

PHILCO *News*

SEPTEMBER

© 1952



J. Eugene Parovally

OUR COVER THIS MONTH—The return from vacations spent at the shore, the country and the mountains is symbolized in the drawing for September by Artist Joe Connolly.

PHILCO *News*

Published for Employees of the Philco Corporation Plants in Philadelphia and Vicinity. Printed in U. S. A.

J. N. HUNSBERGER, JR., Editor

MARK LUTZ, Associate Editor

VOL. 10

SEPTEMBER, 1952

NO. 6

PLEASE SEND ARTICLES, PHOTOGRAPHS AND DRAWINGS FOR THE NEWS TO EXTENSION 418

Why 'Botber'?



THE BOFFA TWINS from Engineering, Dolores (left) from Radio and Television and Grace (right) from Government and Industrial, have been doing some singing and dancing for the servicemen. With the Gwen Taft Entertainment Unit, they have visited such places as Philadelphia Naval Hospital, Fort Dix, New Castle Air Force Base and Coatesville Veterans' Hospital.

THE PURPLE HEART MEDAL is pinned on Corporal Edward S. Davis by his commanding officer at the Marine Barracks, Treasure Island, San Francisco. Corporal Davis, formerly of Dept. 21-661 at Plant 6, is the son of Katherine Davis, telephone operator in the main offices at Plant 2. He enlisted in the Fifth Marines, First Marine Division, and was wounded in the Korean area in October of last year.



COULD IT BE that you have to lose freedom and democracy before you appreciate their rights and blessings?

After they had been liberated from Nazi tyranny, France and Belgium once again had the right to vote for the way of life of their own choice. In Belgium, 90 per cent of the eligible voters went to the polls; in France, 75 per cent.

The Italians lost their freedom under Mussolini. They regained it after World War II, only to have it threatened by Communism. They turned out strong at the polls—89 per cent of all the eligible voters—to crush the Red threat.

The British had a bad taste of Socialism after the war—and when they had an opportunity to do something about it, 82 per cent of all eligibles went to the polls to return Winston Churchill to power.

Do we Americans appreciate our freedom and democracy? Only a little more than half of us seemed to care enough, one way or another, to "botber" to vote in the last Presidential election.

LISTEN! READ! LOOK! TALK! THINK!
THEN VOTE IN NOVEMBER

PHILCO JOINS in UNITED FUND "ONE and ONLY" DRIVE FOR '53

This is the season of the World Series, the Presidential Election, and the United Fund Campaign.

Without any one of them, America and Philadelphia would be considerably less great.

And many a wide-awake citizen, conscious that the success of any community endeavor is dependent on his individual participation, will turn his attention to these three American institutions this fall.

For the World Series is a time-honored tradition which brings into full play all the forces of sportsmanship that healthy bodies and healthy minds can create.

And the Presidential Election gives Americans of voting age everywhere a privilege they could not enjoy anywhere else in the world. By its very nature, it provides the machinery through which the people control their national destiny.

But that event which personally touches each of us is the United Fund, which gets under way next month at Philco. And what is more democratic than the opportunity to help your neighbors in a way and to an extent which YOU determine?

The United Fund Campaign, in this, its third year, will combine the appeals of 250 agencies and services in eight great health and welfare organizations. It gives you an opportunity, in one fell swoop, to discharge your obligation to the Community Chest, Salvation Army, American Cancer Society, Heart Association, Mental Health Association, Arthritis and



**WHEN YOU GIVE ONCE TO
UNITED FUND
YOU GIVE TO ALL OF THESE**

Community Chest -	Mental Health Association
Red Feather Campaign	United Cerebral Palsy
Salvation Army	Arthritis and Rheumatism Foundation
American Cancer Society	United Defense Fund-USO
Heart Association	

Endorsed by Labor and Management

Rheumatism Foundation, United Cerebral Palsy Association of Philadelphia and the United Defense Fund-USO. It provides you with the advantage of payroll deduction, so that you can budget the payment of your pledge.

