



Philco News

MAY 1950



Philco News

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ARTICLES, PHOTOGRAPHS AND DRAWINGS ARE INVITED. PLEASE SEND TO EDITOR.



VIRGINIA GILMORE, stage and screen star, played the heart throb in "The Man in the Black Hat," Michael Fessier's chiller diller, on the Philco TV Playhouse recently. The Playhouse is telecast over Philco Station WPTZ and 58 other stations of the NBC-TV Network, Sunday nights from 9 to 10 o'clock.

WHO'S AN INVESTOR?

An "investment," says the dictionary, means "the laying out of money or capital with a view to obtaining an income or profit." So a man who buys a truck to start in business for himself is an investor, the same as a manufacturer who buys machines to start a new plant.

However, the man with the truck has one important advantage. If he has money for a down payment, a finance company will take care of his purchase for him; the truck remains security for the loan.

OUR COVER THIS MONTH—Spring is welcomed by Artist Paul Froelich with this drawing of his impression of the countryside at this season of the year. Mr. Froelich, an instructor at the Philadelphia Museum's School of Industrial Art, designed the cover especially for the PHILCO NEWS.

The manufacturer, though, has a harder problem. The plant and its machines—designed for special purposes—cost a huge sum. Even a successful factory won't pay for itself for many years and every day it is in competition with the plants of other companies.

Our Company was started in 1892 by five men with a capital of only \$10,000, but plenty of vision and courage. By plowing back earnings over the years, and by using the savings of about 12,000 stockholders—many of them Philco employees—our Company has been able to build and equip its present modern factories and laboratories. During the same period, many concerns in the radio and appliance field have failed and gone out of business. Philco has succeeded in growing—in diversifying its activities to become a leader in television, radio, refrigeration, freezers, air conditioning and electric ranges.

By able management and the teamwork of all employees, Philco has been able to provide more and better jobs, to create more and better products, and offer a fair return to reward the faith of investors.

VISITING TELEVISION TECHNICAL EXPERTS from fifteen nations, representing the International Radio Consultative Committee, watch sub-assemblies for television receiver chassis being manufactured in Plant 3. This visit was part of a day-long tour of Philco television receiver and tube manufacturing facilities in the Philadelphia area. William Balderston, president of Philco, told the international television experts that television can be a great force for uniting the nations of the world, and hoped that international standards for television broadcasting, relaying and reception can be established.



WPTZ AGAIN TO ORIGINATE ALL TV BASEBALL IN CITY

WPTZ, Philco television station in Philadelphia, will make the big league baseball game pick-ups for all three Philadelphia television stations again this year.

As in past seasons, WPTZ camera crews, directors and engineers will handle the origination of every televised game in Philadelphia, regardless of which station is carrying the event. WPTZ has televised every big league game ever done from Philadelphia's Shibe Park, home of the Athletics and the Phillies, and has originated the complete home schedule of both teams since the 1947 season. This is a record for televising baseball contests.

In 1948, WPTZ fed the city's other two stations on days when it could not clear the local games and in 1949 all three stations co-operated through a rotating schedule, with WPTZ making the feeds.

This season all three Philadelphia stations again will co-operate on the ball games. WPTZ is carrying all the Saturday afternoon affairs, except five games, which will be seen on WFIL-TV. WFIL-TV is scheduled for all week-day games, the three holiday double-headers and the five games on Saturday afternoon. Also, it has the right to carry certain Sunday dates. WCAU-TV will televise all Sunday games throughout the season.

When feeding WFIL-TV or WCAU-TV, WPTZ will beam the event direct to the carrying station's transmitter. Each station is individually responsible for handling the commercials on the games it carries.

NEW PHILCO PORTABLE RADIO FEATURES "MAGNECOR" AERIAL, a new built-in tubular design that provides long-distance reception and outperforms earlier extended rods, lift-lid and raised loop aerials. The Philco "MagneCOR" in this new Model 631 portable radio is an integral part of the plastic cabinet, and operates with an improved circuit to bring in distant stations with clear, noise-free tone. Four tubes plus selenium rectifier. Functional plastic cabinet with recessed handle available in choice of four colors: teal green, maroon, Caribbean blue and Swedish red. 5 $\frac{1}{2}$ " high, 9 $\frac{1}{4}$ " wide, 3 $\frac{1}{2}$ " deep.



