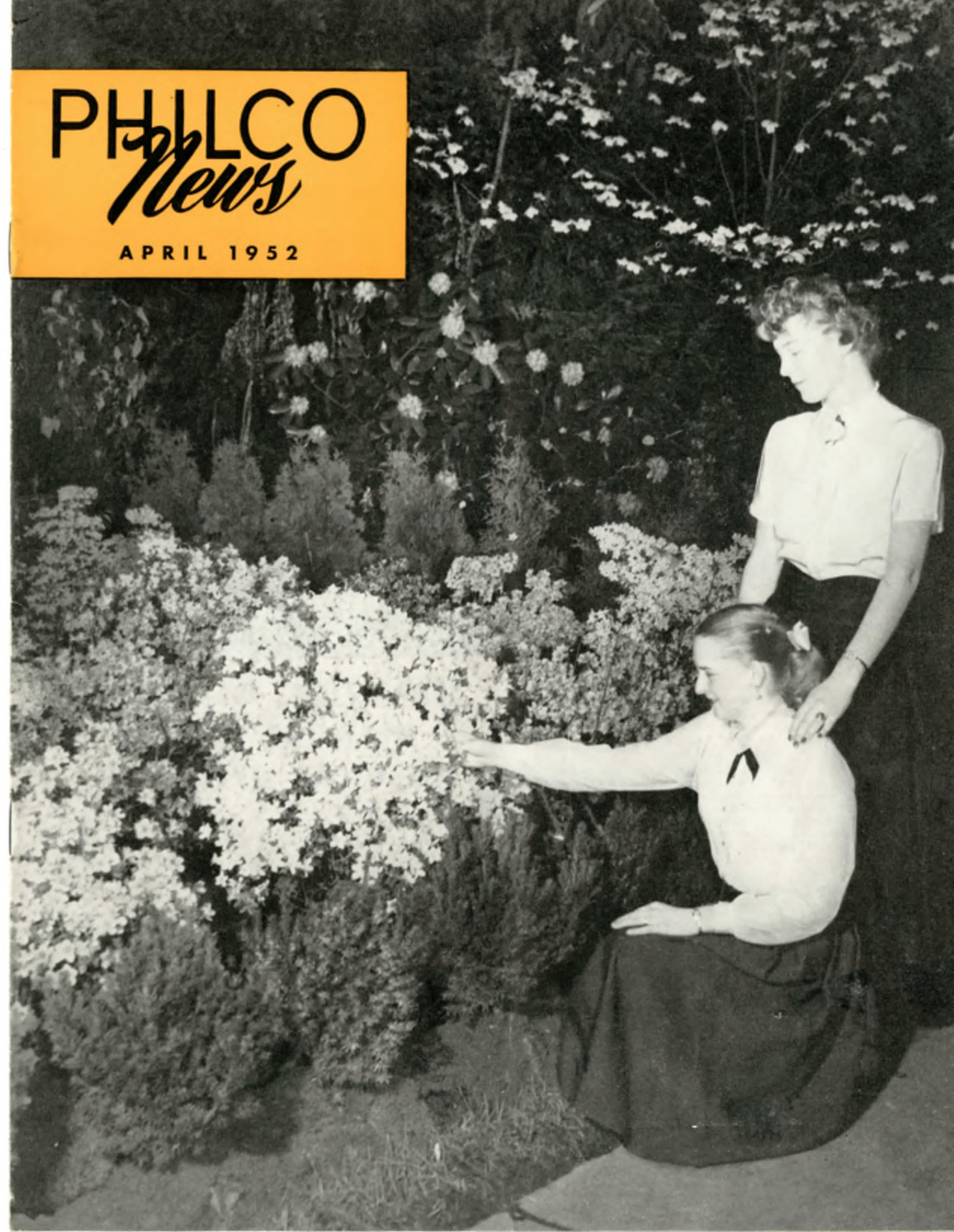


PHILCO *News*

APRIL 1952



PLEASE SEND ARTICLES, PHOTOGRAPHS AND DRAWINGS FOR THE NEWS TO EXTENSION 823



THE FIRST TELECAST of an operation ever to be shown on an open network was presented over WPTZ, Philco's television station. Shown above are Dr. I. S. Ravdin, center, and his staff of surgeons and technicians performing the surgery on an unidentified patient. Since no pictures were allowed to be taken at the hospital, these shots were made directly off the picture tube.

