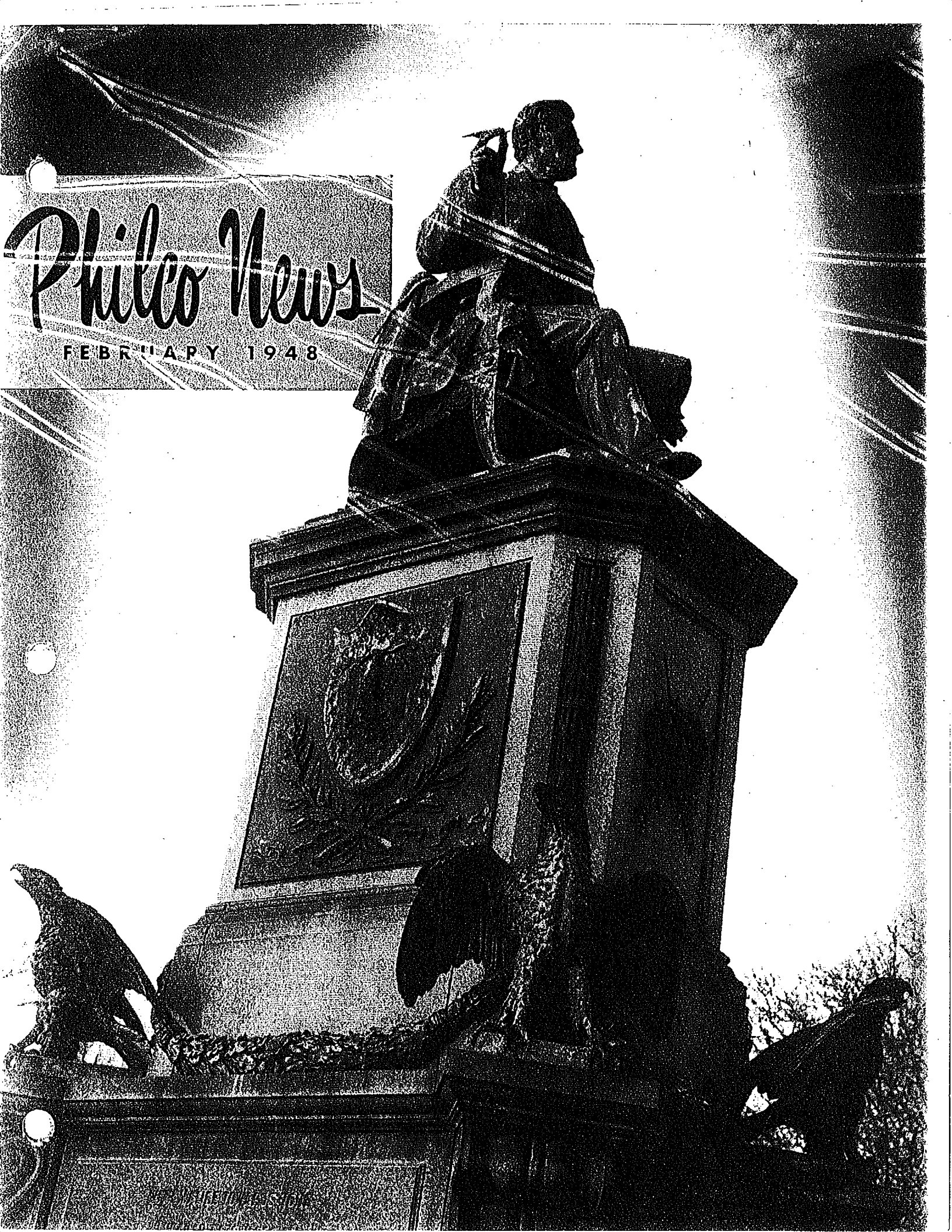


Philco News

FEBRUARY 1948



Philco News

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J. N. HUNSBERGER, JR., Editor

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EDITORIAL

February is the month in which we pay particular tribute to two great Americans — George Washington and Abraham Lincoln.

The influence of these two patriots is felt throughout the year, but it is in the month of their birth that we give special thought to their lives and to their precepts which have meant so much to all of us.

Embodying as they do the highest ideals and traditions of America, Washington and Lincoln stand in the foreground of those who have helped establish and keep liberty and justice untrammelled in the United States. Their greatness of mind and character is both an example and an inspiration. It is not enough, however, that we merely pay homage to these men. They have left us a great heritage of freedom and justice. It is up to every one of us to do our utmost to guarantee that these noble principles shall continue to guide our Nation.

OUR COVER THIS MONTH

Something of the indomitable spirit of the Great Emancipator has been caught in this photograph of the Randolph Rogers statue of Lincoln at the intersection of East River and Sedgley Drives, Fairmount Park. The War-between-the-States President is holding a copy of the Emancipation Proclamation.

EXECUTIVE ORGANIZATION OF PHILCO STRENGTHENED BY CHANGES

In a further expansion of the executive organization of Philco Corporation to handle its greatly increased volume of business, Thomas A. Kennally, who has been Vice-President in Charge of Sales, has been appointed Vice-President and Assistant to the President of Philco Corporation to assist in the over-all direction of the Corporation's activities, John Ballantyne, President, has announced.

At the same time, James H. Carmine, who has been Vice-President in Charge of Merchandising, has been named Vice-President in Charge of Distribution for the Corporation and in this newly created position he will be responsible for all Philco sales, merchandising and advertising activities. He has been connected with Philco in positions of increasing responsibility since 1923.

NEW TELEVISION RECEIVERS MARKeted BY PHILCO

Philco is now marketing a new direct-view 23-tube television receiver using a 7-inch cathode ray picture tube to retail for \$199.50 plus excise tax and antenna installation, a price far lower than any comparable receiver.

"This new Philco television receiver, Model 700, represents the latest developments in the television art, and at \$199.50 it is by all odds the greatest buy in the television industry," James H. Carmine, Vice-President in Charge of Distribution, states.

