This was the second visit of the bloodmobile to Plant 3.

Philco's blood donor organization has as its co-chairmen, Henry Peltz and Anne Tucker. Karl Kee has charge of the scheduling.

The recruiting committee consists of: James H. Carmine, executives; Paul J. Wilson, office, 5th floor; Harry Gaul, office, 4th floor; James Carroll, office, 2nd floor; George Baker, Al Donofrio, Pat Orsini and Nelson Radman, Research and Engineering; Fred Claro, Refrigeration Engineering; James Kenny, Joseph McAnulty and Robert Christie, Plant 4; Joseph Albert, Shipping and Transportation; Frank Sinnott, Plant 28; Lawrence Halloran, Plant Protection; Frank Humphries, Maintenance; Ed Toombs, Printing and

Machine Shop; Harry LaRue, Depts. 35 and 46; Jacob Ewing, Dept. 21; Walter Flood, Dept. 20; Dorothy Smith, R.N., Ed Hoffman, Charles Parsons, Richard Playford, James England, Henry Dahlberg and Joseph Hunter, Plant 6; Herbert Bernstein, Charles Weber and John McCloy, Plant 14-22; Andy Martin, Edward Gentner, H. Flannigan and William Bentz, Dept. 81; Ernest Freeman, James Coughlin and Charles Nugent, Dept. 84; Frank Brown, Dept. 88; Peter Samoni, Richard Gray, Felix Kravil and Morris Bennett, Dept. 25; Thomas Hilley, Dan Mularkey, Stella Xaras, Joseph Casterina, Azar George, Michael Nicklavski, Joseph Joyce, Carl Doetsch, James Sands, Joseph McHale, Alberta Lewis, James Hall, Neal Hess and Louis Heinemeyer, Dept. 87.



### REQUESTS FOR BLOOD

All employees of Plants 2, 3, 14, 22 and 28 needing blood for themselves or their immediate families should telephone Anne Tucker, Ext. 406.

All employees of Plant 6, Refrigeration Engineering and Accessories, should telephone Dorothy Smith, Ext. 309.

All Croydon Plant employees should telephone Gwendolyn Adams, Bristol 3304.

◀ MAKING AND FLYING MODEL AIRPLANES is one of the hobbies of Jack Fogarty, Research Dept., shown at left with one of his planes. Fogarty has made several miniature gas motor planes and a couple of gliders. A man of many hobbies, Fogarty includes in his interests geology, ham radio, telescope making, square dancing and other outdoor activities.

# HAPPENINGS AROUND PHILCO



▲ PHILCO'S FIRST VOLUNTEER for the Army after the outbreak of the Korean trouble, William Davis, Dept. 87. Davis, sent to Fort Knox following his enlistment, is the son of Pauline and Lou Davis, both of Dept. 84.



▲ HE'S IN KOREA NOW—PFC Joseph MacDonald, the son of Agnes MacDonald, of Dept. 35, was voted Soldier of the Week by the 19th Infantry Regiment prior to being sent to Korea. He was cologel's orderly while in Japan.



A SHOWER IS GIVEN for Josephine Fitzgerald, Dept. 87, and John Frasca, Dept. 77.



▲ HIS TWENTY-FIFTH BIRTHDAY is observed by Pete Damelio (with cake) at a party in the new cafeteria of Plant 22 given by members of Dept. 83.

**GOLDEN ANNIVERSARY—** Albert Meyer (right), of Department 5857 Model Shop, was the recipient of a handsome present contributed by employees in the Research Division, who were represented by S. A. Robinson (left), project engineer in charge of the Model Shop. Mr. and Mrs. Meyer celebrated their golden wedding anniversary in June and Mr. Meyer his 73rd birthday recently.



A CUP FOR HONORABLE MENTION at the Baby Coronation Pageant, held at the Academy of Music by the Women of the Moose, Camden Chapter 385, was awarded Ingrid Joan Baker. Miss Baker is the daughter of George and Charlotte Baker. The father is in the Research Division. Mrs. Baker is a former employee of Philco. ▼



**EIGHT YOUNG MEN** and women from Ireland get their first look at American industry when they tour the Philadelphia plants of Philco. The visitors are representatives of the Ulster-American Youth League. Andrew Laverty, Dept. 05.1 (extreme right, standing), visited Ireland and Scotland as a representative of the league from the United States last year. ▼



**AN INSCRIBED GOLD WATCH** presented by fellow-employees of Dept. 18 ▲ is held by William Hauck as he accepts the congratulations of Henry Seher, manager of the Production Engineering Department, for having completed quarter of a century of work with Philco. Mike Toohey, president of Local 102, is to the left of Hauck, and Shop Steward Myles Albert is behind Toohey. Present also are department officials, including John McMenamin, Ed Sayers, William Bareiss, Frank Butash and Horace Yerkes.

