

PHILCO  
*News*  
AUGUST, 1955



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## PHILCO SPONSORS BEAUTY PAGEANT SEPTEMBER 10 ON ABC-TV NETWORK

Philco Corporation will again this year sponsor the final hour and a half of the Miss America Pageant from Atlantic City over the full facilities of the ABC-TV Network on Saturday, September 10, from 10:30 p.m. until midnight.

Television star Bert Parks has been signed as master of ceremonies for the telecast, with former Miss America, Bess Myerson, again handling TV duties backstage.

Sponsorship last year of the Miss America Pageant by the Philco Corporation marked the first time a national television audience has witnessed the final judging of this famous pageant, and the program was responsible for one of the highest ratings ever obtained on the ABC-TV Network.

### FORWARD MARCH

Because of American managerial experience and know-how, improved machines and techniques, plus the millions of skilled men and women on the production lines of our country's plants and factories, we have come to consider yesterday's luxuries as today's necessities. And our industrial progress continues, as each year industry spends 2½ billion dollars on research to improve current products or to invent new ones.

## Picture Contest

### YOUR 1955 VACATION PICTURE MAY WIN YOU A DEFENSE BOND

Your favorite snapshot taken during this summer's vacation may win one of the prizes being offered by the PHILCO NEWS.

Any Philco employee may enter the contest. Send as many pictures as you like—but send them before the closing date of September 6. The winners will be announced in the September issue of the NEWS.

Only black and white prints will be considered. Color pictures and negatives are not eligible for competition.

You do not need an entry blank. But be sure to include your name, home address, plant and department number on the reverse side of your entry. No picture will be returned unless specifically requested. Philco cannot assume responsibility for loss or damage to any entries, and the Company reserves the right to publish in the PHILCO NEWS non-winning as well as winning pictures.

Winners will be selected on the basis of interest and general appeal. Only one award will be made to any one individual entering the contest. Decision of the judges will be final.

## PAYROLL SAVINGS PLAN OFFERS A BRIGHTER FUTURE

Philco Corporation is co-operating with the United States Treasury Department in a campaign to increase investment in United States Savings Bonds. It is hoped that as many employees as possible will participate in the payroll savings plan for bonds operated in co-operation with the Western Saving Fund Society.

Some employees who are already buying bonds through this plan may wish to authorize increased deductions for bonds of a larger denomination. Those who have not yet enrolled in the plan are urged to take this opportunity to do so.

United States Savings Bonds offer you a safe, sure way to save. Savings created by a program such as this can become a home of your own; equipment for better living; a farm; college for your children; money for emergencies; added income during retirement;

freedom from financial worry. The payroll savings plan is an easy way to buy bonds.

If you are not saving this easy way and wish to do so, speak to your supervisor or timekeeper about it. The procedure is to open a savings account with Western Savings and sign a card authorizing the bank to purchase bonds in your name to be sent to you by mail.

If you save \$1.25 a week, you will own an \$18.75 bond (maturity value: \$25.00) in 15 weeks. If you prefer, you may receive bonds in any of the following denominations: \$37.50, \$75.00, \$150.00, \$375.00 or \$750.00.

Salt It Away the Easy Way!  
Save Every Pay Day.



Horizontal styling is featured in this Philco 21-inch television high-fidelity phonograph combination with electrostatic speaker. This model incorporates Philco's automatic "top-touch" tuning for television, an aluminized picture tube and self-leveling feet. The hi-fi phonograph combines the electrostatic tweeter and dynamic woofer for frequency response up to 20,000 cycles.

Television receivers, which automatically change stations at the touch of a finger, feature Philco's new 1956 television models. Tuning the new set is accomplished by a finger-controlled "treadle bar" which automatically triggers the mechanism at the lightest touch, so as to select, in sequence, all receivable channels in any location. A second "treadle bar" automatically turns the set on or off at the touch of a finger. The new controls are located on top of the set, near the front of the cabinet, where they are convenient for full-scale television operation from a standing position.

A remote control unit for arm-chair operation of the set will be available as an accessory with each model incorporating the "top touch" tuning principle for a small additional sum. Many sets are equipped with a "swivel base" for directional viewing.

Some models have a "picture frame" effect made possible by placing all controls on top of the set, out of sight of the viewer. The television picture is "framed" by a decorative panel in color.

