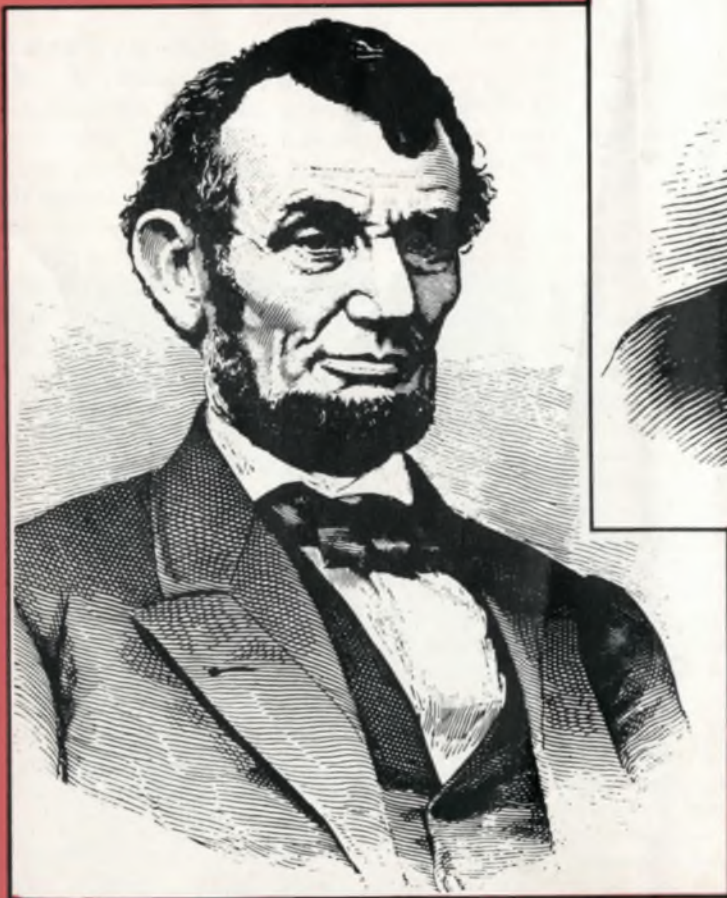
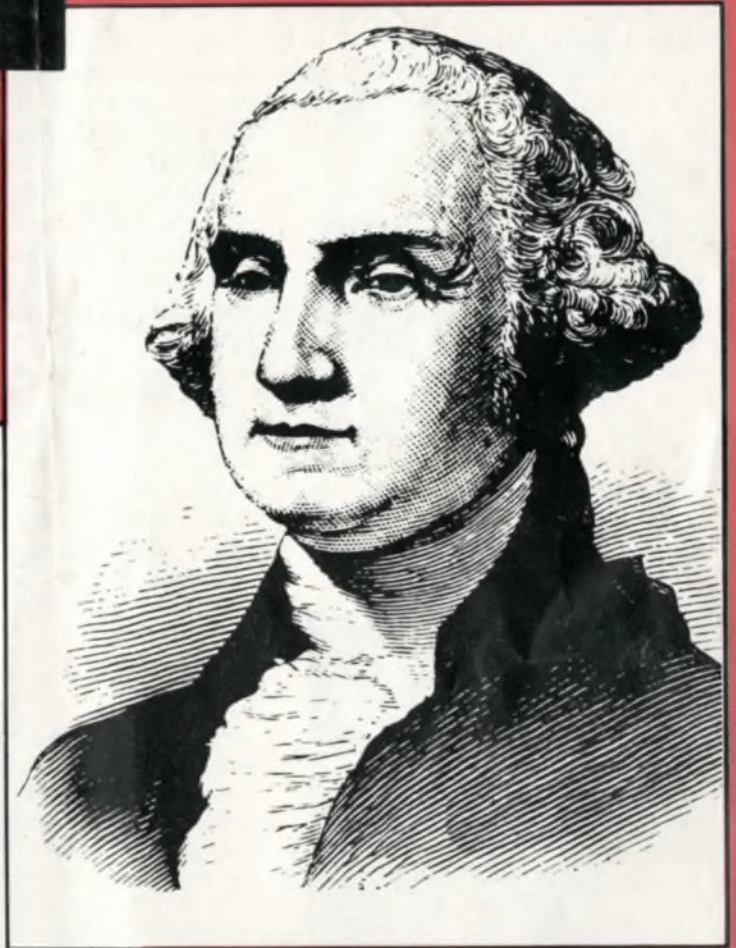