NEW PHILCO FM-AM TABLE RADIO HAS DOUBLED SENSITIVITY OF FM reception, thanks to a new three-gang condenser and three tuned RF (radio frequency) circuits. Rejection of image signals and higher signal-to-noise ratio also result in better FM reception, even in fringe areas. Standard broadcast (AM) reception sensitivity is up 3-to-1. This handsome new Philco Model 934 FM-AM table receiver is housed in a modern mahogany plastic cabinet, 7 $\frac{1}{2}$ " high, 13 $\frac{1}{4}$ " wide, 7 $\frac{3}{4}$ " deep.

Sponsors for the 1950 Athletics and Phillies games are The Atlantic Refining Company and P. Ballantine & Sons, Inc. The same sponsors will be seen on all three stations. Atlantic Refining is handled by N. W. Ayer & Sons, Inc., while J. Walter Thompson is the agency for Ballantine.

CROYDON PLANT TO BE VISITED BY RED CROSS BLOOD MOBILE UNIT

The first visit of the Red Cross Blood Mobile Unit to the Philco plant at Croydon will be made June 16. Donors are now being recruited for the visit by a committee headed by co-chairmen Fred Marcell and Gwendolyn Adams, R.N.

All Philco employees and their families at Croydon will be made eligible to receive blood provided by the Red Cross free of charge as a result of the visit.

The Red Cross Bloodmobile came to the Philadelphia plants of Philco on March 23, thus making Company employees and their immediate families in this territory eligible to receive blood without cost.

During the first month of operation under this plan, Philco employees and their families in the Philadelphia area received gratis 53 pints of blood. This indicates the great need for the plan. Employees of the Philadelphia plants donated 117 pints of blood during the first visit of the Mobile Unit.

The same system used in the Philadelphia visit of the Bloodmobile will be followed at Croydon. A doctor, registered nurses, blood custodians and volunteer assistants will be on hand to serve donors. Miniature hospital facilities will be set up at Croydon.



HUMBLE PIPE LINE TO INSTALL 400-MILE PHILCO MICROWAVE SYSTEM

Philco has been awarded an order to supply the Humble Pipe Line Company, Houston, Texas, with equipment for a new microwave communications relay system 400 miles in length.

This new communications system for Humble will parallel that company's pipe line facilities from Houston to Kemper, Texas, and will initially provide eight voice circuits and a combination of teletype, telegraph and telemeter circuits. Operating at frequencies of about 7,000 megacycles—at wavelengths shorter than a cigarette—this new Philco microwave equipment can readily be expanded to handle 32 voice channels, thus enabling the pipe line company to take care of an additional volume of communications in the future, if desired.

Largest Texas Microwave System

The Humble installation, which will consist of two terminal stations at Houston and Kemper, and 18 automatic relay repeaters, or "boosters," along the 400-mile pipe line, will be the longest and most complete microwave radio relay to be installed in the State of Texas. According to *The Midwest Oil Register*, Humble operates almost 9,000 miles of pipe line.

The Philco microwave communications repeater to be used by Humble involves relatively simple circuitry, developed in Philco's engineering laboratories. A complete two-way repeater requires only 48 vacuum tubes to provide facilities for handling up to 32 simultaneous telephone conversations, or several hundred telegraph or teleprinter channels!

Employing many radar principles, such microwave relay systems may eventually replace overhead wires for long-distance telephone and telegraph communications, according to experts in this field. Not only is the initial cost of the beamed radio relays less—about \$400 per mile as compared with \$1,000 or more per mile for conventional pole-and-wire lines—but also these new microwave systems assure savings in operation, require less maintenance and are more reliable in stormy or windy weather.

For the new Humble system, Philco pulse-amplitude-modulated multiplex equipment will be provided so that numerous separate channels for communications, supervisory control and telemetering will be available.



THE SIGNATURE OF JACK PETERSON, Dept. 5861, is added to the Golden Scroll of Tribute to Connie Mack. Peterson was one of the thousands of Philco employees who affixed their names to scrolls prepared by the *Sunday Bulletin* to present to "Mr. Baseball" upon the anniversary of his fiftieth year of association with big league baseball. Two of these scrolls were taken to several Philadelphia plants of Philco to give employees an opportunity of joining in the tribute to this noted Philadelphian.

