

PHILCO NEWS



Among Our Distributors Abroad
The Importance of Industrial Design
GREATER PHILADELPHIA EDITION

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FEBRUARY
1960



MISS AMERICA, LYNDA LEE MEAD, PHOTOGRAPHED INDIVIDUALLY WITH HUNDREDS OF VISITORS TO PHILCO'S PRODUCT DISPLAY AT 1960 OPENING OF CHICAGO MART: With the assistance of two Polaroid cameras, (shown at right) Miss America greeted and was photographed with wholesale and retail industry representatives, and visitors, during her abbreviated appearance at the Mart. The line of "wellwishers" received

a handshake and hello from Miss Mead, and then a brief "hold it", after which the companion subject received his individual framed souvenir snapshot. Despite the fact that Miss America had to cancel two days of her scheduled five in Chicago, due to the sudden death of her mother, more than 800 individual photos were made, attributing to the "pulling power" of our goodwill ambassador.

"PREVIEW OF SPRING" MARCH 7-12 AT PHILADELPHIA FLOWER SHOW

A welcome preview of Spring and Summer will be available to everyone in the Philadelphia area during the week of March 7-12. For that's when the 33rd annual Philadelphia Flower Show will unveil four acres of nature's most perfect blooms in Commercial Museum, 34th St. below Spruce.

With a total value of more than a million dollars, some of these rare flowers and plants will be blossoming months ahead of their normal arrival time, having been patiently coaxed by thousands of gardeners in greenhouses for almost a full year.

Water in all its shapes and forms will be the theme of this year's show. The visitor will walk down an entire Aisle of Water Gardens, flanked by man-made gardens which will feature ponds, streams, waterfalls, cascades and fountains.

The central feature will be a continuous performance of "Dancing Waters," the world-renowned series of fountains which send multi-colored streams leaping, cascading, and dancing 40 feet into the air in a succession of striking patterns in rhythm to synchronized music.

Activated by a complicated \$250,000 battery of machinery, "Dancing Waters" since its 1953 debut at Radio City Music Hall has been starred on the TV

shows of Ed Sullivan, Lawrence Welk and Perry Como. It was the "hit" of the 1954 International Flower Show in Amsterdam.

The rest of the four acres of floor space will be filled with rare orchids, roses and carnations, plants and bulbs in flower, cut flower arrangements, gardens of many sizes and styles, flowers and plants in rooms and on tables.

Admission to the non-profit Flower Show is \$1.75 for adults and 75c for children. It will open at 12 noon on Monday, March 7, and thereafter hours will be 9 a.m. to 10 p.m. daily.

Free PTC buses, chartered by the Flower Show as a public convenience, will run daily from 10 a.m. to 4 p.m. and from 6:15 to 8 p.m. from Reading Terminal and the Bellevue Stratford Hotel. Regular PTC buses will operate from Penna. Railroad 30th Station and NE corners 31st, 33rd and 34th and Market sts.

OUR COVER THIS MONTH: Spring and spring flowers seem to be on the mind of the artist, Joseph Connolly, who designed our cover for March. Or perhaps he is anticipating the Flower Show which is described in an adjacent column.

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



A. G. Chapman, chairman of Suggestion Committee for Electronic Operations—Philadelphia Plants, reviews the first month's activity in the new Employee Suggestion Plan. Other members of the committee, which meets twice a month or as often as necessary at the discretion of the chairman, are (l to r) Fred Reed, Joseph Turner, R. C. Schuenemann, W. G. DeFrates, H. J. Scheier, secretary of the committee, and J. E. Wolf, ex-officio

member. The chairman, Mr. Chapman, is chief industrial engineer; Mr. Turner is manager, Plant 6; Mr. Schuenemann, general superintendent production, Plant 10; Mr. DeFrates is chief accountant; Mr. Compton is general production superintendent-tuners; Mr. Scheier, plan supervisor, suggestion committee; Mr. Wolf personnel manager, electronic operations-TV; Mr. Reed is material controller, consumer products.

RESPONSE GRATIFYING IN FIRST MONTH OF EMPLOYEE SUGGESTION PLAN

The new, year-round Employee Suggestion Plan, which began officially January 4, got off to a gratifying start in all Philadelphia plants and offices.

Local Suggestion Committees in the Philadelphia area report that activity began at a modest pace in the first week of January, but has gradually accelerated to the point where a continuous flow of employee suggestions is now being processed daily.

All suggestions are referred by the committee to the department affected by the suggestion for a thorough and impartial investigation and evaluation.

An analysis of the first suggestions received under the program indicates that the length of time necessary to complete the investigation and report the results to the suggester will vary from one suggestion to another.

In a recent meeting of the Suggestion Committee for electronic operations — Philadelphia plants, Chairman A. G. Chapman emphasized the importance of stimulating and encouraging every employee to participate in the program.

Mr. Chapman pointed out that "the daily papers constantly refer to the tremendous advancements being made in space technology, weapons systems and missiles. The importance of new and improved meth-

ods and techniques in these fields cannot be over-emphasized. Progress is measured by the extent and effectiveness of these improvements."

"By the same token," continued Mr. Chapman, "*new* and *improved* methods or new and improved ways of doing things are just as necessary and important to achieve progress in any activity."

Mr. Chapman concluded "the ideas and suggestions now coming in to our committee are convincing proof that our employees are diligently searching for additional improvements.

"It is evident that many of our employees are giving critical and constructive thinking to their jobs, and to new ways for improving the economy and efficiency of our operations. We are pleased to see so many of these employees are putting their ideas on paper, and turning them in as suggestions."