If you must become emotionally inspired to give, you need only look at the immeasurable amount of health and happiness which your subscription will bring to you and your neighbors. For the United Fund includes agencies which affect you directly, even if you are not among the less fortunate, the sick or the troubled.

If you would rather justify your giving as a practical, business-like matter, consider that the United Fund in many ways is an insurance policy, designed to keep your community alive and growing and great. Think of the United Fund, not as a charity, but as sound common sense. The Fund itself is efficient, saving time, money and effort. It is conscious of its responsibility to the people who support it.

We ask you simply to search your heart and then pledge the most you can afford. It is truly said that "in no other way can you do so much for so many."

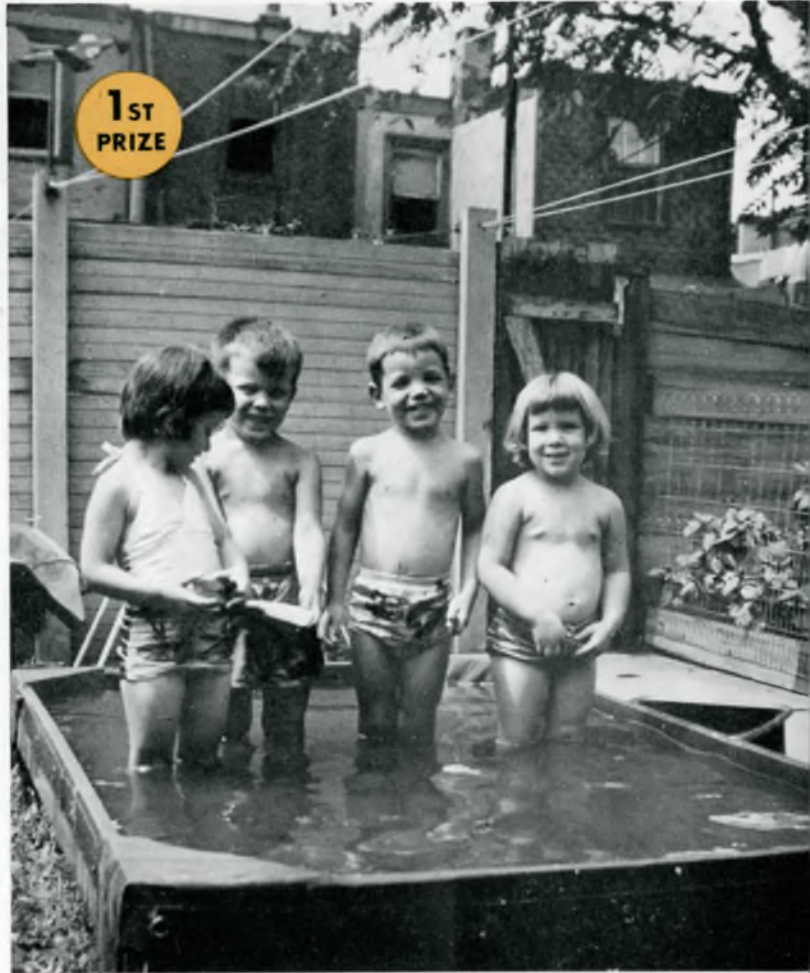


CHANGE OF ADDRESS—Any change in your home address should be sent to the Personnel Department immediately. If there are any changes in your life insurance beneficiaries, marital status, and number of dependents, the Personnel Department should be informed. You should keep all information about yourself accurate and up to date.



RAYMOND YANZ, Dept. 14-511, won second prize, \$10 in cash, for a roadside scene taken on his trip to Florida.

FIRST-PRIZE WINNER in the PHILCO NEWS Vacation Picture Contest—a \$25 Defense Bond—is Agnes Morrison, Dept. 43-503, for a picture of a back yard swimming pool and its patrons.



