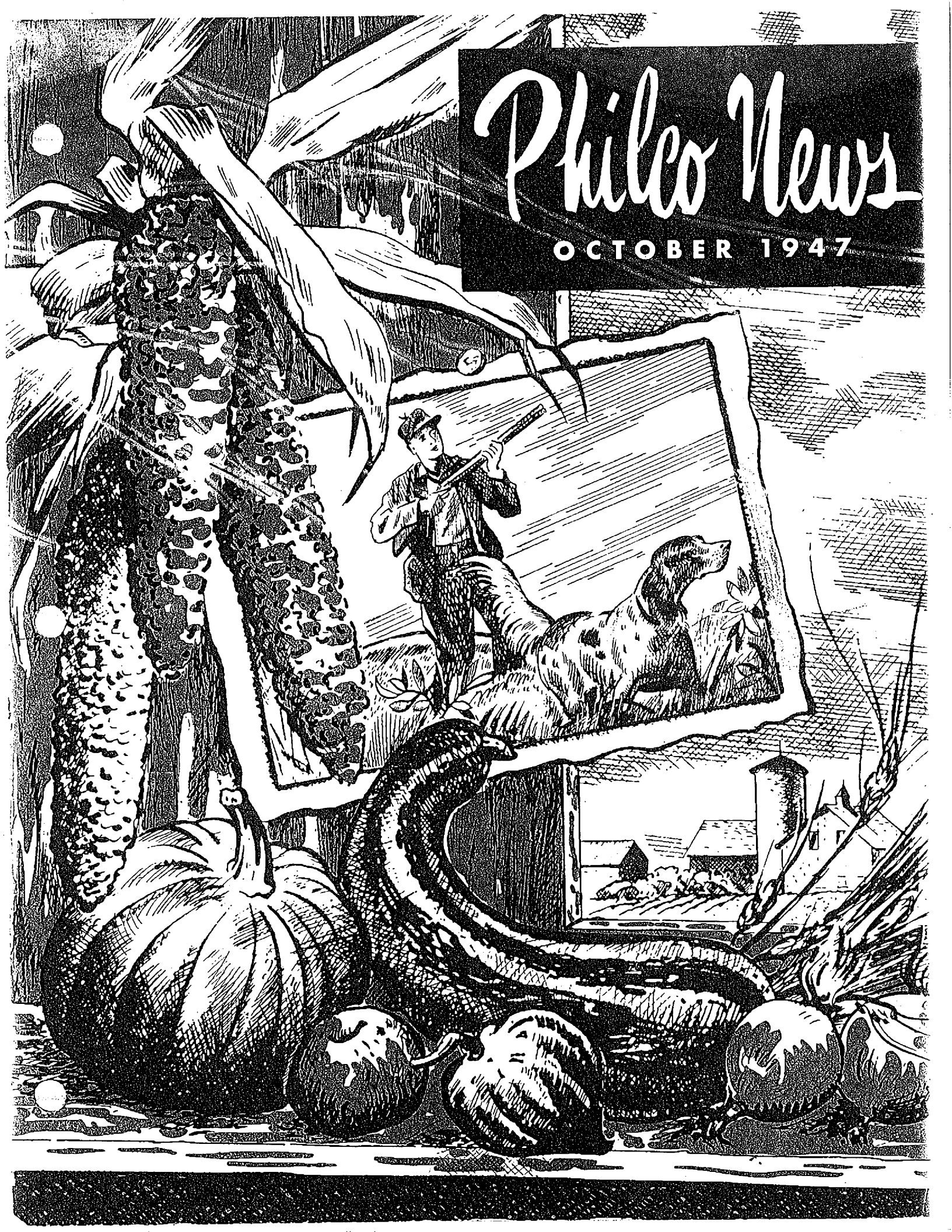


# Phileo News

OCTOBER 1947



## EDITORIAL

With the announcement of President Truman's Food Conservation Plan, all Philco cafeterias immediately inaugurated the observance of Meatless Tuesdays and Poultryless Thursdays. We are really proud of the wholehearted co-operation given by all Philco personnel. Everyone seemed to accept the new menus as a matter of course and as something that should be done.

The United States won World War I and World War II. So many columnists and prominent persons throughout the world feel that World War III is inevitable, we should quickly wake up to the fact that if World War III is to be prevented, we must play the leading rôle in international affairs. People who are starving cannot work right and cannot think straight, because they are easily misled by propaganda such as the Communists are giving them. We can say: "Let these hungry people demonstrate their willingness to help themselves, then we will supplement their efforts with our grain." This is not enough. We must help them now to get through the rapidly approaching winter.

Secretary Marshall has said: "During this critical period in world affairs, food is a vital factor in our foreign policy. The attitude of Americans toward food can make or break our efforts to achieve peace and security throughout the world. From this time on, at least until the end of winter, every man, woman, and child in this country will exert a direct personal influence on the course of international affairs. . . . Our foreign policy has entered the American home and taken a seat at the family table."

We can stop the flood of Communism in Europe with a wall of grain so high that the starving Europeans will forget the danger on the other side of it. Our wholehearted co-operation with the President's program now and over this critical period will do more than any other thing to preserve the peace—and we Americans are a peace-loving Nation.

### OUR COVER THIS MONTH

Artist Paul Froelich gives Philco readers his ideas on autumn this month. An exhibition of oil paintings by Mr. Froelich will be held at The Pennsylvania Academy of the Fine Arts during October.