At the same time, Mr. Carmine announced that Philco is bringing out a new television receiver with a 10-

Expanded Duties for Joseph H. Gillies as V.-P. in Charge of Radio Division Operations

Joseph H. Gillies, who has been Vice-President in Charge of Radio Production since 1942, has been appointed Vice-President in Charge of Radio Division Operations of Philco Corporation. In his new capacity, Mr. Gillies will co-ordinate engineering, purchasing, planning, material control, and production of all Philco radio, television and other electronic products.

Mr. Gillies joined Philco in 1929 and was a member of the factory engineering organization for several years. In 1939 he was named works manager of the Company and in 1942 he was appointed Vice-President in Charge of Radio Production. During the war, under his direction, Philco produced over 500,000 complete radar equipments for the Army and Navy. He was elected to membership on the Board of Directors of Philco Corporation in 1947.

inch picture tube, Model 1001, which is priced at \$339.50 plus excise tax and installation.

"We believe that Model 1001 is the finest 10-inch television receiver ever manufactured, and we are delighted that ways and means have been found to bring it to the public at this exceptionally low price."

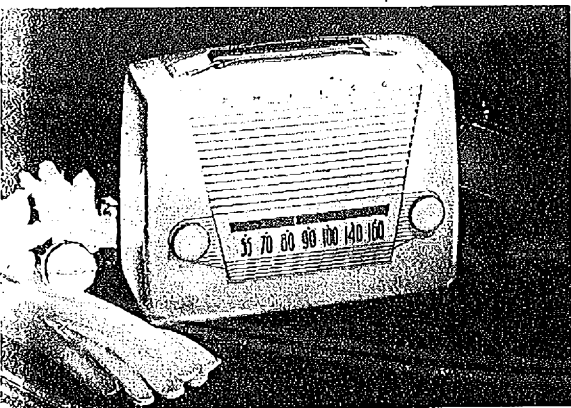
"COLD" FACTS

THE BIGGEST MICROSCOPE CAN'T SEE THE COLD BUG... NOBODY KNOWS ANYTHING ABOUT ITS SHAPE... SIZE... EVEN WHETHER IT'S ALIVE!

ONLY MAN AND CHIMPANZEES SUFFER COLDS... DOGS, CATS, RABBITS AND OTHER LOWER ANIMALS CAN'T CATCH COLDS.

TO GET OVER A COLD GET PLENTY OF REST, EAT AND DRINK NORMALLY, CALL YOUR DOCTOR IF IT GETS WORSE.

TO AVOID A COLD... AVOID PEOPLE WHO HAVE THEM... KEEP OUT OF DRAFTS, WEAR YOUR RUBBERS WHEN IT'S WET.



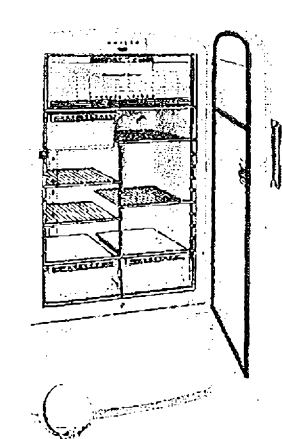
▲ A NEW PLASTIC portable radio, in four colors, is the Model 602. It offers Philco quality portable-radio performance at a new low price.



▲ THE NEW AUTOMATIC WAY to play a record, invented by Philco, is presented for 1948 in the Model 1401, with an original cabinet and tone control.

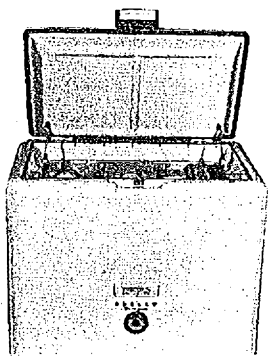


▲ THE PHILCO Electronic Scratch Eliminator and FM reception is offered for the first time in a console Radio-Phonograph of medium price in the Model 1286.



PHILCO FREEZER MODEL ▲ AH-51 — Containing three separate compartments for sub-zero storage, with the

◀ THIS 1948 PHILCO REFRIGERATOR provides many new Advanced Design features housewives have asked for and gives bigger capacity, 8 cu. ft. instead of 7, in the same kitchen space.



PHILCO CUTS PRICES OF 1948 LINE UP TO 25 PER CENT

With the introduction of its 1948 line of 9 new refrigerators and 4 freezers, Philco has announced that it is reducing prices on new models not only by giving the consumer larger boxes and more features at the same price, but by actually reducing list prices by as much as \$20 on some models that are comparable with those of last year.

New Series of Philco Products for 1948 Available

The new 1948 line of Philco radios, television sets, refrigerators and home freezers, soon to be available to the public, have just been shown to 27,000 Philco dealers at a series of meetings and open houses throughout the United States.

REFRIGERATORS AND FREEZERS

Nine new models, ranging from 7 cubic feet to 11.2 cubic feet capacity, are in the 1948 Philco refrigerator line, which offers greater storage capacity and new conveniences for the housewife at prices that represent the greatest values in Philco history.

The new refrigerators provide for bigger capacity in the same kitchen space. For instance, the new Philco Advanced Design Model 887 affords 8.7 cubic feet in the space formerly occupied by a 7-foot refrigerator—or about 25 per cent more capacity. Every shelf in these new Philco models can quickly be adjusted so that the housewife has a made-to-order refrigerator. Using the new transparent plastic Conservador, she gains additional shelf space and can see the inner food compartment while keeping the Conservador closed.

Made to give top performance in any climate, the new Philco refrigerators achieve balanced humidity with the summer-winter control that keeps foods correctly moist-cold, whatever the weather. An added advantage is the new king-size, super-power system, hermetically sealed, which delivers 24 per cent more power. The auxiliary cold shelf in Advanced Design models assures crisp lettuce and other vegetables and fruits even in torrid temperatures.

Four new Philco freezers in three sizes, 2½, 5 and 7¼ cubic feet, have been designed with facilities for both sharp freezing and storage of frozen foods to meet the needs of families of various sizes and income groups.

