

Philco News

JUNE 1951



INDEPENDENCE HALL—PHILADELPHIA

INDEPENDENCE DAY—AND THE FLAG

The recent antics of our thermometer remind us that July is almost here. And July—as every small boy knows—brings the Fourth, a day of fireworks and frankfurters! For most of us it's a holiday to be celebrated with picnics and parades, ball games, bruised fenders, fishing, or just listening to speeches.

Underneath it all we're conscious that we're celebrating a mighty important event—the birth of our country, the only country in which men are free to do as they like so long as they don't harm others. That was a bold idea only 175 years ago—back in 1776 when the Declaration of Independence was adopted by the Continental Congress—but our forefathers dared to defend it.

Remembering this, it is fitting that Old Glory—the symbol of the great and good about our country—should fly in front of every home and public building on the anniversary of the Declaration of Independence and the first statement of the noble faith that:

All men are created equal (and) they are endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the pursuit of Happiness.

So let's display the flag—and display it proudly—on Independence Day. And let's display it reverently, respectfully—not just draped over a banister or permitted to trail in the dust. Display it as it deserves to be displayed, so that it can wave proudly before every home in our land.

CITY TO LEAD NATION IN CELEBRATION OF DECLARATION OF INDEPENDENCE BIRTH

Philadelphia will set the pace for the Nation in the early days of July just as it did in 1776. The city will be the center of a four-day program, July 1-4, celebrating the 175th anniversary of the Declaration of Independence.

Deep spiritual significance will be felt throughout the activities in keeping with this time of national and international crisis. The theme will be a rededication to American ideals. It is the hope of the sponsors that the mood of rededication, sparked in Philadelphia, will spread throughout the 48 states as it once swept the original 13. Governors of the other 12 original states have been asked to take part, and the governors of the other states will be invited to attend.



THE "MICHAEL," the Oscar of television, is presented to the Philco Television Playhouse for the second year in succession. James H. Carmine, executive vice-president of Philco, receives the award from Governor Thomas E. Dewey. In the picture (left to right) are: Fred Coe, producer of the winning shows; Mr. Carmine; Delbert Mann, alternating director of the shows; Governor Dewey; John F. Gilligan, vice-president—advertising; Pierson Mapes, vice-president, Hutchins Advertising Company; Gordon Duff, alternating director of the shows. The Philco Television Playhouse is one of the oldest and most successful of the drama shows on television. ▼



PHILCO FIELD ENGINEERS INSTRUCT U. S. ARMED FORCES PERSONNEL

In addition to the field engineering work for the Armed Forces all over the world now being done by nearly 2,000 technical representatives of Philco, the Company is also conducting special training courses for Army, Navy and Air Force personnel.

Over 100 instructors from the Philco TechRep Division are being assigned to the Army's guided missiles and anti-aircraft school at Fort Bliss, Texas, and will teach several electronic subjects.

The Philco TechRep Division is also undertaking a special training course in television for a group of commissioned officers and chief petty officers of the Navy. This course will provide a complete background in TV techniques to prepare naval personnel for current and future military applications of television.

Recently Philco TechRep instructors provided training in electronics and communications for shop foremen and supervisors from naval yards in all parts of the country in a course conducted in the Philadelphia Navy Yard. This training was so successful that an expansion of this course in electronics to other supervisory personnel is being contemplated.

Meanwhile, several Philco field engineers are serving on former U. S. destroyers now part of the navy of Greece, training Greek crews in operation and maintenance of the electronics and communications equipment on those ships. Naval officers of Argentina, Brazil and Chile also recently visited some of the Philco electronic plants and laboratories, and learned about the TechRep services which might be useful to them.

OUR COVER THIS MONTH—Summer sports and summer vacations occupy the mind of Artist Joe Connolly who designed our cover for the combined June and July issues. Connolly studied at the Philadelphia Museum School of Art, and then, after a stint in the Navy during World War II, he resumed his art studies in Paris.

The next issue of the PHILCO NEWS will be in August. We hope that vacation photographs will be sent to the Editor, Ext. 823, promptly for inclusion in this issue.