Henry E. Bowes, vice president — marketing, consumer products division, has appointed the following Suggestion Committees:

For accessory employees (division code 52-): S. J. Zaborowski, Chairman; A. B. Jones and C. T. Shinn.

For marketing employees (division code 51-): D. H. L. Jensen, Chairman; B. R. Lambert, R. A. Rosengarten, H. E. Walker and M. G. Paul.

EUROPEAN TOUR SET TO GO

A carefree tour of Europe this summer during the annual vacation period was outlined at a meeting of travel-minded Philco employees and their friends in the Home Economics Center in Plant 2 on January 18.

Plans for the company sponsored trip, to start the last work day before the vacation period, were discussed by Robert M. Jones, public relations director of Philco. Following a question and answer period, motion pictures of the countries to be visited were shown.

The tour price of \$695 includes the round trip trans-Atlantic flight originating in Philadelphia; rooms at first class hotels, with bath, double occupancy; meals



Everything to assure the Philco group a pleasurable and profitable two weeks abroad will be done by Mrs. Edly Barberini, European supervisor for the tour. Mrs. Barberini attended the Philco meeting to become acquainted with those who will make the trip next summer.

at top restaurants; sight-seeing deluxe motor coach with English speaking guides; all transfers and gratuities . . . plus other extras.

London, Paris, Lucerne, Venice, Florence and Rome are the cities to be visited. In addition to the guided tours to the high spots of these famed cities, ample time has been allowed for shopping and personal interests.

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A view of part of the audience attending a meeting of those interested in next summer's European vacation sponsored by Philco. The meeting, held in the Home Economics Center in Plant 2, was followed by motion pictures of the countries to be visited.

PHILCO'S POST OF SCOUTS SHOWN IN PHOTOGRAPHS

Photographs of activities at Philco's Explorer Post 534, Boy Scouts of America, are used in both the annual report of the Philadelphia Council of Scouts and in the pamphlet issued by the Council on how to "Become a Friend of Scouting." Both pictures show a consultant giving post members firsthand "know-how" in their electronic specialty field.

The just issued pamphlet on friends of Scouting stresses the fact that the Philadelphia Council faces the ever increasing challenge of bringing more and better service to the Scout program designed for the rising tide of boys in our highly congested urban area. Membership in "Friends of Scouting" helps provide training, camping and camp facilities, camporees, roundtables, inter-troop activities and expansion of the program to new boys.

Parents, Scouters, former Scouts, and any citizen with a particular interest in the Scouting program is eligible to become a member of the "Friends of Scouting."

The observance of the 50th anniversary of the Boy Scouts of America began with Boy Scout Week February 7 to 13. "For God and Country" is the theme of the anniversary to be observed throughout the country and territories. The fifth National Scout Jamboree,



The operation of ham station W3YDX is explained to Explorers Gerry Briggs, seated, and David (left) and Paul O'Conner by John Wolf, personnel manager, electronics operations-TV, at a meeting of the Philco Post 534, Boy Scouts of America. Gerry is the son of George Briggs, of the Accessories Division, who is Post adviser. The new optional social uniform for Explorers is worn by Gerry. It consists of gray flannel slacks, blue blazer and maroon tie. The Philco Explorers specialize in electronics and ham radio. The company, in line with other industrial organizations, believes that the new Explorer Program gives an opportunity to help guide young men into future vocations.

when 53,200 boys and leaders will camp on a 2,000 acre ranch at Colorado Springs, Colo., has been set for the July 22 to 28 period.

PHILCO-BENDIX SELF-SERVICE "LAUNDERCENTERS" TO BE EXPANDED

Philco and its regional commercial laundry distributor, Eastern Laundercenter, Inc. of Chester, Pa., has intensified the campaign to expand "Philco-Bendix Laundercenters" in the city of Philadelphia.

Plans call for "Philco-Bendix Laundercenters" in every major neighborhood of the city. These will supplement the more than 40 such centers already in greater Philadelphia suburbs and New Jersey.

A co-operative ad campaign in the local press announced this Philadelphia area self service laundry program. The campaign points up the new do-it-yourself laundries as a sound worthwhile investment for local business people. The do-it-yourself feature of the "Philco-Bendix Laundercenters" will save the users up to 60 per cent in laundering costs over other types of automatic laundries.

The "Philco-Bendix Laundercenters" are equipped with three basic commercial automatic washing machines: a double load tumble action model; an extra capacity tumble action washer; and, an extra capacity top loading washer.

The "Philco-Bendix Laundercenters" also will have matching Philco-Bendix 50-pound dry-weight-capacity gas dryers, capable of drying 27 pounds of laundered wash in 30 minutes.

In addition, laundry folding tables, automatic coin changers, and refreshment vending machines are available for the convenience of customers.

WHAT'S YOUR ADDRESS?

It is highly important that the Company has your correct address. If you make a change in residence, you should immediately go to the Personnel Department to have a change of address form filled out. This takes only a little of your time, but it saves a great deal of time for others who may find it necessary to get in touch with you.

It is you, in the long run, who benefits from keeping your personnel records up to the minute. Changes of marital status or of increases in your dependencies should also be reported to your Personnel Department.

**AMONG OUR
DISTRIBUTORS ABROAD:**

**CARIBBEAN
COMPANY
AGGRESSIVE
SELLERS
OF
PHILCO
PRODUCTS**

One of the smaller newspaper ads of Curacao Trading Company states that it offers ten separate TV models on easy terms with service and warranty. It adds that there are more than one-hundred Philco dealers throughout the country.