All Philco Freezers incorporate a hermetically sealed precision power unit, with surplus freezing power, to achieve required sub-zero temperatures. A guardian bell rings automatically at 12 degrees above zero to warn of electrical or mechanical failure. Efficient design, with factory-set temperature controls, assures good performance under all climatic conditions.

OUTSTANDING NEW RADIO LINE

Philco's automatic way to play records, the 1401, in mahogany and ebony, attracted particular attention at the meetings. This table radio-phonograph, blending with any style of furniture, is ac-

In radio, Philco also set a new standard of values for the radio industry with the introduction of a three-way portable (Model 602) priced at \$29.95 less batteries, as compared with \$39.95 for the lowest-priced portable offered last year by the Company, and six other new radios and radio-phonographs ranging in price from a straight console receiver Model 485 at \$119.95 to radio-phonograph model 1290 which features every broadcasting service from standard AM and short-wave reception to the revolutionary Philco Advanced FM circuit, Dynamic Reproducer, Electronic Scratch Eliminator, and the added benefits of ample record storage space in an authentic Chippendale cabinet at \$369.50.

Additional striking evidence of the extent to which Philco is giving greater radio values is found in Model 1282, which sold for \$179.95 in a mahogany cabinet last year and has now been brought out in a beautiful walnut cabinet for \$169.95; and an even greater price reduction is found in Model 1286, a de luxe radio-phonograph combination, with FM service, in a mahogany Georgian cabinet priced at \$299.50 as compared with \$329.50 for Model 1266 which it replaces. Attracting special attention is Model 1284, a radio-phonograph combination priced at \$199.95 with the advantages of a greatly improved cabinet design with many new features, including ample record storage space.

These price reductions have been made in line with the long-established Philco policy of giving the public greater values, not by cutting prices on existing models, but by lowering prices on new and improved products as rapidly as possible.

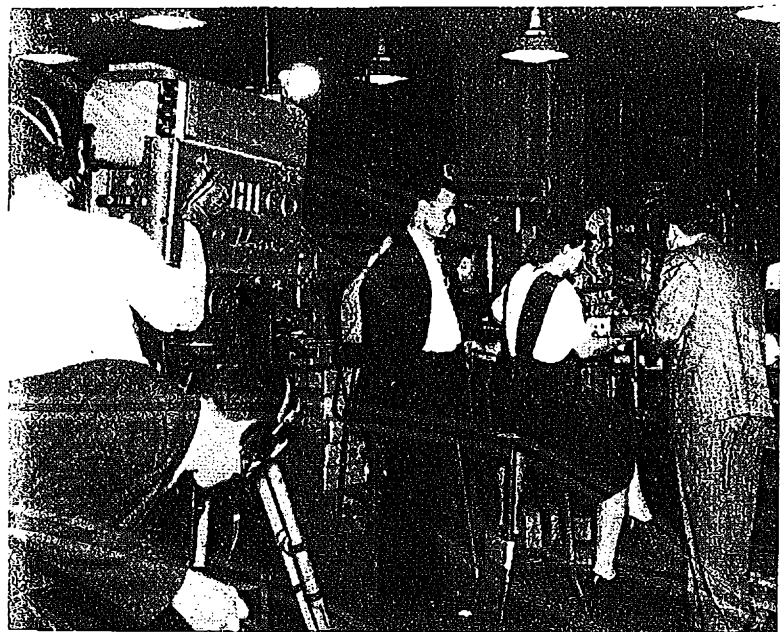
centered by a gold-colored metal grille and brilliantly lighted dial.

Four new radio-phonograph consoles with record storage space, a powerful radio console and two new plastic portables complete the additions to the 1948 Philco radio line.

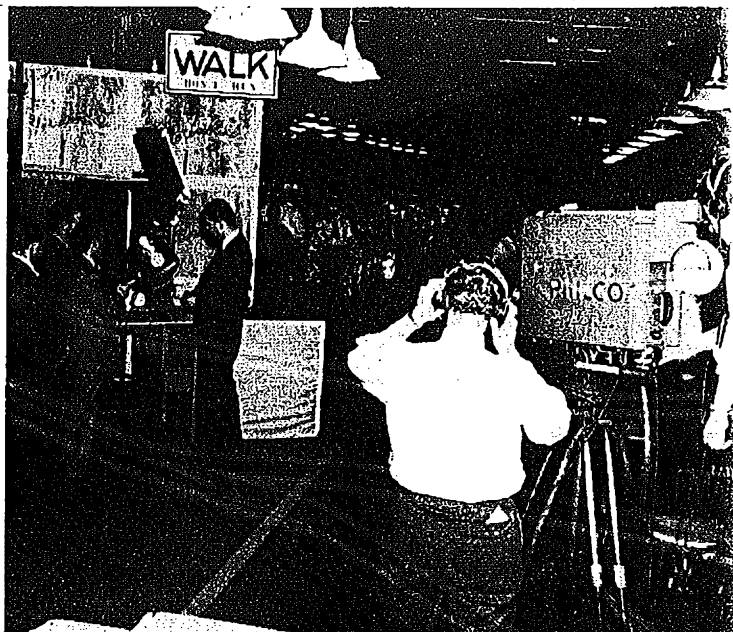
Headed by the most popular console radio-phonograph in the world, the four new Philco radio-phonographs are housed in cabinets of superlative styling with generous record storage space. This added utility and beauty are backed by the famous Quality factor that has made Philco the leader in the radio industry for the past 17 years.

The outstanding feature of two new models is the Electronic Scratch Eliminator, a development of the Philco laboratories, which automatically eliminates audible record noises and retains the brilliant overtones in the reproduction of music.

FM, short wave and standard broadcast reception, a featherweight tone arm with permanent jewel point, automatic record changing, built-in dipole antenna for FM reception, and broadcast-studio quality of tone are a few of many Philco radio and phonograph features for 1948.



