

PHILCO NEWS



How Good Is Good Quality?
New Home Laundry Equipment

pages 8 and 9
page 10

OCTOBER
1959

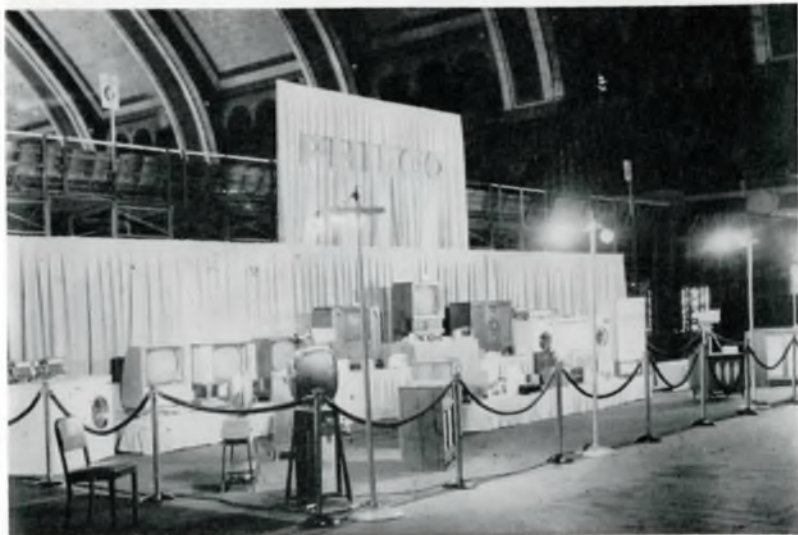
LICENSE AGREEMENT SIGNED BY PHILCO AND GENERAL TRANSISTOR CORP.

Philco and General Transistor Corporation, New York City, have jointly announced the signing of an engineering service and license agreement covering the manufacture and sale of transistors.

Under the agreement, Philco provides General Transistor with a non-exclusive license to make, use and sell transistors embodying Philco inventions. Philco also agrees to furnish General Transistor with technical and engineering information and equipment needed in the manufacture of such transistors.

General Transistor will provide Philco with similar license rights and engineering services, under the terms of the agreement. It will pay Philco royalties on all transistors embodying Philco inventions manufactured, used, sold or leased under the agreement.

Philco President James M. Skinner, Jr. and General Transistor President Herman Fialkov called the agreement another step in the program of providing industry with increased facilities to meet the expanding demand for precision etched transistors. They pointed out that Philco types MADT and MAT are the only high speed switching transistors which currently use advanced automatic production equipment.



Nearly 100,000 persons viewed this display of Philco products at Convention Hall during the four nights of the Miss America competition in Atlantic City.

PHILCO KITCHEN SHOWN IN NEW YORK MODEL HOME

A complete Philco kitchen is in the Celanese House designed by the famous American architect Edward Durrell Stone. The entire Celanese House is duplicated on the 7th floor of W. & J. Sloane store in New York and will remain on exhibition for the remainder of the year. If you are in New York sometime soon why not drop in? The kitchen features exclusively Philco Citation Custom appliances. The October issue of *House and Garden* will feature Philco in its report on the Celanese House.

PHILCO WINS AWARD FOR CONTRIBUTIONS TO SERVICE

A "Service Achievement Award" was presented to Philco by Electric Appliance Service News magazine recently during the second annual convention of the Appliance Profession Association in Monterey, California.

The award, a handsome plaque, was accepted by Henry T. Paiste, Jr., Philco's Director-Consumer Relations and Service. The inscription cited Philco's "many outstanding contributions in behalf of the appliance service industry."

In accepting the award, Mr. Paiste expressed Philco's deep appreciation for the recognition and its determination to continue its policy of close cooperation between the company and the appliance service industry.

Mr. Paiste was a featured speaker and co-chairman of the service education seminar during the convention.

TECHREPS MOVING TO PLANT 3

Members of the TechRep division will move to the third floor of Plant 3 by January 1 to consolidate the Company's operations for greater efficiency. Meanwhile work on the two level parking garage at Tioga and B streets being built to solve the severe parking problem posed by the arrival of the TechReps is expected to be completed late this year. The double-level parking garage will make possible the accommodation of 246 additional cars to the old lot, bringing the lot's total capacity to 600 vehicles.

OUR COVER THIS MONTH—Mary Ann Mobley, outgoing Miss America, places the jeweled crown on her successor, 20-year old Lynda Lee Mead of Natchez, Miss., Miss America of 1960.

Published by the Public Relations Department of Philco Corporation—MARK LUTZ, Editor.



A coast to coast television audience viewed the final two hours in the selection and crowning (above) of the new Miss America. Bert Parks (left), master of ceremonies for the Philco sponsored telecast, describes the scene.

MISS AMERICA PAGEANT ATTRACTS NATIONAL TV AUDIENCE OF MILLIONS

Miss America of 1960, Lynda Lee Mead, will tour Philco's Philadelphia area plants for several days this month.