PHILCO *News*

FEBRUARY, 1954



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FEBRUARY IS THE SHORTEST, BUT IT GAVE US NOTABLE MEN

February produced, besides Washington and Lincoln, other famed Americans.

The inventor Thomas Alva Edison was born February 11, 1847. He is noted especially for his invention of the incandescent electric lamp, the phonograph, and the motion picture camera. However, he took out more than 1,000 patents on his various inventions, which ranged from electric pens, which developed into the mimeograph, to a special incandescent lamp globe which was the forerunner of the radio tube.

Another inventor, Christopher Latham Sholes, was born February 14, 1819. He has been called "the father of the typewriter" because

he was the first inventor to follow the idea of such a writing machine through to commercial success.

Horace Greeley, founder of the *New York Tribune*, was born February 3, 1811. To him is credited the advice: "Go West, young man, go West!"

Charles A. Lindbergh, the first man to make a solo flight across the Atlantic, was born February 4, 1902. In his plane, *Spirit of St. Louis*, he hopped off from Mineola, L. I., on May 20, 1927, and landed in Paris the next day.

Wendell Willkie, author of "One World" and candidate for the presidency of the United States in 1940, was born February 18, 1892.

William Frederick Cody (Buffalo Bill), frontiersman, scout and showman, was born February 26, 1846.



"Tyrone Power? Stewart Granger? Rory Calhoun?"

FREEDOM AND CULTURE

Some of our European friends have fallen into the habit of judging America as long on dollars and material things, but short on the cultural and spiritual values.

Yet it doesn't seem logical that a people concerned only with physical things would be as quick to help less fortunate nations as Americans have been. Nor that this country would have more churches, schools and libraries than others.

Americans like to laugh, to sing and to be friendly. According to people who have been inside Soviet Russia, the words "happy as an American" are commonly used where we might say "gay as a lark."

The capacity for sympathy and friendliness, the worship of God and the desire for learning is greater, not smaller, because of the benefits of our highly productive economy. We have more time, energy and opportunity for religious, cultural and recreational interests. The foundation of all this is our freedom—which is surely a thing of the spirit.



◀ THE SMARTLY STYLED THREE-QUARTER-HORSEPOWER CONSOLETYPE room air conditioner introduced for 1954 by Philco. This model is particularly adapted to apartments or homes with casement windows, since no part of the casement window structure has to be cut out in installation. The unit does not extend beyond the window line on the outside. It has a concealed control center on the top of the cabinet and the controls are of the rotary type and clearly identified for simple operation. Philco's Automatic Temperature Control that prevents overcooling of a room when the temperature drops is a feature of this model. This de luxe model is available in a one-horsepower model that has five 4-way adjustable grilles instead of the four 4-way grilles on Model 184K at left. The wave design of these adjustable grilles is finished in Arctic Dawn color that complements the grained mahogany wood cabinet of the unit.



PRESENTATION OF AN ANNIVERSARY CAKE to Elois Bel, in celebration of his twenty-five years as a Philco distributor in Algiers. The presentation was made by S. L. Capell, president of Philco International, during the recent International Distributor Sales Meeting at the Warwick Hotel, Philadelphia. Left to right are: W. R. Wilson, treasurer; S. L. Capell, president; Fred Willard, vice-president, Philco International; Elois Bel, president, S.I.C.A., Algiers; Ovid Riso, vice-president, Philco International; Robert Brann, regional sales manager, Philco International.