DR. RAVDIN, having finished the actual surgery, turns the patient over to the rest of the operating team for stitching and dressing while he discusses some details of the case with Dr. Kendall Elsom for the benefit of the television audience. The cameras then focused on members of the operating team as Dr. Ravdin outlined functions and experience. During the actual operation, Dr. Ravdin gave viewers a running commentary on what he and the other doctors and nurses were doing.



WPTZ FIRST WITH OPEN NETWORK ACTUAL SURGICAL OPERATION

Already possessor of more television "firsts" than any other station in the land, Philco's television station, WPTZ, Philadelphia, has added another to its long and impressive list in televising the first actual operation ever seen on an open network.

The telecast was part of the inaugural program in the University of Pennsylvania-WPTZ series, "In the American Tradition," one of the most ambitious and far-reaching programming ventures ever attempted in the field of educational television. It is designed to acquaint the general public with the benefits accrued from a major institution of learning such as the University of Pennsylvania. The show, which is seen on Sundays at 2:30, covers a different phase of the U. of P. each week, presenting it in drama-documentary form.

"In the American Tradition" is the result of five





MYTHICAL PATIENT, JIM BROWN, left, and his doctor, played by actors, who was taken on a tour of the University of Pennsylvania's Medical School and Hospital to help allay his fears of impending surgery, observes the operation from the amphitheater. This portion of the program was simulated in the WPTZ studios, as were the visits to the various departments in the U. of P. Medical School.

months of planning by officials of the University of Pennsylvania and WPTZ. Dr. Kurt A. Peiser, Vice-President in Charge of Development at the university, co-ordinated the school's entry into the field of television education. A committee of twenty department heads and officials of the university assisted WPTZ in working out final plans for the program. The show, besides its educational and instructive aspects, brings adult entertainment and informative programs to the general public.

The University of Pennsylvania series is one of the most ambitious educational-public service projects ever presented by a university or television station. It uses dramatic programs, remote telecasts from various locations at the University of Pennsylvania, and specially made films.

The program on which the operation was seen by the television public was devoted to allaying the fears of those about to undergo surgery; to showing the intensive training medical men receive; and the close teamwork and precaution that goes into surgery. The operation, a gastric ulcer surgery performed by Dr. I. S. Ravdin of the university staff, was televised for the last ten minutes of the program. It produced widespread viewer interest, and newspapers all over America reported on the program.

OUR COVER THIS MONTH—A foretaste of spring is enjoyed by Isabelle Hunt and Veronica Lichtner, who were among the Philco visitors at the annual Philadelphia Flower Show at the Commercial Museum.



DURING THE DRAMATIC PORTIONS of "In the American Tradition," WPTZ viewers are taken on a tour of the U. of P. Medical School. Here they see Dr. Faltz (second from left) instructing medical students on the effect of gases on breathing.

"If we don't stand for *something*—we will fall for *anything*!"

"The only honest way to settle a disagreement is on the basis of *what's* right—not *who's* right."

VIEWERS HEAR the actual heart beats on WPTZ's "In the American Tradition," as medical students are informed on what to listen for and how to check the heart by Dr. Kaye of the university staff.



PHILCO INTRODUCES FIVE NEW TV RECEIVERS

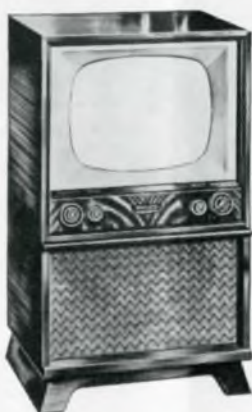
Five brand-new 1952 Philco "Campaigner" television receivers recently introduced at the closed circuit meeting of Philco dealers (see story on page 11) are shown below. These receivers, housed in richly styled cabinets, are the newest value triumphs with exclusive Philco features from the laboratories of the Company.

The introduction of this new line will afford more and more people the opportunity of seeing the 1952 political convention television coverage which Philco will sponsor. Also, the lifting of the freeze by the Federal Communications Commission will permit countless millions to enjoy television where it has never been possible before.