While no official rating has been published, it is anticipated that a TV audience record was established for the Miss America Pageant telecast on September 12 when millions of viewers from coast to coast saw the magical finals of the Pageant and selection of Lynda Lee Mead, 20 year old "Miss Mississippi" from Natchez, selected as Miss America of 1960. This year's audience is expected to exceed the nearly 60-million audience of last year.

Miss Mead, as is her predecessor, Mary Ann Mobley, is a native of Mississippi. This is the first time in Pageant history that a contestant from the same state has succeeded the reigning Miss America. The 1959 and the 1960 Miss Americas are also not only from the same state, but they are from the same school and the same sorority.

Amid the splendor of the Pageant in Convention Hall, Philco captured widespread attention by its display of television, radio, phonograph, stereophonic-high fidelity, home laundry equipment and appliance lines. This display was complemented by the operation of closed-circuit industrial television cameras produced by our G. and I. Division which gave visitors an opportunity to see themselves on TV.

Philco also operated a special closed-circuit TV hook up in the huge dressing room for the contestants which enabled the young women to check their make-up and general appearance before going on stage. Non-finalists back stage at the Pageant were in turn given a chance to see the actual telecast in a special backstage Philco TV monitor room.

Philco products were much in evidence for the thousands of visitors to the shore city for the Pageant. These products were shown in leading boardwalk hotels, the press bureau and other business places where they attracted highly favorable comment.



Miss America 1960 is congratulated by the runners-up—Miss Wisconsin, first; Miss Washington State, second; Miss California, third, and Miss Arizona, fourth.



RIGHT—Philco hosts for the Miss America telecast were Marilyn Van Derbur, who reigned as Miss America 1958, and Douglas Edwards, CBS television newscaster.



UPPER LEFT—Miss Illinois checks her make-up by appearing on a special closed circuit television arranged by Philco G & I Division in the dressing room of the contestants in Convention Hall. Contestants were able to check their make-up and over all appearance on the receivers before facing the vast nation-wide TV home audience.

Philco's "Safari" TV created attention on a sun deck overlooking Atlantic City's boardwalk for these hopeful contestants who got their first view of the world's first battery operated, all-transistor, portable TV—made at Plant 10.





ABOVE—A group of one of the bus loads of employees from the second and third floors of Plant 10 and from Plant 18 en route by chartered bus from Philco to Atlantic City to view the Miss America Pageant parade on the night of September 8. A total of 151 employees in all made the trip organized by Isabella Mills and Helen Dellarenna. The Philco-ites stopped at Hammonton for dinner and in Atlantic City occupied reserved seats. Following the parade the four bus loads of employees returned to Philadelphia.

BELOW—Edith Black (*front*) Ethel Bourne (*left, rear*) Emma Sutton, lead the group getting on the first of the chartered busses for the trip to Atlantic City.



Employees from Plant 10 board busses for Atlantic City at the end of the work day September 8.



United Appeal Drive Under Way Company Goal Set At \$112,500

Philco employees will have their once-a-year chance to support 250 separate health and welfare agencies and services during the 1960 United Fund Torch Drive between now and November 24.

These agencies include 50 community health services, twenty-one child care and family services; fifty-six youth agencies; twenty-eight neighborhood centers and services, thirty-one specialized services; eleven community planning, research and coordinating services.

The new United Fund Torch Drive marks the emergence of a completely new organization brought about this year by the consolidation of the old United Fund and the Community Chest, a sound and logical step which will make more effective use of volunteers, eliminate public confusion, and give one organization responsibility for raising and allocating contributed funds.

Most members of the Philco family find that payroll deductions made over a twelve month period beginning each January are the most convenient way, to support the agencies of the United Fund. Contributors will receive lapel badges and window stickers for their homes to show their neighborhood solicitors that they have already made contributions at their places of work.

United Fund has done much to cut down the number of separate drives. It includes most of the major health and welfare appeals in the area. Furthermore, the United Fund welcomes new member agencies, provided applicants meet the standards and will con-



tinue its efforts to reduce the number of separate campaigns. There will be no additional drives by United Fund agencies for operating expenses next year.

UNITED FUND TORCH DRIVE

The more . . . you give . . . the better . . . you feel.

GIVE 'TIL IT FEELS GOOD

Who Me? Go To Europe...?

Yes you---
and you---
and you---



Joan Finn, Plant 50 Telephone Room, asks a question answered below.

IF YOU are an employee of Philco, regardless of your plant location, and sign up for the thrift plan trip the Company is sponsoring for the summer of 1960.

By saving now it is quite possible to make the trip of your dreams—a never to be forgotten visit to the thrilling, beautiful and historic cities included on the tour—London, Paris, Lucerne, Florence, Venice, Rome.