## PHILCO JOINS IN OBSERVING PENNSYLVANIA WEEK

Philco Corporation joined other Pennsylvania industries in observance of Pennsylvania Week, October 13-19, when an aggressive industrial development program for the state was launched.

Philco leadership in radio, refrigeration and television was stressed in murals at Town Hall, designed to show how established industries have expanded in new fields. Philco has invested heavily in new plants and equipment to attain leadership in television production, to keep in the forefront in radio and phonograph manufacturing, to double refrigerator and freezer production. As a result,

thousands of new jobs have been created in Philco plants in the Philadelphia area.

The object of Pennsylvania Week was to call attention of every man, woman and child in the state to the greatness of Pennsylvania and the importance of keeping Pennsylvania growing.

"The job you hold, the pay check you draw, all depend on the prosperity of this state—and the prosperity of this state depends upon more people coming to live in it and buying Pennsylvania made products," sponsors of the observance pointed out. "It's just good common sense for all of us to be Pennsylvania boosters."

### Kipling's Tribute to the Keystone State

"All in Pennsylvania . . ."

If you're off to Pennsylvania this morning  
And wish to prove the truth of what I say,  
I pledge my word you'll find the pleasant land behind  
Unaltered since Red Jacket rode that way.

Still the pine woods scent the noon, still the catbird sings his  
tune,  
Still the autumn sets the maple forest blazing.  
Still the grapevine through the dusk flings her soul-compelling  
musk,  
Still the fireflies in the corn make night amazing.

They are there, there, there with earth immortal  
(Citizens, I give you friendly warning),  
The things that truly last when men and times have passed,  
They're all in Pennsylvania this morning!

—RUDYARD KIPLING

Be Sure to Listen to PHILCO Radio Time Starring

# COMMUNITY CHEST DRIVE opens Nov. 6

With the slogan "Everybody benefits—everybody gives," the 1948 Community Chest campaign opens November 6 for the raising of \$8,925,000 to insure the efficient functioning of 170 Red Feather health and welfare services in the Philadelphia area.

The purpose of the Community Chest is to enable social agencies to serve the community better, more efficiently and more economically, and to make sure that your contributions purchase the utmost in community health, happiness and good citizenship. Through the medium of one federated campaign, the Chest eliminates the burdensome need of 170 scattered drives by financing all these agencies with one campaign a year. The goal represents the irreducible minimum sum with which the 170 social, health and welfare agencies of the Community Chest can be operated and maintained for the next year.

In addition to financing the operation and maintenance of 170 local Red Feather agencies, the Community Chest is planning to establish several new projects, including a shelter for children, a home-nurses service, a new boys' club, and facilities for the prevention and treatment of tuberculosis.

The community is beset with evils which threaten not only our well-being, but our health and lives. Juvenile delinquency, while decreasing, has not been checked; present hospital standards cannot keep up with rising costs of operation in the face of an increased incidence of disease; family relationships are strained to the breaking point, with the "doubling up" process of living sending divorces to an all-time high; the aged, infirm and handicapped demand, and are entitled to, better care; our veterans, hounded by adjustment problems, require constant advice and assistance. These are typical of the factors which constitute a constant threat to our contentment, security and general welfare.



KAY McCLANE, MISS GREATER PHILADELPHIA, holds placard announcing the goal of the Industry and Finance Department in the forthcoming Community Chest Red Feather campaign for \$8,925,000. Industry and Finance quota represents 60 per cent of the total amount needed.

## PHILCO STATION WPTZ TELECASTING 24 FOOTBALL GAMES

Marking its eighth consecutive season of telecasting football games, Philco television station WPTZ has lined up its most ambitious schedule to date, a total of 24 outstanding college, high school and professional games.

WPTZ, which was the first television station to broadcast a complete football schedule, will televise all home games of the University of Pennsylvania for the eighth year in a row. Six games, including such classics as Penn-Navy, Penn-Army and Penn-Cornell, will be telecast from Franklin Field. All these Penn football telecasts will be sponsored by the Atlantic Refining Company for the seventh year.

The complete card of home games played by the Philadelphia Eagles in Shibe Park and Municipal Stadium is also being televised by WPTZ. Seven rival pro teams

will clash with the Eagles in regularly scheduled games to December 14, and if there is a playoff in Philadelphia, WPTZ expects to televise it. Sponsoring the telecasts of the Eagles games is Philco Distributors, Inc., of Philadelphia.

Three top high school football games, featuring Dobbins Vocational against traditional local rivals, will also be televised on Thursday afternoons from Shibe Park by WPTZ. As a result, during some weeks the WPTZ audience will be able to watch football on three afternoons.

Beyond this program of 16 gridiron battles to be picked up by the Philco television cameras, WPTZ will broadcast eight games originating from WNBT. These games, relayed from New York over the Philco microwave relay network, will include such sell-outs as the Army-Illinois and Giant-Eagles clashes, as well as the Army-Navy game from Philadelphia and Penn-Princeton from Princeton.

**BING CROSBY • Every Wednesday—10 P.M. • WFIL**



THE CHAMPS—Plant 14 team—winner of fourteen straight games in the American League and victor in two consecutive games for the inter-league title.

# PHILCO SPORTS



PHILCO ENGINEERING—Plant 14 team—winner of the National League title and victor in two consecutive games for the inter-league title.

PHILCO ENGINEERING—Plant 14 team—winner of the National League title and victor in two consecutive games for the inter-league title.





TEAM CAPTAINS and officers of the Men's Bowling League organize for the 1947-48 season.