LIVING LONGER— AND ENJOYING IT

The average length of life in the United States today is 67 years—nearly double what it was at the time of the Nation's founding—and 18 more than at the beginning of this century. And thanks to our enterprise system, we have more leisure time after work to enjoy life, and a multitude of things to enjoy it with!

In the movies, on the stage, on the radio—as in industry—the "star" shines only if the supporting players and the "producers" are the very best in their line.

What good is muscle if you lack will?
If you lack hustle—what good is skill?

Philco News

PHILCO SALES CONVENTION SLATED FOR ATLANTIC CITY IN JUNE

New Line of Philco Merchandise to Be Presented to Dealers at This Meeting

Plans for the greatest sales convention ever held by a major appliance manufacturer have just been announced by Raymond B. George, sales promotion manager of Philco Corporation.

"Our forthcoming annual 'mid-summer convention' to be held June 19 through June 22 in Atlantic City will be the largest sales meeting of this type ever held, anywhere, by one manufacturer," Mr. George stated. "The importance of the announcements we will make at this convention will have such an impact upon every facet of the industry that we feel it is our duty to make a first-hand report of these developments to the leading retail appliance dealers of America."

New lines of Philco merchandise will be presented to the dealers, and the Company's advertising and promotional plans for the fall selling season will be unveiled.

City officials predict that this will be the outstanding event at the shore resort during the 1950 season. "We are proud and privileged to act as host to the Nation's outstanding merchandising organization and their 5,000 dealers," Mayor Joseph Altman commented in presenting the key of the city to Mr. George. "This key is a symbolic greeting to all Philco dealers and a most cordial welcome to the amusement capital of the world," he stated. "Everyone here will be looking forward to your arrival in June."

IF YOU'VE WONDERED what a gooney bird—alias an albatross—looks like, here's the answer furnished by Field Engineer Ray Trzaska of the TechRep Division. Ray was on a visit to Midway when he saw the birds and took the photograph for friends at Philco.



NOW THAT BERTHA ZWIER has made her selection and has the money for an air conditioner for her home, she will realize her ambition to own an example of all products made by Philco. She already has a Philco television set, a Philco refrigerator, freezer, and a Philco range. Bertha, who works in Dept. 87, says she knows the quality of workmanship built into Philco products, and she can tell from personal experience about the outstanding performance of the Company's products.

CONTRADICTIONS AT HOME AND ABROAD

One of the contradictions of Communism is that the Communists in Soviet Russia are very likely to "liquidate" the manager who *fails* to make the factory he operates show a profit—but Communists in our country would like, if they could, to liquidate the manager who does make a profit.

The fact is, and the Russians know it quite well, that in order to survive by its own efforts, any enterprise, owned by American citizens holding shares or by a central government, must create a profit—whether profit is called by that name or not. Profit is the measure of a successful productive operation. And no one is less tolerant of failure than the Kremlin hierarchy.

Any productive operation, to be worth while, must result in the turning out of goods which have greater value than the materials, time and energy used up in making them. The need for profits is the same everywhere—but the difference is that in America we all have incentives to see that profits are earned, and so we make a better job of it.

Communists don't really hate profits. What they hate is that Americans should have them, because profitable American industry is one of the obstacles to Soviet world dominance.

A man who is prone to belabor
His lot, or his job, or his neighbor,
Is seldom content
Until he has bent
His plowshare back into a sabre.



▲ AN EXAMPLE of how good housekeeping pays in the Television Section of Philco.

THE WRONG WAY to keep house is illustrated—fire equipment and sprinkler control valve are blocked, thus creating hazards.

GOOD HOUSEKEEPING

It has been said that any organization which works safely always produces superior products of greater quality than does an organization where there are frequent accidents and continued fires. A good accident and fire record in any plant can be traced back to "good housekeeping."

Our program of accident and fire prevention at the Philco plants begins with HOUSEKEEPING. Philco personnel is trained to observe the basic laws of cleanliness, and this is reflected by more satisfactory working conditions in a well-maintained department and plant.

Often we think of good housekeeping as meaning a clean floor. There is much more to maintaining a good home than merely removing the surface dirt. The orderliness of stock piles; the arrangement of materials; free and unobstructed aisles; the elimination of rubbish and debris; the clear access to fire equipment, safety equipment and electric controls;



ABOVE—Safe piling of stock provides against accidents and fires. The Plant 3 stockroom is a model of good housekeeping.