Modern travellers to the Caribbean Sea seek golden sandy beaches, shimmering palm trees, soft breezes and languid music. All of these are there. But so is industry and commerce, shipping and trade.

Perhaps the most interesting and largest of the firms doing Philco business in the area is the Curacao Trading Company in Caracas, Venezuela, which has kept abreast of the growing Caribbean since the days of the windjammers. The company also has a major branch in Maracaibo and dealers throughout the country.

While Curacao Trading represents a good number of world-famous, brand-name products, one of the most important of these is Philco. During the past four years, Curacao Trading has brought Philco and Bendix sales up to a large share of the total Venezuelan market in home appliances, radio and television. It sells the complete Philco line of air conditioners, radios, phonographs and TV sets, refrigerators, freezers, ranges, and Philco-Bendix washers and dryers. Products made in Philadelphia and other Philco plants are shipped abroad to be sold by distributors like Curacao Trading.

Years of experience have taught Curacao Trading how to sell in this multi-racial and multi-lingual region.



Philco kitchen corner in one of the retail stores of Curacao Trading Company, Caracas, the Philco International distributor in Venezuela.

However with all of this experience, Curacao Trading has adopted most of the sales and promotional methods known in the United States.

In the cities they use conventional sales promotion methods such as newspaper and TV advertising, radio commercials and jingles, highly decorative posters, road signs and electrical display signs at strategic locations or over their various stores or agencies. For Philco they have produced a locally made catalogue showing merchandise, parts, services and prices.

They have also employed general sales "gimmicks" — sponsored motorcycle races with prizes, contests among their various agencies and stores, and giveaways. For over a year the company ran a TV show called "Club Femenino" with premiums and Philco-Bendix washing machine demonstrations. The members of the "Club" paid monthly dues and participated in prize drawings. Curacao Trading carries on intensive Christmas campaigns with premiums as the main attraction. In addition to its wholesale distribution through a network of dealers, the company also consigns products to agents who sell on commission, with the company handling the time payment documents.

In a country blessed with a wealth of national resources, and an organization of alert, hard-working merchandisers, Curacao Trading Company of Venezuela looks forward to a future of steadily expanding economic horizons in its volume of Philco business.

COMPACT TRACK-WHILE-SCAN RADAR ANNOUNCED BY G & I

Our Government and Industrial Division has developed a highly effective, automatic Track-While-Scan (TWS) System which enables the precise present position of a tracked target or aircraft to be displayed continuously on a radar PPI (Plan Position Indicator) screen while aircraft identities, velocity, heading and similar information are also displayed on an air traffic controller's console.

The Philco TWS System is capable of tracking a target into the minimum radar range, coasting through the origin where no information can be derived from the radar and then reacquiring the target automatically while it recedes from the antenna.

Featuring transistor circuits, small size (one standard rack houses 10 gates), low power consumption and accuracy of $\pm 1\%$ of the total radar range, the system converts periodic radar positional data on selected targets into continuous position and velocity data by means of tracking gates. This data is in the form of electrical analogs of the position, speed and heading of the target, resolved into Cartesian or X-Y coordinates.

This conversion process enables the precise, present position and identification of a tracked target or aircraft to be continuously displayed on a radar PPI screen even though the radar antenna is directed elsewhere.

The gate size for the tracking mode at minimum range is adjustable from 0.5 x 0.5 to 5.1 miles. Gate size then increases with range.

The utility of this system can be enhanced by the addition of identification characters, and symbols for identifying a particular target. This can be obtained thru the use of the Philco Character Generator equipment and suitable CRT displays. The alphanumeric information is written around the synthetic target dot during the deletion of re-trace period of the PPI range sweep.

Other system applications of the Philco TWS system are numerous. Outputs of the tracking gates can be used as target data information that can be processed and fed into a digital computer. The computer in turn can be programmed for collision prediction, time of arrival, aircraft schedules, and other related problems.

Certain forms of fire control could also be integrated with such a system. As an example, the positional data processed through a digital computer could be used to operate gun director servos. Further, one search radar controlling several fire control centers with a central data processor could assign targets automatically.

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Another display area of Curacao Trading Company. The short-wave sets on the wall were received from Philco International Limited, London, for distribution in Venezuela.

THE IMPORTANCE OF INDUSTRIAL DESIGN



Staff designers of Harper Landell Associates, discuss rough preliminary sketches of the new convertible refrigerator. Standing is Thomas Foster. Seated left to right are Charles Davis, Harper Landell and Bruno Kersten.

Today's industrial designer is far removed from museum academies. He's both a salesman and an artist applying his talents to increase sales at a profit by helping to create products that look better, work better and cost less.

At Philco the industrial design consultant is a member of a product planning team and works in close cooperation with the product planning manager and production experts and engineers. Each draws on the other's talents and skills, pooling their efforts to develop a successful new model or new product.

Trends in living habits must be closely observed. Features of the 1960 Philco refrigerator, for example, reflect an understanding of trends. Greater depth of door shelves permits storage of the increasingly popular half-gallon, milk bottles. And enlarged freezer space meets the trend to frozen foods.

