



Philco News FEBRUARY 1951



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OUR COVER THIS MONTH—February marks the anniversary of the birth of that great American, George Washington, who came forward in time of peril to lead his fellow-countrymen to freedom. Our cover is a photograph of the celebrated Emanuel Leutze painting of "Washington Crossing the Delaware," which hangs in the American Swedish Historical Museum of Philadelphia. The original painting of the subject is at the Metropolitan. The copy here is attributed to the artist himself.

Today, as in the days of Washington, the country faces grave problems which call for strong leaders and sacrifices from us all. The love of individual freedom is so strong in all of us no price should be too great to preserve it. We must be prepared for the defense of peace and our own free way of life.

The mere fact that a nation has millions of people doesn't, of itself, make it strong enough to defend itself against its enemies. It takes free men and women who work together, with determination and the spirit to win, provided with plenty of modern machines, and management with "know-how," to add up to the power necessary to defeat those who would enslave the world.

For instance, during World War II, the British Empire, with a population of 495,000,000, could not stave off defeat with its own production. China, with 458,000,000 people, produced few weapons for victory. Russia's 184,000,000 people could not produce enough for her own military requirements.

But the United States, with only 130,000,000 people, provided all those nations—and a dozen others—with the huge shipments of military supplies and food which led to the Allied victory, while, at the same time, we were equipping our own vast Armed Forces and maintaining at home the world's highest living standard.


This country is the most powerful and productive member of the family of free nations. This fact, plus our determination to defend our way of life, leaves little doubt as to the outcome of any clash with those who would rule by force.

Sam Brand says —




A wise fellow once said somethin' about how if you built a better mousetrap, people'd beat a path to your door. That's good sense, 'cause I guess every manufacturer, no matter what he makes, is in the "mousetrap" business. Take our brands. They're fine products. Trouble is, they get plenty of competition from other brand names. Same thing's true all over. That's why brand folks have to spend time and money testin' and researchin' to keep their products one step ahead of the opposition. They know they can't operate if the customers stop knockin' at their doors.

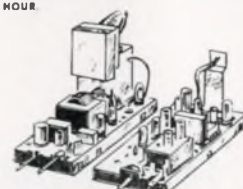
PHILCO FACTS



ON THE RADIO FOR OVER FIVE YEARS, IN 1,300 BROADCASTS, THE COUNTRY'S TOP SALESMAN, DON McNEILL, HAS BEEN PLUGGING PHILCO REFRIGERATORS, FREEZERS, AND OTHER PRODUCTS TO TREMENDOUS AUDIENCES EVERY DAY IN THE WEEK.



EVEN IN THE PIONEERING DAYS OF THE EARLY THIRTIES, PHILCO ACCENTED QUALITY BY ROAD-TESTING AUTO RADIOS ON THE INDIANAPOLIS SPEEDWAY FOR A DISTANCE OF 500 MILES, AT SPEEDS UP TO 80 MILES PER HOUR.



WITH THE SPLITTING OF THE TELEVISION CHASSIS INTO TWO BASIC ELEMENTS, THE VIDEO AND POWER UNITS, PHILCO HAS BEEN ABLE TO INCREASE PRODUCTION, MAINTAIN QUALITY, AND LOWER PRICE.

DIANA LYNN, one of the lovely guest stars on Don McNeill's TV Club sponsored by Philco, demonstrates her piano-playing talent in a recent telecast.



PHILCO PRESENTS 1951 LINE OF REFRIGERATORS, RANGES, FREEZERS

The first completely automatic defrost system for refrigerators and a built-in "jiffy griddle" that adds 50 per cent more surface cooking capacity to an electric range are among advanced design features in the Philco 1951 line of refrigerators, electric ranges, home freezers and room air conditioners.

New conveniences that represent exactly what the housewife has asked for in home appliances have been developed. Automatic defrosting in the new Philco refrigerator is done for the housewife by a built-in clock and defrosting units which speedily and automatically defrost the entire refrigerator once a day. The whole defrosting process takes about 10 minutes and foods stay frozen—important now that food conservation is vital.

ELEVEN NEW PHILCO REFRIGERATORS

Featured among the 11 new electric refrigerators of the 1951 Philco line are three two-door models, each a combination refrigerator and freezer with complete automatic defrosting. Large "zero-zone" capacity for frozen foods, glass-covered crispers, adjustable shelves and added refrigerated storage occupying minimum kitchen space are among the conveniences provided. Sizes are 12.1, 10.2 and 8.2 cubic feet. Prices are lower than for previous conventional two-door models. Popular demand for larger refrigerator capacity is met by other models in the 1951 Philco line, with sizes of 13, 11, 9 and 7 cubic feet.

NEW PHILCO ELECTRIC RANGES

Highlight of the new electric ranges in the 1951 Philco line is a "jiffy griddle" which is built into the range and makes it easy to cook anything from crepe zettes to hamburgers without pots or pans. This large griddle adds the cooking capacity of two extra surface units and this greatly increases the usefulness of the range. It can be used with the broiler to cook pan-



TAKING THE CHICKEN out of the freezer section of this new 12-cu.-ft. Philco refrigerator, the Model 1218, illustrates the vast storage capacity for frozen foods. The freezer holds 70 lbs. of frozen foods at zero-zone temperatures, and there are fully adjustable shelves, meat storage drawer and double crispers in the refrigeration section below. Automatic defrosting of the entire refrigerator is achieved every 24 hours by a unit that works so fast that foods stay frozen.

cakes and sausages at the same time, for instance. The aluminum surface of the jiffy griddle heats up fast, is easy to clean.