The trip price, under \$695, includes all taxes, transportation, lodgings, meals, tips and sightseeing fees. It is easy to arrange to finance such a trip. By telephoning Ext. 418 you may learn the itinerary, the financial arrangements necessary and other information which may occur to you.

Your first stop on this seventeen day air and land jaunt is London . . . hub of the British Empire and the largest city in the world. Special sight-seeing includes Buckingham Palace, the colorful spectacle of the Changing of the Guard, St. James' Palace, Houses of Parliament, Westminster Abbey, Trafalgar Square, the famous art galleries, St. Paul's Cathedral, the Tower of London, and similarly fascinating places you have heard about from other travelers.

Since your first Sunday abroad will be spent in

London it will be an excellent occasion to attend services at one of the magnificent and historic churches of the city. And another advantage of being in London on Sunday is that you see it relaxed and quiet in contrast with the hurry and bustle of the metropolis on Saturday the day of your arrival.

From London you go by air to Paris, described as "all things to all men." Tours will include the Eiffel Tower, Napoleon's Tomb, Madeleine Church, the Louvre, Notre Dame, Montmartre.

The tour has been so planned that there are ample hours for you to follow your own diversions—shopping, sight-seeing on your own, visiting foreign friends. . .

Picturesque Lucerne is your third European city. Its unsurpassed location on a mirror-smooth lake in the heart of the Alps deserves its popularity among tourists. One of your excursions from Lucerne will be to Mount Pilatus for its commanding view of mammoth snow-capped peaks.

Unmatchable Venice, the legendary "Bride of the Adriatic" is one of the high spots on the Philco planned vacation. Whether you are on foot on St. Mark's Square with its jewel like St. Mark's Cathedral, or

(Continued to page 15)

HOW GOOD IS GOOD QUALITY?

A widened concept of product performance testing is giving Philco much more than the usual check on parts, processes and design in its major appliance lines. Rapid communication and data processing are combined with the Product Performance Department's regular inspection and test procedure, according to an article in the June issue of *Appliance Manufacturer*.

With rapid communication and data processing as tools the department can notify engineering of trouble at the same time quality control and production hear of it.

"Field service is alerted to trouble patterns revealed by accelerated life tests long before the run of appliances sampled reaches the field," the *Appliance Manufacturer* article states. The article says further: "Product Performance's knowledge of the consumer's changing desires enables it to keep its quality standards up to date. Moreover, quick processing of inspection reports lets the department give management a dollars-and-cents estimate of correcting factory deficiencies in the field for appliances made just the day before.

"Probably the most unusual aspect of the department's operation is—to borrow words from Ray Son-



Only member of product performance department who deals directly with production, and then only when components are involved, is Mayo Escue, product performance engineer, left. Here he discusses transmission with Avco foreman.



Dampening assemblies are checked by lab foreman Larry Biggs, left, and H. E. Madaras, resident engineer, to determine cause of failure.



Meeting of Philco lab foreman Larry Biggs, center, and Avco quality control men is held in afternoon after day's run of appliances is checked.

Broadened Philco product performance department for major appliances streamlines communications and data processing to permit the consumer to establish standards for quality.

derup, manager of product performance for all major appliances—"to audit the quality of our products from the consumer acceptance standpoint." The aim is to let the customer set the standards for the product performance tests. We vary our standards to meet field needs, which are set by satisfied customers," explains Mr. Sonderup.

The article points out that the Product Performance Department is set up to quickly sense changes in consumer thinking—and get that information to other phases of manufacturing. Thus, new standards set by the customer quickly become Philco's standards. Customer's likes and dislikes are learned from demonstrators who relay remarks as to product performance; from service reports; from cards mailed after each service call which ask customers for suggestions; from factory service representatives who make telephone surveys to query Philco appliance owners, and from letters to the Company which contain opinions about appliances. Philco has 12 control centers in which service representatives co-operate on customer acceptance surveys.

"The Product Performance Department conducts

two testing programs," the article says. Each of the four laundry appliance lines is sampled once an hour and the appliance trucked to the laboratory for testing. This includes a check on packaging (when a packaged unit is elected), installation kit, general appearance inspection and electrical safety test. A rapid cycle test is followed by a complete operational test with a load of clothes. Any irregularity is noted on an inspection sheet taped to the top of the appliance. The four technicians who check the appliances list even slight defects such as abraded chrome or a burred screw head. They detail everything and leave the final decision to Larry Biggs, the laboratory head. After each appliance is tested, it is moved to a warehouse area. Near the end of the shift, Mr. Biggs checks each inspection sheet and deletes the unimportant items.

The second test program, the article goes on to show, includes some 50 laundry appliances. It is the performance life test, accelerated program which stimulates up to two years normal use. "This is the only way we can get reasonable sampling on every production period," says R. M. Vozenelik, manager of product performance at the Avco Nashville, Tennessee, plant where Philco's laundry appliances are made. Long life testing is done in Philadelphia where Philco's design engineering department is located.