THIRD PRIZE OF \$5 in cash went to Margaret S. Martha, Dept. 43-504, for a view of Bryon Canyon in Utah.

PICTURE CONTEST RESULTS. The three prize winners in the PHILCO NEWS vacation picture contest, along with the honorable mentions, are announced on these pages.

There were more than 200 entries from Philadelphia and Croydon areas and the TechRep Division. In general, the quality of the pictures was surprisingly high, making the task of selection difficult for the judges.

First place in the contest went to Agnes Morrison, Dept. 43-503, with Raymond Yanz, Dept. 14-511, taking second spot, and Margaret S. Martha, Dept. 43-504, winning third prize.

1



2



3





CLARA PIEO and Betsy Omrod spent their vacation at Miami Beach, Fla. Clara is a continuity tester in the Television Assembly Section of Dept. 41-502.



▲ LUGGAGE FOR AN AIR TRIP to California is presented to Jewel Daniels (in checked dress) at a bon voyage party given in Dept. 43-506. Jewel went to visit her brother, whom she had not seen for twenty years.

PIKE'S PEAK was visited by Mr. and Mrs. Joseph H. Martha on their vacation. Mr. Martha is a member of Dept. 14-511 at Plant 14. Mrs. Martha is in Dept. 14-504 at Plant 22. ▼

Honorable Mention

- 1 A FAVORITE SPORT of tourists—riding in a dog cart in the French village outside of Quebec on the road to Saint Ann—won honorable mention for Reba L. Grob, Dept. 41-502, Croydon.
- 2 AN ACTION SHOT snapped at Lake George, N. Y., won honorable mention for E. W. Plesser, Dept. 631.
- 3 MARGIE SCHWARTZ, aged 7, aboard the Cruiser *Whitecap*, was photographed by Carle L. E. Schwartz, Dept. 11-556, Plant 50.
- 4 KITTY MOROCCO, Dept. 43-506, and the 7-foot sailfish she caught off the coast of Florida, won honorable mention from the judges.
- 5 "MONKEYSHINES" is the title Betty List, Dept. 14-511, gave this shot taken while vacationing in Florida.
- 6 A FARM EN ROUTE TO CANADA furnished the background for this picture taken by Margaret Wurster, Dept. 43-506.



4

5

6





A LETTER THANKING PHILCO for its Blood Donor Program, written by Mrs. Gerard Wright, is read by her husband, Gerard Wright, of the Engineering Design Research Department, while their daughter, Gail, looks on. Both mother and daughter have cause to be thankful for the program, as the letter reproduced below shows.

PHILCO **BLOOD** PROGRAM PRAISED BY WIFE OF ENGINEERING MAN

“Mr. H. W. Butler, Vice-President, Industrial Relations
Philco Corporation

Dear Mr. Butler:

“Ever since I can remember, we Americans have tossed off the word ‘thanks’ as casually as ‘hi,’ or any other commonplace phrase or word we use a dozen times a day. Then the one day comes when we mean ‘thanks’ with all of our hearts, and suddenly the word isn’t big enough to express that which we want so much to say. So how can I make it apparent how I feel about your Philco Blood Donor Program?”

“My husband went with your Company in October of 1951. In November, our daughter, not yet 4 years old, was in need of immediate transfusions. We advised University Hospital that my husband’s place of employment, Philco, had a blood program. Gail received the blood she needed so badly and our physician afterward told us it had saved her life. Since our other daughter died and we can never have another child, you can realize what her life means to us.

“Then in February, after a major operation, I hemorrhaged internally and went into shock. Again Philco’s Blood Donor Program supplied the blood needed to keep one of our family alive. I needed several transfusions, and got them immediately.

“Today it occurred to me how long it has taken me to express my gratitude. I can only be thankful that it didn’t take your people as long to donate their blood.

“I haven’t said ‘thanks’ so well, but I wouldn’t be here at all if you hadn’t been there when needed.