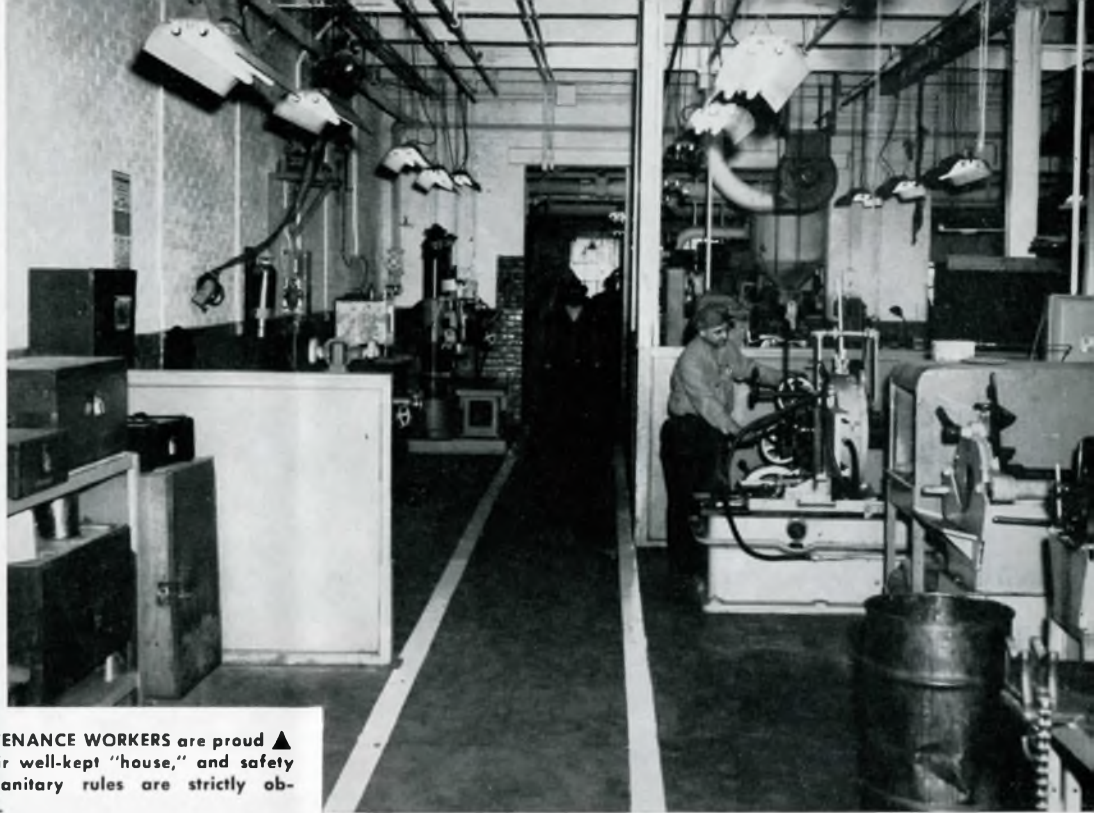
LEFT—Well-marked aisles aid in keeping the plants tidy.

RIGHT—A main aisle intersection for trucking and passage is kept free of all obstacles.





THE ABSENCE of obstructions at fire equipment and sprinkler stations provides an example of good housekeeping, which is the aim of all departments at Philco.



MAINTENANCE WORKERS are proud ▲ of their well-kept "house," and safety and sanitary rules are strictly observed.

KEEPING AT PHILCO

and the arrangement of personal property and equipment on the job are some of the more important "musts" for a department to maintain good order.

Materials which are dropped should be quickly picked up from the floor. Otherwise, someone might meet with an accident. Cans are provided for the safe disposal of rags and for other waste or rubbish disposal exclusive of rags. The cleaning and constant removal of rubbish is important to the program, and the condition in which a department

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MATERIALS are handled safer and quicker and the housekeeping is better when this method of racking is employed. ►

GOOD HOUSEKEEPING in Plant 3 means aisles are kept free for unimpeded traffic. There should be no obstruction anywhere to interfere with traffic. ▼



▲ HERE'S some BAD housekeeping—the aisle is clear, but the stretcher box is blocked.