**MEMBERS** of the Supervisors' Club and their wives at the annual Ladies' Night banquet at Langhorne American Legion Country Club. ▼



**GROUP SINGING** is among the activities of the Research Department at its annual picnic at Mermaid Lake. In the group are Steve Moulton, Lois Moulton, Marcella Hingston, Betty Sayer and Burt Dempster. ▼



**NEWLY INSTALLED** officers for the 1950-51 season of the Supervisors' Club. In the front row, from left, are Frank Butash, treasurer; Horace Yerkes, vice-president; Joe Haelle, president; Frank Young, past president; Harry Wismer, secretary; Ossie Fisher, sergeant-at-arms; back row, from left, Robert Campbell, Alex Caldwell, Mike Greska, Ed Gardner and John Navakowski, directors. ▶



**THE FOOD COMMITTEE**—Connie Bacon and Russ Esray—keeps busy.





MARY COLLINS (right) is the guest of honor at a shower given by Dept. 861 in the cafeteria of Plant 50.



A DOUBLE WEDDING SHOWER—for Rita Diadati (left, receiving gift) and Peggy Wong (right)—was recently celebrated at Croydon. Ed Weikel makes the presentation to Rita; Ed Morris the presentation to Peggy.



A CHECK TOWARD the purchase of baby gifts is held by Matt Toomey following a shower in his honor given in Plant 22 by members of Dept. 83.



A PHILCO ROMANCE is culminated in the marriage of Gene Feeley, of the Accounting Dept., and Mary Dugan, formerly of Dept. 14, at St. Hugh's Church.

# NEWS AND *Philco* NEWS



◀ SURROUNDED by girls from Dept. 84, John Domanico doesn't pay much attention to the birthday cake baked in his honor.

◀ TWO BRIDEGROOMS, Edward Laczowski (right) and John Frasca, display wedding gifts received at a party in Plant 14 given by Dept. 77.

THE ENGAGEMENT of Hugh Johnson, editor of the *Philco Service and Accessory Merchandiser*, and Helen Ruth Skelton was announced recently. They are to be married this month.



A LARGE BIRTHDAY CAKE is presented to Cecelia Newcomb by her supervisor, Edward Marcella, on behalf of the girls in the television assembly section of Dept. 75 at Croydon.

BRIDAL GIFTS were presented to Rita Bednarek, Dept. 87, and her groom, Freddy Camp, Dept. 21, at a party in Plant 3. The couple spent their honeymoon in the Poconos.





A BABY BOND and shower gifts are presented by Raymond Scott to his brother, John Scott (in dark suit) at a party given in Plant 14 by Dept. 77. John is the father of an eight-and-a-half-pound son, Dennis.



GIFTS RECEIVED at a baby shower given in Dept. 81 are held by Edward "Mo" Wills.



FRIENDS in Dept. 84 wish Ann Hughes a happy birthday at a party in her honor.



MARY WILLIAMS (right) is honoree at a shower in Dept. 87.



▲ FLOWERS and a wedding shower are tendered Rita Havel by friends in Dept. 852 at Plant 50.

EVERYONE is in a jolly mood at a birthday party for Virginia McDowell (standing, with package) given in Plant 2 cafeteria by Dept. 84. ▼



A JOINT SHOWER for Marian and Walter Meyers is given in Plant 50 by members of Dept. 861. ▼



MEMBERS of the television assembly section of Dept. 75 at Croydon give a shower for Emily Triszczuk. ▼





VACATIONISTS—(1) Nancy Minicozzi, Dept. 87, strums a ukulele at the shore; (2) William Markowski, Dept. 858, and Genevieve Markowski, Dept. 81, at Lake George; (3) St. Clair Faber, Dept. 14, canoeing on Rancocas Creek, Mt. Holly, N. J.; (4) Alexander Caldwell, Dept. 75, Croydon, and his wife in Quebec, Canada.



FREDDIE MULLER, son of Lionel Muller, of Dept. 14, who was designated by Troop 69 of Croydon to attend the recent Boy Scout Jamboree at Valley Forge. The senior Muller is Assistant Cub Master of the pack.

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KAY HIGGINS, formerly Kay Connor, of the Payroll Dept., and her groom, Marty Higgins, of the Refrigeration Division at Plant 50.



MINNIE MCGUIGAN (with corsage), of Dept. 84, is surrounded by friends at a wedding shower in her honor given at her home.



MARIE MALONEY and Edward Peterson, of Dept. 854 at Plant 50, after their recent marriage. They spent their honeymoon in Atlantic City.



HONEYMOONERS Christopher Currie, of Dept. 854, and the former Jean Pedrick, who were married July 1, went to Atlantic City for their wedding trip.