"Broil-under-glass," the new oven feature introduced by Philco a few months ago, has proved so popular that practically all of the 1951 ranges, including the small apartment-size model, provide this new broiler. A sheet of tempered glass beneath the oven heater coils prevents splattering, makes possible smokeless

(Continued on page 4)

PHILCO 1951 electric range Model 418 featuring both 5,530-cu.-in. banquet oven, biggest in industry, and convenient, time-saving thrift oven. "Jiffy griddle" adds cooking surface. "Broil-under-glass" feature prevents meat juices from hitting coils, causing smoke, odors—retains natural juices in the meat, keeps oven clean. Thermacolor controls for cooking by color. Automatic timer, wide storage space and clear work surface.



PHILCO PRESENTS 1951 LINE OF REFRIGERATORS, RANGES, FREEZERS

(Continued from page 3)

cooking of greasy foods, and keeps more of the flavorful juices in meats.

There are nine new Philco electric ranges, seven of the standard size, and two smaller models. Several ranges provide double ovens, and all have the sky-scraper-rigid steel construction and double-thick insulation specified by Philco engineers.

FOUR NEW AIR CONDITIONERS

Available to "weather condition" all areas from small rooms to complete stores and large offices, the four 1951 Philco air-conditioner models feature operations as "quiet as a whisper" and easily adjustable grilles which deflect the air in any direction desired, that pump out stale air or bring in fresh, filtered, and dehumidified air.

TWO NEW HOME FREEZERS

Two chest-type freezers, the new model with 8.1-cubic-foot capacity and a 12.5 model, are included in the Philco line of home freezers for 1951. Easy lift storage baskets and newly designed sloping front combine to put food packages within easy reach without bending or stooping.

WISE SAYINGS

You've got to keep both feet on the ground, sure enough. But that doesn't mean you shouldn't use 'em to get some place in the world.

A will of your own is more likely to help you succeed than the will of a rich relative.—*Indianapolis Times*.

Americans must make the choice between tightening their belts, or running the risk of losing their pants.—*Cincinnati Enquirer*.

You grow up the day you have your first real laugh—at yourself.—*Ethel Barrymore*.

If you have not often felt the joy of doing a kind act you have neglected much—and most of all yourself.—*A. Nielsen*.

PHILCO QUALITY METHODS STRESSED BY MAILING TO EMPLOYEES

A series of eight cards stressing the importance of quality workmanship at Philco is being mailed to all Production Employees of the Company.

The mailings outline the reasons for the Philco slogan of "Famous for Quality the World Over." Beginning with the selection of top quality cabinet woods from the Carolina wooded areas owned by Philco, the series takes up how the Company's Quality Control Program is spearheaded by skilled research. How the metal workers continue the Philco quality crusade which is the primary consideration in every step of the design and production of Philco products follows. The story of Philco-built coils and tuners is told in the series, as well as the tests which guarantee high standards of quality. The special tests to insure delivery of Philco sets in perfect condition are discussed in detail.

BLOODMOBILE RETURNS TO PHILCO

Because of the hearty response to previous appeals for blood donations, the American Red Cross Bloodmobile will return to Philco for three instead of two days, March 21-23. Philco's participation in the Red Cross Blood Plan for Industry means all Company employees in the Philadelphia plants and their immediate families are eligible to receive, free of charge, blood provided by the Red Cross.

Plant 3 will again be headquarters for blood donations. A doctor, registered nurses, blood custodians and volunteer assistants will be on hand. Henry Peltz and Anne Tucker are co-chairmen of the Philco Blood Donor Organization. Karl Kee has charge of scheduling.

The Bloodmobile visits Plant 50 for the first time on February 23. Joseph W. Maxwell, personnel manager for the plant, has charge of arrangements.

RESEARCH AND ENGINEERING DINNER

Pictures from the dinner given for the Research and Engineering Departments at Philco at the Bellevue-Stratford Hotel on February 20 will appear in the next issue of the PHILCO NEWS. Following the dinner, several Company officials will give brief talks.

NEW PHILCO console television receiver Model 1830 with balanced beam 150-sq.-in. picture on 17-inch rectangular tube; Philco custom duplex chassis and tunable built-in aerial system; high sensitivity tuner; 19 tubes plus 4 rectifiers with extra power for fringe areas. Unique metal cabinet, first metal console in television history. Designed by Philco engineers, with new insulating technique, to achieve finer tone with this metal console than with conventional wood. Finished in striped mahogany grain with modern shadow-box picture frame harmonizes with any room setting. Great value at low cost.



NEW PHILCO television-radio-phonograph combination Model 2170 with balanced beam 215-sq.-in. picture on 20-inch rectangular tube, supersensitive tuner, custom duplex chassis, tunable built-in aerial; new 3-speed record changer plays all sizes and speeds of records; powerful, sensitive AM radio. Twenty-two tubes plus 4 rectifiers, including new metal tubes for extra sensitivity. Contemporary mahogany Georgian cabinet.

