

PHILCO  
*News*

APRIL, 1955





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

## ADDED DUTIES FOR J. H. GILLIES; IN CHARGE OF MANUFACTURING

In addition to his present duties as vice-president and general manager of the Government and Industrial Division, Joseph H. Gillies has been appointed vice-president in charge of Manufacturing for Philco Corporation, it has been announced by James H. Carmine, Philco president.

In his enlarged responsibility, Mr. Gillies will have charge of the co-ordination and direction of all Philco manufacturing activities, including Government production, transistors, microwave equipment, industrial products, and consumer goods.



JOSEPH H. GILLIES, who, in addition to his present duties as vice-president and general manager of the Government and Industrial Division of Philco Corporation, has been appointed vice-president in charge of Manufacturing for the Corporation.

1955  
United Fund  
**Award of Merit**  
to Employees of  
**Philco Corporation**

in recognition of generosity and cooperation in support of  
250 health, welfare and community services of the

- Community Chest - Red Feather
- Salvation Army
- American Cancer Society
- Heart Association
- Mental Health Association
- United Cerebral Palsy
- Arthritis and Rheumatism Foundation
- United Defense Fund - U.S.O.

*Richard C. Bond*  
1955 Campaign Chairman



AN AWARD OF MERIT to Philco executives and employees for exceptional support of the recent United Fund campaign. Winners of the award comprise a select group (approximately 500 firms out of the 6,500 participating firms received this award), since the standards of performance were such that only a limited number qualified for it. To win this citation, employee groups had to attain 100 per cent of their quota or attain 80 per cent participation, with an average gift of \$10 (or its equivalent, an \$8 per capita gift).

Mr. Gillies is nationally known as one of the leading production experts in the electronics industry. He also has directed the Company's pioneering work in various phases of industrial electronics. Since 1951 he has been in charge of the important activities of the Government and Industrial Division of Philco, which is a major supplier of advanced electronic equipment for the Department of Defense.

Mr. Gillies joined Philco in 1929. He was named works manager in 1939 and became vice-president in charge of radio production in 1942.

Mr. Gillies was in charge of all Government production during World War II, and directed the manufacture of over 500,000 advanced airborne radar equipments for the Armed Forces. He assumed the respon-

(Continued on page 4)



# COST REDUCTION SUGGESTION CAMPAIGN ENDS THIS MONTH

## April 30 Deadline for Awards

The Cost Reduction Suggestion Campaign, which began on February 1, will end April 30.

During the campaign, an average of over 300 suggestions have been submitted each week by Philco employees in the various plants and offices.

The caliber and ingenuity of the suggestions reflects a tremendous desire and interest on the part of many employees to find "A Better Way" to

- Reduce cost.
- Eliminate waste of time and materials.
- Conserve supplies and equipment.
- Eliminate unnecessary records or data.
- Increase productive efficiency.
- Improve the quality of our products.

After an intensive investigation and thorough evaluation by the Suggestion Evaluation Committee established in each division, the suggestions meriting one of the \$10 Weekly Awards are forwarded to the Corporate Budget and Cost Control Committee for review.

From the Weekly Award Winners up to 30 are selected in each of the three months of the campaign for  
*(Continued on page 6)*



(LEFT) A PREMIUM AWARD OF \$50 in the Philco Cost Reduction Suggestion Campaign is presented to Richard Hilton by Al Yovish, Director, Salary and Wage Administration.



(RIGHT) AN IDEA for "A Better Way" wins (left) William Oldfield, Jr., Dept. 539, a \$50 check, here presented by John McDowell, superintendent, Industrial Engineering Department.



(LEFT) MONTHLY AWARDS are received by Amar Davis, Dept. 43-506, and Leonard Kolakowski, Dept. 43-503, from William Mattison, television production manager.



(RIGHT) TWO \$50 AWARD winners in Dept. 534—V. F. Kidd and Seymour Jacobs—receive their checks and congratulations from H. H. Harris, chief engineer, Factory Engineering (left).



MONTHLY AWARDS OF \$50 each are received by George Clay and Martin Krivulka (with checks). Del Kusma (right) is chairman of the award committee and Charles Hanse (left) is co-chairman at the Croydon Plant.



A \$50 MONTHLY AWARD check is received by Herman Gordon, Dept. 42-575 (left), from William Kendrigan, superintendent of the Finishing Department at Plant 6. Gordon is a member of the Engineering Department.