Conditions for the performance life tests simulate normal in-home use, even to misuse and lack of proper
(Continued to page 14)



LIFE TEST installations are meant to duplicate those expected in homes. Washer mounted on section of conventional floor may reveal fault that would not show up if it were set on concrete.



Product performance people gather in Philco testing laboratory in Avco factory. Ray Sonderup (right foreground) is product performance manager, all appliances. Beside him is R. M. Vozenelik, manager of product performance at the plant. The department tests automatic washers, combinations and dryers, also ranges.

PHILCO SHOWS NEW 'CABINET LINE' COMBINATION WASHER-DRYER FOR '60



PHILCO'S 1960 "DUOMATIC" combination washer-dryer, Model 704, features an exclusive, delayed liquid dispenser which injects liquid bleach or rinse conditioner at just the right time for best results. The model, above, is shown filling the dispenser and the control for each bleach or rinse conditioner selection is at the far right of the highly styled control panel. This model as other Philco combination washer-dryers is equipped with a "rhythm spin" cycle which automatically positions the clothes for safe, thorough water extraction in Philco's exclusive high-speed spin. Model 704 is available with either electric or gas clothes dryer operation.



A new flush top "Duomatic" combination washer-dryer designed especially for installation in a line of cabinets was announced at the Company's recent home laundry equipment convention held in Chicago and attended by distributors from this country, Canada, Mexico and Chile.

A custom and a deluxe "Duomatic" were also shown by the company as part of its 1960 home laundry equipment line.

In addition, Philco introduced five new "Automagic" automatic washers and five automatic clothes dryers, available as either electric or gas models.

The flush top of the CE-700 makes it possible to run counter-top back-splash trim across the top of the "Duomatic," permitting a full custom appearance. The flush top design also permits installing the new "Duomatic" in areas where a control panel top would make installation awkward if not impossible. The CE-700 incorporates all basic features of the custom and deluxe "Duomatic" models and it is identical in size: 26 $\frac{3}{4}$ -inches wide, 36-inches high and 26 $\frac{1}{4}$ inches deep.



PHILCO'S NEW FLUSH TOP "Duomatic" combination washer-dryer (Model CE-700) is shown above. It is designed especially for installation in a line of cabinets, and the flush top makes it possible to run a counter-top backsplash trim across the top of the 1960 "Duomatic" model, permitting full custom appearance. The flush top design also permits installing the new "Duomatic" in areas where a control panel top would make installation awkward if not impossible. Model CE-700 has all the basic features of the custom and deluxe "Duomatic" models and it is identical in size: 26 $\frac{3}{4}$ -inches wide, 36-inches high and 26 $\frac{1}{4}$ -inches deep. It has the exclusive Philco "rhythm spin" cycle which removes up to 50 percent more water from clothes after washing and rinsing than any other combination to make drying faster and more economical. It also has an exclusive, optional power soak.

THERE ARE NO WASH DAY WORRIES with Philco's 1960 "Automagic" automatic washers and automatic dryers, such as the custom models shown at the left. The model is shown taking out clothes from the new dryer (Model D-608) and to the left of it is the new automatic washer (Model W-208). The striking styled matching laundry equipment feature Philco's new "Single Set" control panel. The dryer is available for gas or electric operation and features "criss-cross" tumbling action which exposes more of the clothes load to the airflow for faster and better drying.

Clinching the Inch

How long is an inch? The United States and Great Britain, who held different ideas, have finally agreed to split the difference and establish a standard length. On July 1 of this year, the British inch stretched while the American inch shrank. But the change is unlikely to affect your measurement much. The change for each country was only two millionths of an inch.



William J. Jamieson was recently named "This Week's Citizen" for his many civic activities by The Willow Grove Guide. Mr. Jamieson is president of the Old York Road Chapter of the Junior Chamber of Commerce and active in church and Sunday School work. He is in the Quality Control Engineering Department of the G. and I. Division. For hobbies, Bill likes golf, bowling, fishing and softball. He is a former assistant scoutmaster of Glenside Troop 2. Mrs. Jamieson is also active in community affairs. She is president of the Jaycee-ettes and a past officer of the Pre-school Mothers' group of Roslyn.



James A. Wilkens, supervisor of photography for the G. and I. Division, has been awarded a special Certificate of Merit by the Winona School of Photography, Winona Lake, Ind., for successfully completing an intensive course on Industrial Photographic Management. The school is conducted by the Professional Photographers of America, Inc., 79-year-old trade association.