Other 1956 Philco models have "inclined" sounding boards with the

Philco-developed "acoustic lens" for high-fidelity reproduction of sound. Several sets have twin speakers for better sound reproduction in conjunction with the "acoustic lens" system.

Philco also introduced a new 17-inch table model in four cabinet colors—coral, light yellow, hunter's green and mahogany. The cabinets are of lightweight construction to permit easy movement from one room to another.

In addition to printed wiring circuits and the upright chassis, Philco has developed an amplifier tube and micro-grid tuner for outstanding performance in "fringe areas." These new Philco engineering developments overcome outside interference and control picture distortion.

All Philco sets may be equipped to receive UHF stations by the addition of the Philco "plug-in" UHF tuner at an additional charge, depending on the number of channels available.

Twin speakers are featured in this new Philco "Miss America" portable, automatic three-speed phonograph. For more portability, this phonograph has wrought iron legs which fold into the cabinet, making conversion from table to console model easy. Twin speakers set in "V-front" grilles diffuse the sound, and there are "finger-tip" controls for regulating volume and tone.



Cabinet is styled in two-tone tan leatherette.

Philco has announced several new high-fidelity and standard phonographs available to the pub-

lic this fall. They include the first completely transistorized phonograph, a portable model capable of operating on four standard flash-light batteries.

The 1956 Philco phonographs make extensive use of Philco's electrostatic speaker and a new dynamic twin-speaker system and acoustically balanced cabinet which have resulted in a new standard in faithful sound reproduction. A more detailed description of the transistorized phonograph appears on page 5. Philco has attained a higher degree of portability in its new line of phonographs.

Two sets have concealed wrought iron legs to make them easily convertible from table to console models. Twin speakers set in "V-front" grilles give greater diffusion of sound. Models will be available in a wide variety of leatherette colored cabinets.

Castilian charm is reflected in this Philco "Señora," 1956 clock-radio with damask speaker grille overlay pattern inspired by the Spanish mantilla. Available in fiesta pink cabinet styling, this model has a five-tube printed wire panel and an acoustically designed cabinet for superb tonal response. A companion model, "The Caba-



llero," in a masculine design features a geometric Aztec grille pattern.

Philco has introduced completely new lines of table, clock and portable radios for the fall season. They incorporate major engineering changes for improved tone quality and ruggedness.

(Continued on page 5)



EXHIBITS IN THE ROSE SHOW staged in Plant 14 Cafeteria are admired by some of the participants. Judges were Louise Paprzycki, John Burnard and Ted Behnke. Margaret Krause was the grand prize winner. First-prize winners were Margaret Krause, Lou Leshner, Helen Olney, Anne Levinson, Elsie Teti. Second-prize winners were Lou Leshner, Mary Heiser, Stella Johnson, Marion and Charles Darby, Lulu Walcykowski. Third-prize winners were Louise Paprzycki, Mary Heiser (who won in three classes), Pearl Krebs and Helen Olney.

### MUSIC IN THE PARK

The Philco Band has again been chosen to appear in the final concert of the summer series at Pastorius Park. This event takes place on Wednesday evening, August 31, and is free to the public. For the past several years, the Philco Band has attracted large audiences of music lovers to the beautiful amphitheater in the park which is located in Chestnut Hill.

The program has not yet been announced, but it is sure to include several stirring marches as well as other concert favorites.

A crowd of approximately 3,000—the largest of the season—attended the Philco Band concert at the Garden Pier, Atlantic City, early in July. The crowd took in all available seating and the overflow lined the rails or stood at the side of the bandstand.

Prior to the music, Herbert N. Johnston, who conducted the band, was presented with a key to the city by Commissioner Richard E. Jackson, who commented that Philco had frequently chosen that city for its conventions.

### THE CAVEMEN DISCOVERED IT!

The purpose of all production is to provide goods and services for satisfying human needs and desires.

The earliest primitive men—not modern economists—discovered what we call “capital formation.” They found that if, instead of using all their time and energy in hunting food, they devoted some effort to making implements such as clubs or spears, their future hunting would be more successful.

So, productive effort is more effective when a part of it is used first to produce things which then can be used to increase the output of the goods—food or clothing or other consumption products—which were wanted from the start.