## PLANT 14 VICTORS AS SOFTBALL SEASON ENDS

Plant 14 was champion in the first post-war season of the Philco Softball League. Edward McGarvey captained the victorious team and Joe England was manager.

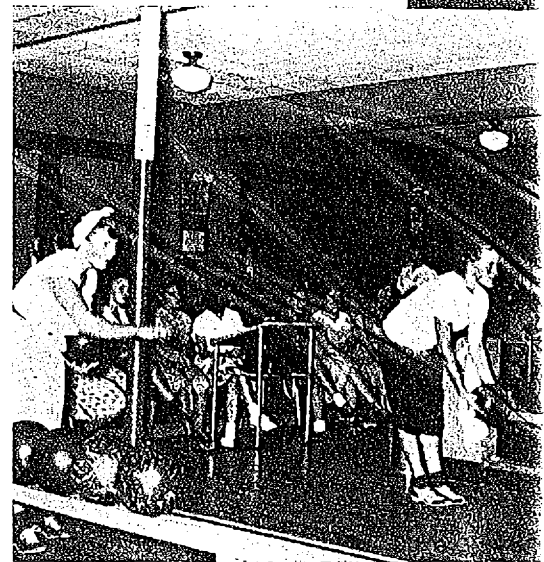
Plant 14 was undefeated in the American League, and followed this up by winning two straight games against Factory Engineering, champs of the National League. Factory Engineering was victor over Dept. 82 in the National League standing.

Morris Lempert was manager and captain of Factory Engineering. J. Starker was captain of the Dept. 82 team and Joe Casterina was manager.

A banquet at the Philadelphia Rifle Club for the award of the team trophy and individual trophies was the concluding feature of the season.



CAPTAINS OF TEAMS and officers of the Girls' Bowling League for the coming year. Left to right (front row) are: Wanda Angel, Sally Cohen, Ruth Gentner; (second row) Anna Boratyn, Kitty Morocco, Catherine Straub; (third row) Virginia Marks, Gertrude Swan; (fourth row) Helen Cleaveland, Etha Brown, Frances Koeneke.



THE 1947-48 SEASON of the Women's Bowling League of Croydon gets under way officially at the Oxford Bowling Alleys.

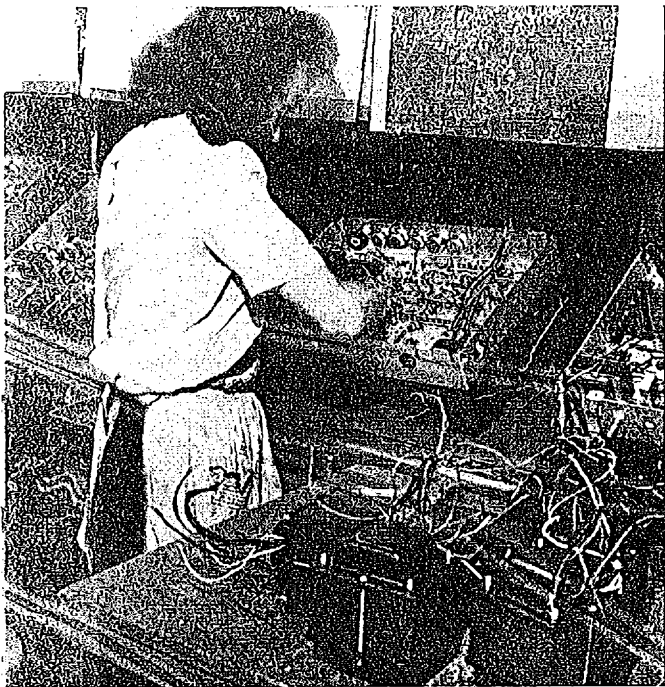
TO THE VICTORS go the trophies—Joseph Lagore, production superintendent of the Philco Radio Division, presents the trophy awarded Plant 14 to Ed McGarvey, captain (left) and Joseph England, manager.



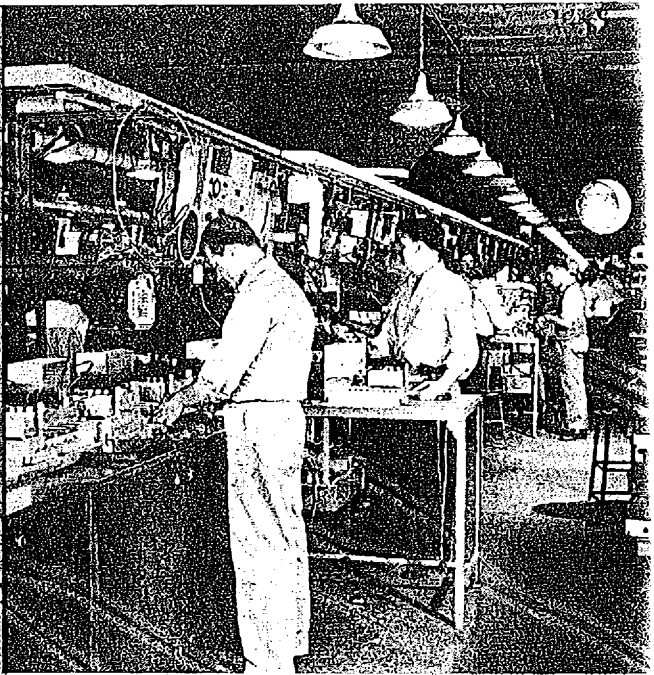
BETWEEN COURSES at the softball dinner at the Philadelphia Rifle Club.