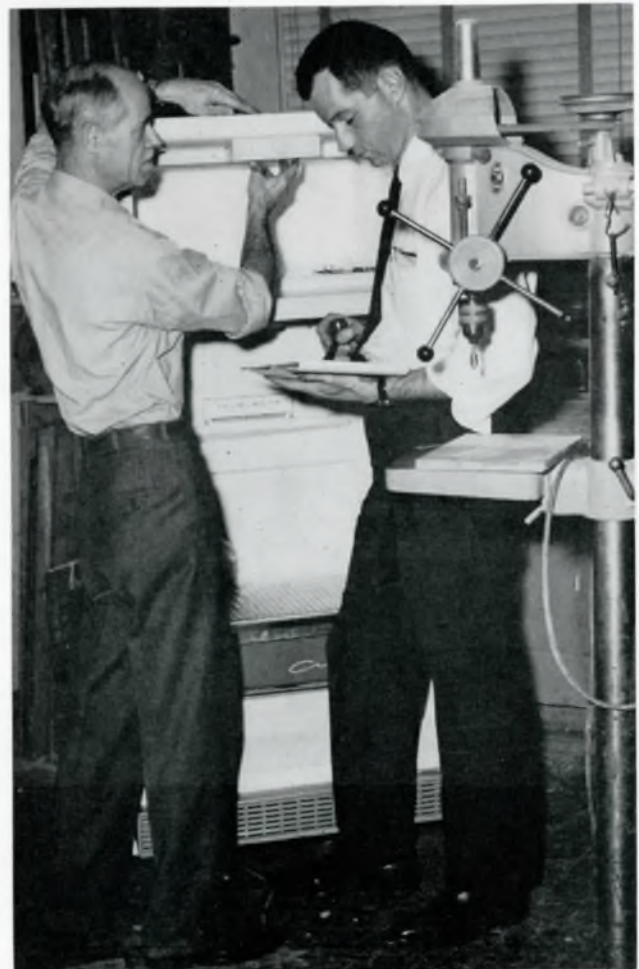
After the product planning group has studied the market and determined what features a proposed new product should have, engineers and the industrial designer turn to their drawing boards to decide what actual form these features will take and how they will be incorporated in the product.

The engineer is concerned with technical excellence, with castings and the gauge of metal and plastics. The designer strives for improvement in appearance and in function.

The industrial designer does more than make things look prettier with a touch of chrome or a dash of color. He avoids useless, decorative frills that merely tinsel a product.

Improvement in appearance grows from improvement in function. The industrial designer first finds ways of making a product work better, of making it more efficient and easier to use.

Full-scale model of the new convertible refrigerator gets attention in model-making shop of Harper Landell Associates. At left is Ralph Knoblauch, head of Landell's model-making department. With him is Bruno Kersten, a designer with the firm.



IN TODAY'S MARKET

It is the incorporation of these functional improvements that the designer applies the principles of proportion, balance, unity, color and harmony to lend simplicity and beauty to the product.

Good design most often lowers, rather than increases costs.

The industrial designer is familiar with a company's production facilities and its manufacturing limitations and designs with these in mind, constantly experimenting with new design techniques to bypass the need for additional costly dies and tools. He has a sound knowledge of stampings, die castings, sheet metal fabrication, molded plastics and other materials and processes.

In selecting the best color and form for the product, he too must be an astute observer of trends so that the product will comply with consumer preferences when the product is introduced, generally one or more years after the program is initiated.

Color charts which plot the popularity of a color serve as one of his aids. The charts, for example, indicated that light blue would reach its peak of acceptance in 1960. Light blue was therefore used as the predominant color for the inside of the 1960 Philco refrigerator.

Trends in architecture are also a strong barometer of what will be in vogue, especially in reference to form. Current architectural trends indicate a swing to more surface texture, and away from the stark sheerness popular since World War II. This trend will certainly find its way into appliances and other household objects.

The designer expresses his thinking in drawings and models, which are developed in cooperation with engineering and production departments.

In the designer's studio, rough preliminary sketches are made. These are studied by the entire staff. Then finished renderings are prepared, with air-brush, pastels or water-color, drawn carefully to scale and complete in every detail, including name-plates, trim and finish. The rendering is made to look as much like the finished product as possible.

Mock-ups, or scaled models of clay, wood, metal and other materials, are constructed in the designer's model-making shops. Often these models are made the same size as the finished product.

The model is reviewed by management, marketing and production executives. Further refinements are included in detailed drawings. Finished models are made and field tested before the product is put into production.

In addition to product design, the industrial designer is also concerned with the design of new trademarks, such as the new Philco signature which has been appearing on products and packages during the last three years.

Packaging is also a province for the industrial designer, whether it be the lettering of a label or the creation of an entirely new package, embracing the features of utility, protection and economy.

Recently, industry turned to the industrial designer for what is called "corporate design" — the creation of a distinctive design motif that properly reflects the company's personality and that is incorporated into all of a company's visual contacts with the public, including letterheads, packages, trucks, uniforms and advertising.

The impact of such continuity in design creates powerful brand identification for the company and is a great selling advantage in an era when thousands of brands are competing for consumer attention and loyalty.



One of the results of the cooperation between the industrial design consultants, the product planning manager, and production experts and engineers is our new convertible refrigerator, Model 14RD08. This model was designed to meet a growing need in home refrigeration: a large capacity refrigerator for home owners with freezer. A button control is used to set the compartment for use as a refrigerator or freezer area. The ice cube compartment is not convertible, but maintains proper freezer temperatures at all times. The model is available in white, copper, pink, yellow or turquoise.

APPLIANCE MANUFACTURER DEVOTES ISSUE TO PHILCO ACTIVITIES

The entire January issue of "Appliance Manufacturer" magazine is devoted to Philco, its products, its policies and its people.

The articles deal with everything from the Model Shop in Plant 2 to the exclusive Philco "Ionitron" negative ion generator, from our Sandusky plant to the manufacture of television sets in Plant 10. Photographs of Philco employees are scattered throughout the magazine.