Sincerely,
Mrs. GERARD WHITE”



▲ JOSEPH MAXWELL, personnel manager at Plant 50, passes food to Plant 50 donors.



▲ BLOOD DONORS from Plant 18 answer the August call from the Red Cross Bloodmobile. Al Thorse and Bernard Boyle (right foreground) were recruiters for this group. The Bloodmobile, during its three-day stay at Dobbins School, enrolled a total of 336 donors from Philco Plants 28, 28A, 18, 12, 17, 23, 50 and Maintenance Personnel. The next visit will be the week of December 8, when the Bloodmobile will be at Plant 10 for donors from the C and Tioga Streets area.

LIGHT REFRESHMENTS are served to the Maintenance Personnel by Recruiter Frank Humphries, Sr. ▼





MARY ANN STOKES, Engineering Personnel, is crowned queen of the Medford Lakes Water Pageant by Clarence Wingert, president of the Medford Lakes Colony Club. Miss Stokes, who is surrounded by her court, presided over the twenty-fifth annual water festival at the New Jersey colony.

FORMING ALL-AMERICA TEAM

Colonel J. Harry LaBrum, president, Greater Philadelphia Chamber of Commerce and director of the Pop Warner Foundation, a national association of character-training youth agencies, has invited sons of employees of the Company to become candidates for the mythical 1952 Midget All-America Football team. Youngsters may hail from school, playground or sandlot eleven-man, six-man, or touch-football programs. They must be not over 12 years nor over 100 pounds as of September 1, 1952, and rate at least 7 points above passing in school grades.

SUSAN WELSH, daughter of Mr. and Mrs. John P. Welsh, second-prize winner in the Fancy Float Division of the Olney Baby Parade held recently. The proud father is in the Government and Industrial Division at Plant 28A. ▼



▲ CARNATIONS ARE PRESENTED as tokens of appreciation from their bosses to the above girls for their efficiency as secretaries during "Secretary Week" at TechRep Division Headquarters. They are (in the usual order) Joan Mundy, secretary to H. Llewellyn; Jane Hopkins, secretary to John Booth; Lynn Murray, secretary to Doug Dean; and Ella Hergesheimer, secretary to Frank Sinnott.

STAGE ASPIRANTS HAVE A CHANCE

Any employee interested in joining a little theater group, either to act or to work in production, should get in touch with Edward L. Ranalli, third floor, Plant 6, for further details. Or telephone RI 6-8100 and ask about the Central Players at the Central Y.M.C.A. Meeting nights are Tuesdays and Thursdays at 8 o'clock.

HELEN LINDSAY, TWX-WUX operator at TechRep Division Headquarters, received congratulations last month upon two important milestones—her engagement and her nineteenth birthday. Miss Lindsay was photographed while serving as relief operator on the TechRep switchboard. ▼



AROUND PHILCO

BIRTHDAYS are shared by Doris Weishall (center) and Ann Beato (to her left) at a party in Dept. 43-506.



VICKIE CARTER is honored at a farewell shower by members of the Payroll Department.



BIRTHDAY GREETINGS and a cake go to Dolores Greeley at a party in her honor given in Plant 14 by members of Dept. 43-504.

FAREWELL GIFTS are presented to Helen Schurman (standing, center) at a shower given in Plant 18 by members of Dept. 14-512.



A TAX EXEMPTION for the Mason family is celebrated at a baby shower given Walt Mason (receiving congratulations from his supervisor, George Nordella) in Dept. 43-505.



FRANCES McKEN following their re is an assembler of Dept. 41-502



▲ THE BIRTHDAY of Phyllis Lewandowski (with gifts) is observed at a party in Dept. 43-505.

AROUND PHILCO

THE WRAPPINGS are removed from a gift by Angelina Colonna at a shower in her honor given by friends in Dept. 14-509.