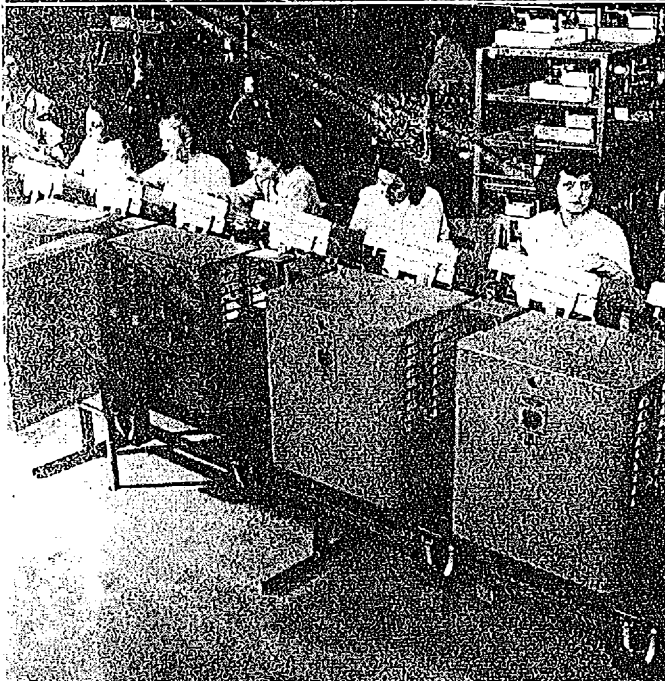
PHILOCO NEWS  
 A DIVISION OF  
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 PHILADELPHIA, PA.  
 PUBLISHED MONTHLY  
 EXCEPT IN JULY  
 WHEN IT IS PUBLISHED  
 TWICE



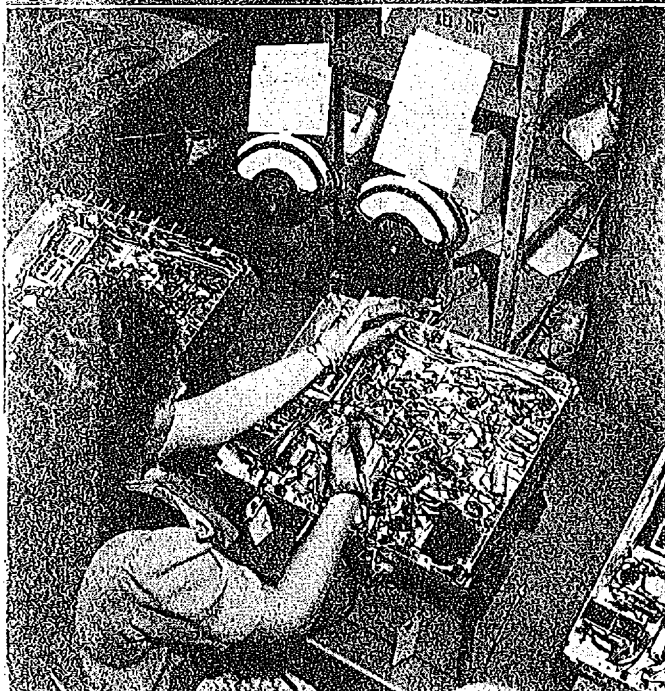
41  
TELEVISION SETS have  
been checked for  
proper operation.



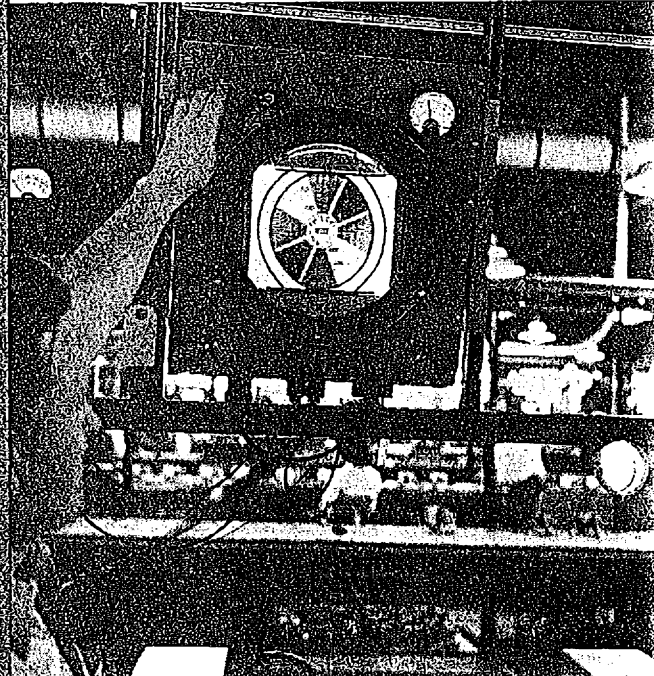
42  
TELEVISION receiver  
shown below is the  
first of its kind. The  
Philco receiver has  
been checked for  
completeness, wiring  
and here are checked  
for performance. No  
incandescent lights  
fluorescent would  
interfere with testing.



43  
ELECTRONIC driver  
shown here. Each elec-  
tronic driver supplies  
a direct current  
conveyor motor power-  
ing a section of con-  
veyor. The girls are  
aligning the chassis of  
television sets on the  
conveyor moving along  
behind the electronic  
drivers. The unit is  
rolled from 2 to 5 ft.  
may be mounted 40  
ft. from television test  
equipment.