JOSEPH LAGORE, General Manager of Philco Radio and Television Production, and Announcer Graver interview Catherine Czerwonka, a riveter who attaches tube sockets to the metal frames for the chassis of Philco television receivers.



DAVID B. SMITH, Vice-President in Charge of Engineering, Philco Corporation, shown at right of cut-away model of Philco projection television receiver, explains the design and operation of the optical system of this receiver.

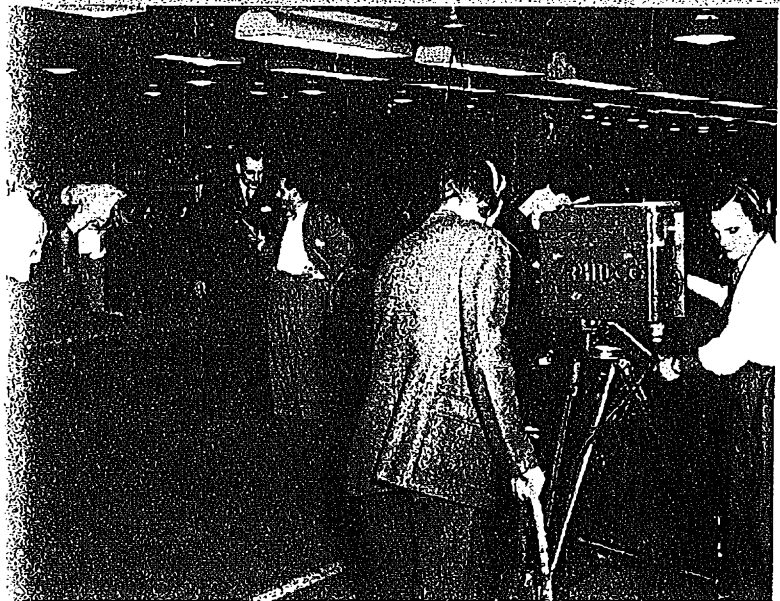
TELEVISION SET PRODUCTION

IN *Philco* PLANT SHOWN OVER

NBC TELEVISION NETWORK

JOHN MERMAN, Superintendent of Philco Radio and Television Manufacturing at Plant 3, with Announcer Graver discuss television cabinet finishing operations.

LINING UP SCENES for the WPTZ-NBC telecast. Here is one end of the cabinet line and Model 2500 projection receiver.



For the first time, television viewers saw how their receivers were built when early in January the National Broadcasting Company and Philco Television Station WPTZ presented a program direct from Plant 3 at Philco to audiences in the New York, Philadelphia and Schenectady areas.

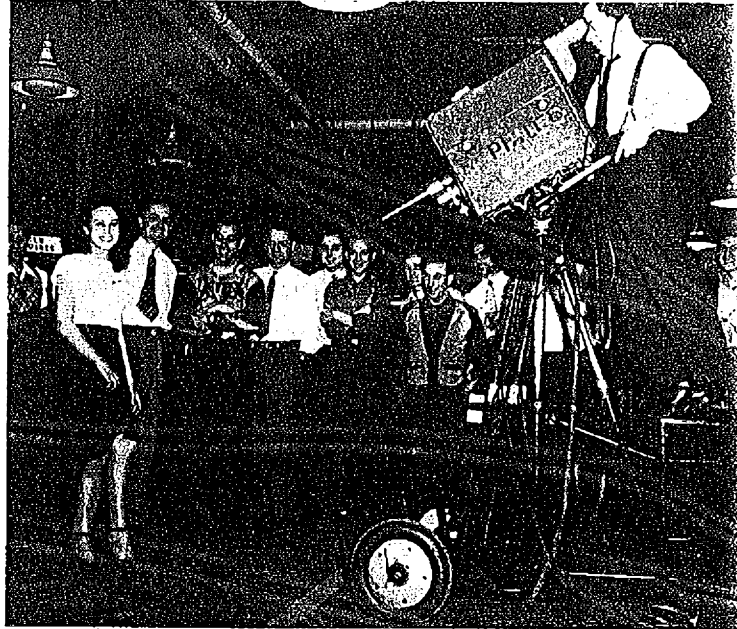
WPTZ mobile cameras moved along the mechanized conveyor belts, longest and most modern in the industry, where hundreds of Philco television receivers are built every day. There were close-ups of each step in the intricate operations, including riveting, wiring, soldering, inspection, testing, mounting the chassis in the cabinet, and packing for shipment.

Featured on this first video visit to a television manufacturing plant were Ben Grauer, NBC master of ceremonies, and two Philco executives, Joseph H. Gillies, Vice-President in Charge of Radio and Television Division Operations, and David B. Smith, Vice-President in Charge of Research and Engineering.

Mr. Gillies showed the television audience two panels on which were displayed the 1,300 components used in producing a single Philco projection television receiver. He also displayed a map showing the many countries from which raw materials for television sets are obtained, and another map illustrating the rapid spread of television service across the United States. Viewers were then taken along the production lines, with each step in building a television set explained.

Research and engineering features of television receiver development were discussed by Mr. Smith. He demonstrated a special "cut-away" cross-sectional model of the Philco projection receiver and pointed out such important elements as the "Micro-lens" directional screen which helps assure brilliantly clear, large-screen pictures, without reflections, even in a lighted room.

This pioneer telecast of production operations is one of a series on "How Television Works" presented by NBC. It was broadcast by network stations WNBT, New York; WPTZ, Philadelphia, and WRGB, Schenectady.



PHILCO TELEVISION production employees have fun before the cameras prior to the WPTZ-NBC telecast from the Philco plant to show television receiver production.

SMILES ALONG the Continuity Test and Inspection belt greeted the television cameramen.



Philco News

ALERTED FOR PROGRESS . . .

PHILCO RESEARCH DIVISION

Without progress, no industry is likely to survive very long in the highly competitive world of today. Through research, ever on the alert for new facts and ever sifting old ones in light of the new, we solve immediate production and sales problems; develop new products and uses for established ones; seek new products and markets.