▲ GIFTS are presented to Anna Mae Zielanski (standing) by the girls in the various offices at Croydon prior to her wedding.

MANY HAPPY RETURNS of the day were wished Ida Ettore and Margaret New (right to left, holding gifts) at a joint birthday party in Plant 22 given by members of Dept. 43-504.



MA and Edward Farley, recent marriage. The bride in the Television Section at Croydon.





Philco played host to 500 second-class midshipmen of the United States Naval Academy at Annapolis during July. The midshipmen visited the Philco plants in groups of 250 each while in Philadelphia

Communications Systems. The visitors were also shown a film depicting the manner in which Philco's TechRep Field Engineers help, with manuals and training programs, to keep this important military

MIDDIES GUESTS OF PHILCO

to see the city's historic shrines and to study the diversified industrial activity in the Philadelphia area as part of their summer cruise which follows class work.

The open-house program at Philco for the midshipmen included tours of the Metal Stamping Division at Plant 6; the Radio and Television Assembly at Plant 3; and the Government and Industrial Division at Plant 18. The midshipmen were shown exhibits of the civilian products made by Philco as well as a large number of items made for the Government. These latter include Airborne Radar and Microwave

equipment in operation wherever it is being used by the Army, Navy and Air Force.

The purpose of the visit of the middies to the city was twofold: one was of orientation to industry's support of the national defense effort, covering aspects of research, development and manufacture, with particular reference to the Navy, and the second was of orientation and education of the midshipmen concerning commercial practices, procedures and methods utilized in the manufacture and distribution of civilian goods.

Luncheon was served the visitors.

LT. COMMANDER W. J. GRAY, W. J. Peltz and Col. J. W. Knighton pause for a picture in Plant 3.

E. S. BROTZMAN, Lt. Commander W. J. Gray and W. H. Mattison on tour through Plant 2.





▲ PACKAGES OF CIGARETTES are tossed to the visitors following luncheon in Plant 6 Cafeteria.



▲ FIRST ON THE TOUR of inspection for the midshipmen are the punch presses in Plant 6.



▲ CHASSIS ALIGNMENT and tests are attention holders in Plant 3.



▲ CONSIDERABLE INTEREST is shown by the visitors in the CR Tube Assembly operations.

▲ WELCOME is extended the midshipmen by girls on the television assembly lines.

▲ PHILCO'S 1953 LINE of television and radios is looked over by visiting midshipmen in the special product display on the second floor of Plant 3.





AN "ALL-TIME" RECORD ▲ was set by Marine Corporal Edward N. Willie, a junior engineer at Plant 28A when he was inducted into the Armed Forces, who graduated recently from the Radar Repairman Course at the Marine Corps Recruit Depot with an average of 99.6 per cent. He is pictured being congratulated by Major Cyril D. Jeffcoat, officer in charge, Electronic Schools. According to records at the school, Willie's score is the highest ever obtained by a Marine electronic schools student. "In all probability, it will be a standing record for some time to come," Major Jeffcoat stated.

AFTER over 20 years of service with Philco, Jack Miller is retiring for a well-earned rest. Miller (center, with gifts) was presented with a number of gifts to remember his friends in Dept. 43-506 by. He has made no immediate plans for the future beyond "puttering around." ▼



▲ **A LABOR-SAVING** suggestion wins Sarah Highlands a check from Philco, here presented by Alex Berninsky, Dept. 43-506.

◀ **DANCING** is more in her line, but Mary Kachadorian, of the Patent Department, is equally at home in the quieter aspects of her hostess work at the Armed Services Y.M.C.A. Mary is only one of the many Philco employees who have found "fun, fitness and fellowship" at the Y.M.C.A. Information about the "Y" can be obtained during its current membership drive at any of the Y.M.C.A. branches throughout the city.