44  
FINAL WIRING of the  
chassis of Philco Tele-  
vision Receivers reveals  
the complicated nature  
of condenser, coil  
transformer and wiring  
shown here.



45  
TELEVISION signal  
received by Philco Tele-  
vision receivers is  
passed along the  
cathode ray tube  
line. When the  
signal is clear and  
bright, the receiver  
is ready for use.  
The signal is  
broadcasted  
continually  
by transmitter  
equipment in the plant.

# PHILCO

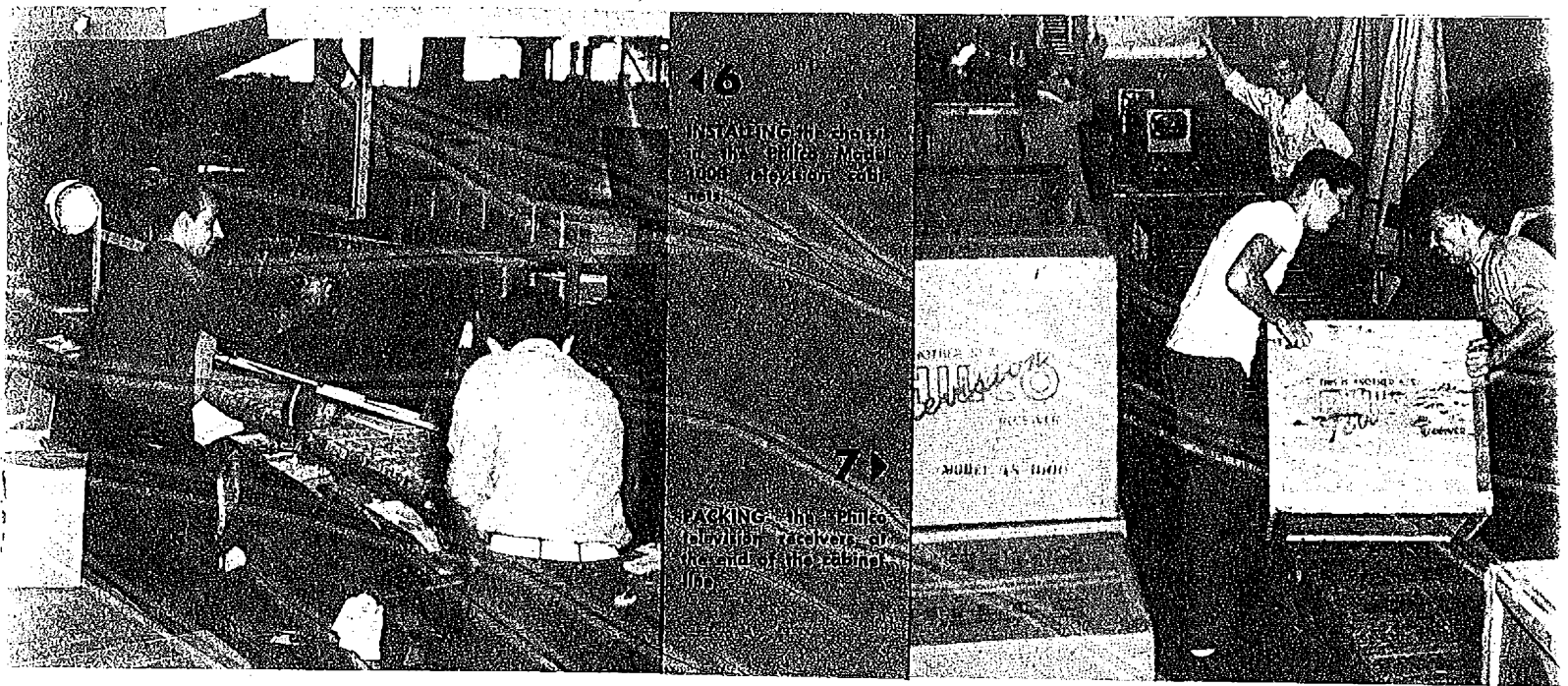
Representing the culmination of 20 years of pioneering research in the field of television, Philco now presents a complete line of television receivers which incorporate the latest research and engineering developments of one of the largest television laboratories in the world.

Philco invested approximately \$4,000,000 in television research and development work before it offered a single television receiver for sale to the public.

Philco has in Plant 3 the newest, most modern and highly efficient television production facilities in the United States. This plant was started soon after V-J Day and completed last fall. Nearly \$3,000,000 was spent to build and equip

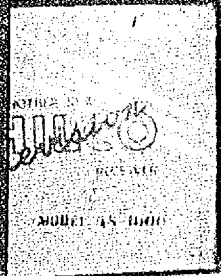
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16  
 INSTALLING the Philco Model 1000 in the control room.

17  
 PACKING the Philco television receiver at the end of the editing.



# The Leader in TELEVISION...

vision plant with the most advanced equipment that was available. Represents the last word in television production facilities.

Television Station WPTZ in Philadelphia has been on the air for 15 years and received a commercial license from the Federal Communications Commission in 1941 and is the second oldest television station in the country.

Since 1932, Philco has telecast more than 10,000 hours of programs, including college football games, major league baseball, championship fights, radio programs, remote pick-ups, and programs from other cities, and motion pictures.

The enthusiastic response which these

programs have aroused gives practical evidence of the great public interest that already exists in television.