APPROVAL IS GIVEN the new Model 631 portable radio by Marie Schaefer. This model features the "Magnecor" aerial, a new built-in tubular design that provides long distance reception and outperforms earlier extended rods, lift-lid and raised-loop aeriels. The Philco "Magnecor" is an integral part of the plastic cabinet in the Model 631 and operates with an improved circuit to bring in distant stations with clear, noise-free tone. This set has four tubes plus selenium rectifier. It is in a functional plastic cabinet with a recessed handle and is available in a choice of four colors.

At headquarters of the TechRep Division in Philadelphia, a 30-week course of training is under way for 50 enlisted personnel of the U. S. Air Force to qualify them as radio-radar instructors. There will be three other groups of 50 men, or a total of 200, enrolled in the Philco course. Similar courses have been highly successful in the past in developing electronics instructors for the Air Force, utilizing techniques and equipment specially designed for this kind of training by Philco.

Another program now planned is for the Air Materiel Command. The Philco TechRep Division will furnish instructors to train a considerable group of officers, who will later be assigned to field procurement offices and as resident officers in defense plants.

All these special training programs of the TechRep Division are in addition to the instruction being provided, as part of their regular duties, by a majority of the nearly 2,000 Philco field engineers serving with the Armed Forces in all parts of the world,



◀ HOWARD BARLOW (right) is musical director of "The Voice of Firestone," which will be simulcast over the NBC-TV and radio networks, Mondays, 8:30 p.m., EDT, during the coming summer. Eleanor Steber, soprano (left), will be a frequent guest star on the program.

GAY SUMMER FARE ON PHILCO WPTZ



Summer doldrums are a thing of the past for television viewers, according to program officials at WPTZ, Philco's television station.

Not too long ago, summer television programming consisted mainly of trotting racing, film shorts and an occasional movie, with one or two of the regular winter shows rounding out the weekly schedule. This summer, however, all indications point to one of television's most interesting seasons.

While some of the favorite shows plan to take a short hiatus, several of the top-ranking programs are going to continue right through the summer. "Philco Playhouse," for example, a summer vacationer in the

◀ TED MACK, emcee, proves to Dennis James, announcer, that he can still play a saxophone, on "The Original Amateur Hour" on the NBC television network this summer.



CAST AS A DETECTIVE, Franchot Tone was seen on NBC television during the Philco Television Playhouse production of Vera Caspary's "Murder at the Stork Club." The Playhouse will continue during the summer. ▶





CYRANO De BERGERAC

▲ TELEVISION DRAMA high point of the Philco Television Playhouse season was the production of Rostand's grand comedy,

"Cyrano De Bergerac." Playing the part of the large-nosed hero was Jose Ferrer, shown here tweaking the nose of a drinking companion in the elaborately staged drama.

past, will be at its regular stand every Sunday night at 9:00 o'clock; James Melton and the "Ford Festival" will continue to brighten your evening hours.

WPTZ reports that present indications point to an almost full schedule, with the new programs replacing those taking a summer vacation. "Cameo Theater," for instance, will occupy the 8:00 p.m. Monday night segment during the absence of "Paul Winchell and Jerry Mahoney." Doodles Weaver, a comic many of you probably have not met as yet, but who, we think, will be a real favorite by the fall, is set to introduce a new show at 10:00 p.m. on Saturdays. Among the shows staying on the air during the summer will be: "Your Lucky Strike Hit Parade," "Kraft Theater," "Break the Bank," "The Voice of Firestone," "Lights Out," "Somerset Maugham Theater," "We the People," "The Original Amateur Hour" and "Treasury Men in Action." Dagmar, who now stars in her own show, also will be seen during the summer months.

In answer to why so many shows are staying on right through the summer, and why advertisers are launching new programs during what was once considered an off time, WPTZ officials point out that the drop off in viewership for good programs has become so slight between summer and winter that most advertisers feel it is advantageous to hold their established audiences. They show where the surveys indicated that last summer "The Original Amateur Hour," which programs 52 weeks a year, captured a higher percentage of viewers during the summer months than it did during the winter.