## EASY OPERATION AND STYLE STRESSED IN PHILCO LINE

A television receiver must be carefully designed for easy operation and handsomely styled to harmonize with the decor in any living room.

That is the reason Philco Corporation this year offers more than 40 different models of television receivers, ranging from 17-inch table models to 24-inch console television-radio combinations. There is a choice of styling and design to meet every taste.

The most dramatic feature in television styling since television was offered the mass market eight years ago is Philco's new "finger-tip" tuning system. This has made possible the streamlining of television cabinets for better appearance and more convenient operation.

Philco design engineers decided that television controls should remain on the front of the cabinet for convenience and ease of operation. With "finger-tip" tuning, the viewer sees only two controls, yet all are in front where they can be reached with ease. Aside from the on-off and volume control and the station selector, all auxiliary controls are mounted horizontally and fit almost flush with the cabinet. It is not necessary to handle awkward "trap doors" or to reach around the side or the back of the cabinet to adjust for best picture quality.

Further ease in televising has been made possible with Philco's new "swivel" feature. This unusual feature in television styling has made Philco's 1955 line the most popular in the industry. It is no longer necessary to relocate furniture about the room in relation to the "fixed" position of the set. Now, with Philco's precision swivel tracks, the set easily pivots to the desired viewing position, bringing the picture screen into full view from any point in the room.

FOR PLAYROOM, den or recreation room, this new 17-inch Philco television table model is ideally suited as a second set for the home. Custom styling and "finger-tip" tuning controls add grace and ease for the viewer who, like the young lady below, can tune in all VHF and UHF channels with one control. Superb reception from this compact set, in rich grain mahogany or blond cabinet, is assured with Philco's famous Golden Grid tuner and built-in aerial which, in nine out of ten locations, permits the user to merely "plug-in and play" any time, anywhere. ▼



NEW "SWIVEL" FEATURE in console television styles for spring blends gracefully in this modern setting. Philco's 21-inch receiver has extended legs capped with polished brass ferrules upon which the entire console unit swings easily on "swivel tracks" to bring all the picture to you no matter where you sit in the room. A completely new 41-megacycle transformer-powered chassis and electronically matched UHF-VHF built-in aerial combine to bring maximum television coverage from all channels.

## MAKE PHILADELPHIA "CLEANEST CITY"

The Chamber of Commerce of Greater Philadelphia appeals to all citizens of Philadelphia—school children, householders, business concerns—to join a mammoth clean city campaign during the month of May.

Philadelphia has won eight consecutive top national awards as THE CLEANEST MAJOR CITY IN AMERICA. We want to keep winning, but it takes your help.

While the intensive drive for a clean city will be centered in the month of MAY, keeping Philadelphia clean is a 7-day-a-week, 12-months-a-year job.

It is not a job for one or even several organizations; it is a herculean task for all of us to make the city, our homes and places of work, cleaner than ever before. The slogan for the 1955 drive will be the same as during the successful 1954 campaign, DON'T BE A LITTERBUG.

On Monday, May 2, the campaign will be highlighted by a large civic and military parade, which will include numerous bands from our public and parochial schools, Navy Yard, Fort Dix, Street Cleaning Equipment, etc.

If we all work together for this same objective, we shall bring the honor to Philadelphia for the ninth time in 1955.

HELP KEEP PHILADELPHIA CLEAN.

## ADDED DUTIES FOR J. H. GILLIES; IN CHARGE OF MANUFACTURING

(Continued from page 2)

sibilities of vice-president in charge of Operations for Philco's newly established Government and Industrial Division in April, 1951, and became vice-president and general manager of the division in September of the same year. Since 1947 he has been a member of the Board of Directors of Philco Corporation.