This is only the third time that the magazine has chosen to devote an entire issue to a single company. According to its lead editorial, "Appliance Manufacturer" chose Philco because of the company's belief in the full-line approach, as witnessed by its recent reorganization of the Consumer Products Division, because of its integrated marketing system and its emphasis on creative engineering.

Commenting on the company's "strong belief that creative engineering is one of the strongest weapons Philco holds," the magazine continues: "The reorganization of the vertical product organizations into a horizontal product planning unit is calculated to make an already effective group of engineers with a long list of successes even more effective and successful."

Highlights of the issue are an interview with President James M. Skinner, Jr., who discusses Philco's reorganization and consumer product lines; a comprehensive article about our new "Air Wrap" refrigerator compartment; an interview with Larry F. Hardy, vice president and general manager of the Consumer Products Division; and a story on our radio and high fidelity production plant at Sandusky.

Other articles deal with the "Ionitron"; the various types of quality checks in force at Plant 10; the Model Shop operation in Plant 2 and the refrigerator-freezer plant at Connersville. A two-page spread of photographs shows how creative engineering goes into the design and production of every Philco consumer product line.

Keep Moving!

Charles F. Kettering, who had one of America's most inventive brains, said many useful discoveries have been accidents — the result of stumbling on one thing while searching for another.

"But," said Kettering, "no one ever stumbled while standing still. So we feel that unintelligent motion is more to be desired than intelligent standing still."



PHILCO SCORES AT EAST-WEST NBA ALL STAR GAME — John A. Rishel Jr., general manager-merchandising of Philco's Consumer Products division, shows the coach and players of the East team a "Slender Seventeen" portable television set. The management of the N.B.A. purchased the sets as gifts for the participating players and these were presented by Mr. Rishel in a ceremony before the game on January 22, at Philadelphia Convention Hall before 12,000 fans. Shown — (L. to R.) Paul Arizin, Philadelphia; Tom Gola, Philadelphia; Richie Guerin, New York; Willie Naulls, New York; Mr. Rishel; Bob Cousy, Boston; George Yardley, Syracuse; Bill Sharman, Boston; Coach "Red" Auerbach, Boston; Dolph Schayes, Syracuse; Larry Costello, Syracuse; Bill Russell, Boston; and Wilt Chamberlain, Philadelphia.

FRENCH FESTIVAL AT MUSEUM DRAWS LARGE CROWDS

Philadelphians by the thousands are enjoying the sights of Paris in the "Festival of France" at the Commercial Museum. The exhibits and the special events making up the "Festival" provide entertainment for every member of the family. Thirty different exhibits, occupying the major part of three floors of the Museum, summarize the story of French commerce and culture.

The Trade Pavilion, designed in France, displays a sampling of French products, and tells the story of French industry, tourism, gastronomy and wines.

In the central area of the ground floor is a grouping of 24-foot-high mural paintings of scenes of Paris, and overlooking this, from the railings of the floor above, is a sidewalk cafe, where visitors may sit and chat, just as if they were actually in Paris.

Supplementing the exhibits is a series of special events, including motion pictures on France, concerts, travel lectures, cuisine demonstrations, fashion shows and puppet performances.

Admission to the "Festival of France," including the special events, is free. The "Festival of France" will continue at the Commercial Museum until March 11th. Hours are 10 to 5 week-days, and 1 to 5 on Saturdays and Sundays.

PHILCO MAN WRITES ABOUT BUILDING HANDI-TALKIE

How to build a transistorized handi-talkie is discussed by William J. Engle, assistant foreman in the Signal Center in Plant 10, in a special article he has written for the February issue of QST, the official publication of the American Radio Relay League, Inc.

Mr. Engle constructed his own model hand-carried station using Philco transistors. "The construction of such a hand-carried station of the type described by Mr. Engle is bound to be an attractive project for those interested in transistors," QST editorializes. "Also the resulting equipment is useful for emergency and civil defense work, and in numerous activities where compactness and light weight are essential but long range is not needed."

Mr. Engle sums up his article as "what can be done in the field of transistor application to provide extremely compact equipment, using standard components, for reliable line-of-sight voice communication on the 10-meter amateur band."

The equipment Mr. Engle built uses nine Philco transistors and "With proper switching, the transmitter audio section could be used for the receiver also, thereby reducing the number of transistors to six."

Mr. Engle found by field tests that with his unit reliable communication at line-of-sight distances of at least a mile can be expected. Greater distances can be covered with a beam antenna in fixed operation, using a more selective receiver. Numerous contacts with fixed amateur stations have been made with the unit in the field, the author states.

Mr. Engle is a member of Philco's Mike Farad Amateur Radio Club. This organization has a world wide membership of 75 company employees. The local groups meets monthly.

Safety Programs Pay

Thanks to a half century of emphasis on industrial safety, the American workman now is safer on the job than off. Moreover, jobs that once were considered the most dangerous are now among the safest. The industry with the lowest accident rate in the United States during the first quarter of last year was explosives.



The transistorized handi-talkie he designed and built is examined by William J. Engle, assistant foreman in the Signal Center in Plant 10.

HOBBY DISPLAY SET FOR PLANT 10

Examples of hobby or home craft activities among employees of Plant 10 will be placed on display on March 1 on the second floor of the plant in the cafeteria lobby area. The closing date for entries in the show will be February 22. Information on the display is available from Stuart McDowell, Ext. 5449, or Frank Noga, Ext. 5639.

Laughter

Laughing is the cheapest luxury man enjoys. It stirs up the blood, expands the chest, electrifies the nerves, clears away the cobwebs from the brain, and gives the whole system a cleansing rehabilitation.