PHILCO EXPANDS PROGRAM FOR SERVICE ON ALL PRODUCTS

A new and enlarged nation-wide program of factory supervised service, which provides that every Philco product is sold with assurance of satisfactory service, has been inaugurated by the Company.

This plan means better service for the user, continued good will for the dealer, and superior training and equipment for the appliance serviceman.

Philco, as a manufacturer, does not believe in competing with its own dealers for service business. Instead, Philco will keep the responsibility for service where it belongs—with its dealers and servicemen. Dealers will provide for service on every Philco product they sell, for at least the duration of the warranty period. This service may be provided by the dealer's own service department, or through approved and reliable service contractors.

To develop the new Philco plan of factory supervised service, several important steps have been taken. The number of Philco field service engineers has been more than doubled, to assure closer supervision of servicing in each area. Additional supervisory help is being provided by an expanded organization of distributor service managers and distributor field supervisors, who are making frequent calls on all dealer service personnel and independent service contractors.

THAT MARCH 15 DEADLINE . . .

Don't forget to make your 1950 Federal income tax report to the Collector of Internal Revenue by March 15. If you have not sent in your return you'd better get busy.

A report must be made by everyone who has had a total income during 1950 of \$600 or more.

If you made a report last year, the Collector of Internal Revenue should have sent you by mail blank forms and instructions about the tax due March 15.

Also Philco has mailed you your W-2 statement. On this statement is given your total earnings at Philco during 1950. It also shows the amount of withholding tax the Company has deducted from your earnings. Deductions are required, of course, under the income tax laws. The money deducted is sent directly to the Government as an advance payment on your taxes due in March.

You'll get a refund if the amount of tax withheld

THE WHO, WHEN, HOW AND WHERE OF FEDERAL INCOME TAXES

WHO?

You have to file a personal income tax return if you are a citizen or resident of the United States and had a gross income of \$600 for the year. Your age does not matter. You also have to file if you earned less than \$600 but had taxes withheld from your wages and want to get the withholdings back.

WHEN?

The deadline for filing your 1950 return is March 15, 1951. (Unless you keep your accounts on the basis of a taxable year different from the calendar year, which relatively few people do.)

You also have to file a Declaration of Estimated Income for 1951 by March 15 if:

- (1) You will have an income of over \$100 from any source other than wages on which your employer withholds tax, and your total income is \$600 or more, or
- (2) Your wages on which taxes are withheld amount to more than the total of \$4,500 plus \$600 for each exemption.

(Farmers are an exception. They do not have to file a Declaration until next January.)

HOW?

You can get blank forms and instruction booklets from the office of any Collector of Internal Revenue, any post office, most banks.

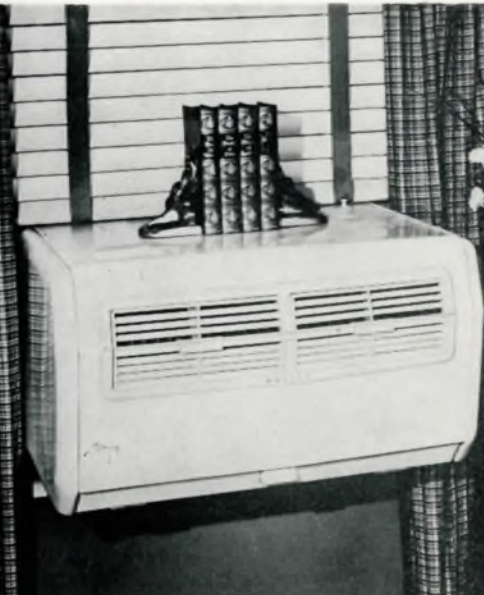
WHERE?

File your return with the Collector of Internal Revenue for the district in which you live. The post office will tell you the address of the Collector for your district.

was greater than the tax you owe. You'll have to pay the difference if it was less.

If, in 1950, you earned less than \$5,000, you have several ways of reporting your income. Study the methods and find the one best meeting your particular circumstances. If your income was \$5,000 or more you must use the Long Form 1040.

1951 PHILCO 8.1-cu.-ft. home freezer Model FH-81 with redesigned storage space for maximum accessibility; easy-lift, never-tarnish storage baskets; temperature control for "zero storage" or "sharp freezing" in either or both of two compartments. Counterbalanced hinges, automatic lid light, guardian bell. Finished in gleaming white porcelain. Sealed power unit with 5-year warranty.



COMPACT, POWERFUL Philco $\frac{3}{4}$ h.p. window sill room air conditioner, Model 75-G1, with automatic "pump out control" which cleanses room of stale odors, smoke, cooking smells. Bane for hay fever victims, completely dehumidifies the room and circulates cool, comfortable air. "Weather conditioner" eliminates need for opened windows . . . no more dirt, soot, street noises. For rooms up to 430 sq. ft. in area. Modern ivory finished or two-tone tan steel cabinet.

PHILCO AWARDED LARGEST SINGLE ORDER FOR MICROWAVE COMMUNICATIONS EQUIPMENT BY UNITED STATES AIR FORCE

The largest single order for standard commercial microwave communications equipment has been awarded to Philco Corporation by the Air Matériel Command of the United States Air Force.