ONE OF THREE NEW UPRIGHT HOME FREEZERS added to Philco's line of home freezers, a 14-cubic-foot model, is shown above. It is Model V-1445, and other upright models are 19 and 25 cubic feet, while the chest type of freezers will be available in 8, 13 and 18-cubic-foot sizes. The model above features inner door panel storage shelves that will hold 48 cans of frozen juice or 30 packages of frozen food. Two large bin storage drawers and an adjustable shelf with a transfer shelf are other features. All shelves, except the adjustable shelf, are refrigerated, and on Sharp Freeze have contact temperatures as low as 40 degrees below zero. It has a battery alarm system that will ring continuously for 48 hours, unless turned off.



YOU'RE NOT SEEING DOUBLE—The picture illustrates, with the use of a double exposure, how the new two-way opening door on Philco Corporation's 1954 refrigerator Model 1149 actually operates. The double exposure shows how the single door will swing either to the right or to the left, whichever side is most convenient to open at the moment. It is the first time a two-way opening door has been used on a refrigerator. The new door is the first practical application of the "double hinge" principle on an appliance. The door mechanism, with its distinctive, center-mounted V-shaped handle, releases the hinge arrangement on the side which is to be opened and keeps the hinges on the opposite side tightly latched. Under no circumstances can both hinged sides be released at the same time. This model also features Philco's adjustable shelves and a roll-out adjustable shelf, a 2.1-cubic-foot freezer, meat storage tray and two vegetable crisper drawers.

"Learn by Doing" Groups From City's High Schools Sponsored by Philco

Thirty Philadelphia teen-agers are receiving a preview of the problems of adult business under the sponsorship of Philco Corporation.

Two groups, each composed of fifteen high school students, meet weekly to learn business methods by actually running a business. Counsel on the problems involved is provided by Philco employees who have volunteered their time so that the young people will get a working knowledge of such words as "assets," "liabilities," "fiscal year," "sales dollar" and "net profit."

These "learn by doing" groups, supported by Philco, are duplicated throughout the city and country by an industry-sponsored program known as Junior Achievement. In Philadelphia alone, 1,200 high school students are receiving guidance supplied by fifty of the city's business houses.

Novel Nicks and the Nelfco Products are the two thriving student firms Philco sponsors. The Novel Nicks manufacture novelty dog houses; the Nelfco Products make photographic albums. Each company incorporates, sells stock, purchases raw materials and tools, makes a product, keeps books, makes sales, pays wages—and, at the end of the year, hopes to turn over a good profit to the stockholders.

Novel Nicks and Nelfco Products meet Wednesday nights at 4955 Frankford Avenue, the Northeast Junior Achievement Center. Through the experience the teen-agers gain in these meetings, they learn the type of work they like best, the kind of work for which they are best suited and they gain an over-all knowledge of how to organize and finance a business, and how to manufacture and sell a product at profit.

Customers are parents and other relatives and interested friends. The profit made on the sales is expected to be sufficient to pay dividends to stockholders. At the end of the business day funds are deposited in the Second Achievers' Bank of Philadelphia, a miniature banking set-up sponsored by a local bank. This bank supplies checks, handles accounts and takes deposits.

Al Schimpf, of the Philco Corporation Accounting Department, volunteered to advise the boys and girls



GOOD SELLING POINTS for the novelty dog house manufactured by the Junior Achievement boys and girls are pointed out by Jack Spanfelner, of Philco, who watches over the merchandising methods of the two groups sponsored by the Company.

on financing and accounting. John Eden and Joseph Twigg, Croydon supervisors, oversee production. Jack Spanfelner watches over selling methods, and John Perry advises on advertising.

An "open house" program to enable members of the community to view the operations of Junior Achievement was held earlier this month. As a result of this visit from interested persons, sales on products soared—and both Novel Nicks and Nelfco Products are looking forward to "cutting a melon" at the end of the business year this spring.

NOVELTY "DOG HOUSES" and photographic albums are the main items of the Novel Nicks and Nelfco Products, respectively. Here, John Eden (left) and Joseph Twigg (far right), of the Philco Croydon plants, watch as the youthful workers prepare articles for sale. Robert Crussard, Frankford High, is at the left, and Eugene Szymkowiak, of North Catholic, is at the right.