Compact Track-While-Scan

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An interesting application provides for the detection of all tracked (known) targets so that the operator is quickly alerted to new or untracked targets whether alone or with the other untracked targets.

The performance capabilities, compactness and economy of the Philco Track-While-Scan System mark it as an outstanding accomplishment in the vital field of Aerial Surveillance.



Congratulations are extended Sol Graham (left) for having his oil painting selected as "Picture of the Week" by John Boyle, foreman of the Art and Photo Department at Plant 54. The "Picture of the Week" feature was recently adopted at Plant 54, Graphic Arts Services, under Manager William J. Brecht to encourage the personnel, artists and photographers alike, to submit fine art specimens. One is selected for exhibition each week.

PUBLIC RELATIONS IS YOUR BUSINESS, TOO

Public relations is a vitally important part of business today. Good public relations makes friends for the company. It is more than merely making the company and its products known. Good public relations conveys to the people who have contacts of *any kind* with the company an appreciation of the company's character—its attitudes, integrity, and its problems in operating as an asset to the community.

Good public relations not only helps to increase sales, but also to establish the kind of faith in the company that forms a foundation for growth and expansion and future job security.

A company's public relations is made up of thousands of things, large and small, beyond the regular activities of the public relations department.

Everybody in the company, in fact, is part of public relations. Each piece of quality work turned out . . . every letter typed, every phone call handled . . . every meeting with plant visitors . . . has its effect on public relations. Whenever you speak, write, or act as a company employee—whether the contact is personal or indirect—you influence the public's opinion of the company. To those who meet you, or know your work, you *are* the company.

ACCESSORY DIVISION TO MARKET HI FI, STEREO COMPONENTS

A line of custom high fidelity and stereophonic components will be marketed by our Accessory Division in 1960. The company has long been known as a major supplier of high quality audio accessories such as full fidelity phonograph needles, record changers, cartridges, recording tape and special audio speaker systems.

The new line was shown during the High Fidelity and Stereophonic Component Show sponsored by the Institute of High Fidelity Manufacturers at the Pan Pacific Auditorium in Los Angeles last month. The Philco booth was manned by Edward Rogers, sales manager-accessory division; William Russell, advertising and sales promotion manager-accessory division, and Paul Gates, engineer-accessory division.

The show marked the first time Philco's patented "Stereo-Phones" with "Fidelitron" electrostatic reproducer were offered to component distributors and dealers, Mr. Rogers pointed out. Known as Philco Model PF-65, it is a "Stereo-Phone" mid-range and high frequency speaker system, and covers the entire range from 300 to 20,000 cycles utilizing the Philco "Fidelitron" curved push-pull electrostatic speaker, an 800 cycle crossover network and a 2 x 10 inch oval mid-range (300-800 cps) cone type speaker.

Other components in Philco's line include Model RT-400X, an AM-FM stereo tuner, available with or without a cabinet; Model PF-80, a custom stereo pre-amplifier and amplifier which is a completely versatile stereophonic 40 watt amplifier; and Model PF-130, a "Stereo-Phone" system for use with other than Philco amplifiers. The PF-130 consists of two PF-65 "Stereo-Phones" and an Adaptor Unit with on-off switch to provide 1200 volt polarizing voltage.

In addition, the Philco component line will include 12 and 15 inch high fidelity bass woofers. The bass woofers are recommended for use with the Philco PF-80 amplifier and the PF-65 middle and high frequency "Stereo-Phone" speaker units or with any other multiple speaker system.

For critical high fidelity, stereophonic reproduction, a complete Philco matched component system consisting of RT-400X AM-FM stereo tuner, the PF-80 custom stereo preamplifier and amplifier, two PF-65 "Stereo-Phones" should be used together with a single bass woofer with 8 ohm voice coil producing a combined third channel bass, such as the Philco bass woofers, according to Mr. Rogers.

ADULT WORKSHOP AT LIGHTHOUSE OFFERS VARIETY OF SUBJECTS

Pins, needles, clay and fishing rods are but a few of the "props" being mustered into service for a variety of 22 adult classes starting this month, at The Lighthouse, according to Workshop Director Mrs. Paul Jans.

Scheduled for six consecutive Thursdays, classes will meet from 7.45 to 9.15 p.m. at 152 W. Lehigh Ave., headquarters of this United Fund agency. Registrants should call Regent 9-3910 to enroll.

A nominal charge will be made to non-members of The Lighthouse and only fifty cents for members. This charge will cover the entire workshop period. Materials used will be available at cost.

Courses being offered are: Ballroom dancing, beginners' bridge, intermediate bridge, ceramics, chorus, cooking, beginners' dressmaking, intermediate dressmaking, fishing and fly tying, flower making, furniture refinishing, golf, investments, keep-fit, music appreciation, painting, small appliance repairs, small boat handling, swimming, tennis, and weight lifting.

Counting Noses

This year's census is expected to show that U.S. population is on its way to 180 million. Between census years, changes in population are based on estimates of a birth every 7½ seconds, a death every 20 seconds, an immigrant's arrival every 90 seconds, and an emigrant's departure every 20 minutes. Last year's net gain was approximately 3,398,000.

Committee members who arranged the annual dinner and dance of the Engineering Hi-Matters are photographed at the party given recently at the Four Chefs. The Hi-Matters are members of the personnel of the Refrigeration Laboratory in Plant 2 or persons closely related with the Lab. In the photograph are (standing, left to right) George W. Jackson, Evelyn Jackson, George Dickson, Betty Dickson, John H. Salomon, Edna Salomon, John F. Gemender, Catherine Gemender; (seated, in the same order) Charles H. Schattler, Norma Schattler, Walter G. Mocey, Sue Mocey, Charles J. Rodden, and Cathy Rodden.