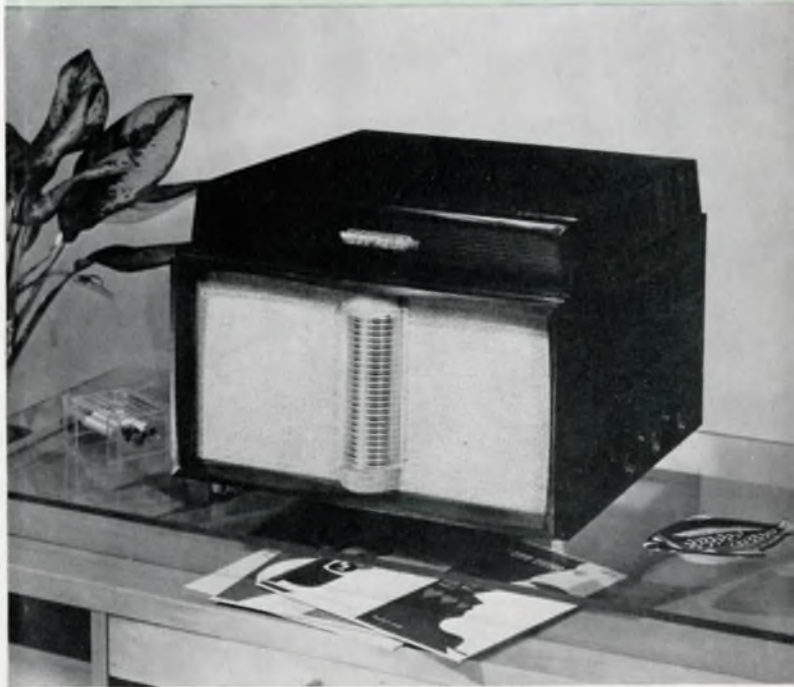
Mr. Gillies has taken an active part in the Govern-





**SMALL BUT RANGY** is Philco's new "electrostatic" phonograph speaker. This unit, a mere seven inches high, reproduces sound uniformly up to frequencies of 20,000 cycles with virtually zero distortion. It marks a radical change from conventional speakers due to 16 vertical units, each serving as a speaker, arranged to form a half cylinder. The electrostatic speaker is used on five new Philco high-fidelity phonographs: one table model and four consoles.

**THIS IS HOW PHILCO** has adapted the new "electrostatic" speaker in its phonograph styling. The "electrostatic" speaker brings to the American market the first basic change in speaker development in 30 years. It provides distortion-free sound reproduction up to frequencies of 20,000 cycles. Cylindrical in shape and located in the front of the set, the "electrostatic" speaker operates in conjunction with Philco's 8-inch balanced dynamic speaker to achieve true high fidelity. The entire "electrostatic" system is set in a contemporary cabinet, acoustically balanced, to eliminate disturbing resonances. The phonograph has 3-speed automatic record changer, dual sapphire needles for standard and long-playing records, and "encore switch" which automatically shuts off or permits replay of the last record. An all-metal 45-rpm record spindle is also available. The table model below is No. 1347. ▼



## PHILCO "PHONORAMA TIME" GIVES PHILADELPHIA SHOW FOR TEEN-AGERS

Philco's new weekly musical radio show, "Phonorama Time," which premiered in February coast-to-coast over the Mutual Broadcasting System, moved into Philadelphia last month for its first live airing here under the sponsorship of Mort Farr, Philco Upper Darby dealer, in co-operation with Philco Distributors, Inc.

"Phonorama Time's" emcee and star, Johnny Desmond, popular young singer and headliner in Philco Playhouse's recent production, "Play Me Hearts and Flowers," played to an enthusiastic audience of local teen-agers in the American Legion Hall in Upper Darby. Special guests on hand for the show, heard locally over WIP each Saturday from 11:30 to 11:55, included singer and television star Betty Clooney; Joe McCauley, local WIP disc jockey; and Bill Silbert, of WOR, New York, who was the first in a series of announcers "Phonorama Time" will pay tribute to throughout the year.



ment's electronic planning as Director of the Government Relations Department of the Radio, Electronic and Television Manufacturers' Association, and as the industry member representing electronic manufacturers on the Procurement and Production Industry Advisory Committee of the Department of Defense. He is also vice-chairman of the RETMA Electronics Industry Committee, a senior member of the Institute of Radio Engineers, and a member of the American Society of Naval Engineers and of the American Rocket Society.

**"PHONORAMA TIME"** on its visit to Philadelphia receives the praise of Mort Farr (second from right), Philco Upper Darby dealer, shown congratulating the star and emcee, Johnny Desmond. Left to right are: John Hawkins, general manager, Philco Distributors, Inc., Philadelphia; Betty Clooney, recording star; Desmond, Farr, and Jack Freitsch, Philco advertising manager, Radio Division. The show was brought to this city by Mr. Farr in co-operation with Philco Distributors, Inc.