That part of production which is used to improve



THIRTY-SEVEN MEN from the Croydon Philco Plant who recently went on a fishing trip from Otten's Harbor, Wildwood, N. J. They left on an early morning chartered bus, stopped for breakfast at Hammonton, N. J., and then started the day's fishing at 6:30 a.m. The committee in charge of the trip was composed of Frank Sims, Peter Yurko, Leo Laczkowski, William Mohr and James Evans.

future production is termed “capital goods” or “capital equipment.” The process of bringing these goods into existence is capital formation.

Capital formation has provided all the tools, machines and buildings which are now used in the productive process. It has provided the factories, and the stocks of goods and raw materials without which industry could not operate.

It has provided our transportation and utility systems, railroads, highways and houses. It is the setting aside of a portion of current output to provide for the future, instead of immediately consuming all that we produce.



A HAND-PAINTED PORTRAIT on a silk scroll of Corp. Joseph E. Brown is examined by his father, Joseph Brown, Dept. 43-503, a Philco employee of many years. Corporal Brown is in the Marine Air Force now serving in Japan. The original photograph was made in this country and then copied on the silk scroll in Japan.

## FIRST COMPLETELY TRANSISTORIZED PHONOGRAPH ANNOUNCED BY PHILCO

The first completely transistorized phonograph has been announced by Philco Corporation. It will be available for sale to the public this fall.

The revolutionary portable phonograph has three tiny transistors, about the size of a pencil eraser, which take the place of all vacuum tubes.

Philco engineers report that the transistor phonograph will play up to 3,000 standard 45 rpm records, using only the current from four standard flashlight batteries. No "plug-in" current is required. Because of the low "power drain," 150 hours of continuous operation is possible.

The completely transistorized portable phonograph is the result of Philco's long research into transistors and their application to consumer products. For the first time, transistors will be used extensively in a familiar item about the home. This phonograph is the second completely transistorized entertainment appliance Philco has made available to the public within a few months. Only recently, Philco and Chrysler Corporation announced that a completely transistorized auto radio, using 11 tiny transistors instead of vacuum tubes, will be available as special equipment on Chrysler and Imperial cars this fall.

Components in the new transistorized phonograph are radically different from conventional phonograph components, the Philco engineers reported. The new set has the smallest turntable motor of any phonograph on the market—a four-volt motor weighing less than three ounces and approximately one-fifth the size of the conventional motor.

Philco engineers developed a speed control to compensate for any loss of power as original batteries grow old. Special provisions have also been engineered in the phonograph's chassis so that fresh batteries can be quickly inserted through a trap door at the bottom of the small, compact cabinet. The transistor phonograph uses a printed wired chassis and four-inch speaker, which result in amazing tone quality in a small portable phonograph.

Among other engineering features of Philco's transistor phonograph is the tone arm which serves as the ON-OFF switch and automatically stops the turntable and turns off set after each record, thereby eliminating excess waste of battery power. No warm-up time is required and records can be played with the cabinet lid closed.

Philco introduced a standard and de luxe version of its transistor phonograph. Both are decorator styled in wood cabinets with fabric covering. The de luxe set is slightly larger to permit the storing of thirty 45 rpm records in a special compartment within the cabinet.

### NEW CLOCK-RADIO LINE

*(Continued from page 3)*

Philco color stylists have adapted 13 color "originals" from Latin America to the new radios. These colors have been arranged in complementary combinations to enhance the decorator scheme of any room.



FIRST TRANSISTORIZED PHONOGRAPH developed by Philco, together with its components, emphasizes the simplicity and small size of the instrument. The "transistor" phonograph operates on four flashlight batteries without "plug-in" current. It will play 3,000 records without battery change. Three tiny transistors replace all vacuum tubes.

The new Philco radios, called "Powertone," use printed circuits which result in more compact chassis and larger tone chambers. The Philco method of print wiring the radio chassis has made possible big radio performance and tonal quality in a small radio for the first time. Because the printed wiring system eliminates the maze of wiring common to conventional radios, more room is available in the cabinet for the tone chamber. The advantage of space within the compact radio cabinet has enabled Philco to use larger speaker magnets for superb tone balance through the entire range of sound. With deeper, richer basses and truer trebles than were possible with earlier designs, Philco acoustic engineers have now developed superior radio reception in all frequencies.