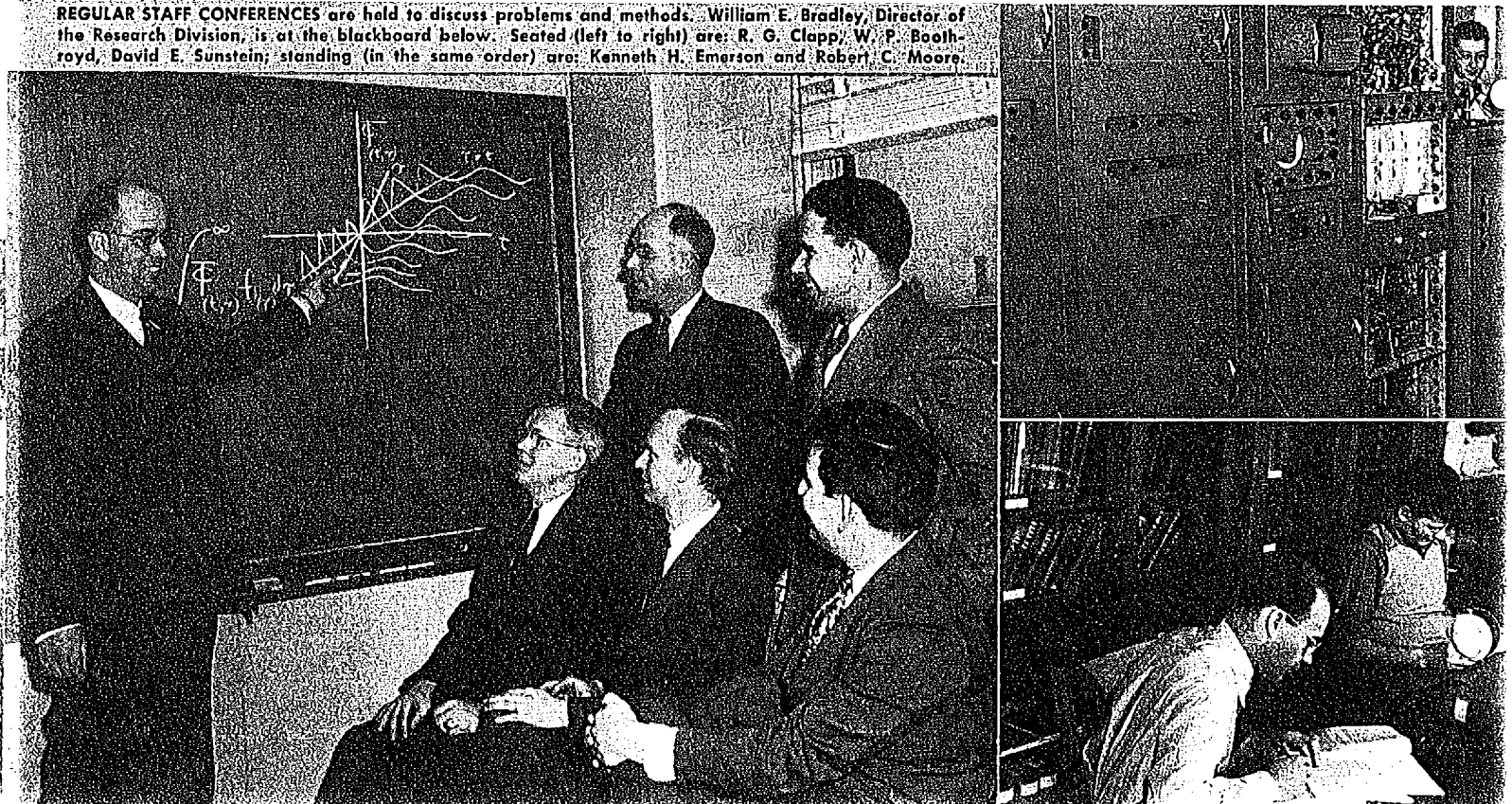
That is why Philco has continued to expand its research and engineering activities. That is why the Company has increased its staff of scientists in diverse fields and enlarged its laboratories containing

the latest tools and special instruments for experimental purposes until today the research department occupies a large part of the fourth floor of Plant 2.

Any successful research division must be a repository for technical knowledge carefully sought and ingeniously applied to meet competition. It must be flexible enough to take into immediate account all new ideas that come along and apply these immediately to shifting conditions as well as to keep at least five years ahead in its planning.

The Philco Research Division is organized into two principal groups: research on civilian projects and research on Government projects. Philco is one of a selected group of manufacturers responsible for keeping the United States in the forefront of the electronics field in the interests of national security. This work is a continuation of the important wartime research and engineering development in radar, FM radio and television which Philco did so successfully for the Army, Navy and our Allies.

REGULAR STAFF CONFERENCES are held to discuss problems and methods. William E. Bradley, Director of the Research Division, is at the blackboard below. Seated (left to right) are: R. G. Clapp, W. P. Boothroyd, David E. Sunstein; standing (in the same order) are: Kenneth H. Emerson and Robert C. Moore.



Philco research scientists and engineers are equally active in developing new and improved commercial products. One example is the Philco Advanced FM system, first announced in 1945. This was incorporated in the Model 1213 radio-phonograph of that year which immediately received widespread acceptance for its superior tonal quality and freedom from noise. Several other models incorporating the Philco Advanced FM system have also been developed.

Another important achievement of Philco research has been the design of a new projection-type television receiver. This set provides a 15 x 20-inch picture with four times the brilliance and far greater contrast than any other projection television receiver. It utilizes an entirely new optical system and screen design, developed in the research laboratories, and provides a picture bright enough to be viewed in daylight or with normal room

lighting. It is widely regarded as a major advance in the television art.

