

# Philco News

DECEMBER 1949





The Editorial Staff of the PHILCO NEWS Wishes All Its Readers  
a Merry Christmas and a Happy New Year



# Philco News

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J. N. HUNSBERGER, JR., Editor

MARK LUTZ, Associate Editor

## Christmas

CHRISTMAS TIME! That man must be a misanthrope indeed, in whose breast something like a jovial feeling is not roused—in whose mind some pleasant associations are not awakened—by the recurrence of Christmas. There are people who will tell you that Christmas is *not* to them what it used to be; that each succeeding Christmas has found some cherished hope or happy prospect of the year before, dimmed or passed away; that the present only serves to remind them of reduced circumstances and strained incomes—of the feasts they once bestowed on hollowed friends, and of the cold looks that meet them now, in adversity and misfortune.

Never heed such dismal reminiscences. There are few men who have lived long enough in the world,

who cannot call up such thoughts any day in the year. Then do not select the merriest of the three hundred and sixty-five for your doleful recollections, but draw your chair nearer the blazing fire—and send round the song—and if your room be smaller than it was a dozen years ago, put a good face on the matter and troll off the old ditty you used to sing, and thank God that it's no worse. Look on the merry faces of your children (if you have any) as they sit round the fire. Dwell not upon the past; reflect upon your present blessings—of which every man has many; not on your past misfortunes, of which all men have some. With a merry face and contented heart your Christmas shall be merry, and your New Year a happy one.

—CHARLES DICKENS

### Philco Contribution Generous in Community Chest Drive for '50

Christmas will be a happier day for many underprivileged families in Philadelphia because of the generosity of employees of Philco in the recent Community Chest Drive.

To date, employees, the Company and its executives have contributed \$96,200 toward the support of the Red Feather Agencies of the Community Chest. Quite a few pledges are still coming in from Tech Reps stationed in various parts of the world.

"You have done a magnificent job in a most worthy cause and I know you must feel a certain amount of personal satisfaction in knowing that you have done more than your share to help the various agencies which are aided by the Community Chest," J. Newton Hunsberger, Jr., chairman of the Company drive, wrote in a letter of appreciation to solicitors.

**OUR COVER THIS MONTH**—A sharp lookout for Santa Claus is kept by 4-year-old Bobby Stroyk, son of Mr. and Mrs. Walter Stroyk, of 2124 East Clearfield Street. Mr. Stroyk, a veteran employee of Philco, is a member of Dept. 81.

**PHILCO FACTS**

SALES OF PHILCO TELEVISION SETS HAVE REACHED RECORD LEVELS SINCE THE INTRODUCTION OF THE PHILCO BUILT-IN ELECTRONIC AERIAL SYSTEM.

PHILCO HAS BEEN THE LARGEST MANUFACTURER OF RADIOS FOR 19 YEARS.

THERE ARE MORE THAN 600 PARTS USED IN THE MANUFACTURE OF A PHILCO REFRIGERATOR.





" . . . the first step—slicing the breast. . . . "



" . . . separate the leg from the body. . . . "



" . . . slice more white meat. . . . "



" . . . cut down the drumstick. . . . "

## CARVING AND SERVING THAT CHRISTMAS TURKEY

According to William Stark, Philco cafeteria manager, the proper way of carving and serving a turkey follows:

All strings and skewers should be removed before the bird is brought to the table. Place the turkey on its back on a platter and arrange the platter so that the breast of the bird is at the carver's left.

Take the meat fork in the left hand, then insert it firmly astride the keel bone of the turkey just below its highest point in order to balance the turkey while carving the white meat. Remove the wing. Beginning at about the point where the wing was cut off, carve the breast meat in thin slices downward from the keel bone and parallel to the breast bone. Try to have an edge of crisp brown skin on each slice of meat. When sufficient white meat from the breast has been carved and placed on one side of the platter, the dark meat is then ready for carving.

With the left hand grasp the leg by the bone, cutting from left to right. Cut through the skin between the thigh and body and around the leg. Bend the leg back from the turkey body while cutting through the skin down to the joint. With the tip of the knife cut through the socket of the joint and sever the leg (thigh and drumstick) from the body. Remove the leg to the side of the platter or to an extra platter. Still holding the end of the drumstick with the left hand, separate the thigh and drumstick by cutting through the joint. Hold the drumstick perpendicularly to the platter and slice the meat downward. Cut the thigh meat from the bone in lengthwise sections, then with the knife at an angle, cut across the grain, cutting each section into several pieces. Pile the dark meat on the platter with the white meat.