Many new radios incorporate silhouette lighting for both radio and clock faces and illuminated dials and tuning controls in addition to the new grille designs. Automatic features on clock-radios include automatic clock, buzzer alarm, "off" and "on" radio switch, phono-jack, automatic switch for turning on kitchen appliances and "delayed-off" switch which permits up to one and one-half hours of music with automatic shut-off.

Portables have been styled to complement any traveling wardrobe and are ruggedly constructed for out-of-door use. Outstanding in the Philco portable line is the "First Mate," with special marine band for short wave reception and a built-in flashlight; the "Overnighter" is strikingly feminine styling with a built-in vanity case, and the "Sportsters" in a genuine top-grain cowhide case for style and durability.

All Philco portable models operate on either ac or dc power or battery and are equipped to receive civil defense frequencies.



MEMBERS OF THE 1954-55 championship team in the Men's Bowling Association are (kneeling), left to right: Thomas Kelly, Ken-

neth Dougherty; same order, standing: Harry Helm, Herbert Enger, Albert Sessa, Fred Reed, captain.

CHAMPIONS OF THE Men's Bowling League at Croydon are (left to right, standing): William Welsh, Fred Marcell, Eugene Shiber. Kneeling, left to right, are: Andrew Craig, Fred Town, captain; Everett Bentley.



## ONE BOWLING SEASON ENDS— ANOTHER BEGINS

Bowling for the 1955-56 season at Philco gets under way next month.

The season just ended was brought to a close with banquets and entertainments for both the Men's and the Girls' Bowling Associations. Trophies for the championship teams and top bowlers of the year were presented at these functions.

The men's banquet was held at Canstatter's. Champions of the season, Dept. 84, had a score of 2585 (scratch). Runner-ups were the teams from Transportation, Fitters, Standards, Industrial Engineering and Croydon Office.

Kenneth Dougherty, of the championship team, was high individual scorer with an average of 181.

Officers of the Association are: George Dale, president; E. J. Hoffman and Walter F. Freeman, secretaries; Vic Gittens and E. C. Henry, treasurers; Forrest Kline, assistant treasurer; Elmer Hanna and Harvey Minnigh, assistant secretaries.

Cornell team was the 1954-55 championship team in the Girls' Association. High scorer for the year was Ruth Dewey of the Philadelphia League. The girls' banquet was held at Beck's.



**THE CORNELL TEAM** was champion team of the season in the Girls' Bowling Association. It is composed of Marge Schwartz, Catherine Czerwonka, Ruth Dewey, Edith Meyer, Eleanor Finch.



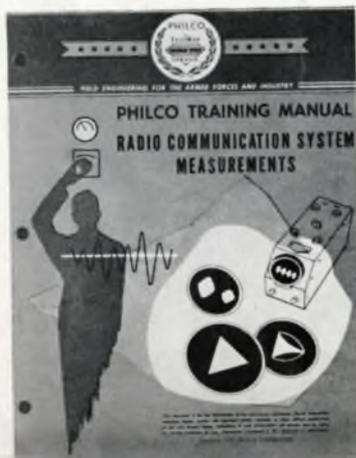
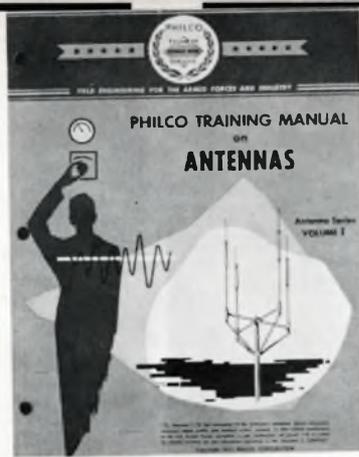
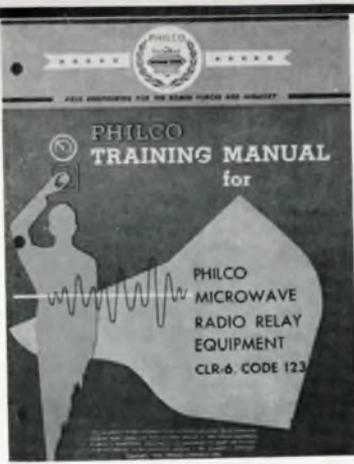
**OFFICERS FOR THE Girls' Bowling Association** for 1955-56 are (left to right): Ida Davis, sergeant-at-arms; Catherine Johnson, treasurer; Kitty Canavan, secretary; Frances Koeneke, president; Anne Johnson, secretary, Croydon; Betty McDevitt, treasurer, Croydon; Marie Stromp, treasurer, Croydon; Evelyn Gross, secretary, Croydon.