**COST REDUCTION  
SUGGESTION CAMPAIGN  
ENDS THIS MONTH**

*(Continued from page 3)*

an additional \$50 cash award, and from these monthly winners, up to 10 Grand Awards recipients will be selected.

Many of the award-winning ideas submitted have been put into operation. The resulting savings will contribute to the Company's continuing efforts to make the best possible products and services available to its customers at the lowest possible cost.

The Cost Reduction Suggestion Campaign has developed into a very important part of the Company's program for effecting economies and cutting costs designed to strengthen Philco's position in the industry in the competitive days ahead.



A WEEKLY AWARD check is examined by the winner, Ambrose Lucas, Jr., Shipping.



AWARDS IN PLANT 3 go to (left to right, seated) Jack Mower, Joe Del-Rosso, Frank Noga, Harry Hauser, Rita Cippolane, Russell Zeigler. Thomas Brown, production superintendent, Plant 3, makes the presentations.



A CHECK is presented to Fred Barone, a die setter in Plant 6, by Al Reuss, plant superintendent, while George Swift, plant manager of the Metal Division, looks on.



SECOND WEEKLY AWARDS, presented in the Executive Conference Room at Plant 50, show (l. to r.): Art Ross, manager, Industrial Engineering Department; Joseph A. Lagore, vice-president—Manufacturing, G. and I.; and the winners—A. L. Moise, Jr., Anthony J. Nardello. Ray A. Pierson, manager, Material Control, is at the far right.



SEVEN WEEKLY AWARD winners in the G. and I. Division are presented with checks by Joseph A. Lagore, vice-president—Manufacturing. Winners (left to right, seated) are: Irene Lewis, Elizabeth J. Robbins, Elizabeth J. Starzyk; standing, same order: Bernie Danner, Harry Wilson, James Romano, Ian L. Fergusson. Sam Wright, winner of two awards, was not present.



▲ WEEKLY AWARD WINNERS at Craydon are Edward Gannon, Martin Krivulka and George Clay.

A SUGGESTED USE of wafer type tube sockets in radio and television receivers earns George Jordan an award check presented by Sam Webb, assistant general manager, TechRep Division. ▼

J. R. BOOTH, general manager, TechRep Division, presents a \$10 check to Bertha Brandau for her winning suggestion. ▼







**INDUSTRIAL ENGINEER** weekly winners receive checks from E. L. Canley (second from left), manager. Winners are (left to right): Adam Dalrymple, William Oldfield, receiving check, and Thomas Hilley.



**CONGRATULATIONS** and a check go to James Slimmer, Dept. 42-501, as Al Reuss, plant superintendent, makes the presentation, while George Swift (center), plant manager, Metal Division, looks on.



**DEPT. 43-506** checks went to (seated, left to right) Kyran Hines, Nora Dallarton, Kitty Moracca, Ernest Freeman; same order, standing: Dave Cosgrove, Bud Davis, Thomas Jackson, William Harris.



**FIVE AWARDS** made at the Croydon Plant were to (l. to r.) Frank Gambone, Martin Krivulka, Otto Isbert, Stanley Nazian, Frank Wagner.



**AN IDEA** pays off for Frank Strubert, here receiving his check from George Swift, plant manager, Metal Division. Al Reuss, plant superintendent, looks on.



**JOHN MOWER** and Elizabeth Mayers (center) receive suggestion checks. Their supervisor, John Bergin, is at the right, and Rudy Schuenemann, general superintendent of Plant 3, is at the left.



**DEL KUSMA**, plant manager of Croydon (left), presents checks to Peter Yurka, Martin Krivulka, Elaine Walters, Charles Simpson, Frank Gambone. ▼



◀ **FIFTH WEEK AWARDS** at Plant 50 went to (left to right, seated): Robert J. Shogi, Edward J. Benson, Jr., and Edward Carr. Standing, in the same order, are: Charles J. DiGivno, winner of two awards; Charles E. Johnson and Charles Patterson. Joseph A. Lagore, vice-president—Manufacturing, makes the presentation, and James D. McLean, vice-president of the Government and Industrial Division, stands to the far right.



**MATERIAL-SAVING** poster design submitted by Mickey Nichols, Dept. 43-506, wins a weekly award in the Philco Cost Reduction Suggestion Campaign.