BICYCLE BUILT FOR TWO—But it takes a considerable amount of team work and coordination to propel this custom-built tandem, especially on a 90-mile trip. Ed Haigler and Sandra Lindblom (above) recently made this grinding seven and one-half hour trip to Cape May, N. J., on a rainy Saturday. Ed is a lab technician and Sandra is a junior engineer in the G & I division's computer engineering department. Both are members of the Philadelphia chapter of American Youth Hostels, from which Ed rented the tandem bike. A slow bus ride turned Ed into an avid cyclist soon after starting at Philco in October 1958. After one week of commuting by bus, Ed discovered he could navigate the five and one-half miles from his home to Plant 50 on his single-seat English bike in only 21 minutes, whereas the bus ride took 45 minutes. Since starting at Philco, Ed has missed only three days of cycling to Plant 50. Inclement weather never daunts him. His previous cycling experience was in 1957 when he chalked up 800 miles in eight months.

PHILCO MAN'S WIFE AN AUTHOR

It isn't on the "best seller" list, but the William R. Patterson family of Ardmore, Pa., is real happy with Mrs. (Doris T.) Patterson's first book—"YOUR FAMILY GOES CAMPING."

Bill, who works in the G & I division computer lab, said he believes this is the only camping book available that explains how to take a baby on a camping trip in safety and comfort.

Also included is an appendix with six suggested tent tours and another which tells where to write for information on state and national parks in the U. S. and Canada.

The book was published this spring by the Abingdon Press (cloth \$2.50; paper \$1.50).



LET'S GO TO THE ZOO:

Fall a Good Time to Enjoy Philadelphia's Unique Collection

The fall weather ahead is perfect for a visit to the Philadelphia Zoological Garden—"America's First Zoo"—at 34 and Girard Avenue.

The Zoological Garden is open every day of the year (except Thanksgiving, Christmas, and New Year's) from 10 a.m. to 5. There is a modest admission charge of 75¢ for adults, 25¢ for children (2 to 11), and it is free to children under 2. The income that the Zoological Society derives from its gate receipts, sale of souvenirs and refreshments, and members in the Society, is supplemented by an annual grant from the City of Philadelphia.

The Zoo occupies forty-two acres of land and devotes much attention to its trees, shrubs, lawns, and

flower beds. A visit to the Zoo, therefore, is pleasurable not only for the wonderful animal collection but also for its pleasant walks among trees and flowers and many fine pieces of animal sculpture.

There's a celebration going on this year at the Zoo, for 1959 marks the centennial of the Zoological Society of Philadelphia. During the depression in the 1930's it was difficult to obtain sufficient funds to feed the animals and there was even talk of closing the Zoo. Since 1938, however, the Zoo has been undergoing a renaissance which has seen the rebuilding or modernization of approximately half of the buildings and exhibits in the Garden. The improvement program is still continuing.

Philadelphia's Zoo has long been recognized as an important and vital part of the city's community. The animal collection and its potential for educating youngsters in the most painless way has always been the Zoo's greatest asset.

Huge lions and tigers, whose throaty roars reverberate through the Garden, ponderous rhinos, hippos, and elephants, looking like monsters from the dim and distant past, monkeys and baboons with their antics and grimaces, beautiful birds and grotesque reptiles—these and many, many more are all present to delight youngsters and adults of every age. The Philadelphia Zoo has earned international acclaim for the quality of its collection, the longevity records that it has established, and for the work of its Laboratory.

One of the newer buildings in the Zoological Garden is the ultra-modern, million-dollar carnivora house which contains the most varied and complete collection of cat animals in the entire world.

The Carnivora House at the Philadelphia Zoo opened 1951.



The newly organized Philco Italiana has a refrigerator plant in full production in Robbio Lomellina, Italy.



Italian Company Formed to Produce Philco Products

A new company, Philco Italiana, S. p. A., with headquarters in Milan, has been formed to manufacture and distribute Philco products in Italy under license from Philco Corporation, S. A., Switzerland, according to an announcement by J. M. Skinner, Jr., president of Philco.

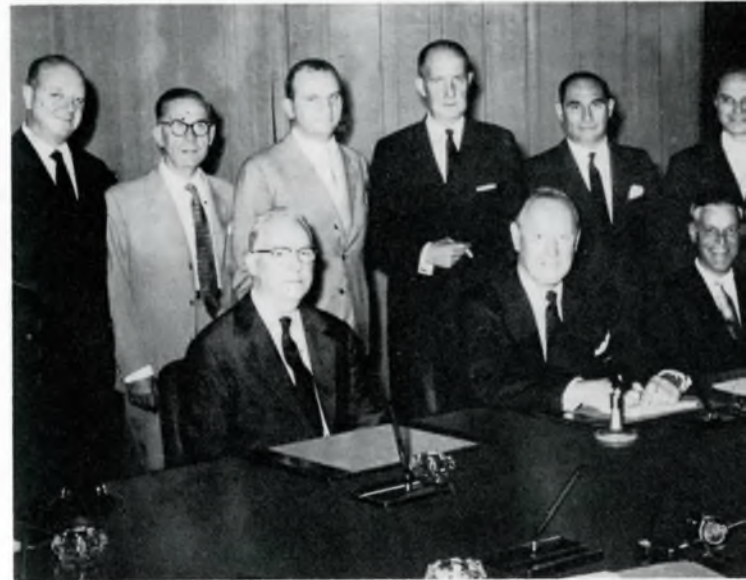
Financing for the new venture has been provided by an international group including Ing. Carlo Pesenti of Milano; Dr. Franco Palma of Rome; Bendix Home Appliances—France, owned by Marcel Boussac; Dr. Luiz Campello of Sao Paulo, Brazil; Dr. Renzo di Piramo of Milano; and Philco Corporation, S. A. of Fribourg, Switzerland.