It looks like a good summer for those of you who intend to spend your vacation catching up on your television. There's going to be lots of good entertainment for you.



▲ EILEEN WILSON and Snooky Lanson, co-starring in the NBC television production, "Your Lucky Strike Hit Parade," to continue during the vacation period.

PHILCO



▲ PROUD PAPA Joe Longo seems delighted with the gifts at a shower given him by members of Dept. 83.



▲ SHIRLEY WIEDA receives a wedding gift from the girls in the Assembly Section of Dept. 75.



▲ GIFTS FOR DOROTHY HARTNETT (seated, with gift) are presented at a shower in Dept. 84.



▲ JOSEPHINE DULD holds a gift from friends in Dept. 87 at a shower in her honor given in Plant 3.



▲ SUPERVISOR RAY STROBEL presents Frances Whitaker with a gift from the girls in the Television Assembly Section of Dept. 75 at a shower given at Croydon.

▲ A GIFT FROM FRIENDS in Dept. 87 is presented to Della Sapa by her supervisor, Bernard Bernstein. ▼

▲ GIFTS FROM THE GIRLS in her section of Dept. 75 are displayed by Lucy Schriber at a shower at Croydon. ▼



HAPPENINGS



▲ EVERYONE is in good humor at the shower honoring Kay Higgins (in flowered smock, center) given by the Payroll Department.



▲ USEFUL GIFTS are presented to Hedy Syzmanek at a shower given in Dept. 81.



▲ BIRTHDAY WISHES are extended Helen Napierkowski at a party in Dept. 87.



▲ GIFTS are the order of the day at the shower given in Plant 14 for Sol Bianchino, Dept. 27, and Clara DeGoria, Dept. 72 (seated on the left).



▲ THE DEPARTURE of Joe Digney from Dept. 83 to Dept. 73 at Plant 8 is the occasion for a farewell party in Plant 22 Cafeteria.

CONGRATULATIONS are extended Gorm Sargent (holding gift) at a shower given in the Tabulating Department. ▶





▲ MANY GIFTS are received by Lucy Paone at a shower in the Rivet Section of Dept. 87.



▲ A GOOD TIME IS HAD BY ALL at a shower for Frances Grabenstein in Dept. 87.



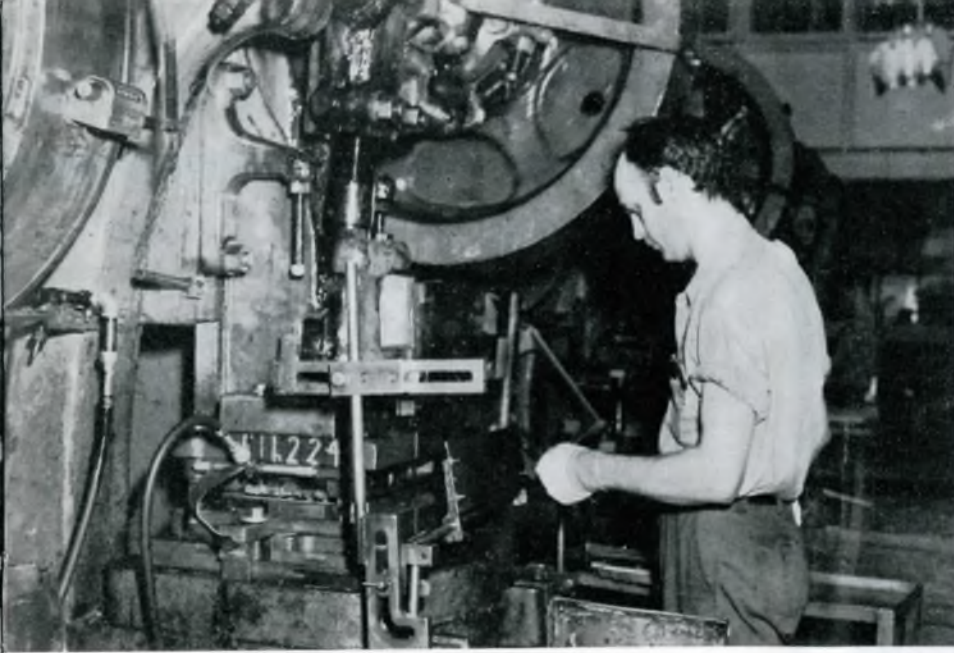
▲ A WEDDING GIFT from friends in Dept. 77 is displayed by Joe Livigale.