NEW COMPUTER DIVISION FORMED BY COMPANY

Formation of a separate Computer Division by the Government and Industrial Group of Philco to handle the company's increasing business in this field has been announced.

Herman A. Affel, Jr. will be general manager of the division. Mr. Affel was formerly director of computer engineering.

Headquarters for the new division will be in the company's recently completed computer plant near Willow Grove. Division personnel are now moving into the 200,000 square foot facility which will house a 1,200-man management, research and manufacture group. The plant will permit Philco to increase both production and research in advanced computer developments.

Mr. Affel reported that several large scale Philco 2000 computers are scheduled to be delivered in the first quarter of this year and that many other orders have been received for these computers. Deliveries of the large scale computers will be accelerated during the balance of this year. The order situation for the company's new series C-3000 medium-scale, industrial computers is very satisfactory, he added.

Mr. Affel pointed out that the formation of the computer division reflects the tremendous growth of Philco's computer business in the past four years.

The Philco 2000 was the first large-scale system in the computer industry to use an all-transistor design. It is the only large-scale data processing system using a true internal asynchronous mode of operation. The system is particularly suited for both business and scientific applications.

The Philco 2000 handles all business problems with equal facility. The 2000's unprecedented speed, for example, permits a 10,000-man payroll to be computed in less than five minutes, or more than one million records to be sorted in one hour.



PHILCO-ITES PLAY ACTIVE ROLES IN SAFETY-FIRE CONFERENCE HERE

J. M. Transue, security director of Philco, will address two of the sessions of the 26th annual Regional Safety and Fire Conference, March 9 and 10 in the Bellevue-Stratford Hotel. More than 5,000 persons are expected to attend the two-day conference, sponsored by the Safety Council of the Chamber of Commerce of Greater Philadelphia.

Mr. Transue will speak at the opening session before the Keystone State Fire Chiefs' Association on "Industrial Fire Prevention — an Economic Must," and on the following day before the Pennsylvania Motor Truck Association on "Philco Corporation Truck Drivers' Safety Record."

"Safety in the Sixties" will be the general theme of the sessions. The nation's leading manufacturers and distributors of safety equipment will present more than 60 exhibits at the conference. The exhibit is probably the largest and most comprehensive display of accident prevention equipment and related products ever to be shown at a regional safety conference.

Harold Ramey, Philco safety supervisor, is a member of the board of governors and advisory counsel of the Safety Council of the Chamber. He is co-chairman for the foreman's rally on March 10. Frank Humphries, Philco safety superintendent, is on the arrangement committee of the Chamber for the program.

HOW DO YOU RATE AS A MATE?

February being the month for the observance of St. Valentine's Day and 1960 a Leap Year it is fitting that we examine some of the comments made on love and marriage. Experts for the Barbasol Company have come up with some interesting quotes on the subject:



"Men are much more fortunate than women: they marry later, and die younger." H. L. Mencken.

"The sum which two married people owe to one another defies calculation. It is an infinite debt, which can only be discharged through all eternity." Johann Wolfgang von Goethe.

"Women have served all these centuries as looking glasses possessing the magic and delicious power of reflecting the figure of man at twice its natural size." Virginia Woolf.

"Every man who is high up loves to think that he has done it all himself; and the wife smiles, and lets it go at that." Sir James Barrie.

WHAT IS BROTHERHOOD?

The week of February 21 to 28 has been set aside as Brotherhood Week.

President Eisenhower has already given it his hearty endorsement.

"In our U. S. democracy, where every one of us enjoys so many freedoms that are denied to so many people throughout the world, it should not be necessary to make any special plea for Brotherhood," according to Lee H. Bristol, chairman of the board, Bristol-Myers Co. "Yet it's important that we should keep reminding ourselves not only of the great freedoms we enjoy, but of our need to share the Brotherhood, man-to-man, that these freedoms permit."

"Just what is Brotherhood? It's something we hear from pulpits throughout the country; we're exhorted to *practice* it. But do we? Frankly, I think we have a long way to go before it is so ingrained in us, so inculcated in us that it becomes an outstanding national characteristic of the United States.

"The National Conference of Christians and Jews continues to assert its great leadership throughout this country with the spotlight on a special week dedicated to Brotherhood. Everywhere you will be increasingly aware of this national dedication to *Brotherhood*—the very keystone of real democracy.

"And Brotherhood should know no international borders either. It must become world-wide. Despotisms and tyrannies will disappear whenever any national group broadly accepts and practices it."



A special feature presentation of the new refrigeration line was the VIP treatment given distributors by Paul E. Burks, Sales Manager—West, at their meeting in Salt Lake City, Utah. Mobile chairs which moved the distributors to the various displays where they could examine the new models at their leisure and in comfort were provided. Shown in the photograph are (from left to right) John Perry, Joe Bilheimer and William Kress, all from Mountain Appliance Distributors, Inc., Denver, and A. M. Fuller, Northwestern Auto Supply Company, Billings.

LENTEN SEASON CALLS FOR THAT SPRING TOUCH TO YOUR MENU

Tasty Dishes Suggested by our Home Economics Center

It's an ill wind that doesn't occasionally waft a fresh, new fragrance that can only presage spring. Why not get a touch of spring into your Lenten menus with a tangy fish salad, a huge chop dish of scallions, spiced crab apples, ripe and stuffed olives, carrot curls and celery? All you need to complete a delicious meal is a bowl of French fried potatoes, some deviled eggs, and a basket of hot rolls.