Several hundred microwave communication equipments and associated multiplexing apparatus which permit handling of up to 24 audio channels by a single terminal are included in this order placed with Philco.

The microwave relay equipment will be installed by the Air and Airways Communications System (AACS) as an important part of its world-wide network of communications facilities for the Armed Forces.

Philco microwave relay equipment, the first to use the feedback principle at microwave frequencies, is a compact and precision-engineered design providing the ultimate in flexibility. A complete two-way microwave repeater requires only 53 vacuum tubes to handle up to 24 simultaneous telephone conversations or other combinations of communications services such as telegraph, teletype signaling and control circuits. Operating at carrier frequencies in the 7,000 megacycle band, this microwave equipment provides communication channels at a cost far less than conventional pole and wire lines. The use of microwave communications systems not only saves in initial cost and in economical operation but provides maximum reliability in adverse weather conditions. Individual repeater stations have been designed for unattended automatic operation with only periodic routine maintenance.

PHILCO PIONEERS IN MICROWAVE RELAYS

Philco has pioneered in the design, manufacture and operation of microwave communications systems since 1941, when the Company's engineers installed the first such television relay system between New York and Philadelphia.

A DOUBLE EVENT—retirement from his job at Philco and observance of his fifty-fifth wedding anniversary—is celebrated by John Bailey at a party in Dept. 72. Bailey was presented with a Philco portable as a farewell gift from friends in Plant 14.



WORTHY FAMILIES are aided by donations of food collected each year by the Sunshine Club at Croydon. The gift boxes of groceries are stacked behind the above committee which consists of (l. to r., standing): Peggy Laycock, Gertrude Smith, Reba Grab, Ruth Grab, Anna Weisbrad, Danny Snyder (in the same order, kneeling); John Krzywicki, Fred Town, Harvey Shaw.

DID YOU KNOW?

A new variety of watermelon—without seeds—has been developed.

The official U. S. Census Bureau count shows that there are 150,687,361 of us in these United States? (You are that last one in the count!)

Manufacturing industries today employ 15,600,000 men and women? (The total in 1930 was but 9,400,000.)

ACTIVITIES FOR THE COMING YEAR among members of the Sunshine Club of the Engineering Department are discussed by the new officers (l. to r.): Fred Gunn, treasurer; Joe Transue, Jr., president; and Rose Chapparane, secretary.



PLAQUE bearing the names of members of the Philco 25-Year Club in the reception rooms of the main office building at Plant 2. Additional names will be placed on the plaque as new members become eligible for the honor.



PHILCO SALUTES

ITS VETERAN EMPLOYEES BY ORGANIZING 25-YEAR CLUB

Back in 1906, a young man, George Demp, started to work for the Company.

As of January 1, 1951, Demp, now in Dept. 87 as an assembler, had completed 44 years with Philco.

Demp, along with eighty-one other veteran employees of the Company, is a charter member of the recently organized Philco 25-Year Club. The initial meeting was held in the Ritz-Carlton, and succeeding meetings will be held from time to time as new members become eligible.

In addition to membership in the Club, the names of the members are on a plaque in the reception rooms of the main office building at Plant 2.

Diamond-studded lapel pins were awarded male employees at the first meeting, and the ladies received gold wrist watches. A veteran employee himself, James H. Carmine, executive vice-president, presided at the initial meeting and made the awards.

The early days of the Company, particularly the founding of the organization, were discussed by James T. Buckley, chairman of the board of directors, who has been with Philco for 38 years. Members of the Club, with the number of years they have been with the Company, follow:

25-YEAR CLUB

44 years, George Demp; 39, Russell L. Heberling, Elmer Hughes, John Lutz; 38, J. T. Buckley; 37, Lawrence J. Pearson; 36, Frances E. Ryder; 35, Robert F. Herr; 34, William A. Allison, Thomas Campbell, Mary R. McCann; 33, John Moran, Frank Pellegrino, Jake Rawlick, William Wilson; 32, George E. Giles, Edwin S. Kostro, Richard Settle, William White; 31, Margaret M. Davis, Frank O. Eckert, Sr., Walter Goldacker,

(Continued on page 8)

PHILCO SALUTES ITS VETERAN EMPLOYEES BY ORGANIZING 25-YEAR CLUB

(Continued from page 7)

Elizabeth Gribley, Harold E. Hagstrom, John Kite, Joseph O'Neill, Fred I. Spencer, Edwin H. Stupp; 30, Bertha J. Atkinson, Martin Dabrowski, David P. Earnshaw, L. E. Gubb, J. Newton Hunsberger, Jr., Ernest H. Kirkpatrick, Albert H. Reichert, William E. Rudolph, Clifton Stumpp, James Sweeney, Harold Walker; 29, Edgar Johnson, Henry Peltz, William E. Rothmund; 28, Henry Anselmo, Sr., Augustus M. Cheatham, John F. Gilligan, Bessie Haushalter, Alexander Isyak, David F. Lynch; 27, J. H. Carmine, Albert C. Duby, Edward Geis-



▲ FORTY-FOUR YEARS of service with Philco on the part of George Demp (right) are commemorated with the presentation of a diamond-studded membership pin in the Philco 25-Year Club. James H. Carmine makes the presentation.