**AN AWARD CHECK** is received by Mildred DeFrancisco, Dept. 42-575, from James Fulton, material controller of the Metal Division.



**MEMBERS** of the Factory Personnel Department look pleased at the weekly award to Len Kent presented by John Wolf, office manager.



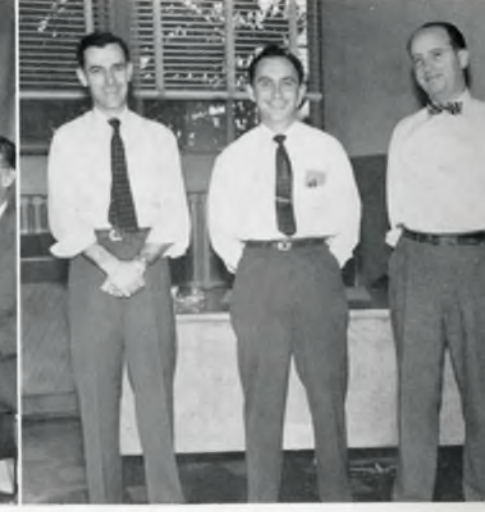
**VINCENT MORTON**, Plant 29, receives his suggestion check from John Kite, superintendent of the warehouses of Plants 4 and 29, Accessory Division.



**JAMES MASON** and Leonard Kalakowski receive their checks from E. H. Kirkpatrick, plant superintendent of Plant 10, in the weekly awards of Dept. 43-503.



**SUGGESTIONS** win checks for Frank Brunner, Frank Daley, James Bates and Austin Woolens, here presented by Manuel Brodsky, test superintendent of Plant 10.



**RECIPIENTS** of weekly awards at Croydon are (left to right): William Weeks, Test Maintenance; Edward Gannon, Quality Control; Howard Hought, Timekeeping.



**AN AWARD CHECK** is received by Josephine Godfrey from William Horn, merchandising and advertising manager, Accessory Division. J. J. Shallow, general manager, is next to Mr. Horn, while Henry Bear, operations manager, Accessory Division, is at the right.



**AWARDS** go to Ann Canton, Dept. 10-840, and William Boshart, of Plant 18. Joseph A. Lagore, vice-president—Manufacturing, G. and I. Division, makes the presentation. Albert Torresse, manager, Plant 18, is at the right.



**LEN B. SMITH** and Jennie A. Ruch receive award checks from, respectively, S. B. Webb, assistant general manager, and J. R. Booth, general manager, TechRep Division, at a weekly Cost Reduction Suggestion rally in Plant 28.





**JOHN SPIRK** is on the receiving end of the weekly award check presented by Fred Reed, superintendent of mounting and packing in Plant 10. Fiore Cruciani (right) previously received his check. Frank Bowman looks on with approval.



**AWARD CHECKS** are held by Grace Woodruff, Joe Ashton, Nicholas Cilingin and Earl White-lock. Ed Kostro, general superintendent, Receiving, Stores and Shipping, is at the left, and Eugene McGonigle, superintendent, Receiving and Stores, is at the right.



**FRANCIS GILLESPIE** (second from left) receives his check from William Hamilton, head of Industrial Engineering, Plant 6. George Swift, plant manager of the Metal Division (left), and Al Reuss, plant superintendent of the Division (right), are onlookers.



**MARTY KAPLAN** and Betty Rouse receive their checks from E. L. Conley, manager, Industrial Engineering, Television and Radio Division.



**GEORGE TAMM** (right) receives a weekly award check from Adolph Hammer, maintenance foreman, Plant 6, for his winning suggestion.



**WILLIAM FOLLENSBEE** accepts a winning check from assistant general manager Sam Webb, TechRep Division. Note the "thinking caps" being worn.



**EVELYN WALKER** is presented with an award check by Sam Webb, assistant general manager, TechRep Division.



**A SUGGESTION AWARD** made in Plant 6 is presented to Joe Kauffman (left) by Plant Engineer Erskine Baker.



**SMILING FACES** greeted the checks awarded at Croydon to James Dunn, Earl Miller and George Valdes.





**WILLIAM BRADBURY** (right), champion for the third successive year in the Philco Duplicate Bridge Club, plays a lively game during the lunch period with (left to right) John Anzur, John Stucke and Sig Sysko. There are forty-three members in the club which meets every Thursday except in the summer months, when the meetings are once a month. New members are being sought. Those interested should call John Stucke, Ext. 308, or Frank Reed, Ext. 5005.