▲ A CORSAGE AND GIFTS were the order of the day at the shower for Joan Thomas given by friends in Dept. 5851. ▼

PHILCO HAPPENINGS

▲ BEST WISHES for a happy married life went along with the wedding gift for Ed Gregory, Dept. 89, at a shower in Plant 8. ▼





◀ GUARD in its operating position on the punch press is demonstrated by William Blaker, Dept. 64. Positive protection for the operator's fingers is guaranteed by this guard.

BARNEY CALLAHAN demonstrates the change with the actuating rod and cam reversed to the rear of the punch press to provide a clear space for removing dies and bolster plate without dismantling the guard. ▼

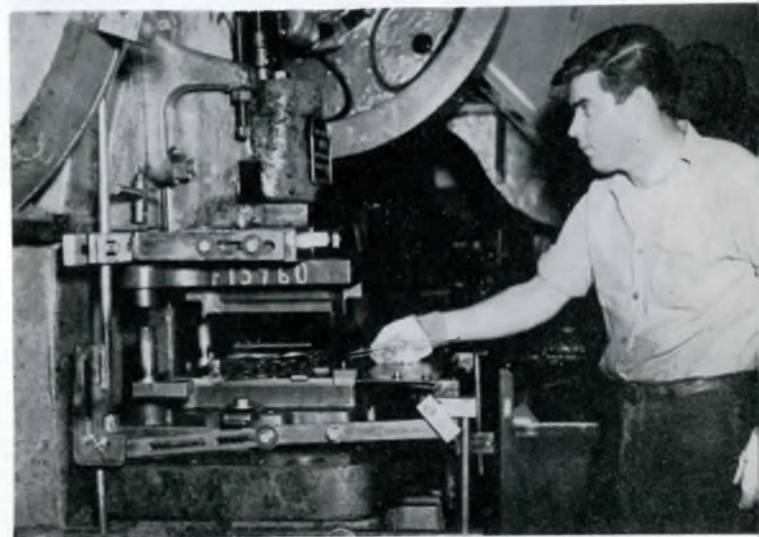
SAFE MACHINES SAFELY RUN—

PLANNED ACCIDENT PREVENTION

Most accidents are caused, and such accidents can be prevented by removing the cause. In engineering for safety, consideration must be given to **THINGS AND THINKING**. The **THINGS** are many and varied and include safeguards as well as safe equipment and safe working conditions, so very important in the prevention of accidents. The employer is responsible for providing safe working conditions, but the **THINKING** is the responsibility of every person who is exposed to an accident.

The operation of a punch press can be considered potentially dangerous if the operator does not keep alert. By providing the **THINGS** that safeguard this operation—and through the **THINKING** of those operating the presses—accidents can be prevented.

The safeguards which can be used to prevent injuries at punch press operations are varied, each of them intended to prevent any part of the body remaining at the danger point when the press ram moves to its closed position. Many guards provide a reasonable factor of safety, but are not all inclusive, with an acknowledged margin of error. We, at Philco,



considered this problem nearly 15 years ago when our annual accident experience on this type work showed an unnecessarily high accident rate. It required good **THINKING** and practical **THINGS** in order to prevent these accidents, and we feel that what we did was justified in view of the results. In recent years, we have had a highly successful safety record in punch press operations.