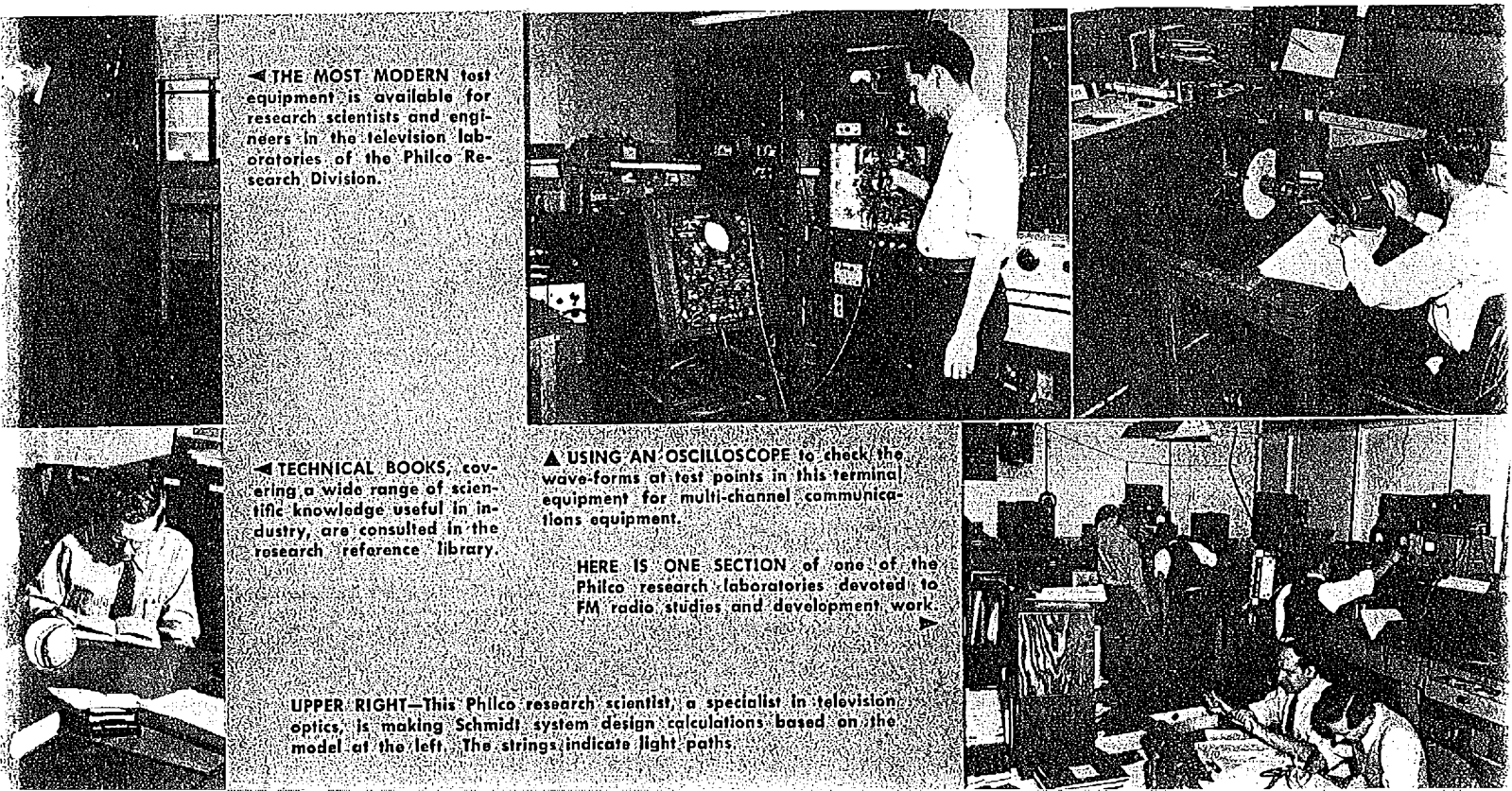
One especially important phase of Philco research and engineering is the design of new products to be manufactured in future years. Basic laboratory work is in progress on several new products in the fields of radio-telephony, microwave communications and relaying, television transmission, reception and relaying, and electrical appliances for home and industry. Thus the technical foundations are being laid for further diversification in products and services which Philco and its distributors and dealers can profitably offer to the public.

Ideas for research come from the scientists, executives and salesmen of Philco. They may be tested out and used in development on present products or held for further research to help the Company extend its present business into new fields. Reports are made on the

use of these ideas and what steps are taken to utilize them. In the office of the director of research is a tablet, carefully dated, which gives a full record of all ideas examined, along with the technical policy adopted.

Headed by William E. Bradley as Director, the Research Division has Kenneth H. Emerson as Assistant Director; Robert C. Moore, in charge of television activities; Richard G. Clapp, home radio and phonograph; Wilson P. Boothroyd, industrial research; David E. Sunstein, military work; Ernest H. Traub, projection systems; Joseph F. Fisher, general liaison work, and Dr. T. S. George, mathematics.

With the notable growth in research experience, technical personnel and laboratory facilities that has taken place during recent years at Philco, the Company is well prepared to continue its peacetime leadership in the electrical appliance engineering and design fields.



◀ THE MOST MODERN test equipment is available for research scientists and engineers in the television laboratories of the Philco Research Division.

◀ TECHNICAL BOOKS, covering a wide range of scientific knowledge useful in industry, are consulted in the research reference library.

▲ USING AN OSCILLOSCOPE to check the wave-forms at test points in this terminal equipment for multi-channel communications equipment.