**CONGRATULATIONS** upon completion of twenty-four years of service with Philco before his retirement are extended John Verna by Thomas Brown, production superintendent of Plant 3 (right), and Rudy Schuenemann, general superintendent of Plant 3. John retired "to give a job to a younger man," but he plans to keep busy. He will help his brother in an antique business in Wildwood, N. J., and live there.

## OVER 500 TESTS MADE TO INSURE PHILCO TV HIGH PERFORMANCE

More than 500 tests are performed on each new Philco television model to insure dependable reception.

These tests are conducted by the largest field testing organization in the industry. They are made not only at the factory, but in areas from coast-to-coast where television reception has proven to be the most difficult.

In order for a receiver to meet all the rigid specifications Philco has established for performance, over 500 different tests are made on each model under extreme broadcasting and reception conditions to insure high performance.

Philco maintains a large number of mobile research laboratories equipped with a complete set of VHF and UHF antennas in conjunction with an antenna tower that can be raised to the height of 70 feet. These laboratories-on-wheels also contain advanced television signal measuring equipment including lead-ins and associate components, a 60-cycle AC power plant, and other vital engineering test devices.

Check points on a typical coast-to-coast test run cover normal and unusual terrain conditions where signal reception is effected. Performance tests are also conducted on the dealer's floor as well as in the homes of Philco owners.

The new Custom 400 chassis and automatic range finder in Philco's 1955 television line are significant discoveries uncovered through the Company's scientific field testing.

All new Philco receivers are equipped with 41-mega-cycle power transformer chassis to meet the improved standards set forth by the Federal Communications Commission.

## SWITCH

A husband in St. Louis, Mo., recently inserted this To Whom It May Concern public notice in the local newspapers: "I AM responsible for all debts and obligations of my wife, and am more than happy to be the provider for a woman who . . . has made the past 21 years of loving kindness the nicest years of my life."

## VIVE LE MACHINE!

A group of Europeans, over here learning our production techniques, saw a long line of cars parked beside a road where men were working, and couldn't believe they belonged to the construction crew.

By way of explanation, the road foreman pointed to the huge bulldozer. "There's why," he said. "If we had to do all this work with hand shovels, we couldn't make enough money to afford to buy cars!"

There is not much collective security in a flock of sheep on the way to the butcher.—*Winston Churchill.*

One of the greatest victories you can gain over a man is to beat him at politeness.—*Josh Billings.*

God grants liberty only to those who love it, and are always ready to guard and defend it.—*Daniel Webster.*



## DATES SET FOR PHILCO VISIT OF RED CROSS BLOODMOBILE

The semi-annual visit of the Red Cross Bloodmobile to Philco plants in the Philadelphia area will be next month. A goal of 500 pints of blood has been set. The Bloodmobile will be at Plant 50 on May 18; at Plant 3 on May 19; and Plant 10 on May 20.

In order to insure adequate blood for all Philco employees and members of their immediate families, every physically able employee is urged to sign a donor pledge when asked to do so by his departmental blood recruiter.

Joseph Maxwell is chairman of the blood recruiters at Plant 50; Stewart McDowell, Plant 3; and James Prendergast, Plant 10.

## MINIATURE "ELECTRONIC BRAIN" DEVELOPED IN PHILCO LABS

An entirely new concept of linking transistors in a miniature "electronic brain"—or computer—called the "TRANSAC," an abbreviated form for Transistor Automatic Computer, has been developed in the Research and Engineering Laboratories of Philco.

Known as the Philco Direct Coupled Transistor Circuit, the invention presages mass production of transistorized computers capable of calculations at phenomenal speeds, and is a long step toward development of a "universal computer," a major objective of scientists in this field. For example, a digital computer using the Direct Coupled Transistor Circuit could perform 600,000 additions or subtractions a second. Such a computer would operate approximately 10 times as fast, and its size, weight and cost would be about one-third that of any previously announced transistorized computer.

A demonstration of the new Philco "TRANSAC," and the application of the Philco "Surface-Barrier"



**SAM AND MARY LOGAN** proudly present their son, Sam Logan, Jr., aged three months. The father is a member of Dept. 43-543, and the mother was formerly of Dept. 506F.