In October, 1941, Philco inaugurated a radio relay system to carry television programs from New York to Philadelphia. Three years ago, a relay transmitter link was installed near Princeton, N. J., to replace the previous experimental installation. This marked the beginning of the first regularly scheduled television relay system capable of providing commercial service in the United States.

This relay system makes possible the exchange of both commercial and sustaining television programs between New York and Philadelphia. Philco is

thus able to bring many of the Nation's outstanding television programs to Philadelphia.

In turn, programs of general interest originating in Philadelphia will be sent to New York. This will be the first regular two-way television service in the history of the industry.

Philco believes that 1947 will mark the beginning of television as an industry, and that its growth in the years ahead will be little short of amazing. Philco has made its plans to take its place as the leader in this great new television industry as it has in radio for the past 17 years. Its progress toward television leadership is already setting pace for the industry.



18

TYPICAL HOME AUDIENCE enjoys a football telecast on the new Philco projection television receiver which provides a clear picture 15 inches high by 20 inches wide. Because of its new optical system and screen design, this receiver gives greater brightness and better contrast than other projection sets, and can be watched in a brightly lighted room. As many as 300 people have watched a telecast on one of these Philco television receivers.

*Philco News*

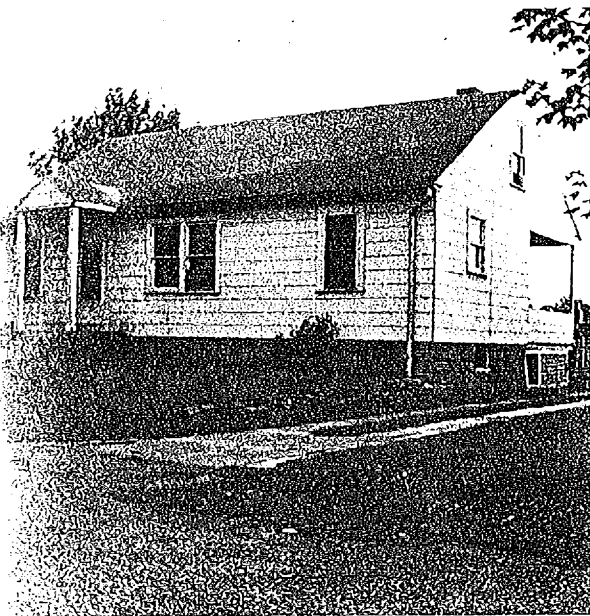


▲ THE SCHUENEMANN HOME at Churchville is inspected by the owners. They occupy the left wing and hope soon to expand their housekeeping to the right wing when Schuenemann puts the finishing touches to that.



# So they built their own . . .

◀ THE LOCATION of a clothes closet is pointed out to Mrs. Schuenemann by Rudy Schuenemann, production superintendent of Depts. 82-87, on the doorstep of their home at Churchville. Schuenemann designed and constructed this structure in his spare time.



▲ THIS ATTRACTIVE HOME is the handiwork of Lionel Muller at Croydon. Muller, who drew the plans and built the dwelling without outside assistance, is a member of Dept. 14.



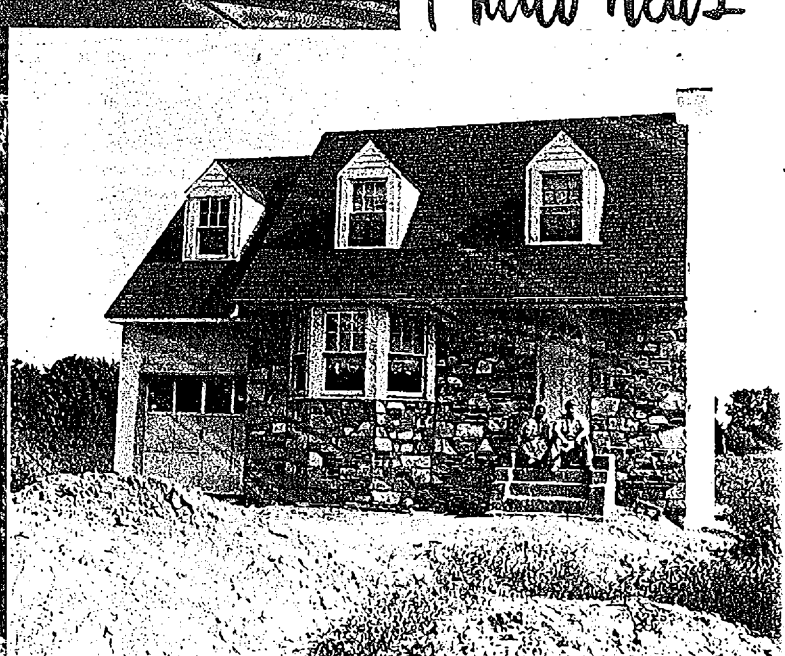
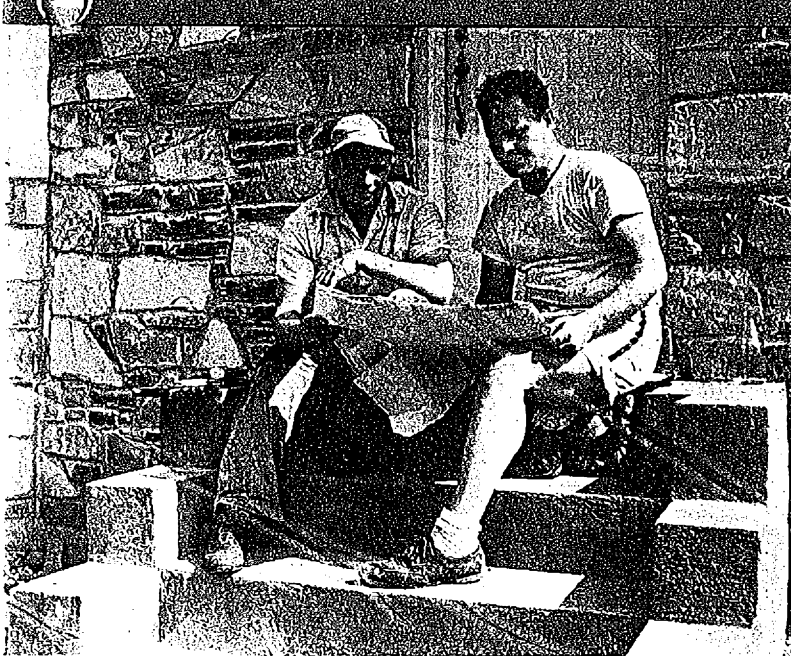
ALTHOUGH AL STEMMER has completed ▲ work on his home at Neshaminy Falls, he still finds lots of odd jobs to do in adding improvements. Stemmer, laying foundations for a garage, above, is a supervisor in Dept. 82.