A CHECK to buy himself a farewell gift with is presented to John Johnston (center) by Fred Eisenmann, supervisor in the Engineering Model Shop at Plant 2, upon the retirement of Johnston. Johnston was at Plant 6 before going to the Model Shop at Plant 2, where he was foreman. He has announced no plans for the years of leisure ahead. ▼





RELAXATION followed a ▲ day of fishing in the Pocono Mountain lakes. Included in the group from the Television Section of Dept. 41-502 at Craydon are (left to right): James Marshal, Harry Pierce, Percy Freed and Howard Seakley; (standing, same order) Angelo Pone, John Manachello and Kazuo Nakabayashi.

PHILCO-ITES and members of the IBM Department of Education at a special manufacturing control session for Philco, held in the latter part of June and the early part of July at Endicott, N. Y. In the first row, left to right, are: J. A. Witter, Ray Pierson, Morris Ward, Palmer Hager, W. S. Wagg, F. M. Thompson and C. M. Wilbur; second row: R. Miner, W. M. Scott, John Palmer, L. S. Crandall, C. Y. Yocum, George Giess, W. B. Yoder; third row: Curt Kaeneke, Joe McCarron, C. J. Lutkins, J. H. Menten, K. W. Kee, P. J. Riesterer, Bert Stromberg; fourth row: H. W. Willeat, E. L. Conley, A. S. Ross, H. J. Fleming, John Means, Harry Freed, William Balderstan, III, and Rudy Schmitt. ▼



▲ MEMBERS of the Accounting Department at Plant 50 on a fishing trip from Atlantic City are: Bob Seamon, Ted Hurewitz and brother, Ross Kurtz, Joe O'Donnell, the Captain, James O'Neil, Roy Kaneda, Ken Hinde, Ted Marchese, Ken Watson, Carmen Gaspero and son.

◀ FISHING and fun were in order when a group of Philco fathers played hosts to their sons on a trip to Fortescue. In the group—with their sons—are Art Nichols, Rudy Schuememann, John McMenamin, William H. Mattison and Fred Reed.



◀ DOLLS and their clothing are hobbies of Mary McKay (with doll), who recently brought in a wedding party of dolls she had dressed for friends in Plant 8 to see. Mary is a member of Dept. 14-509.

NEW OFFICERS for the Supervisors' Club are (left to right): Joe Barberi, treasurer; Tom Currie, secretary; Clayton Ziegler, president; Joe Potako, vice-president; and Ozzie Fisher, sergeant-at-arms. ▼





PLANT 54, the new location for the Printing Department of the Corporation, is at Abbottsford Road and Stokley Street. ▼



◀ A PRINTING ORDER is examined by William J. Brecht, manager of the Printing Department, as his secretary, Frances Rothwell, looks on.

THEY PRINT IT HERE . . .

The Philco Printing Department is now operating in its new and larger quarters at Plant 54, located at Abbottsford Road and Stokley Street, one block west of the Government and Industrial Division's Plant 50.

The department, which is a self-contained printing shop, except for machine composition, turns out mil-

lions of pieces of printed matter yearly for all divisions of the Corporation.

In addition to four automatic printing presses and three automatic offset presses, a darkroom and camera for making negatives have been installed and new mimeograph equipment and xerography equipment have been added. Xerography, which is a new method of preparing paper printing plates, promises to be of great service and savings to the Company as use of this equipment is more fully developed.

Under the management of William J. Brecht, the plant as now constituted is ideally laid out to meet the ever-increasing demands of our rapidly growing Corporation. Additional space is available for further expansion as the need arises.



LETTERPRESS SECTION of the Printing Department. In the usual order are: E. Robert Genthe, operating the automatic cutter; Edgar Toombs, foreman of the section; Robert Beato, John Hastie, James Schooley, Thomas Jones, Donald Brady and James Lynch.