It is customary when serving to ask for preferences as to light or dark meat. If no preference is expressed, then each serving should consist of several slices of each with a spoonful of dressing taken from the bird as served.



" . . . the carcass is bare. . . . "





## PHILCO FIELD SERVICE REPORT SHOWS VALUE OF GOOD WORKMANSHIP

A full realization of the far-reaching effects of television on the people of this country was never fully comprehended by the writer until this week when it was brought home so forcibly that I staggered. It is beyond imagination.

I was privileged to visit a home in the hills of West Virginia, miles from nowhere, on the top of a mountain ridge. The approach to the home was over dirt roads, hills and through forest. Since darkness had already descended over the mountains, the trip seemed interminably long. The isolation of the homes and people increased with our journey. As we approached our destination, all that was visible was a dim light in the window of a structure that might be called a house. We turned on the main road, the lights of our vehicle swung across the yard, and I could make out more clearly the "house" and its surroundings, all in similar state of complete disrepair—with one exception: a shiny aluminum mast in the yard.

Standing alone, without visible means of support, it pointed skyward. This mast was the only newness in a field of darkness and bleakness. As I descended from our automobile and carefully avoided the barking dogs, I noticed that the dim light in the window suddenly became dimmer because many children had crowded to the window to watch our approach.

We entered a home whose only exposure to the modern world could be the fact that electricity had made its inroads across the mountains into the world of this family. Winding our way through the many children (an accurate count was never made) we progressed into a combination living room-bedroom. There, in a corner, stood the only tie the family had with the outside world—

A PHILCO television set!

We sat down and enjoyed a Broadway night club show in the man's living room along with the rest of the family. Some of the folks had never been in a town. As the show progressed I watched the faces of these children around me. Suddenly the full impact of the meaning of television came to me. Through this new medium, the world was being brought to



THE FIRST STEP in the assembly of the television chassis is the riveting of tube sockets, terminal panels and ground lugs to the sub-base.

them. The family was being educated far beyond anything ever imagined possible in a lifetime. All in a matter of minutes instead of years!

These mountain folk were being exposed to all parts of the world, to all nationalities, and to all persons of importance—personally, and at hardly any cost, **RIGHT IN THEIR OWN LIVING ROOM.** The little boy in the blue denims with his shining brown eyes, no shirt and no shoes, had a television set. He would meet the President of the United States face to face, even before he started to school. The full meaning of the influence television is exerting on the people of the country will never be measured and never fully comprehended by anyone.

If every Philco worker who makes television sets could observe the influence and possibilities of his or her efforts as I have just related and experienced, he would really understand how much the **QUALITY** of his work is appreciated.

CHARLES LUSCOMBE,  
Field Service Engineer.

Tri-State Appliance Co., Huntington, W. Va.





# GOOD WORKMANSHIP IS YOUR JOB



**EVERY OPERATION** is inspected to maintain Philco's high quality standards. Here the riveted sub-base gets a thorough examination before it is sent to the chassis wiring line.

The president of our Corporation, William Balderston, recently made some suggestions to Philco dealers which point to the need for us of the factory team to do the best possible quality job:

"Know the facts about the television sets you are selling. Then sell performance and features, not merely a price tag.

"Sell television receivers made by manufacturers who back up their products with good service and prompt delivery of parts. Emphasize that a quality television set is actually the lowest in price in the long run."

Also, on page 4 is reproduced a letter from a field service engineer which should make every Philco man and woman who has anything to do with making our television sets very proud to be with Philco.

The prospects for television and radio in 1950 are as bright as the lights on your Christmas tree. By doing a quality job in your everyday work you will do much to make real these future prospects.



**WIRING AND SOLDERING** of television chassis are operations where the importance of quality workmanship is evident every minute. Experienced operators, who take pride in the fine work they do, help to make sure that every Philco television set has that world-famous Philco Quality.



**THE IF STRIP**—one of the major sections of the television receiver—is made as a sub-assembly. Consistent with the Philco policy of assuring top quality in every detail, this IF strip is inspected and tested before it is added to the main chassis.





POLITICAL NEWS is more interesting to Josephine Lombardo now that she is 21, shown with a gift from friends in Dept. 87.



SURROUNDED BY WELL WISHERS in Dept. 81, Dolores Sweeney is wished a happy birthday.



BIRTHDAY CONGRATULATIONS go to Nancy Foster, who is presented with gifts from friends in Dept. 75 by her supervisor, Johnny Eden.



BEST WISHES for a happy birthday are extended Frances Rimdzuis by members of Dept. 81.



A BABY SHOWER for the proud father is given William McDevitt by members of Dept. 87 in Plant 3.