Our punch press guard was specially designed to provide the maximum of protection for the worker. Photograph at top of page shows the guard in its operating position. It is ram actuated, providing a positive protection, unlike many other guards which are mechanically released. If the guard is properly adjusted, an employee cannot be hurt at the point of operation. Recently the officials in the Punch Press Department made a change in the construction of this guard so that it would not lose any of its effectiveness, but could be installed in a manner which would eliminate the necessity for dismantling each time the die was changed.

(Continued on page 11)



▲ FLOWER RAISING is the hobby of William Grunert. Grunert is shown in one of his small greenhouses which he constructed himself. He is in the Plant Maintenance Department at Croydon.



▲ GROUP represents members of the TechRep Division and the Technical Publications Department who attended farewell luncheon in honor of William Wilkinson, draftsman (center, head table).

AN IDEA for a labor-saving device won Walter Blaylock (second from left) a suggestion award check, here presented by Clyde Treffeisen, his supervisor. Onlookers are William Whiteman, superintendent of the department (left), and Harry Flannigan, foreman. ▶

PRACTICAL IDEAS for labor saving earned suggestion award checks for Florence Naylor (left) and Jennie Everett, both of Dept. 75. ▶▶



EDWARD A. BROGDEN, OF CROYDON, DIES AT MELROSE PARK HOME

Edward A. Brogden, general superintendent of the Croydon Plant of Philco, died May 6 at his home, 1004 Melrose Avenue. Funeral services were held May 10 at Helweg's, 463 York Road, Jenkintown.

Mr. Brogden, who had been associated with Philco since 1940, was a graduate of Drexel Institute of Technology. He was a member of the Bristol Rotary Club and of the Wyoming Avenue Baptist Church.

Mr. Brogden is survived by his widow and a son, Edward A. Brogden, Jr.; his father, two brothers and two sisters.

WHAT IT TAKES IS WHAT WE'VE GOT!

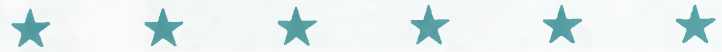
The tremendous job which the men and women in our industrial plants are doing today to equip our Armed Forces for defense against Communist aggression while, at the same time, turning out goods to maintain our high living standard, is indicated by these figures:

To equip just one American soldier for battle the following amounts of raw material are needed: 12½ pounds of steel, 8¾ pounds of cotton, 8¼ pounds of leather, 1½ pounds of wood, 10½ pounds of wool, 2½ pounds of aluminum, 183 pounds of lead, 62 pounds of copper, 156 pounds of brass, 270 pounds of food, 8 pounds of rubber.

And to get all this raw material from its original state into equipment for just one single soldier requires 5,000 man-hours of work!

Multiply these figures by 3,000,000—the total enrollment set for our Armed Forces short of an all-out war—and you begin to get the idea!

The American Machine & Foundry Co., which compiled these figures, points out that "it also takes skill and speed in forging the weapons of war," adding that "in peace, this skill and speed are the strength and well-being of American business, American workers. This skill and speed may well be the security of our Nation."



PLANT 50 MAN WINS RECOGNITION AS SINGER IN VARIED ROLES



Among the talented employees at Philco is Mitchell J. Obozian, Porcelain Assembly, Plant 50, an operatic tenor who has appeared in many operas and operettas. He has also appeared as featured artist at a number of banquets, night clubs and weddings.

Obozian has been a student of the Ornstein School of Music for several years. He is a member of the Gilbert and Sullivan Players, who recently presented "The Mikado" with considerable success. The players are now working on their next operetta, "Iolanthe."

Obozian also belongs to the Student Opera Company, the Strand Opera Company, and the Allegro Choral Society. He is active in church, choir and organizational work, and has appeared as soloist in many cantatas.

SAFE MACHINES, SAFELY RUN—

(Continued from page 9)

The second photograph shows the change with the actuating rod and cam reversed to the rear of the press, providing a clear space for removing dies and bolster plate without dismantling the guard. We, who are responsible for safety, fully realize the advantage of the type of THINKING which prompted this changed design, and recognize the splendid co-operation of Superintendent Al Reuss and others in his organization who successfully developed the improved safeguard.

The most dangerous operations can be done safely, but it does require THINGS and THINKING.