◀ FATHER AND SON—the Frank Eckerts—receive congratulations upon their service record from Mr. Carmine.

FIFTY-FOUR YEARS of service are divided between the Peltz brothers—Henry (left), with 29 years, and William J. Peltz, with 25. ▼

ser, Azar George, Victor Gittens, Herbert Llewellyn, Robert Long, Mitchell Miller, Morris Solomon, Elsie Swagger, James Tobin; 26, John Heary, John Johnson, Raymond Pierson, William V. Price, Agnes Rooney, Russell Scott, Louis F. Vogt; 25, Girard Ballard, William Benz, Frank Brown, Antonio Cefelli, Frank O. Eckert, Jr., Joseph W. Flinn, T. A. Kennally, Charles J. Kinsella, Anna Kislinger, Julius Krivulka, Frank Mohr, William J. Peltz, George F. Trumbower, John Webb, William A. Wirth, Leslie Woods.





25-YEAR CLUB DINNER



WILLIAM E. RUDOLPH, William Benz, George F. Trumbower, Clifton Stumpp, Harold Walker, David P. Earnshaw, Walter Goldacker, David F. Lynch, Victor Gittens.



JULIUS KRIVULKA, Jake Rawlick, Frank Pellegrino, Azar George, Frank O. Eckert, Sr., Frank O. Eckert, Jr., Antonio Cefelli, Frank Mohr.



(LEFT TO RIGHT): Fred I. Spencer, Henry Peltz, Edward Geisser and Joseph W. Flinn.



▲ **JOHN WEBB**, John Heary, Augustus M. Cheatham, Martin Dabrowski, John Kite, Mitchell Miller, Albert H. Reichert, Louis F. Vagt.



▲ **ANNA KISLINGER**, Frances E. Ryder, Agnes Rooney, Bessie Haushalter, Mary R. McCann, Elsie Swagger and Bertha J. Atkinson.



▲ **EDGAR JOHNSON** (center, and from thence left to right), John Lutz, Marris Solomon, Russell Scott, William V. Price, George Demp, James Sweeney, John Moran.



JACK OTTER, Leslie Woods, T. A. Kennally, J. T. Buckley, J. H. Carmine, John F. Gilligan, Joseph H. Gillies and Robert F. Herr. ▼

ALEXANDER ISYAK (center), Girard Ballard, Joseph O'Neill, George E. Giles, Raymond Pierson, Ernest H. Kirkpatrick, Charles J. Kinsella, Herbert Llewellyn, Frank Brown. ▼

WILLIAM WHITE, Edwin S. Kastro, Elmer Hughes, William E. Rathemund, Albert C. Duby, William J. Peltz, Richard Settle, Thomas Campbell. ▼



PHILCO FILM TELLS STORY OF LEADING PRODUCTS

The research, planning and step-by-step development behind such industry-leading features as Philco "balanced beam" and the first electronic built-in aerial for television, full-width horizontal evaporators for refrigerators, "broil-under-glass" and the newest "jiffy griddle" for electric ranges, are all explained in a new institutional film produced for Philco by the motion picture unit of the Company's television station, WPTZ in Philadelphia.

Entitled "Philco Advanced Design," the 7½-minute narrated documentary is now being shown by Philco distributors at dealer meetings in all parts of the world, and is available through these distributors to the Home Economics and Engineering classes of schools, colleges and other educational groups.

Originally shot in 35 mm and reduced to 16 mm for clarity, the film introduces the viewer to Philco's market research experts first, then shows how tabulated door-to-door information is transposed to the drawing board and the development sections of the Engineering Department. When the product has passed rigid tests for usefulness, strength and design appeal in field test sections covering climatic conditions from the far north to Key West, Florida, the new design is ready for production. Examples of new developments in television, radio, refrigerators, freezers, electric ranges and room air conditioners are graphically shown.

YW SEEKS NEW MEMBERS

Marking its 61st year of community service, the Kensington Branch of the Young Women's Christian Association, 174 West Allegheny Ave., is in the midst of the annual city-wide membership enrollment—with a goal for all Philadelphia branches of 10,001 members.

The Kensington Branch, of which Miss Frances Vander Linden is executive director, will send more than 200 volunteer membership solicitors into the area

DECORATIONS for under a Christmas tree are collected as a hobby by Helen Campbell, Dept. 75, shown with some of the model buildings (inside of which are a complete line of furniture) she has collected toward making a miniature village.



AT THE RECENT Cotillion Ball honoring Dr. Ralph Bunche, receiver of the Nobel Peace Prize for 1950, music was supplied by the orchestra conducted by Richard White, Dept. 802, Plant 50. White, in addition to conducting his own orchestra, is a widely known saxophonist.

to encourage membership among residents—both women and men. Many of the YWCA's activities are co-ed and, for regular participation, membership is required.

Begun in 1890, primarily to work with women in industry, the Kensington Branch YWCA has grown through the years to include broad community service while continuing its desire and efforts to serve industry. The Branch was the first "industrial" organization of the YWCA, and was, for many years, a model in the field of serving areas where industry is heavy.

Philco Corporation employees are cordially invited to join with the YWCA in its efforts to bring more recreation, education and diversion to residents of Kensington and vicinity.