IT LOOKS LIKE an impressive birthday gift is being presented to Alice Livingood on behalf of Dept. 81.

WEDDING GIFTS for Frances Peters are presented by her supervisor, Al Isbert, at a shower in the Auto Tuner Section of Dept. 75.







BETTY McALEER and Betty Sullivan are guests of honor at a double birthday party in Dept. 88.



BIRTHDAYS ARE SHARED by Eleanor Chookagian (in dark dress) and Babe Drozd at a party in Dept. 81.



A MODEL OF THE BRIDAL GOWN for Leona Gatowski is worn by a doll at a shower given by Dept. 84 in honor of the bride-to-be.



A SHOWER in honor of Doris LeCompte is given by friends of the bride-to-be. Miss LeCompte is a member of Dept. 75.



A WELCOME HOME CARD for Ed Carter is presented by the artist, Al Williamson, on behalf of Dept. 87, following a hunting trip made by Carter.



A MASQUERADE PARTY—a yearly event at Croydon—is given by the girls in Plant 20.



HERE *and* THERE

at PHILCO



## PHILCO ELECTRONIC FIELD ENGINEERS GIVE DEFENSE DEMONSTRATION

Top civilian officials and high-ranking officers of the Army, Air Force and Navy were guests recently of Philco at a three-day meeting in Washington to see exhibits of the world-wide activities of Philco electronic field engineers serving with the Armed Forces, and of the Company's research, development and production of new radar, radio and electronic equipment for the Government.

"There are now about 600 Philco electronic field engineers or 'Tech Reps,' as we call them, on duty at American outposts from Japan to Saudi Arabia," declared Robert F. Herr, Vice-President—Industrial TechRep Divisions.

"Knowing the work Philco did during the war in field engineering and in training some 15,000 electronic technicians, the Services have continued to call on our Company for skilled engineers," Mr. Herr added. "This is our eighth year of providing field engineers to train Service personnel and to help keep vital communications and navigation networks operating."

He pointed out that these Philco-trained engineers are specialists in installing and repairing radio, radar, navigation, identification and other types of electronic apparatus. For instance, the "Tech Reps" were praised for their aid in keeping the Berlin airlift going through all kinds of weather. They serve along the far-flung networks of the Airways and Air Communications Service, aboard the Navy's aircraft carriers and submarines, in shipyards and shore bases.

"An important part of our field engineers' duties is to teach and train new electronics specialists in the regular Air Force, Army and Navy, as well as in the Naval Reserve and Air National Guard," Mr. Herr said.

He explained that Philco is also conducting advanced research on new types of radar, radio and other electronic equipment for the Services, and is developing and manufacturing new apparatus in co-operation with Service technical personnel. Details of this work cannot be disclosed for security reasons. "To round out our work for the Government," Mr. Herr said, "we have a technical publications department which provides engineering manuals covering the installation, operation and maintenance of all kinds of electronic equipment.



TRAINING METHODS employed by the TechRep Division are explained to Lieutenant Alfred Murray, a radar officer attached to the 646th ACandW Sq., Highland, N. J., by John Remich, manager of the Technical Department of Philco. Austin Jones (center) is a Tech Rep assigned to Stateside duty.

### DO'S AND DON'TS FOR COLDS

Don't go outside unless you dress warmly.

Don't get your feet wet.

Don't sneeze or cough in public if you possibly can avoid it.

Don't mingle with crowds.

Don't sit in a draft that hits only a part of your body.

If you have a cold, doctors advise the following:

If your nose is running and you have to sneeze or cough, use tissue and then burn it to prevent germs from spreading.

Wash your hands frequently to prevent contamination of things you touch.

Go to bed if you have a fever.

Drink large quantities of alkalizing liquids such as orange or grapefruit juice.

Get as much rest as you can.

Be sure you eat lightly.



Philco Tech Reps work with apparatus made by literally hundreds of manufacturers, and must be kept informed on new techniques, so that they can pass them along to Service personnel.

"We are particularly glad," Mr. Herr concluded, "that we can provide the Services with a closely knit team of four co-operating groups: field engineers, research engineers, production experts, and technical writers and artists. In this way, our research and production men keep informed on what's happening in the field, from frigid Point Barrow, Alaska, to the humid Canal Zone. Our electronic field engineers keep abreast of new ideas, and the publications group furnishes up-to-date technical manuals and bulletins to keep Service personnel informed all over the world."



## For a Safe Christmas

In order that hazards which sometimes mar the Christmas season be lessened, the PHILCO NEWS prints the following safety advice for Yule trees in the home:

Select a freshly cut tree and then place it in a tub or pail of wet sand to prevent it from drying out.