Here and There at PHILCO



MEMBERS OF THE PURCHASING DEPARTMENT at Plant 50 honor Bea Hough (with cake) at a lunch prior to her wedding last month.



"I DO" has just been said by Ann Kass and Sam Ennis in the foreground of the group photographed at St. Mark's Rectory, Bristol. The bride is a member of the Television Assembly Section, Dept. 75, Croydon.



NEWLYWEDS Robert Moore and Catherine Tumbarella following their marriage at St. Ann's Church, Bristol. Robert is in the Test Maintenance Dept. 54 and Catherine is in the Television Assembly Section of Dept. 75, Croydon.



BIRTHDAY GREETINGS are extended Jean Amato (holding cake) by friends in Dept. 81.



A BOW IS TAKEN by Josephine (Betty) Kealey (standing) at a shower in her honor given by the Accounts Payable Department.

★ PARTIES ★★ PARTIES ★★ PARTIES ★



THE GUEST OF HONOR—Edna Gallagher—stands under a wedding bell at a shower given by Depts. 35 and 71 on the first floor of Plant 3.



A PHILCO RADIO was among the welcome wedding gifts received by Joseph Watson at a shower in his honor given by Dept. 87. He was married in April.



BEST WISHES for a happy wedded life went with the gift to Fannie Accardi, presented on behalf of girls in the R.F. Section of Dept. 75, Croydon, by Frank Szogi.



EVERYONE seems to have a gift for Dorothy Milner (center) at a party in her honor given by the Auto Tuner Section at Croydon.



MARY STREZELICKI (third from left) is guest of honor at a shower given by some of her friends in Dept. 87.



A "CORSAGE" of dollar bills was a novel gift for Mary Loftus at a shower given by Dept. 81 prior to her marriage.



SALLY CAMPBELL (center) is the recipient of gifts from members of the Television Assembly Section of Dept. 75, Croydon, at a shower in her honor.



THE CAFETERIA in Plant 2 is the scene of a birthday party for June McGowan (right) and Connie Michaels given by Dept. 81.



PRETTY and practical gifts are presented to Gloria Scheffey by members of the Television Assembly Section of Dept. 75, Croydon, at a shower in her honor.

RECORD FILM DEAL REPORTED

BY PHILCO TV STATION WPTZ

WPTZ has just completed the largest film deal ever consummated in Philadelphia television, contracting with Associated Artists Productions for over 200 feature pictures.

The movies purchased by WPTZ are largely Monogram and Eagle-Lion productions that were made between 1938 and 1946. Stars like Bruce Cabot, Kay Francis, Frank Craven, Charles Bickford, Gale Storm and Otto Kruger are featured in the series.

Rolland V. Tooke, WPTZ assistant general manager, who represented the station in the transaction, disclosed that WPTZ signed for the record number of films to insure an uninterrupted flow of program material for its daily "Hollywood Playhouse" show. The program is seen Monday through Friday afternoons from 2:00 to 3:00 o'clock and uses a different full-length feature each day.

According to Tooke, the "Hollywood Playhouse" series has met with such fine response, both commercially and audience-wise, that WPTZ intends to keep it as a permanent fixture in its daytime schedule. Since its premiere on March 20, the station has been receiving an unusually heavy mail pull praising "Hollywood Playhouse." Commercially, the program is 55 per cent sold, although offered among advertising agencies for just three weeks.

CHILDREN'S CORNER



THE GRANDDAUGHTER of Raymond L. Yanz—two-year-old Janet Ann Jetter—is photographed with her pet. Yanz is a member of Dept. 72.



ONE-YEAR-OLD Anna Casertano is the daughter of John Casertano of Dept. 81.



THIS NEW PHILCO MODEL 903 REFRIGERATOR includes a full-width horizontal freezer locker, which holds up to 40 pounds of frozen foods at the zero-zone temperatures vital to preservation and freezing of frozen foods, plus three "Easy-Out" ice cube trays. Another Philco feature is the "Quick Chiller" tray, just below the freezer locker, providing ample storage space for meats and poultry and for quick-chilling desserts, salads and jellied soups. Full width shelves afford 15.5 square feet of shelf area, and there is an ample crisper drawer for fresh vegetables and fruits. Because of its efficient Advanced Design Styling, this new Philco refrigerator with 9.2-cubic-foot capacity occupies no more kitchen space than earlier 7-foot models. Over-all dimensions are, height, 59 3/6" (less than 5 feet); width, 30"; depth, 26 7/8". Like all other Philco refrigerators, the new Model 903 incorporates a precision-made, hermetically sealed power unit, including all "working parts" of the refrigerator, with a five-year warranty.