TWO-AND-A-HALF-MONTH-OLD Tommy Rooney, Jr., greets his father, Thomas Rooney, Sr., when he returns from his job in Dept. 87.



PHILCO TV STATION BEGINS DAY WITH WAKE-UP SHOW

EARLY MORNING FEATURE BRINGS GOOD RESPONSE FROM PATRONS

WPTZ, Philco's television station, is presenting programs at 7:30 in the morning—and finding plenty of people to look at them.

A new type television show, "3 to Get Ready," is featured every day between 7:30 and 9:00 a.m. Three five-minute news periods also are carried for those who like to know the latest world happenings as they breakfast with television on Philadelphia's channel 3.

Proof that set owners in the area want and watch early morning television is seen in the nearly 7,000 letters that have poured into WPTZ since the program made its debut at the end of November. And the first rating survey, which was taken but nine days after the show had gone on the air, showed that "3 to Get Ready" had a rating of 6.8—a figure lots of afternoon or evening shows would like to attain. Translated into viewers, "3 to Get Ready's" rating means that 51,000 television homes or 142,800 viewers are watching and listening to the show during a given time at the breakfast hour.

"3 to Get Ready" is designed to supply everything needed or wanted by those who are preparing for a day of work, school, housework or shopping. Ernie Kovacs, host of the program, brings the latest hit records, posts the temperature and weather reports and brings plenty of humor for both the viewer or the listener.

In presenting a television show for the breakfast hour, WPTZ realized it had to build a program that could be watched enjoyably for five minutes or ninety minutes. Accordingly, it decided upon the semi-disk jockey format. Kovacs tailors his show so that people who watch the screen get continuous viewing enjoyment, while those who are preoccupied with breakfast, getting the youngsters off to school, etc., can follow the program by ear. Incidentally, the largest part of the mail received by "3 to Get Ready" was in re-



ERNIE KOVACS, star of WPTZ's "3 to Get Ready," as he appears on your television screen. Each morning, Monday through Friday, from 7:30 to 9:00 o'clock on WPTZ, Kovacs plays the latest hit records, posts the weather and temperature reports, announces the time and supplies plenty of fun for all.

sponse to a contest which had to be seen by the audience.

A special feature of the new show is a sweep second, studio-accurate clock which appears on the picture tube at all times. It is superimposed in the lower left-hand corner of the screen where the viewer need but glance to know the exact time. Additionally, Ernie Kovacs announces the correct time every five minutes for those who may not be watching the screen at the moment. He also announces temperature and weather information regularly. Regular newscasts are given at 7:30 a.m., 8:00 a.m., and 8:30 a.m. each day, Monday through Friday.

By adding "3 to Get Ready" to its already heavy program schedule, WPTZ becomes one of the first stations to program early morning television and continues to be a national leader in the matter of program operations. It now presents well over 100 hours of television programming each week, just about tops in the land. WPTZ also ranks high in the field of local program origination, carrying a schedule that would have been thought impossible only two years ago.

BABY JOE CELEBRATES his second birthday with the aid of his parents, Mr. and Mrs. Joseph P. White. The Senior White is a member of Dept. 81.



When a man is close enough to a forest, he can't help but see the trees.—*New York Times*.

Beware of little expenses. A small leak will sink a great ship.—*Benjamin Franklin*.

Liberty has never come from the Government. The history of liberty is the history of limitations of governmental power, not the increase of it.—*Woodrow Wilson*.

SECURITY MEASURES COVERED IN PHILCO MANUAL

The absolute need for secrecy in the handling of any classified matter in the national defense program is stressed in the security digest of Philco prepared by J. M. Transue, security director.

The digest warns personnel against discussing contracts, operating methods, intended use or any other information concerning any classified contract except as directed and required in the course of performing the contract.

All persons are furthermore warned not to discuss their employment on classified contracts with any person, excepting those who must be conferred with in the performance of duties.

This summary of the security regulations governing the security measures required by law under the present emergency conditions follows an outline of how the Company is fulfilling requirements on the handling of restricted materials.

All employees should be familiar with the Espionage Act and have read the requirements, Mr. Transue states. Copies of the act are posted in classified area. Any act indicating a violation of the Espionage Act or involving sabotage or subversiveness should be reported immediately to the security director.

"All employees are responsible for the prevention of sabotage in any stage, and should be particularly watchful to observe the action of any person whose act would cause any damage to the following: communications, transportation, machinery, power, equipment, plans, specifications, correspondence, material, resources, manpower.

"Most used methods might include fire, breakage, destruction by any method, wilful damage in any degree."

Under the heading of psychological sabotage, the digest lists "creating dissension, warping public opinion, creating fear, doubt or worry, creating disunity, creating unrest, giving false propaganda and traitorous information."

Acts of espionage include "unlawfully obtaining and transmitting defense or war information; unlawful disclosure of information pertaining to national defense; photographing or sketching defense installations and equipment."



TWO MEMBERS of the four generations represented above work at Plant 50. Richard Erbrick, Jr. (left), is a production manager at Plant 50, while James Erbrick, Sr. (holding the infant, James, Jr.), is a member of Dept. 814. Richard Erbrick, Sr., great-grandfather of Junior, is at the right.