Don't risk injuring yourself by falling off an unbalanced chair while trimming the tree.

Place your tree where it will not block doors. Also, place it away from the fireplace, radiators, or other sources of heat.

Use wiring and lights especially designed for use on your outdoor Christmas tree. Moisture may cause indoor sets to short circuit.

Select only lighting sets bearing the Underwriters' Laboratory approval. If your sets are old, better have the cords, sockets and plugs carefully checked. A loose, broken cord or faulty connection may cause a short circuit and fire.

Caution your family and guests about the hazard of smoking or careless handling of fire around Christmas trees.

An effective fire retardant for Christmas trees is made by dissolving in a gallon of hot water one ounce of boric acid and eight ounces of ammonium dihydrogen phosphate. Add to this three ounces of borax and one pound of ammonium sulphate. Stir this solution thoroughly until the chemicals have completely dissolved. Set the tree trunk in the solution twelve hours or longer. Enough of the solution by that time is drawn up through the butt end of the tree to have a fire retardant effect.



GIFTS FROM FRIENDS in Tokyo are displayed by Florence Hummel, Accounting Dept., TechRep Division. Joe Murray, TechRep Division Supervisor, who just returned from Japan, holds a painting sent Miss Hummel by friends in the Orient.



CONGRATULATIONS ARE IN ORDER for the proud fathers above, each of whom became a parent during the past month. The new fathers, who work in Dept. 75, are Jack Louder, Ralph Lucita, Ben Harman, John Kirkpatrick, Lou Buscio, and Ernie Darby.



# SUGGESTIONS PAY OFF



CONGRATULATIONS are in order for John Dwyer (left) and Herman (Slim) Hamel, each of whom received checks from Philco for their labor-saving suggestions. They are members of Dept. 87.



THE LABOR-SAVING IDEA of Sam Rabin, Dept. 54, is rewarded with a check presented by Charles Simpson.



A CHECK for the suggestion of Russell Herman, Dept. 75, is presented by Marty Krivulka (left).



A LUCRATIVE FIND—four pearls—was made by Grace Vanzant, Dept. 75, while eating oysters for lunch in the Philco Croydon Cafeteria.



ROBERT CAIRNS, Dept. 54, receives a check from Chris Pelligrino (right) for his idea.





A FAIR GROUND CIRCUS, complete to the minutest details, has been constructed by Louis Zimmerman, Dept. 18, as a hobby during the past five years. The circus has 120 "attractions" which work by means of 586 pulleys and a motor. There are lights, so that the circus has night performances under the direction of Zimmerman. The circus is now on display in the basement of the Bethlehem Reformed Church, Norris and Blair Streets.



A PARTICULARLY PRETTY EARRING is modeled by Jean Morris, Dept. 5851, from the collection of earrings she has made during her spare time. Earring and other jewelry design and execution have proven to be an entertaining hobby for Jean.



MATCH BOX COLLECTING proves to be an interesting hobby when your collection gets as extensive as that of Russell Hannan, Jr., Dept. 5894. Hannan has match boxes from as many remote spots as he has picture covers from various advertisers.



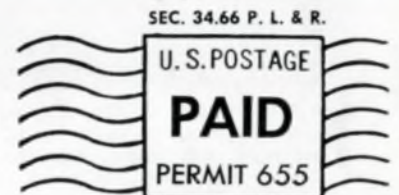


◀ HORSEBACK riding is the favorite after-work recreation of Catherine Kruzinski, Dept. 84.

PATRICIA ▶ HALFPENNY, the daughter of Alberta and Frank Halfpenny of Dept. 87, is photographed on her thirteenth birthday.



**PHILCO CORPORATION**  
TIOGA AND C STREETS  
PHILADELPHIA 34, PA.



Merkel Brothers Hardware Company  
Att: Mr. Carl Merkel  
1711 Broadway  
Quincy, Illinois

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

### THE Christmas STORY

Read again in the Bible's pages  
The old, old story that never ages.  
A tale that never has lost its thrill  
Of tender splendor—and never will.

Where is a story lovelier—stranger—  
A baby born in a stable manger  
To fill the earth and the skies above  
With the power and glory of infinite love?

Beauty, adventure, and peace unfold  
In a story fashioned with words of gold  
To lift and magic the hearts of men.  
Read the story again—again!

BERTON BRALEY.

### WIDOW EXPRESSES APPRECIATION

Thanks for the aid given by Philco employees at the time of her husband's death is expressed by Mrs. Veronica Krol, widow of Anthony Krol, Dept. 21. Mrs. Krol writes that Philco employees "brought cheer to me in my hour of need. It was evidence of your high esteem for my husband."