THE OFFSET, Duplicating and Mailing Sections of the Printing Department. Left to right are: James Lynch, xerography; John Hastie and Robert Beato, offset; Dolores Davidson, typist; Thomas Jones, pressman; Helen Sheehy, mailing; Rose Way, collating; Victor Clark, cost; Anna Cannolly, typist; Frances Rothwell and Clara May Stallman, typists. ▼





A WATCH IS PRESENTED to Charles F. Woll, new chief of Factory Engineering and Quality Control of the Government and Industrial Division, by Edward L. Conley, his successor as manager of the Industrial Engineering Department, Radio and Television Division. The gift is on behalf of the Industrial Engineering Department.



AT THE SPEAKERS' TABLE at the dinner honoring Charles F. Woll, new chief of Factory Engineering and Quality Control of the Government and Industrial Division. Left to right are: Ed Gardner, John McDowell, Joe McGill, John Means, Harry Hartman and Charles Yocum.

CHARLES F. WOLL HONORED AT DINNER

Members of the Industrial Engineering Department of Philco honored Charles F. Woll at a dinner at Beck's on the Boulevard recently in recognition of Mr. Woll's becoming chief of Factory Engineering and Quality Control of the Government and Industrial Division.

The presentation of the Industrial Engineering Department's gift to Mr. Woll was made by Edward

L. Conley, who has succeeded Mr. Woll as manager of the Industrial Engineering Department, Radio and Television Division. Tokens of esteem were also presented to Mr. Conley, John McDowell, superintendent of the Industrial Engineering Department, and Arthur Ross, manager of the Industrial Engineering Department, Government and Industrial Division, at Plant 50.

MEMBERS of the Industrial Engineering Department at a dinner honoring Charles F. Woll. ▼





▲ WPTZ will increase its college football coverage this year.

◀ SINGING STAR—Dinah Shore has resumed her television series, seen on WPTZ, after an eight-week vacation. The singing star scored a notable hit on TV last season. The "Dinah Shore Show" is a TV feature Tuesdays and Thursdays.

BIG SEASON AHEAD FOR WPTZ, PHILCO TV STATION

All hands at WPTZ, Philco's television station, are anticipating the best and biggest television season ever scheduled in the station's twenty years on the air.

College football, one of TV's most controversial subjects, again will be seen exclusively in this area over WPTZ. Unlike last year, when two Saturday afternoon games were blacked out, WPTZ will televise NCAA football games every Saturday afternoon from September 20 through November 29, the day of the Army-Navy game. There also will be games on Thanksgiving Day, plus the Rose Bowl game on New Year's. Rumor has it that the Cotton Bowl game also will be carried on New Year's Day. Just as in past years, WPTZ undoubtedly will originate several of these games for the NBC network.

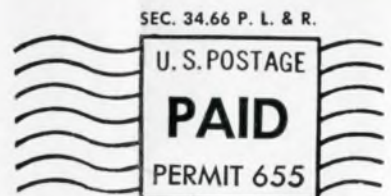
Speaking of sports, WPTZ also is the exclusive Philadelphia television outlet for the World Series, and Friday night boxing from Madison Square Garden already is back on the schedule.

Local programs still are coming in for plenty of attention at WPTZ, with the station's morning program, "Let Skinner Do It," now ranking among the most popular shows on the air during the daytime hours. The Philco station is readying an expanded educational series to augment its present public service schedule, one of the most complete in television. Church programs, shows with the police, fire and other city departments, a health program, news and special events presentations are set for fall-winter airing.

The top network shows—Milton Berle, Robert Montgomery, Dinah Shore, Sid Caesar, Kate Smith, Jimmy Durante, Red Skelton, Fireside Theater, Philco Playhouse, Groucho Marx, etc.—again will be seen exclusively in Philadelphia on WPTZ.

This year's schedule on WPTZ calls for continuous programming from 7 in the morning until after midnight.

PHILCO CORPORATION
TIOGA AND C STREETS
PHILADELPHIA 34, PA.



J. F. SMYTH
6354 ALGARD ST
PHILA PA 35

*9791

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