"ALL'S INVENTED"—IT WAS SAID IN 1833!

We've always been a Nation of inventors—developing new ideas, new ways of doing things to make life more pleasant and, at the same time, making thousands of new jobs in the development of new products.

But, if all our inventors had felt like the chief of the United States Patent Office back in 1833, we'd still be using oil lamps, fireplaces, tin bath tubs, and horse carts!

The Patent Office administrator wanted to resign and, in his letter of resignation, he wrote: "everything seems to have been done. I just don't see how anything else can be invented, because the U. S. Patent Office is running over with inventions."

Fortunately, his belief didn't stop inventors then or in the years that followed. More than 2,500,000 inventions were perfected after that official's statement that "everything seems to have been invented."

THOSE FIRST DOTS WEREN'T PERIODS!

It was just 50 years ago, in 1901, that three dots spanned the Atlantic Ocean by wireless to a single receiving station. Today, practically every American home is connected to the rest of the world by the same medium—with voice replacing Morse code.

◀ AN IDEA PAYS OFF for Elwood Jaiser (right), receiving a Suggestion Award check from John McMenamin, night superintendent of television production. Jaiser is on the night shift of Dept. 87.

Philco News

AROUND PHILCO



ONE OF THE gifts for Micky Martin is held by the honoree at a shower given in Dept. 87.



AN ELECTRIC IRON and blanket are among the gifts received by Doris Atkinson at a wedding shower in the Auto Assembly Section of Dept. 75.



▲ A HAPPY MARRIED LIFE is wished Gertrude Williams at a shower given by friends in Dept. 72.



▲ A HAPPY BIRTHDAY is wished Dolores Amarosa, Dept. 87, at a party in Plant 2 Cafeteria.

PLANT 14 CAFETERIA is the scene of a shower for Emily O'Neill (holding package). ▼



A BRIDAL BOUQUET is held by Ann Cosgrove, honored at a shower in Dept. 84. ▼





FLORENCE NAYLOR (second from left) is the recipient of a number of gifts from her fellow-employees on her birthday. She is in the R. F. Section of Dept. 75, Croydon.



IT'S A SHOWER for Caroline Millitello (seated) given by friends in Plant 14.



FRIENDS IN Plant 14 honor Robert Foley, Dept. 77, at a shower.



A GIFT FOR Virginia McDonald, Dept. 87, and Jack Parks, Expediting, is held by the honoree at a shower in Plant 3.



GIFTS POUR in for Florence Dunleavy at a shower in her honor given by Dept. 81.



GIRLS IN THE Auto Tuner Assembly Section of Dept. 75 present gifts to Lucille Ellis (holding gifts).

AROUND PHILCO



▲ GOOD LUCK for the future is wished Hazel Graeter (third from left) at a farewell party given at Sciolla's by members of the Personnel Department.

A CHECK for a gift is presented to Sarah Matles at a shower in Dept. 81. ▼



▲ AFTER THE picture was taken, Ella Ross cut the birthday cake she is holding for friends in Dept. 81.

PLANT 8 is the scene of a shower for Tony Di Guigno (holding quilt) given by friends in Dept. 72. ▼



▲ MANY USEFUL gifts are received by Camille Dicredico at a shower in Dept. 84.

FRIENDS IN Dept. 87 gather around Helen Freeman at a shower in her honor given in Plant 3. ▼





A PROUD FATHER, Joseph Lambert, is presented with gifts for the new arrival by friends in the Croydon plant.



IT LOOKS as if James Adair received an unusually large number of gifts at a wedding shower given in Dept. 87.



PEGGY RICE (fourth from right) is honor guest at a shower given by the Auto Assembly Section of Dept. 75 at Croydon.



ROSE MONACHELLO displays a cake baked for her birthday party by friends in Dept. 87.



A BIRTHDAY CAKE is about to be cut by Marge Pintozzi during relief period in Dept. 84.



GIFTS RECEIVED at a shower in her honor are displayed by Mary Keyser, Dept. 87.



▲ BIRTHDAY GREETINGS are extended to Margaret Lippincott, Dept. 84, at a party in Plant 2 Cafeteria.



▲ GIFTS ARE presented to Margaret Reese (white blouse) at a wedding shower in the Auto Tuner Section of Dept. 75, Croydon.



▲ PLANT 2 CAFETERIA is the scene for a birthday party given Jerry Beal, Dept. 87.

NO ONE ENJOYS the party for Edna Cox more than the honoree in Dept. 84. ▼

ANTHONY MOCELLA smiles happily at a shower given by Dept. 77. ▼

GIRLS IN THE offices of Plant 50 celebrate their annual "Pollyanna Day" just prior to Christmas. ▼



HERE THEY ARE . . .

Here is a partial list of Philco men in the service and their latest known address. Additions to the list will appear in the next issue of the **PHILCO NEWS**.

Cpl. Raymond Arnold, Jr., ER 13243652
Headquarters and Headquarters Company
724th Transportation Railway Operating Bn.
Fort Eustis, Virginia

Robt. B. Augustine, DCP3, USNR
U.S.S. *Cambria* (APA-36)
c/o Fleet Post Office
New York, N. Y.