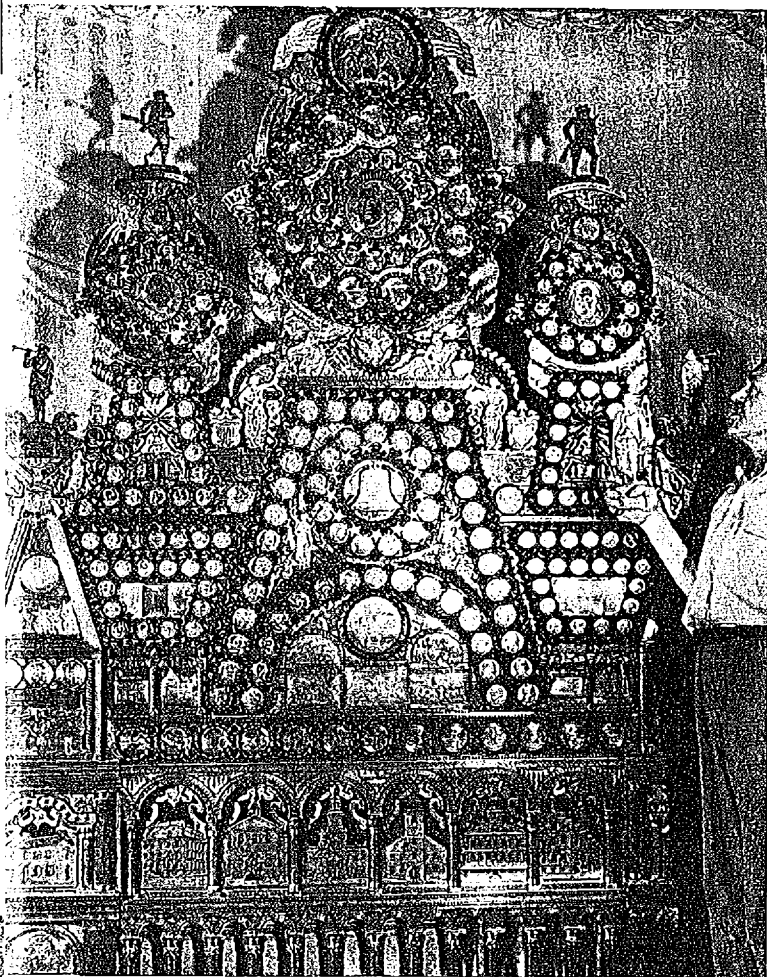
HERE IS ONE SECTION of one of the Philco research laboratories devoted to FM radio studios and development work.

UPPER RIGHT—This Philco research scientist, a specialist in television optics, is making Schmidt system design calculations based on the model at the left. The strings indicate light paths.

Here and There at Philco



CONGRATULATIONS upon his many years of service with Philco are extended to William Price, Dept. 82, by William McGinnis, Supervisor of Repairmen in Dept. 82. Price came to work for Philco in 1922. He is the father of Eleanor Price, telephone operator at Philco.



It took 25 years of painstaking work for George Persak, a metal finisher in the Press Shop at Plant 50, to complete his "poem in copper" to the American Revolution.

Persak, a former Austrian who became an American citizen in 1931, has shown his love for the United States in this massive tribute in copper mosaic, etching and sculpture. Ten feet high, six feet, eight inches wide, and weighing over 1,200 pounds, his memorial presents pictorially the historic highlights of the American Revolution from 1774 to 1783.

A figure of George Washington tops the panorama. Depicted in copper etchings are historic scenes and events, as well as facsimiles of documents relating to the struggle for independence. Sculptured likenesses of officers of the Revolution and other freedom-loving men and women, with quotations by Paine and Patrick Henry bearing on freedom engraved on ribbons of winding copper, intersperse the statues. A representation of the Liberty Bell is in the center of this imposing mosaic, which contains over 6,200 separate pieces of copper.



MUMMER—Edward Farrell, Dept. 83, is a member of the Hagerman String Band, which took part in the annual New Year's parade and in the String Band program at Convention Hall earlier this month.

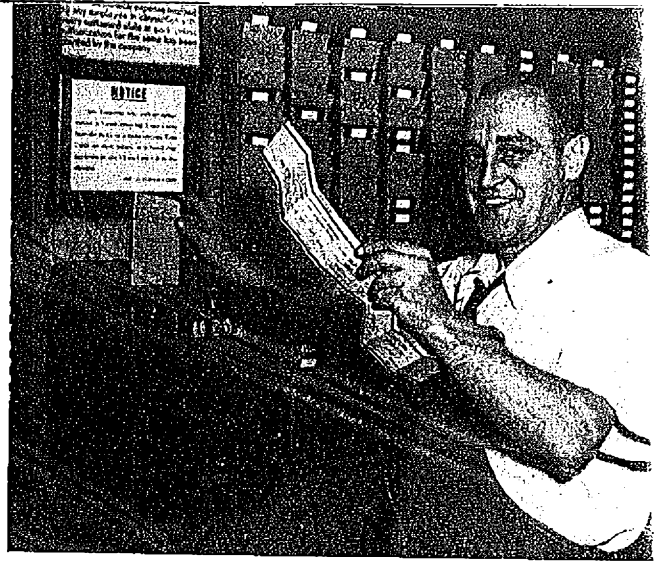


TUNED UP—James Emberson, Dept. 85, ready to perform with the Avalon String Band in the program put on by the Mummer String Bands at Convention Hall.

AN IDEA THAT WAS CASH is celebrated by Cy Lassey, Dept. 81, as he holds aloft a check he received for suggesting a method for keeping solder out of radio sockets.



POST-LUNCH GATHERING—Members of the Test Maintenance group at Plant 20, Croydon, gather for a bit of social conversation after lunch.



A JOINT CELEBRATION of her eleventh wedding anniversary and her birthday is held by Elizabeth Lynch (holding cake) with friends in Dept. 87.



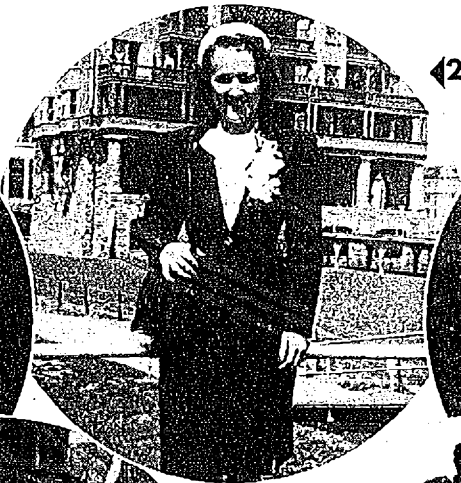
▲ "A PAPER MOON IN A CARDBOARD SKY" is, appropriately enough, the song being played in pantomime by the Ree Bop Sextet during a relief period in Plant 3. The sextet has proven to be a popular novelty, and large numbers of employees gather daily to watch—and to hear—the boys go through the motions of playing popular recordings. Dewey Marks is at the "piano"; William McDowell, "saxophone"; Thomas Rooney, "trumpet and clarinet"; Herb Morris, "bass fiddle"; Johnny Olivo, "guitar"; and Jack Facher, "drums."