AL SCHIMPF (with bow tie), of the Philco Corporation Accounting Department, looks on as Gladwyn Flood, treasurer, deposits receipts of the day in the Second Achievers' Bank of Philadelphia. Secretary Ann Traum looks on while John J. Dugan, adviser for the "bank" which is sponsored by the Second National Bank of Philadelphia, supervises the transaction activities conducted by teen-agers Janet Fisher and Marie Heron.

MINUTES OF THE LAST MEETING of the Junior Achievement groups sponsored by Philco are read by Ann Traum, of Little Flower, the secretary of the Nelfco Products, at a board meeting while Sam Singer, Northeast, the president, gives close attention. Listening are Eugene Szymkowiak, North Catholic; Algis Lukas, Northeast; Thomas Williams, Mastbaum; Richard Karaszkiwicz, Frankford High; Robert Crussard, Frankford High; Vince Eckert, Northeast; Rimas Lukas, Northeast; Mildred Palk, Girls' High; Gladwyn Flood, Little Flower.



THE NEW EXTRA-WIDE OVEN IN THE 1954 40-inch electric range introduced by Philco is shown above. Interior finished in a soft, gray porcelain enamel, the new 23-inch-wide oven—largest oven in the 40-inch range field—is easier to use and clean. It has Philco's exclusive Broil-Under-Glass broiler and the Jiffy Griddle that adds the equivalent of two extra surface cooking units to the range's capacity. The vertical storage compartment to the left of the range has a sliding rack for pots and pans and the inside of the door has hooks for kitchen utensils. A small compartment above the sliding rack can be used for salt and pepper containers or other small objects. In addition, there is a full-width storage drawer mounted on nylon rollers underneath the extra-wide oven. The range above is Model 449 and color inset panel over the control center is available in red, Key Largo, yellow and platinum. It has three full-size surface units and a jiffy-lift deep well cooker that can be converted into a fourth surface unit.

ENSIGN JOSEPH MARTOSELLA, the son of Peter Martosella of Test Maint. Dept., was home recently for a 10-day furlough prior to his assignment to the U.S.S. Iowa. Ensign Martosella is a graduate of Roman Catholic High and LaSalle College. He was appointed to O.C.S. in 1953 and graduated on January 29 of this year.



SAFETY PAYS OFF AT PHILCO PLANTS



December ended the safety year at all Philadelphia area plants of Philco. Twelve safety gatherings were held to celebrate the close of a successful program for the year. Winners of prizes presented at six of the gatherings are shown on this page.





A WEDDING GIFT is presented to Rose Marie Rhodes (left) by Dorothy McCormick on behalf of friends in Plant 23.



THE ENGAGEMENT of Louise Desiderio, Plant Protection, and Louis Molczan was recently announced while the groom-to-be was home on leave from the Air Force Base at Orlando, Florida. Prior to going into the service, Louis was in the Personnel Department at Plant 2.



REFRESHMENTS are prepared by Ed Wiegun for the shower in his honor given on the second floor of Plant 2.



KEN BARR has a choice of cakes at a birthday party in his honor given on the third floor of Plant 3.



WELL WISHERS gather around Joan Kirby (with gift) at a shower in her honor given in Plant 3.



CASSIE LYNCH (with gift) is honoree at a shower given by friends in Plant 23.

WEDDING GIFTS are presented to Robert Morrissey at a shower in his honor given on the second floor of Plant 10 by friends in Dept. 43-503.





OFFICERS OF THE PHILCO SUPERVISORS' CLUB are (left to right): Ozzie Fisher, sergeant-at-arms; Clayton Ziegler, president; Joe Potaka, vice-president; Richard Gerlitz, treasurer; Thomas Currie, secretary.

TechRep MAN ASSISTS AT FALCON DAM CEREMONIES

Mack Branham, TechRep attached to the Signal Corps, received a "well done" from the White House Signal Detachment recently, and here is how he earned it. When the Presidents of the United States and Mexico dedicated the Falcon Dam, spanning the Rio Grande, the Fourth Army was called upon for sound and communications equipment for the ceremony. When the commander-in-chief speaks, you can be assured the Army sees to it that everyone can hear him.