◀ Model 1822, 17-inch television table model. It features the famous "Colorado" tuner, balanced beam, built-in aerial, and offers a 150-sq.-inch picture.

Model 1823, 17-inch television console. This model has new luxury styling, plus exclusive Philco features. It offers the "Colorado" tuner, built-in aerial, balanced beam, and has a 150-sq.-inch picture. ▶



◀ Model 2121. This history-making television model with its 215-sq.-inch picture has the exclusive Philco "Colorado" tuner and built-in aerial. It is housed in a mahogany-finish ensemble cabinet.

Model 2150-M. This richly styled mahogany-finish console with balanced beam and 215-sq.-inch picture has the super "Colorado" tuner and famous electronic built-in aerial system. ▶



◀ Model 2157. This classic-inspired television console has a 215-sq.-inch picture; the "Colorado" tuner, and built-in aerial system. The cabinet is on roller casters.

Sam Brand

says:



Ever get stuck with a "pig in a poke?" I've seen fellows get carried away by a spellbinding auctioneer and start bidding like crazy, sight unseen. Sad thing about them, they usually go away disappointed. But that's the way some people are, they just can't resist a gamble.

Most folks like to know what they're getting when they spend their hard-earned cash. And I guess that's what accounts for the popularity of familiar manufacturers' brands, like the ones we make at Philco.

You can bet there's no "pig" or "poke" about a product when you know who made it. And you can be sure that once a man signs his good name to what he makes, he's anxious to please, not to pull the wool over your eyes; 'cause pleasing people is just good business.

THE WORST PLACE IN THE WORLD TO LIVE IS JUST BEYOND YOUR INCOME.

JOIN PAYROLL SAVINGS

THE OLD TIMER SAYS:



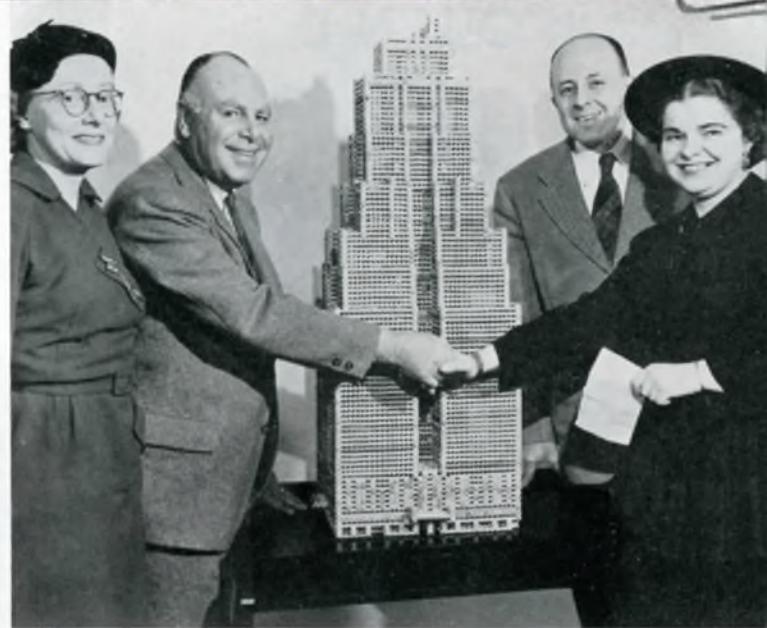
Life lived just to satisfy yourself never satisfies anybody.



What can happen tomorrow—depends on how we are living today.



THIRD PLACE PRIZE in the Class C Doubles of the Women's ABC Bowling Tournament, held at the Stenton Bowling Centre, was won by Evelyn Dunn and Dorothy Mercer. The girls are members of Dept. 41-502.



JEANNE JORDAN of the Personnel Dept. of the TechRep Division, winner of the Hotel New Yorker Logstix Contest in Allen's Germantown store, is being congratulated for her winning ballot. Of all the entries, Miss Jordan guessed nearest to the number of pieces used in making the hotel model. As her prize, she and her mother will enjoy a spring week-end at the Hotel New Yorker. From left to right are: Grace Bergholz of the Hotel New Yorker's Philadelphia office; T. J. Sinclair, Jr., Chairman of the Board, George Allen Inc.; John Durkin, of Durkin World Travel, the travel agent arranging promotional tie-in with Allen; and Miss Jordan, the contest winner.