NOT WISE GUYS

I hate the guys who criticize, and minimize the other guys, whose enterprise has made them rise, above the guys who criticize, and minimize the other guys.

—*Mountain States Assn. Bulletin.*

Today's borrowing
 Tomorrow's sorrowing;
 Today's common sense
 Tomorrow's recompense.

By teaching our young men and women the meaning of free enterprise, we fashion the most powerful weapon against Communism. Never in our history has there been a greater need for an understanding of our democracy.—*Gen. Ike Eisenhower.*

The less you have in the barrel the more noise it makes when you thump it. Doesn't that fit the people who argue against our way of life?

Sure, "money talks," but only if it's sound dollars.

SAM BRAND SAYS—



Fellow named Ben Franklin once said, "It's hard for an empty bag to stand upright." What he was saying, I guess, is that all "front" and no backbone don't mean a thing. How do you get that backbone? Well, if you're a brand manufacturer, like us, you get it by keeping faith with your customers. That's not easy. It means using fine materials, inspecting and testing regularly,

and doing your best to turn out a better product. But the reputation you get with customers sure makes it worth while. Ask anybody in this shop or any brand manufacturer!



THE GRANDDAUGHTER of James DeMayo, 28-month-old Julie DeMayo. James is a trouble shooter in Dept. 81 and is a veteran employee of the Company.

JUNIOR'S FIRST BIRTHDAY is observed by Jimmy Fenerty, son of James Fenerty of Dept. 81.



HERE THEY ARE

Pvt. Norman Jatz, AF 13379576
3330th Stu. Sqd. Box #165
Scott Air Force Base
Illinois

Pvt. Michael Vinciguerra
Hq. & Hq.-Battery
933 F.A. Bn. 31 Div.
Fort Jackson, S. C.

Pvt. Vincent Valecci, AF 13394232
Hqs., 3650th Air Force Indoctrina-
tion Wing
3693d Training Squadron
Sampson Air Force Base
Geneva, N. Y.

Pfc. James L. Sullivan, ER 13284132
Hq. & Hq. Co. 1st Bn. 6th Inf. Regt.
APO 742, c/o P.M.
New York, N. Y.

Pvt. F. W. Garber, AF 13396822
Flt. 964 3710 Sqdrn.
Lackland Air Force Base
San Antonio, Texas

A GIFT to remember Dept. 46 by is presented to Walter Kudler, who has returned to the U. S. Air Corps, by Art Ross on behalf of the department. ▼



▲ PVT. CARMEN J. IANNAcone is now at Lackland Air Force Base, San Antonio, Texas. Iannacone was a member of Dept. 81 before joining the Armed Forces.

Pvt. William J. Green
9400 T.S.U.
Sig. C Sig. Training Reg.
Co. "T"
Fort Monmouth, N. J.

1st Lt. Charles A. Hefelfinger
Diana Apts. M-2
Albany, Georgia

S/ Sgt. Frank A. Wheeler
A.F. 33790534
111th Maint. Sqd.
Fairchild A.A.B.
Spokane, Wash.



▲ PVT. WILLIAM F. SCHEFFOLD, formerly of Dept. 23, is now stationed at Camp Breckinridge, Kentucky.

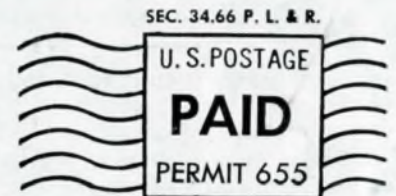


▲ S/SGT. FRANK A. WHEELER, formerly of Dept. 67, was a gunner in World War II and is now in the 111 Maintenance Squadron at Fairchild Air Base, Spokane, Washington.

MADLINE KENNEDY presents Kenneth Daugherty with a farewell gift from Dept. 83 on Kenneth's last day at Philco before reporting for duty in the Armed Forces. ▼



PHILCO CORPORATION
TIOGA AND C STREETS
PHILADELPHIA 34, PA.



J F SMYTH
6354 ALGARD ST
PHILA PA 35

9791

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