PHILCO HUNTING GROUP—Part of the Philadelphia group of the Riddle Outing Club, Inc., line up for a photograph before going deer hunting. Left to right are: Charles Humphries, John Webb, Frank Humphries, Jr., Frank Humphries, Sr., Charles Weigand, Al Steidle and Charles Kinsella.



"PLENTY OF VENISON" is the thought of Charles Weigand (left) and Frank Humphries, Jr., as they stand beside their kill.

Here and There at Philco



1—RECENT NEWLYWEDS—Patricia Liberi, Dept. 82, and her husband are photographed immediately after their recent marriage. 2—ENGAGEMENT ANNOUNCED—Catherine Straub, Dept. 82, and Vincent P. McGinn became engaged on Christmas Day. They have not set a wedding date as yet. 3—ANNOUNCEMENT of the engagement of Doris Reimer, of the Plant 50 dispensary and formerly

4 nurse at Plant 6, and Frederick Rudolph, Machine Shop, Dept. 63, has been made. 4—ENGAGEMENT of Jeanne M. Hart, Dept. 814, Plant 50 Shipping Dept., to George T. Bass was recently announced. 5—SUMMER ROMANCE—Ruth Murphy and Raymond Ohler, Dept. 66, have recently announced their engagement. They were photographed together on the beach last summer.

Romance Department



THEY ARE ENGAGED NOW—Agnes Kardish, Dept. 846, has become engaged to Charles Bennett; Vivian Lipe, Dept. 899, to Frank Brandle, Purchasing Dept., Plant 50; Ann McBride, Dept. 817, to Joseph P. McEvoy.

WEDDING BELLS in the spring will ring for Alma Morrison (seated), Eng., and Jack Hayward, Tele. Lab.; and Marie Carmody, Eng., and Albert Panebianco.

A SHOWER was recently given Jean Krakowska by members of Dept. 81 prior to her marriage to Anthony Narewski.



◀ A BIRTHDAY CAKE presented in honor of her birthday by members of Dept. 81 is held by Carolyn McFadden.

MEMBERS OF DEPT. 81 give a birthday party in honor of Anna Liebtag (holding cake).



◀ LILLIAN FISHER (holding cake) was guest of honor at a birthday party given by Dept. 87.

AT A DOUBLE PARTY for Edna Gentner (left) and Rebecca Giargari in Dept. 82 Virginia Schlipf (right) joins in the fun.



◀ A CAFETERIA LUNCHEON and shower were given Catherine Larkin by members of Dept. 84.

MEMBERS OF DEPT. 76 help Frances Gattens (cutting cake) celebrate her birthday.



◀ GIFTS for Margie Carmichael (center) are admired by Miss Carmichael, Peggy Einhorn and Ruth Fisher after a shower given by Dept. 82.

BIRTHDAY GREETINGS from members of Dept. 81 were extended to Louise Esposito (shown holding cake).





GROUP FROM PLANT 14 includes: William Hendrick, Ralph Smith, Earl Anderson, Frederick Giles, James Carroll, Ralph Brown, Robert Campbell, Hubert Bennett, I. Schecter, and Thomas Ross.

Supervisors' Club Banquet

Well Attended

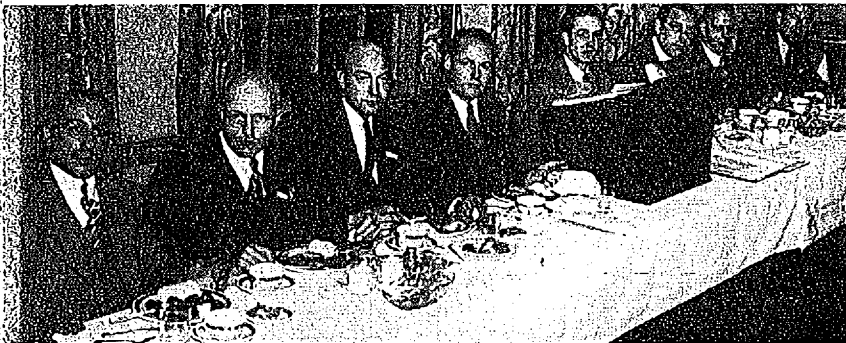


COMMUNITY SINGING is led by Al Isbert, Dept. 81, master of ceremonies.

One hundred and twenty-five members of the Supervisors' Club were on hand for the first club meeting of the New Year held at the Casa Conti.

Ed Gardner, Dept. 46, President of the Club, presided at the business meeting. Al Isbert, Dept. 81, was master of ceremonies. He led the singing before and after dinner as well as serving as emcee for the musical and dance program.

Among other entertainment features for the evening was a burlesque of a radio-screen star by Robert Campbell, Dept. 20. Prizes were awarded at the conclusion of the meeting.



▲ OFFICERS AND MEMBERS of the Executive Committee of the Supervisors' Club at the speakers' table.

▲ "THE LITTLE JACK" collection is dropped into a napkin held by the winner, Frank Young, by Ed Gardner, President of the Club.

▲ GENERAL VIEW of supervisors attending the January meeting of their club at the Casa Conti.

UPPER RIGHT—Winners of prizes are (first row): Edward Sayers, Walter Summers, Edward Allinson; (second row): Henry Fidler, George White, John Heary, Charles Spurdens, Frank Mohr, Edgar Gardner; (third row): Edward Carter, Henry Lennartz, John McFadden, Harry Sharphan, Vincent Andreozzi, Howard Bve, Joseph Twigg.