BLOOD HE DONATED during the recent visit to Philco of the Red Cross Bloodmobile is held by Jae Galen, Dept. 20-534, prior to his leaving for the New York Giants' farm team training base at Melbourne, Fla. Galen is under contract to the Sunbury (Pa.) Giants of the Class B Inter-State League. He played in the outfield of LaSalle High's Catholic League championship baseball team of last season, and with the Olney American Legion Post and Fisher AA teams. Philco employees responded generously to the call to help others extended by the Red Cross. During the week the Bloodmobile was at Philco, 750 pints of blood were donated, or an average of 151 pints a day. The Bloodmobile will return to Plant 3 on August 18. It will be at the Croydon Plant on June 17.

SKETCHING is the spare-time activity of Howard Weakley. Howard, a trouble shooter in the Television Test Section of Dept. 77-502, majored in art at high school.



AROUND PHILCO

A FAREWELL GIFT is presented to Tom Mulderig by members of Dept. 43-505. ▶



A LARGE GROUP of girls in Dept. 43-506 attending a party for Flora McCarthy (with gift) in Plant 3. ▼



▲ SIXTY-FIVE CANDLES should be on the cake held by Emanuel Gallone at a birthday party in his honor given in Plant 18.

A PARTICULARLY LARGE number of gifts received at a shower in her honor are examined by Catherine Moore of Dept. 77-502. ▼



GIRLS IN TELEVISION Assembly Section at Croydon present Wanda Taylor (wearing striped dress) with gifts at a shower. ▼





▲ ST. PATRICK'S DAY is celebrated by Danny Dugan (with cake) and friends in Dept. 43-506.



▲ SADIE MAXHEIMER (holding gift) registers pleasure over one of the gifts she received at a shower in her honor given by girls in the Television Assembly Section of Dept. 502 at Croydon.

GIFTS FROM FRIENDS in Dept. 43-506 will be opened later by Doris Mainart at a shower given on the third floor of Plant 3. ▼



GIFTS FROM FRIENDS in Dept. 14-513 are presented to Johnny Loughrin by Frank Morocco at a party in the Cafeteria of Plant 18. ▼



GIFTS FROM FRIENDS in Dept. 43-505 are opened by Betty Joniac at a party on the first floor of Plant 2. ▼



NEWLYWEDS Mary Hutton and Pat Field, following their marriage at St. Mark's Church, Bristol. Mary is an assembler in the Television Section of Dept. 502, Croydon. ▼



▲ **MARY MONACHELLO**, following her marriage to Cpl. Vincent Pierro, who is stationed at Camp Pickett. Mary is an assembler in the Television Assembly Section at Croydon.



▲ **GIFTS FOR THE BRIDE** are presented to Betty Foley at a shower on the third floor of Plant 3.



AROUND PHILCO



◀ **MARIANNA McVEIGH** almost needs assistance to carry a gift presented her at a shower given in Dept. 43-503.

FRIENDS IN DEPT. 43-506 present Mary Ferritti with gifts at a shower in Plant 3.

A FAREWELL PARTY given at Palumba's in honor of Catherine Andrescavage (fourth from left, front row) and Cecelia Elmer (fourth from left, second row) by office girls from the Croydon Plant. Catherine is a typist clerk, and Cecelia is a PBX operator. Both work in the Personnel Department at Croydon. ▼



PLANT 50 EMPLOYEES honor Dorothy Majka (with gifts) at a shower given in Dept. 502.



PHILCO TRAINS PERSONNEL FOR ELECTRONICS POOL

Philco has made available its facilities at Plant 17 to create a new source of trained electronics personnel for the Army Ordnance Corps. The need for a pool of trained men for the Army Ordnance Corps arose when the influx of new electronics equipment made evident the lack of qualified personnel to maintain the complex equipments.

The Philco course, known as the Ordnance Electronics Training Course, is designed so that the man undergoing training will gain a basic knowledge of electronics. No specific equipments are taught at this time; however, it is expected that the Ordnance Corps will continue further training of these people as the need arises.