**JAMES T. HEWITSON** believes in trying again if you don't succeed the first time. Competing in Speed Week at Daytona Beach, Fla., this past February, he blew his engine after obtaining a speed of 136 mph in the 2¼ miles of a 3-mile straight run. Hewitson, a troubleman in the final test section in Dept. 43-503 at Plant 10, will rebuild his car and compete next year. A member of the Rocket Runners Club of Langhorne, Pa., Hewitson above displays a trophy he won last year at Linden, N. J., Airport in a Class A Stock ¼-mile drag.

transistor to this development, was presented recently before a group of science editors at the Waldorf-Astoria Hotel by Philco engineers.

"It now becomes evident," Leslie J. Woods, vice-president-director of Research and Engineering, said, "that simple digital computers, small in size, combining infinitesimal power requirements with extremely high operational speed are possible. Whole new horizons are opened up for the use of digital computers and automatic control equipment in business and industry, and by the Armed Forces."

The high rate of speed achieved by the Philco Direct Coupled Transistor Circuit in computers is made possible by the use of the "Surface-Barrier" transistor.

"One of the principal advantages of the Direct Coupled Circuit," Mr. Woods said, "is that it reduces many fold the number of components. For example," he said, "diodes and vacuum tubes are entirely eliminated in an ordinary 'flip-flop' circuit for a digital computer. We can accomplish the same electronic objective with a great saving in the number of parts, the number of wires and soldered connections, at approximately 1/1000 of the power requirements.

"The speed of computation is quite phenomenal. For example, addition or subtraction for 19 binary digits requires 2.4 microseconds, multiplication or division requires 48 microseconds, and the shift time is 0.4 microsecond.

"The logic of the machine is parallel asynchronous, which partially accounts for the extremely short computation times. The other factor is the speed capabilities of the Philco 'Surface-Barrier' transistor," Mr. Woods said.

In packaging a computer using the Philco Direct Coupled Circuitry, all elements required for addition, subtraction, multiplication, and division, as well as common control circuits, are combined on a single replaceable unit—a printed wiring card—having on it only transistors and resistors.





**BERTHA TYSON** (with gift) is honored at a shower given by friends on Wiring Belt 4 in Plant 10.



**CONGRATULATIONS** upon her recent marriage are being extended Dorothy Gegenheimer of Dept. 43-506.



▲ A **SHOWER** for the new baby at the Velas home is given in Plant 50 by friends of Joe Velas, Dept. 11-508.

**GIRLS IN DEPT. 11-509** at Plant 50 join Rita Fiedler in celebrating her birthday. ▼



▲ **NANCY LANDOLFI** (holding gifts) is guest of honor at a baby shower given by the girls in the Television Assembly Section, Dept. 41-502, at Croydon.

**GIRLS IN THE TELEVISION** Assembly Section honor Peggy Barnes (with gift) at a shower given in Croydon. ▼







**GIFTS FROM FRIENDS** in the Payroll Department are examined (left) by Dorothy McCormick, Accounts Payable, Plant 50, after their presentation by Clure Cunningham on behalf of the department. Dorothy was guest of honor at a shower in Plant 2 Cafeteria following the announcement of her engagement to Andrew Laverty, Plant 2 Payroll.