Sgt. Rbt. C. Buchanan, ER 13 125 828
Company "G," 188th Airborne Infantry
Fort Campbell, Kentucky

Pfc. Clifton J. Clemens
486th Trans. Truck Co.
Camp Atterbury, Indiana

Pvt. Peter M. Costello, A.S.N. 52035259
"C" Batt. 83rd F.A. Bn.
Fort Bragg, N. C.

Pvt. Mary J. Daniel, AA8 201 739
3743d WAF Training Squadron
3700th WAF Training Group
Lackland Air Force Base
San Antonio, Texas

Pfc. George Dickson, 1038535
USMCR "Service" Co.
2nd Eng. Batt. 2nd Marine Div. FAF
Camp Lejeune, N. C.

Pfc. Joseph F. Franchine, ER 33 100 593
Company "B," 1092d Eng. Combat Bn.
Fort Campbell, Kentucky

S/Sgt. Fenton B. Glazier
43rd Installations Squadron
43rd Air Force Group
Davis Monthan Air Force Base
Tucson, Arizona

Pfc. John Granger, #612358
A.E.F. No. 46 Barracks-200
Communications
Cherry Point, N. C.

Rct. Raymond Hart, US 52035933
Btry. 1st Bn. AAAR. T. C.
Fort Bliss, Texas

Edmund Kwiatkowski, 9895706, AL2, V6
USNR
Patrol Squadron 931
c/o Fleet Post Office
San Francisco, California

Rct. Harry P. Lafferty, US 52 036 179
Btry. "D," 899th A.A.A.W. Bn.
28th Division
Camp Atterbury, Indiana

S/Sgt. Leopold B. Maryasz
369th Bombardment Squadron Medium
306th Bombardment Group Medium
MacDill Air Force Base, Florida

John J. McDonough, A.N. 364 41 25
U.S.S. *Princeton*, CV-37
V-I-F Division Sec. 2
c/o Fleet Post Office
San Francisco, California

Pfc. Frances M. McIntyre, ER 57200287
Hq. 45th Armored Medical Battalion
3d Armored Division
Fort Knox, Kentucky

Pvt. Joseph F. Murphy, ER 33 771 817
Co. "H," 2nd Battalion
188th Airborne Infantry Regiment
Fort Campbell, Kentucky

Rct. Richard J. Pacitti, US 52034490
Headquarters and Headquarters Btry.
540th FA Bn.
Fort Bragg, N. C.

Pfc. William A. Petrahl, 647406
A Battery, 1st Battalion, 10th Marines
2nd Marine Division, Fleet Marine Force
Camp Lejeune, N. C.

S/Sgt. Frank P. Petty, 415674 0816
USMCR
Headquarters Battery, 3rd Btn. 10th Marines
2nd Marine Division FMF
Camp Lejeune, N. C.

Rct. Daniel E. Price, US 52035916
Co. "M," 179th Inf.
Camp Polk, Louisiana

S/Sgt. John R. Quigley, AF 13211300
Hdqs. and Hdqs. Squadron
Strategic Air Command
Offutt Air Force Base
Omaha, Nebraska

M/Sgt. John P. Reichel, ER 33026234
Co. "C"
76th Heavy Tank Battalion
Fort Campbell, Kentucky

Charles W. Smith, ER 6899920
Company "D"
511th Airborne Infantry (Casual)
Fort Campbell, Kentucky

George F. Smith, US 52035018
Company "G," 112th Infantry
Camp Atterbury, Indiana

Rct. Walter J. Stubeda, US 52035778
Heavy Tank Company
180th Inf. 45th Inf. Div.
Camp Polk, Louisiana

Joseph F. Stuhl, US 52035034
Company "G," 112th Infantry
Camp Atterbury, Indiana

Rct. Wm. G. Toner, US 52035939
497th Signal Service Co. (Photo)
Company "X," 9400 TSU Sig. C Signal
Training Reg.
Fort Monmouth, N. J.

Louis J. Toth
Company 344
U.S.N. Training Center
Great Lakes, Illinois

Pfc. John R. Upright, ER 33475873
Company "F," 511th Airborne Infantry Reg-
iment
Fort Campbell, Kentucky

Edw. P. Wagner, 383 74 55, AN, V6
USNR
Patrol Squadron 931
c/o Fleet Post Office
San Francisco, California

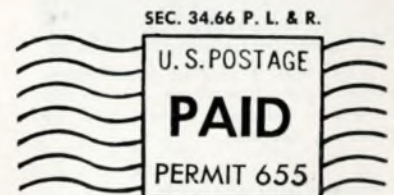
Pfc. Howard J. Weakley, USMCR
Hdqs. Co., 2nd Signal Bn.
2nd Marine Div. F.M.F.
Camp Lejeune, N. C.

John J. White, SR-438-28-86
Co. 118, Building 1522
Newport Naval Training Station
Newport, Rhode Island

WHAT'S YOUR ADDRESS?

It is highly important for the Personnel Department to have your correct address. If you make a change in residence you should immediately go to the Personnel Department and fill out a change of address form. This will take only a little of your time and save the time of others on many occasions when efforts are made to get in touch with you.

PHILCO CORPORATION
TIoga AND C STREETS
PHILADELPHIA 34, PA.



J F SMYTH
6354 ALGARD T
PHILA PA 35

9791

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