Philco training materials, which have been purchased by the Ordnance Corps, are used exclusively in the course. The standard materials used include experimental chassis, lecture demonstration chassis and racks, test equipment, tool boxes and tools. The program is developed so that it can be built upon and carried on indefinitely until the training requirements of the Ordnance Corps are filled.

The course is being conducted by the technical department under the direct supervision of John Remich, manager. Chief instructor for the course is George Jordan, who is assisted by a staff of competent, well-trained Philco instructors.

Three contingents trained by Philco have been graduated and returned to home installations. Successive students, in groups of 50, have been arriving for some time. Courses are divided into three phases: fundamentals of electricity; basic electronic concepts and circuits; and advanced electronic concepts and circuits. The course is designed so that incoming students may enter Phase 1, 2 or 3, depending upon their scores in previous qualifying examinations. Thus, every student is not required to take the full 16-week course.

CITY TAKES PART IN CLEAN-UP CONTEST

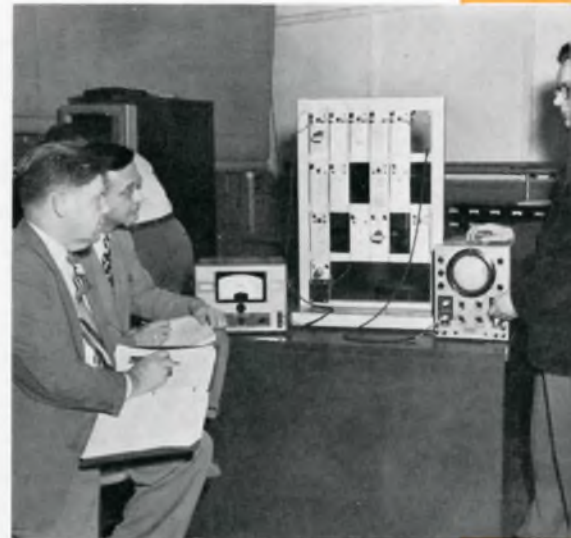
Philadelphia will again participate in an annual "Clean-Up—Paint-Up—Fix-Up" campaign for the betterment of the city. The campaign, conducted from May 21 to 31, is sponsored by the Chamber of Commerce of Greater Philadelphia.

Philadelphia, last year, won, for the fourth successive year, first place in the National Cleanest Town Contest. In addition, it won the coveted E. T. Trigg National Award for the Cleanest City regardless of size or population. This latter award does not actually mean that our city is entirely clean, but, by comparison with the 3,000 cities and towns that entered the 1951 contest, Philadelphia is the cleanest.



PHILCO INSTRUCTORS Ed Rodell and Jack Whitman lecture and give a demonstration for students in the Ordnance Electronics Training Program conducted by the Company at Plant 17.

A LABORATORY experiment is conducted by Philco Instructor John Maksimik as W. L. Jarvis and T. J. Stanley look on.



PHILCO
News



MUSIC AND SONG proved popular at a pre-St. Patrick's Day party staged by girls from Philco at Liberty Bell Post of the American Legion. A band donated by the First National Bank was led by genial Lou Finizia, of the personal loan department of the bank, playing the guitar above.

PHILCO GIRLS ENTERTAIN VALLEY FORGE HOSPITAL VETS

Twenty-nine veterans from the Valley Forge Hospital were entertained at Liberty Bell Post of the American Legion at a pre-St. Patrick's Day party. The affair was sponsored by a group of Philco girls headed by Caroline Mallon.

Music, food and dancing were among the features of the day and evening. A band donated by the First National Bank, under the leadership of Lou Finizia of the personal loan department of the bank, played for the dancing. Joe Lanihan served as emcee.

In charge of the various committees were Ethel Con, Alice Sweeney, Helen DeMarco, Loretta Markowski, Caroline Mallon, Florence McCreery, Anne McKeoun, Alma Haller, Arlene Stevenson, Eleanor DiBiasio, Betty Roth and Betty List. This group goes to Valley Forge Monday evenings to distribute cigarettes to the patients.

COMPETITION PAYS

Because new businesses are always starting up and growing, we are constantly getting new blood in our business world. Enterprising men are continually trying to make profits by manufacturing better or less costly goods or by giving new or better services to customers. That kind of competition is what has given America the world's highest standard of living.

Sam Brand



"Blowing your own horn" may not be good manners, but it's sure good business.