Production will start with a complete line of television receivers, to be followed by refrigerator manufacturing before the end of the year. Production facilities for refrigerators are already in operation in Robbio Lomellina, while a radio and television plant is in full production in the Milan suburb of Rho.

The organization of the new company will make Philco products of Italian origin available to distributors around the world in addition to the availability of Philco and Bendix products from France, Great Britain and the U. S.

It constitutes an additional step in the policy-implementation designed to meet the changing patterns

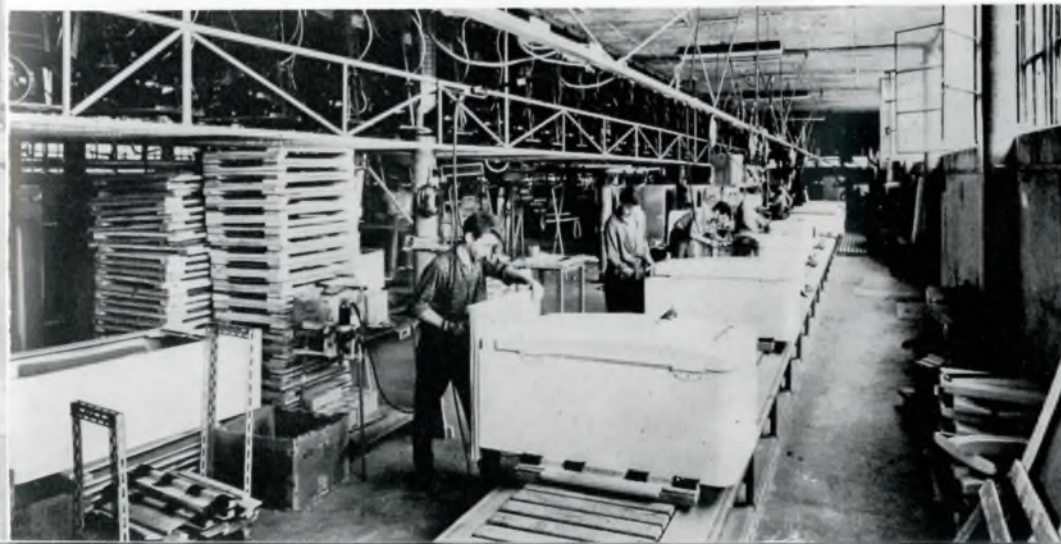
(Continued to page 16)



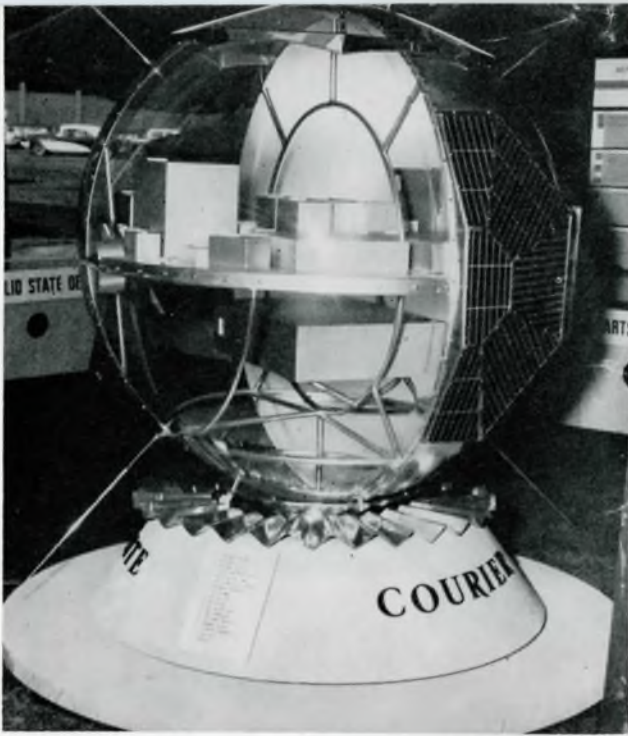
The Board of Directors of Philco Italiana, S. p. A., consists of: (standing) Ing. James Segre, Ing. Francois Saverio, Dr. Renzo di Piramo, Francois Ollive, Dr. Franco Palma and Ing. Carlo Pesenti.

Seated are: Daniel J. Lee, Jr., Harvey Williams, president, Philco International Corporation, and James M. Skinner, Jr., president, Philco Corporation.