**WINNERS IN THE high single games** in the Croydon League. Left to right are: Ada Picciatti, Evelyn Dunn, Violet Coyle, Evelyn Gross, Marie Stromp, Betty McDevitt, Dot Hurley.



**HIGH AVERAGE HOLDERS** for the season are: Marie Stromp, Ruth Dewey and Betty McDevitt.



## TECHREP DIVISION TECHNICAL MANUALS AVAILABLE TO ALL PHILCO PERSONNEL

Philco Corporation, Famous for Quality the World Over, is also internationally recognized as a leading publisher of technical manuals. The writers, editors and specialists in the graphic arts who make up the staff of the TechRep Division's Technical Publications Department have prepared and published manuals on scores of different equipments and subjects, for the use of Philco TechRep field engineers. These publications are in addition to the many different types of manuals prepared by the department for the Army, Navy, Air Force and industry.

Although published especially for the use of Philco field engineers, and never advertised to the public, those TechRep manuals bearing no security classification have found their way to the highly competitive technical market, and have literally sold themselves. Every day orders for these books are received at the department's offices at 18th and Courtland Streets.

Trouble-shooting manuals are currently available covering a variety of military equipments. The training-manual series includes books on antenna theory, antenna construction, cable fabrication, generators and motors, and other subjects of interest to technicians, radio hams and students. Also available is a very practical engineers' data handbook, which was recently published.

For a copy of the Technical Publications Department price list, call P. J. Maher at Extension 5001. He will be glad to give you full information.



THE WORLD LOOKS GOOD to Christine Kelly, aged 7 months, the granddaughter of Christine McCullough, Dept. 11-508, Plant 50.



THE FORMER RUTH R. TOBIN and her husband, Russell R. Rivell, are photographed shortly after their marriage. Ruth is in the Wiring Section of Plant 10.

THE FIRST GRANDSON of George McGowan, timekeeper, Plant 18, is held by the proud grandfather. Billy Schneider was born April 15 and the photograph below was taken when he was one month old.



THIS IS AN AGE of specialization, even in hobbies. William R. Smith, Dept. 21-884, at Plant 8, concentrates in taking photographs of street cars at various locations in Philadelphia. His purpose is to have a photographic record of how our streets looked during his lifetime. Recently, while pursuing his hobby at Olney Terminal, Smith came across a street car with a Philco advertisement. He couldn't pass up the opportunity to snap a picture of it and the above is the result.



▲ JOSEPH RICHARDS (center), a Power House engineer at Plant 1 for the past 15 years, receives a Philco clock-radio as a farewell gift from his fellow-workers upon his recent retirement. He plans to spend the summer visiting friends and relatives in upstate Pennsylvania. From left to right are: Alex Isyak, Clifton Stumpp, Joseph Richards, Herbert Johnston and Fenton Glazier.

A LIFE OF EASE, to be spent with his family, is planned by Anthony Passero (left), who recently retired from his job as a refinisher in Dept. 43-506.





▲ AMONG THE PERFORMERS in the Hi Hatters' Minstrel show put on by Croydon employees are (left to right): Mary Kostelski, Anne Johnson, Celie Newcomb, William Pfender, Betty McDevitt, Irma Eisenhardt, John Lang, Peggy Pfender, Agnes Specht, Elaine Walters. John Dougherty is in the foreground in dance costume.

## MINSTREL GROUP AT CROYDON SCORES SUCCESS AT PARTY

Although the Hi-Hatters' Minstrels have been organized only six months at Croydon, they have already proven highly capable entertainers. The Minstrels started as a joke—to form a band playing toy instruments at the Croydon Bowling Banquet—but William Pfender suggested getting regulation musical instruments and began rehearsals for the band and entertainers.