Mack helped overhaul equipment which had been airlifted to Laredo, and got everything working in spite of a shortage of qualified military personnel.

BIRTHDAY GREETINGS are extended to Ruth Neild by friends in Dept. 43-506 at a party in Plant 3.



GENERAL VIEW of members of the Philco Supervisors' Club at their annual stag dinner at the Casa Conti held in January with approximately 300 supervisors and guests in attendance.

SUPERVISORS HOLD STAG DINNER

Approximately 300 supervisors from the Philadelphia and Croydon plants of the Company attended the annual stag dinner of the Philco Supervisors' Club at Casa Conti, Glenside, on January 15. A number of guests, including production superintendents, attended. Since the affair was strictly social, there were no speeches. Music was furnished by an accordion player during dinner, followed by a stage performance by professional entertainers.

MEMBERS OF THE SUNSHINE CLUB at Croydon who helped make the collections and distributed baskets to the needy at Christmas time. Kneeling, left to right, are: Joseph Ryan, Mildred Meenan, Gertrude Smith and Frank Testa. Standing, in the same order, are: Jean Trader, Phyllis McCunney, Reba Grob, Peggy Laycock and Ruth Grob.





FORMER PHILCO NEWS Cover Girl Dorothy Donovan following her recent marriage to Joe Walsh, Philco appliance district representative. Mr. and Mrs. Walsh make their home in Richmond, Virginia.



SUPERVISOR WILLIAM MOORE presents Emma Ehrenreich with an envelope containing a check for a labor-saving suggestion. Emma is in the R.F. Section of Dept. 41-502 at Croydon.



THE WIZARD OF OZ COSTUME was donned by James Emberson, of Plant 10, when he performed with the Crescentville String Band in the annual Philadelphia Mummies' Parade. He also appeared with the band at the drill and concert put on by the string band sections at Convention Hall earlier this month.

THE LONG NIGHT

If you're subject to insomnia, stay away from Thule, Greenland . . . the night is three months long there. TechRep Niel Bacot saw the sun set on November 1, waited until February 11 for it to reappear.

Two torch bearers are the most photographed subjects in all New York—Prometheus in Rockefeller Plaza and the Statue of Liberty.

The century-old word "chlorophyll" is one of the most recently publicized "new words," according to the *American Peoples Encyclopedia*. The new terms include "poodle cut," "whistlestop," "countrypolitian" and "teleprompter."

HONOREE AT A SHOWER given on the third floor of Plant 3 is Joe Console, of Dept. 43-506.





ROSE CHAPPARONE stands to thank friends in Process Engineering for gifts presented to her at a shower given in Plant 2 Cafeteria.



A FAREWELL GIFT is presented to Helen Hoag, and (right) at a shower given on the third floor of Plant 3.



AS PART OF THE X CORPS PROGRAM to aid Korean school children, a youngster receives a gift from Pfc. John M. Leitz of Philadelphia. School supplies, athletic equipment, 20 tons of candy and crackers and 18 tons of toys were handed out by members of the corps. Leitz, son of Mrs. Mattie Leitz, 3149 G Street, is administrative personnel clerk in Headquarters Detachment of the 67th Ordnance Ammunition Battalion. He arrived overseas last August from Aberdeen Proving Ground, Md. Before entering the Army in November, 1952, Leitz was in the Material Control Department at Philco.



THEY SAVE, INVEST—AND BENEFIT ALL

Because enough Americans saved their money and invested it in our factories, our economy and our jobs, our standard of living, our products are what they are today.

Because somebody—enough American somebodies—saved and invested, funds became available to attract expert management to invent, design and build efficient machinery, factories and mills; to explore for and develop mines and oil wells; to provide transportation and power plants which, through management and organization, put tools, equipment and tremendous power into every pair of hands in our country.



There are those people who, for reasons best known to themselves, make a point of proclaiming, about this time every year, that the little George Washington really didn't chop down a cherry tree and then manfully admit it to his dad. "Bunk!" they snort. "It happened to a couple of other guys—if it happened at all!"