Not shown is Dr. Raoul Lenz, president of Philco Corporation, S. A., Fribourg, Switzerland.



The new Philco refrigerator plant in Robbio Lomellina, Italy.



SOPHISTICATED COMMUNICATIONS—Full size model of the Courier satellite that Philco is building for the Advanced Research Projects Agency is shown above. The contract for the space satellite and its communications equipment was awarded by the U. S. Army Signal Corps.

BOWLING AROUND THE WORLD

One of the most popular sports among both men and women at Philco for some years has been bowling. With cooler weather the season is again in full swing.

Rapidly becoming the most popular participant sport in the world, bowling boasts an estimated 25 million enthusiasts, from Helsinki to Hoboken.

But bowling—in one form or another—has been around for more than five thousand years. Primitive man tossed stones at pointed rocks in fields to sharpen his eye—first, for battle; later, for recreation.

Egyptians first “bowled” a round stone through two “uprights” at ten wooden “pins,” called the game, “skittles.” The Dutch perfected “ninepins” and borrowed the Egyptian name for it. The Scots call their variation “curling.”

During medieval times, lords and ladies amused themselves with “bowles”—lawn bowling. Earlier, missionaries attempted to convert pagan Germany by “kegeling” the “heide”—clubbing the heathen! Wooden “kegels” (or clubs) representing pagan ways were knocked over.

When Peter Stuyvesant ruled New Amsterdam, settlers cleared a section of Battery Park . . . fashioned a “green for nine pins.” Present-day New Yorkers know the spot as “Bowling Green.”

In Vermont and Eastern Canada, severe winters helped popularize the Scottish version—“curling.” Four-man teams gather to propel a 42 pound “stone”

across the frozen surface of a lake . . . closest to a “tee” or marker. In warmer weather, the game move inside—to ice rinks.

English industrial centers like Lancashire, Yorkshire and North Wales highlight the “Crown Green Game of Bowls”—Lawn bowling. Hundreds of professional players compete, twice a year, in tournaments. The “click” of wooden ball against the pine draws tens of thousands of spectators from all over England.

Tenpins or “tournament bowling,” the United States version, has caught on in other countries, too. Modern lanes, many built by AMF Pincotters, Inc., are attracting new enthusiasts in Germany, Norway, Sweden, Central America and, recently, Japan.

Italians still enjoy the ancient sport of “Bocci”—bowling without pins.

“Duckpins,” an American contribution, first appeared in 1902. In the days before air-conditioning, one of baseball’s greats—John McGraw—decided the game was too strenuous for summer play. He cut the size of ball and pin before he would let his players participate.

During one game, a news reporter remarked: “. . . the struck pins exploded into the air like a flock of ducks.” Ever since, it’s been “duckpins!”

American variations are somewhat geographic. New Englanders play “candlepins” . . . use pins tapered at both ends. In Pittsburgh, it’s “Rubberband duckpins”—so called because a thin strip of rubber encircles the belly of the pins . . . gives them more “bounce” when struck.

Perhaps the greatest boost to bowling in the United States was the adoption of a uniform set of playing rules and regulations by the American Bowling Congress at the turn of the century. Later, the bowling proprietors of America raised the standards of bowling establishments—and bowling for the family became a popular pastime.

Today’s “pin palace” is a gleaming, modernized recreation spot. Children’s leagues have been formed; playrooms are supervised . . . permitting mom to concentrate on her game, knowing her tots are safe.

HOW GOOD IS QUALITY?

(Continued from page 9)

maintenance. The units operate continuously during the day, then remain idle at night . . . a complete history is kept on each machine and sent to design engineering when tests are complete.

“The department is set to detect trouble as it develops, get action quickly from everyone concerned and alert service when appropriate. Moreover, it lets the customers set product performance standards and tell design engineering what they expect of their appliances.”

ME GO TO EUROPE?

(Continued from page 7)

whether you are on a gondola sight-seeing trip along the picturesque canals lined with palaces and churches you'll never forget Venice.

The Pitti and Uffizi Art Galleries in Florence alone are worth your trip to Europe. Add to these the Medici Chapels, where works of Michelangelo are to be seen, and you will agree that this is one of the great strongholds of art and culture.

It is fitting that your last memories of Europe will be those of Italy's capital, Rome, where magnificent ruins, beautiful churches and palaces, and the celebrated "Fountains of Rome," will engage your attention. St. Peter's Square and Basilica, the Sistine Chapel, are among the religious and historic landmarks of the Eternal City.

You leave from the Ciampino Airport at Rome, after a day given over to activities of your own choice, for the transatlantic flight home. The following day you are back in Philadelphia with enough glorious memories to last a lifetime.

HALLOWE'EN

Although Hallowe'en has a Christian name, it originated with the ancient pagan Druids of Great Britain. They celebrated it as the day when spirits of the wicked dead were transformed into animal bodies.

Scottish children first carved jack-o'-lanterns from large turnips with a candle inside, instead of from pumpkins. Irish peasants started the custom of going from door to door asking for food or money.