Members of the orchestra appearing at the bowling banquet were Anne Johnson, Celie Newcomb, Irma Eisenhardt, Peggy Pfender, Agnes Specht, Elaine Walters. End Men were Elaine Walters, Anne Johnson, Mary Kostelski, Agnes Specht. The Ball-in-the-Jack Dance Group was composed of Irma Eisenhardt, Celie Newcomb, Peggy Pfender. Guest stars from the USO were John Lang, John Dougherty, William Pfender.

The interlocutor in the minstrel was Betty McDevitt. She appeared in a pantomime with William Pfender and encored with a tap dance. Floyd Walters, Material Control at Croydon, had charge of building the instrument stands the players used.

ELAINE WALTERS performs in blackface during the Hi-Hatters' entertainment at the Croydon Bowling Banquet. ▼



BIRTHDAY GREETINGS are extended Christine McCullough by friends in Plant 50.



GIFTS RECEIVED at a shower in her honor are examined by Pat Kardish, Salary and Wage, Plant 50.



▲ FRIENDS IN PLANT 50 extend birthday good wishes to Jeanette Trabosh (seated).

AN ADDITION to the family of Chester Pinkas is the occasion for a shower in Dept. 11-507, Plating, at Plant 50. ▼





**GIFTS ARE PRESENTED** to Helen Farrell (right) by Julie Goodchild on behalf of friends in Philco International at a shower in Plant 2 Cafeteria.



**BIRTHDAY WISHES** are extended Supervisor Harvey Rahn (seated, third from left) at a party in the Model Shop at Plant 50.



**A BOUQUET FOR THE BRIDE** is pinned on Miyo Hada (left) by Catherine Logwinuk at a shower in Plant 2 Cafeteria given by members of Philco International.



**A BIRTHDAY CAKE** and gifts are presented to Anne Welsh on her birthday at a party in Plant 50.

## PHILCO MAN AIDS CREW IN DISTRESS

An aircraft disaster was narrowly averted recently near Evereaux Field, France, when two alert control tower operators, one a former Philco employee, gave direction-finding assistance to a Royal Air Force jet which had radioed for help. The control tower men, A/1c Vaclen W. Wagoner and A/2c Frank P. Bomentre, the latter a former tester in the TV section of Dept. 41-502 at Croydon, heard the jet crew calling on emergency frequency that they were somewhere around Paris, had no oxygen and only a few minutes of fuel left. By use of direction-finding radio equipment in the tower, Wagoner and Bomentre guided the jet from a position north of Paris to Evereaux and a safe landing.

**A/2C FRANK P. BOMENTRE**, formerly of Dept. 41-502, now stationed in France.





**GIFTS FROM MEMBERS** of the Industrial Engineering Department are presented to Catherine Brad (third from right) by Jerry Schneider. Thomas Zuccato, of Plant 50, Catherine's groom, was not present when the photograph was taken.

### WE'RE GOING PLACES!

A nation of people going places and enjoying it, with the time and wherewithal to do same, we spend about nine billion dollars a year for auto vacations, the American Automobile Association estimates. This includes all expenses, such as gas, oil, hotels, meals, etc. And the travel agencies, car renters, railroads, airlines and buses are doing right well, too!



**LORRAINE OSOWSKI DONNELLY** and her groom, William Donnelly, following their recent marriage. Lorraine is in the Salary and Wage Administration.

### DRESSED FOR SUMMER COMFORT



**LEFT: THE CHALLENGE** of summer weather is met by three technical writers in Plant 17 by wearing Bermuda shorts. The comfort-at-any-cost advocates are (left to right): Loren Chaney, Watson Mervine and Lew Mudrock.

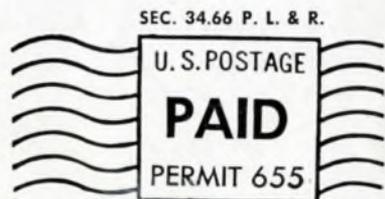


**RIGHT: TONY PRIEST**, a jump checker in Dept. 43-503, led the short pants brigade in Plant 10.



**NO WONDER** Richard Wander, Plant 50 Maintenance Department, is proud of his daughter, Theresa Wander. She is a recent graduate of Frankford High School.

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