A lot of American kids have heard the "I can't tell a lie" story, with moral, over the generations, and who shall say they have been harmed or misled about the fine character of the Father of Our Country?

COMMON COLDS ARE TOO COMMON

—SO, TRY NOT TO CATCH ONE!

Almost everyone has at least one cold a year. Some are over in 24 hours, others last from one to two weeks. Weakening your resistance, they can lead to more serious illness.

To Help Keep From Catching Cold:

Stay away from people who have colds, or who cough or sneeze carelessly.

Keep in good physical shape; eat a well-balanced diet, including milk and cheese, potatoes and at least two other vegetables, a citrus fruit and one other fruit; meat, fish or poultry; eggs, cereals, bread and butter, and a moderate amount of sweets. Avoid overeating.

Get lots of sleep and rest; some recreation and outdoor exercise. Dress for the weather; avoid wet clothes.

Live and work in well-ventilated rooms; guard against chilling, especially when overheated. Avoid drafts, wet feet.

Use only clean eating and drinking utensils; don't share use of toilet articles, towels, spoons or drinking cups. Always wash hands with warm water and soap before eating or handling food.

When You Have a Cold:

If it starts with chills, fever, or aching, or seems more severe or lasts longer than usual, consult a physician.

If you don't have a fever and if you must work, keep dry, warm, comfortable; get at least eight hours of sleep at night.

Drink plenty of fluids, both hot and cold; drink fruit juices.

Protect other people from your cold; cover your nose and mouth when coughing or sneezing.

A GIFT TO REMEMBER his friends in Industrial Engineering at Plant 18 by is presented to Russell Hagerty (in double-breasted suit) by Vito Amoroso on behalf of the Sunshine Club. Hagerty is going into the Army.



TWO SONS OF PHILCO EMPLOYEES at Croydon are altar boys at the Sacred Heart Church at Tullytown. Anthony Vanucci (left) is the son of Blanche Vanucci and Richard Lisi is the son of Antoinette Lisi. Both mothers are members of the Auto Assembly Section, Dept. 41-502.

ST. VALENTINES

There were three St. Valentines in early Christianity, each a martyr, and the death of each was associated somehow with February 14. Why their names came to have a connotation for lovers is unknown. Europeans of the Middle Ages believed that birds mated on February 14; thus, historians say, the exchange of greetings between sweethearts which survives to this day.



THE NEW SCHOOL PICTURES of Neal Hess, Jr., and Kathleen Hess, the children of Neal A. Hess, Sr., of Plant 3, and Mrs. Hess. Neal Junior is in his first year and Kathleen her second year at St. Boniface.



MARINE PRIVATE FIRST CLASS ROBERT T. JOHNSON recently received a promotion to his present rank following his successful completion of recruit training at Parris Island, S. C. Private Johnson, who served as a continuity trouble man in Dept. 512 before entering the Armed Forces, climaxed his course by winning the silver badge of a Marine Marksman when he fired the Garand rifle for a record during his weapons training.



THE NAME OF PVT. JOHN A. HAGGERTY appears on the list of recent graduates of the Fort Monmouth Signal Corps School. He was a member of the Philco Photo Laboratory Department prior to going into the Armed Forces. Following graduation exercises at Fort Monmouth, Haggerty was on furlough and spent some time visiting family and friends in Philadelphia before reporting for duty in Texas. His address is Headquarters Company, 15th Engineers, Fort Hood, Texas.

ABRAHAM LINCOLN SAID

Property is the fruit of labor; property is desirable, it is a positive good in the world.

That some should be rich shows that others may become rich, and hence is just encouragement to industry and enterprise.

Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built.—*From a speech on March 21, 1864.*

Those who deny freedom to others deserve it not for themselves and, under a just God, cannot long retain it.—*Abraham Lincoln.*



As a very important source of strength and security, cherish public credit. One method of preserving it is to use it as sparingly as possible.—*George Washington.*



Genius is one per cent inspiration and ninety-nine per cent perspiration.—*Thomas Alva Edison.*

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