SOMETHING NEW IS ADDED

Nearly a third of all the wealth (food, minerals and other useful things) produced in the United States each year consists of value added to raw materials by manufacturers. Thus, a pound of cotton may be worth only a few cents to a farmer, but when woven into cloth, dyed and made into a dress, it is worth much more, principally because it required jobs to make, distribute and sell the finished product.

Lives of great men oft remind us
Luck's no substitute for work.
Everything we leave behind us
Comes from jobs we didn't shirk.

MOTORISTS PREPARE FOR SPRING

As a spring safety measure, motorists should check their car's mechanical condition and also check their own driving manners, the Automobile Club of Philadelphia-AAA recommends.

Safe driving practices and mechanically sound cars are two big safeguards against highway accidents, the AAA Club maintains.

"Motorists should treat other users of the highway as courteously as they would a guest in their own home. Such conduct would make for more pleasant driving and be an important factor in accident reduction.

"As to the conditioning of the car, the club recommended the following items: complete lubrication of chassis, transmission and differential, motor tune-up, adjustment of brakes, clutch and steering, alignment and balancing of wheels, checking of battery and electrical system, draining anti-freeze or adding anti-rust inhibitor and replacing worn tires."

GOOD HOUSEKEEPING AT PHILCO

(Continued from page 7)

or plant is maintained has an important bearing on preventing the next accident or fire.

Philco is rightly proud of the co-operation and attention given to housekeeping in its plants. Our excellent accident record and freedom from serious fires is largely attributed to good housekeeping. The responsibility rests with each of us. By doing our part, we can provide a better, cleaner and safer place to work. An emergency situation or condition is no excuse for permitting unsafe or unsanitary conditions which come under the heading of "bad housekeeping."

THINK—WORK—ACT SAFELY

COLLECTING HAND-PAINTED PLATES is the hobby of Helen Newman (center). The plates displayed are over 100 years old and bear the signature of the artist.



IT TOOK NINE MONTHS of the spare time of Sallie Steele (second from left) to complete the crocheted tablecloth she is examining with friends in Dept. 87. The cloth has 609 circles and is 72 x 108 inches long.



WHEN STAMP COLLECTORS get together, there's lots to talk about. Above, Serge Loginow, William Lillibridge and Crispin Pelligrino compare stamp albums and discuss some new stamp issues. They are all at the Croydon plant.

COLLECTING OLD CHINA has become a hobby with Sam George, shown with some of his collection. He has china from countries all over the world.



PHILCO SAVING PLAN PROGRAM

A special drive to enroll new depositors in the Philco Saving Plan has been launched. R. M. Thompson, representative of the Western Saving Fund Society, will be in the various plant cafeterias during the coming month to interview prospective depositors. At present there are 5,000 Philco employees participating in the saving plan. Applications for the plan may be secured in the Personnel Department or from time-keepers. The plan has been in operation at Philco for the past two years and it has proven of value to employees in their financial affairs.



WHO SAID THAT?

1. "We have committed the Golden Rule to memory. Let us now commit it to life."
2. "Patriotism is easy to understand in America. It means looking out for yourself by looking out for your country."
3. "There is nothing which makes men rich and strong but that which they carry inside of them. True wealth is of the heart, not of the hand."
4. "I'm not telling how old I am any more."

PHILCO CORPORATION

TIOGA AND C STREETS
PHILADELPHIA 34, PA.



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

ANSWERS TO WHO SAID THAT?



1. Edwin Markham.

2. Calvin Coolidge.

3. John Milton.

4. Lana Turner, on 30th birthday.

PIG HOGS THE SCENE

OUT-AND-OUT HAM steals show from actors. The little black pig in this picture is "Dirty Eddie," Ludwig Bemelmans' creation in his hilarious satire on Hollywood, recently presented by the Philco TV Playhouse and co-starring (left to right): Frank Thomas, Sr., Judy Parrish (holding "Dirty Eddie"), John Buckmaster (with the bottle), and Raymond Bramley. Joseph Buloff and Vinton Hayworth were also in the cast.