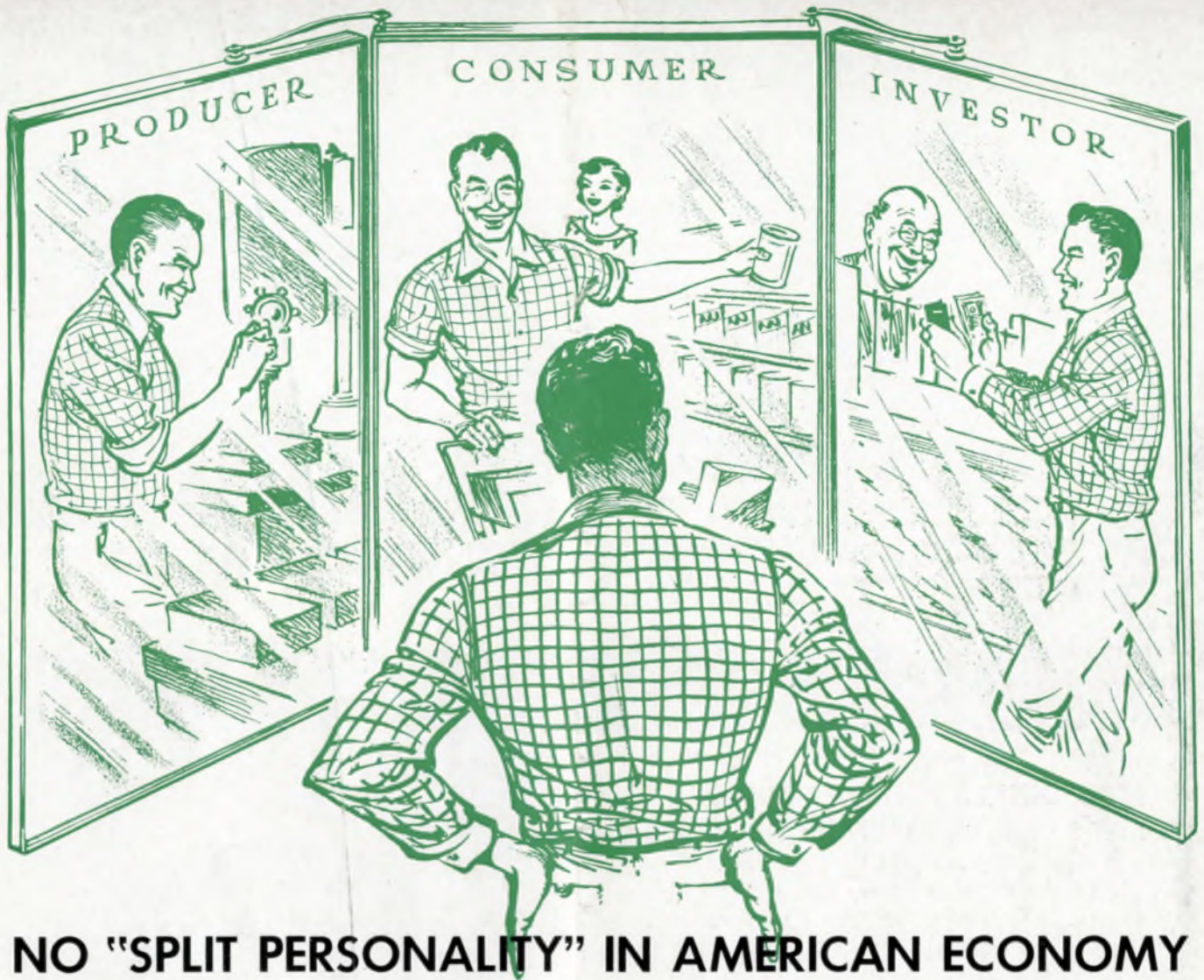
**A FAREWELL GIFT** from friends in Plant 10 is examined by Jean McLaughlin (right) following a shower in Dept. 43-503.

## STAG DINNER FOR SUPERVISORS

Officers of the Supervisors' Club and guests at the annual stag dinner in January at the Casa Conti, Glen-side. Left to right, front row, are: Ozzie Fisher, sergeant-at-arms; Tony Farinella, vice-president; Thomas Currie, secretary; Clayton Zeigler, president; Cappy Madonni, chairman of the dinner; Richard Gerlitz, treasurer. Guests, standing, are: Joseph H. Gillies, vice-president and general manager, G. and I. Division; George Dale, industrial relations manager; William Peltz, vice-president—operations, Radio and Television; W. H. Mattison, television production manager; J. A. Lagore, vice-president—manufacturing, G. and I. Division. Other photographs below are views taken at the dinner.







## NO "SPLIT PERSONALITY" IN AMERICAN ECONOMY

Suppose you were in a roomful of people who were asked to split up into groups of producers, consumers, or investors. Into which group would you go? You could become a case for a psychologist, with a three-way personality split, if you seriously tried to decide. Because we're all producers of goods or services; we're all consumers; and all who have money in a savings account, pension fund or insurance policy are investors.

In our economic system, the producer, the consumer, and the investor are not three separate individuals, with conflicting interests. The rôles are interdependent. High production, through new machines and equipment made possible by high investment, means a high level of consumption—a high standard of living. So beware of special-group spellbinders. The three parts of our economic selves prosper together or not at all.

**PHILCO CORPORATION**  
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