Take advertising. That's "blowing your own horn" all right, but it's one sure way brand manufacturers, like Philco, can tell the world about their wares. Funny thing about it, it's a good example of how you can save people money. You see, when a manufacturer advertises, more and more folks get to know and ask for his product. And when lots of folks ask for a brand, it can be made a lot at a time and then sold at a price that gives them more for their money.

Of course, once you claim something in your advertising, you've got to live up to it. Why? Because other brand manufacturers, with fine brands, will take your customers away, if you don't.

RICHES ARE NOT

ALL OF LIFE . . .

Courageous Captain Henrik Kurt Carlsen, who stuck by his sinking ship, *Flying Enterprise*, for 13 agonizing days and nights before she finally sank, could have become \$250,000 richer by accepting radio, movie, magazine and other offers which would have exploited his brave deed.

Captain Carlsen turned them down. He said:

"I am afraid I would lose the sea forever—and perhaps my happiness. I have a good job. I have a comfortable home. I don't think any man needs a fortune to be happy."

Philco Uses Closed TV Circuit to Reach Key Market Areas

Merchandising history was made recently by Philco with the closed circuit television presentation of merchandising, promotion and advertising plans to the largest nationwide multi-city dealer meeting ever conducted by any manufacturer. Five "Campaigner" model television receivers were introduced at this time (see page 4).

The Philco television closed circuit dealer meeting was the first full hour closed circuit coast-to-coast telecast in the history of television. Presented from NBC in New York with pick-ups from other New York studios, Washington, D. C., and Chicago, the telecast had all the production values of a regularly scheduled coast-to-coast television program.

William Balderston, president of Philco, and Joseph McConnell, president of the National Broadcasting Company, opened the meeting by outlining the Philco-sponsored television and radio coverage plans for the 1952 political campaign. Mr. Balderston told the nation-wide assemblage of Philco dealers: "It is a source of genuine pride to us at Philco, as I am sure it is to all of you in the Philco family, to be mutually engaged in this great public service undertaking. For the 1952 political campaign will go down in history as the first in which television will play a decisive part in the outcome; the first in which an estimated 90,000,000 Americans will witness the nomination proceedings, and in which the candidates will present their views before the eyes and ears of a nation-wide television audience. So this joint effort of ours is history in the making. And in bringing to the public the opportunity to participate more fully, we take satisfaction in contributing to a better understanding of the American way of life."



MEMBERS OF THE ACCOUNTS PAYABLE DEPARTMENT at a party honoring Thomas Di Pietro, Jr. (standing, center, wearing glasses), prior to his departure for service with the Armed Forces. Tom's father, Thomas Di Pietro, Sr., is in Dept. 14-513. Len Nessle (left, in uniform), home on furlough after service in Korea, was among those attending the party.



philco employees in the armed forces

BON VOYAGE is wished Frank Salvatore as he is presented with a gift by William Kallner from friends on the second floor of Plant 3. Salvatore is going into the Armed Forces. ▼

Cpl. James Adair, AF 33334645
91st Field Maintenance Sqdn.
Lockbourne Air Base
Columbus, Ohio

Cpl. Raymond Arnold, Jr.
ER 13243652
Headquarters & Headquarters Co.
724th Trans. Railway Operating Bn.
Fort Eustis, Virginia

Robt. B. Augustine, DCP 3, USNR
U.S.S. *Cambria* (APA-36)
c/o Fleet Post Office
New York, N. Y.

Wm. Bauer, Jr., DME1
Division #8, 920-96-33
U.S.S. *Hector* (AR-7)
c/o FPO, San Francisco, Calif.



Thomas J. Behan, US 52035215
Battery B, 83rd Field Art. Bn.
Fort Bragg, N. C.

Theodore A. Behrens, 284597
Marine Air Control Group 2
Aircraft, Fleet Marine Force
Pacific, U. S. Marine Corps Air Sta.
El Toro, Santa Ana, Calif.

George S. Black, US 52036239
Btry. D, 899th AAA AW Bn
38th Inf. Div.
APO 111, c/o Postmaster
New York, N. Y.

◀ JAMES OTTO is presented with a gift on his departure for service with the Armed Forces by friends in Dept. 14-513 at Plant 18.

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