In Scotland, people believed that women who had sold their souls to the devil changed into witches on Hallowe'en. They flew up their chimneys on broomsticks, attended by black cats.

SCHOOL DAYS AND COOL DAYS

Call for Hot Breakfasts and Hearty Lunches

Fall days bring a change of pace in our daily living. Its a brisker, busier time with the whole family picking up activities forgotten for the summer months.

Get your meals off to brisker starts, too, with tangy concentrated fruit juices from your freezer section of your refrigerator freezer. There are so many interesting, zestful combinations, now — orange-pineapple, orange-grapefruit, orange-tangerine—to mention a few.

The aroma of bacon broiling in your Quick-Chef oven will do more than an alarm clock to rouse the family and bring them hurrying to the breakfast table. French toast comes off the cordless controlled-heat griddle a delicious golden brown from the first to the last slice thanks to its thermostatically controlled heat. Try this appetizing variation for your next family breakfast:

1 cup bottled fig juice
2 eggs
4 slices bread
butter or margarine

Combine fig juice and eggs; beat thoroughly. Immerse bread in the mixture until it is thoroughly soaked. Melt butter or margarine on griddle and cook bread on each side until golden brown.

Another interesting, but easy, breakfast special to make on your griddle is:

EGG 'N TOAST POCKET

Cut a circle in the center of a bread slice with biscuit cutter. Melt butter or margarine on griddle and brown bread on one side, turn over and break an egg into the circle. Continue frying until the egg has cooked.

Avoid the school morning rush of packing lunch boxes. In an hour or so, you can make and assemble lunches for the whole week, and pop them into the freezer. Enlist the aid of the older children, too. Given an assortment of sandwich fillings, bread, fruits, cupcakes or cookies, they will enjoy making their own selections and packing them into individual cellophane or polyethylene bags. Label the bags

with their names printed on freezer tape.

Luncheon meats, ham, liver-wurst, peanut butter, sliced cheeses, the various cream cheeses with pimienta, chives, pineapple, etc., all freeze well. For further variation, don't forget brown bread—with and without raisins—rye, whole wheat, cinnamon-raisin, hot dog and hamburger buns.

Fresh grapes may be frozen without preliminary preparation; cut a serving of clusters and place in each lunch bag. Peaches, berries, melon balls may be prepared in individual containers while they are in season and their fresh flavor will taste especially good during the fall and winter months.

Celery sticks and carrot curls add crunch (all those good vitamins, too!) to lunch and may be prepared for several days at one time, then immersed in water and stored in your refrigerator.

MOST LOST TIME BLAMED ON COLDS

Specialists in industrial medicine say industry's "number one problem" is the common cold. The Common Cold Foundation, set up in 1957 to research the problem, gives these facts:

The common cold costs industry an estimated two to five billion dollars each year.

The common cold costs industry five times as much as do all labor stoppages.

From 40 to 50 per cent of all days lost from work are lost because of colds.

In 1958 industry lost more than 150 million work days because of the common cold.

On the average, each American worker loses from three to four days each year because of colds.



UNCLE SAM SAYS . . . "Big old Savings Bonds or purchased new ones, purchased under a flag with 48 stars, or 49, or 50 . . . nearing their first maturity date, going into the second interest-bearing period, or just issued—all are contracts between you and your government, evidence of your mutual faith. To be a Shareholder in America, invest regularly in United States Savings Bonds—they keep reminding you that U.S. spells us."

ITALIAN COMPANY

(Continued from page 13)

of world trade and provides Philco with another participation in the European Common Market.

The Italian company brings the total of Philco and Bendix licensees to 16 companies operating in 12 countries. In addition there are the six Philco International subsidiaries in Brazil, Canada, Colombia, Great Britain, Mexico and Switzerland.



The 1960 softball champs—the Accounting Team in the Consumer Products Division—following their 6-0 victory over the Plant 2 Research team. From left to right, seated, are Lou Campo, Joe Fumo, George Ottinger, Captain, with the trophy; Bert Steinberg, Curt Herman. Standing, in the same order, are John Rothwell, Tom Brown, Bob Murray, Russ Sutter, Bill Graham, John Miller, John Dlugosz, George Subbers.

MANY HEART BEATS MAKE A WORK DAY

Have you any idea how many times your heart beats during an average 8-hour work day? A study shows it's about 63,894 times. During an ordinary 8-hour period of sleep, it "idles" along with an average of about 50,357 beats—a load reduction of 13,537 beats.

Awake or asleep, your heart expends a tremendous amount of energy. That is why it is essential to get enough sleep each day to avoid building up fatigue and putting extra strain on this hard working muscle machine.

PHILCO CORPORATION

TIOGA AND C STREETS
PHILADELPHIA 34, PA.



R S LOVELAND
549 W MANHEIM ST APT 3A
PHILA PA 44

82865

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