Here's how for the fish mold — and you have your choice of making it with tuna, salmon, or crab meat . . .

FISH SALAD MOLD

- 1 tbsp. gelatin
- 2 tbsp. cold water
- 2 cups tuna fish, salmon, or crab meat
- ½ cup chopped celery
- ¼ cup pickle relish
- ½ tsp. salt
- ½ cup mayonnaise
- ¼ tsp. paprika

Soak gelatin in cold water for 5 minutes, then dissolve mixture over boiling water.

Flake fish with a fork and add remaining ingredients, mix thoroughly. Add dissolved gelatin. Pour into greased fish mold and place in refrigerator to set. Unmold on curly endive and garnish with slivers of ripe olives, ripe olive "eyes" and half slices of stuffed olives.

MUSHROOM CHEESE CAPS

For a wonderful Lenten appetizer, or to serve with a casserole as an extra special touch, try these delightful Mushroom Cheese Caps:

- 12 large mushrooms
- 3 ounce package cream cheese
- 1 egg yolk, beaten
- 1 teaspoon onion juice
- ¼ teaspoon celery salt
- paprika

Wash and stem mushrooms. Blend all ingredients except paprika. Fill caps with mixture. Sprinkle tops with paprika. Broil until cheese is golden brown — about 10 to 12 minutes.

These may also be made up in quantity, placed on shallow pans or cookie sheets, overwrapped with moisture-vapor proof paper and frozen. Then they are all ready to pop under the broiler any time you need something to supplement a light supper, or wish to serve them as an appetizer when guests drop in.

Spaghetti sauce can be varied in so many ways to add zest to your meals. Our vote, for Lent, is:

TOMATO CLAM SAUCE

- ¼ cup salad oil
- ½ cup chopped onion
- 1 clove finely diced garlic
- 1 No. 2 can wholepack tomatoes
- 1 can tomato paste
- 1 teaspoon salt
- ¼ teaspoon pepper
- ⅛ teaspoon ground cloves
- Dash of cayenne
- Small piece of Bay leaf
- 6 large clams, chopped or
- 1 (7 oz.) can chopped clams

Heat oil in skillet; add onion and garlic, cook about 10 minutes or until lightly browned.

Add tomatoes, tomato paste and seasonings. Simmer over low heat about 1 hour, or until thickened. Add clams and liquor about five minutes before serving. Serve with spaghetti.

Fillets of red snapper, shad, haddock, or fluke are delicious broiled-under-glass with plenty of butter or margarine and, if you wish, grated onion. Remember that thick slices or halves of tomatoes, topped with buttered bread crumbs, have an affinity for broiled fish . . . and don't forget the lemon wedges.

Get acquainted with these delicious Lenten dishes by following the recipes on this page.





Awards of Philco television sets made in connection with the annual Christmas party for orphans given by Local 101, I.U.E., C.I.O., were to Ruth Rivell, of Plant 18, a Philco Slender Seventeener, and to Charles Darby, Dept. 503, a Philco TV console.

DRIVE ON FOR TRAFFIC SAFETY AMONG SCHOOL CHILDREN

Turning cars are a major cause of pedestrian traffic accidents each year, the Automobile Club of Philadelphia-AAA says, in warning school children to remain alert when crossing the street.

"Before stepping off the curb, it pays to look to the rear as well as to the left and right to be certain the way is clear," the Club said. "It is all too easy to overlook vehicles approaching the intersection in preparation for a turn. Be sure to look ALL ways before crossing."

A safety poster illustrating the theme, "Watch for Turning Cars", is being distributed to schools in the Philadelphia metropolitan area as part of the regular monthly safety education program of the Automobile Club of Philadelphia.

BLOODMOBILE TO VISIT PHILCO FOR THREE DAYS IN MAY

The Red Cross Bloodmobile will visit Philco — both the Tioga Street and the Plant 50 areas — May 18, 19 and 20. A quota of 900 pints of blood has been set for the three day period.

The Philco Blood Plan coverage is as follows:

Class I —

As an employee benefit, everyone on the active payroll is entitled to blood, free of charge, for himself, spouse, and all dependent children under 18 — whether he has or has not donated blood to the Philco Blood Program.

Pensioners and spouses also enjoy blood benefits.

Class II —

For those employees who have donated blood within the past year to the Philco Blood Program additional benefits are assured. In addition to himself, spouse, and dependent children, he also insures *dependent parents and other family members living in the same household*. This guarantee is good for one (1) year from date of donation for both active and inactive employees.

Class III —

Replacement privileges are extended for cases not included in the above two categories. This usually results in less donors needed since the Red Cross replaces on a one for one basis while hospitals require two for one.

EUROPEAN TOUR

Continued from Page 4

The Philco group will be entertained at a number of special events, including a "welcome dinner" in London; a "night in Paris" dinner followed by visits to night-clubs and shows; a typical Swiss night with dinner in Lucerne; a "serenade on the lagoon" following a dinner and gondola ride under the stars in Venice; an evening of entertainment in Florence, and a "Roman Night" in the capital of the Italian Republic.

The specially chartered plane to take the Philco party abroad will return the day before the resumption of work after vacation.

YOU SAVE MORE THAN MONEY WITH U. S. SAVINGS BONDS

You can save automatically with the Bond purchase plan of U.S. Savings Bonds. See your personnel department for details. You now get 3½% interest at maturity. You invest without risk under the U.S. Government guarantee. Your money will never be lost or destroyed. You can get your money, with interest, any time you want it. And remember, you save more than money.

The most successful man is the man who holds onto the old just as long as it is good and grabs the new just as soon as it is better.

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