◀ A DRINK OF WATER is brought William Patterson after some heavy digging in the garden by his wife, Eleanor Arthur Patterson, Dept. 81. The Pattersons have a 6-room house with bath and garage, on Route 1, South Langhorne.



# Phileo News



(LEFT) Paul L. Cloud (left) and William Patterson, Dept. 21, look over plans Patterson made for a home before he went overseas for twenty months of service. Upon his return, Patterson solved the housing shortage by building his own home. (RIGHT) It took week-ends for almost a year before Paul L. Cloud, Dept. 85 (shown with Mrs. Cloud, seated on the front steps of their home at South Langhorne), was satisfied that he had the home of his dreams. Cloud was awarded the Purple Heart as a result of being wounded in the Battle of the Bulge.

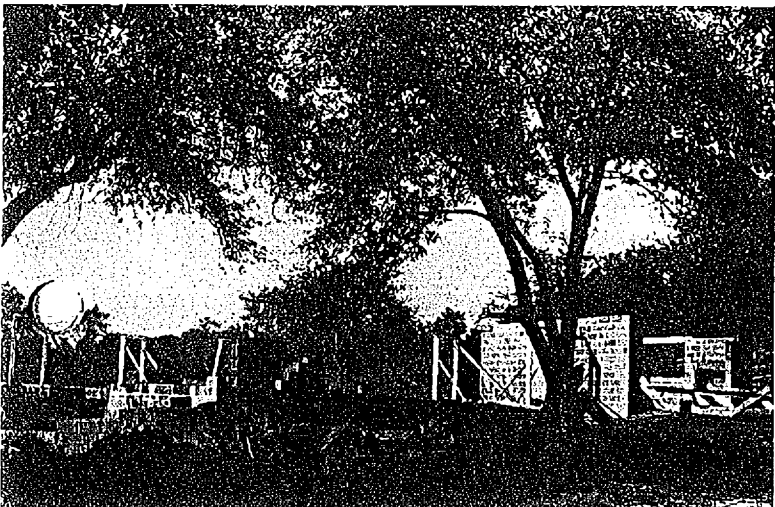
THE housing shortage has been met—and beaten—by a number of Philco employees who have built their own homes after working hours, over week-ends, and during vacation periods.

In many instances the completed home represents the owner's unaided efforts from the drawing of plans to the final paint job. Some

of these adventurers in home building and their homes are shown on these pages. They are representative of the Philco employees who have undertaken the task of answering the housing shortage by action. They have in all instances shown surprising skill and ingenuity in meeting the problem of securing materials and in actual construction.

GOOD WEATHER on week-ends this fall is hoped for by William Whiteman, whose start on a new home at Churchville is shown below. Whiteman, production superintendent of the Export Radio Department, is doing all of the building himself.

EVERY MEMBER of the James Ellis family—except the youngest—registers interest in the Ellis home plans. Ellis, an ex-GI, now a member of Dept. 75, is completing work on his home on Newportville Road at West Bristol.





# The Matrimonial Corner

◀ ENGAGED—Kay Walls, Refrigerator Division at Plant 6, and Frank Kerr, who attends the Glassboro State Teachers' College, recently announced their engagement.



A PHILCO RADIO, of course, was the choice of Dept. 75 as a wedding gift to Gloria Buccin. Members of the RF Section, Dept. 75, Croydon, are shown at a dinner, where Joe Shelton presented the gift to the bride.



CROYDON ENGINEERING personnel line up for the photographer after a luncheon at Plant 20. Standing, in the usual order, are: Stanley Nazian, Charles Simpson, Everett Bentley, William Pitts and Harold Walker, chief engineer; kneeling are Serge Loginow and Chris Pellegrino.



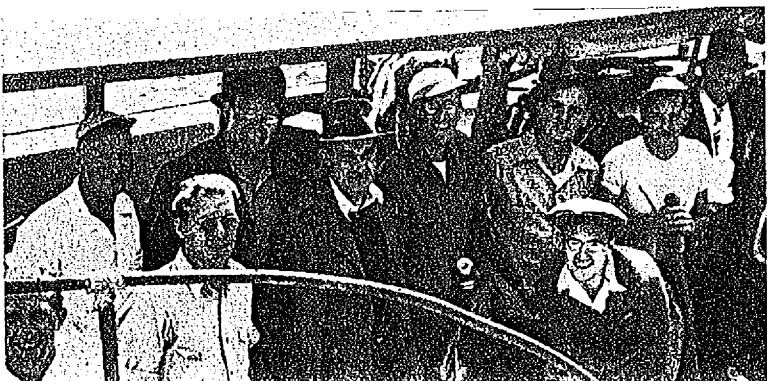
◀ DEPARTMENT 20 WEDDING—When Kay Manton and John Martello, of Dept. 20, were married recently, the guests included a large number of their friends in the department. From left to right are: Elmer Forgas, Charles Overington, Mr. and Mrs. Martello, all of Dept. 20; Ed Rush, Dept. 21; and Eddie Laskowski, Dept. 82.



WEDDING GOWNS are studied in the latest fashion books by Kay Beccaria, Dottie Scarlett and Dorothy Swartley, all of whom have recently become engaged. They are all employed in the Accounting Department at Plant 50.

*Here and There at Philco*

FISHING PARTY—Members of Dept. 21, Test Engineering, embark on the *Izaak Walton* at Cape May for a day of fishing. In the photograph are: R. Walker, H. Brough, H. Reichert, R. Crowin, J. Slawek, V. Shuttleworth, G. Scott, E. McGarvey and M. Ames.



PHILCO-ITES IN NEW YORK—Five members of Dept. 77 pose for a souvenir photograph of their visit to New York. They are, left to right (rear row): Marie Crosson, Ann Clark, Eleanor Burnard; (front row) Eva Reim, Mary Szukalski.





◀ CROYDON'S "VOICE WITH A SMILE"—All incoming and outgoing telephone calls at Croydon are handled by PBX Operator Cecilia (Che-Che) Cacchie.

ADMIRING PHOTO-GRAPH of grandchild—Helen Richards, Dept. 85, is one of the youngest grandmothers employed at Philco.



▲ CONGRATULATIONS upon becoming a father are extended to Norman Adams (left) by his supervisor, Clyde Treffisen, at a party given the proud father by members of Dept. 85.



▲ FOOTBALL STAR—Jimmy Williamson (No. 10) is an important member of the Kensington Ramblers' football team. Jimmy works in Plant 50.



*Birthday Greetings*





# Philco News

## PHILCO OFFERS TO LICENSE OTHER MANUFACTURERS TO USE 700 OF ITS PATENTS AND INVENTIONS

Marking one of the most important developments in the history of radio manufacturing, Philco, which has led the industry in radio receiver sales every year since 1930, is offering formal licenses to all set manufacturers to use, subject to royalties, its patents and inventions in the radio receiver, electrical phonograph, and television receiver fields.

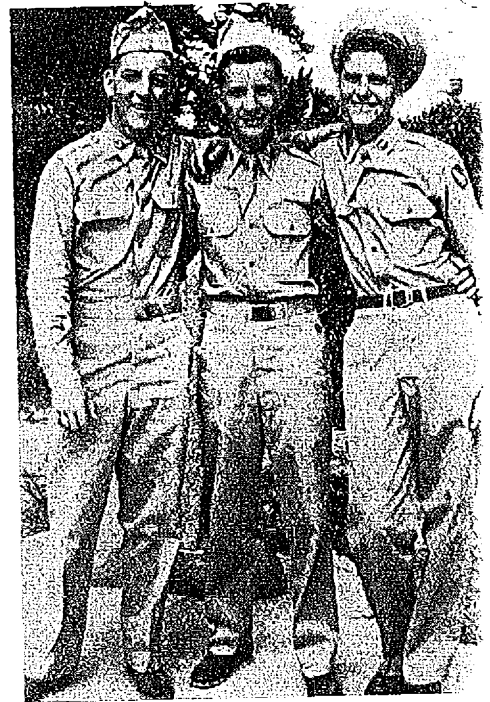
Approximately 700 Philco patents and inventions are thus being made available to the rest of the industry, according to John Ballantyne, president. Included among many outstanding developments are the Philco Advanced FM Sys-

tem, which is a basic new circuit with numerous advantages over older FM systems; the electronic voltage regulator; the Philco large-screen projection television system with the micro-lens screen, which is widely regarded as a major advance in the television art; and a new method of playing records which is incorporated in the Philco 1201, the largest selling radio-phonograph ever produced.

Radio Corporation of America, the General Electric Company, and Westinghouse Electric Corporation have already been licensed to use these Philco patents and inventions, according to Mr. Ballantyne.



LOTS OF FISH and lots of fun were reported by this group from Dept. 77 on a fishing excursion on the *Kathleen "B"* out of Angle Sea, N. J. In the group are Frank Henninger, Frank New, Louis Riccio, Edwin Morris, Henry Pensyl, Joseph Kroez, Harry Griffith, Vito Amoroso, Thomas Toomey, Harry Karbach, William Green, John Highland, James McDermott, Rudy Cloud, James Bridge, Fred Mosebach, Filanion Justinian. Mr. Mosebach won the pool with an 8-pound flounder catch.



IN THE ARMY NOW--Three former Philco ticket boys--Bud Hayden, Dept. 27; Norman Hoffman and Charlie Stone, Cost Accounting--report that they are enjoying life in San Antonio, Texas, as members of the Army Air Corps.

### YES, SUGGESTIONS PAY OFF

In the hallway of John Conline, writing this story, a man who is always smiling and who is always ready to help you, is Mr. Conline, with the address, 1000 Broadway, New York 10001.

