

PHILCO NEWS



Your Ideas Are Worth Money
Philco's 1960 Refrigerator Line

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GREATER PHILADELPHIA EDITION

DECEMBER
1959



“. . . But I heard him exclaim, ere he drove out of sight,
“Happy Christmas to all, and to all a good-night.””

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

SEASON'S GREETINGS



Dear Fellow Employees:

Your continued fine cooperation has helped make 1959 a year of progress and improvement for our company. I deeply appreciate your loyal support and I hope very sincerely that you will enjoy a joyous Christmas and a happy and prosperous year during 1960.

JAMES M. SKINNER, JR.



PHILCO 25-YEAR CLUB WELCOMES NEW MEMBERS

One hundred and forty-five members of the Philco family became eligible for the company's Twenty-five Club as of the end of 1958. The additions included employees in the Consumer Products and the Government and Industrial divisions.

They are:

VINCENT ANDREOZZI
EDGAR ARMSTRONG
MARY BIAGIONE
JAMES CAMPBELL

GLADYS COOK
PAUL COSENTINO
ALICE GRASSER
WALTER CUNNINGTON

JOSEPH D'ALICANDRO
WILLIAM DAVIS
NICK A. DELOSSO
BERNARD DEVINE

CARL EDINGER
BERNARD J. EDWARDS
JOHN B. EISELE, JR.
ANNA FORAN

JOHN L. GEHLY
RICHARD A. HALLOWELL
ALEXANDER J. ISBERT
DOROTHY KEENAN

ELIZABETH KELLY
RUTH L. KIEINSCHMIDT
JENNIE V. KNEEZEI
FRANCES G. KOLAKOWSKI

ESTELLE KOMRAUS
RAYMOND A. LAWLER
DANIEL R. MacBRIDE
JOSEPH J. MARTIN

EDWIN H. MEECH
HOWARD L. MILLER
FLORENCE E. MEYERSCOUGH
JOHN NAPLES

ANNA NEISH
HELEN NEISH
ALFRED L. PEIFFER
MABEL B. SCHREY

ANNIE SIMPSON
EDWARD A. RHUBERG
WILLIAM A. RITTLER
MARIE STEWARD

ALBERT T. STOKER
WILLIAM THOMAS
JOSEPH D. TRACY
MARTHA E. TURNER

MARY P. WAGNER
PETER YURKO
ANNA BARRETT
WALTER H. JACKSON

FANNIE LEVINSKI
CHARLES H. MacANDREWS
PATRICK O'HARA
JOHN J. STOPYRA

GEORGE W. WEISS
WILLIAM BENDER
ANDREW G. BOUTCHER
HERBERT H. HENRY

DAVID HUMES, SR.
FREDERICK B. KELLY
HARRY D. LARUE
RAYMOND H. PEPPER

JOHN POWERS
GEORGE V. PURCELL
CHARLES E. SCANLON
MADISON D. SHAW

ANNA STRUSE
L. CLYDE TREFFEISEN
FRANK H. VOGT
WALTER S. WAGG

THOMAS M. WONDERLY
ELSIE ALLSPACH
J. BENJAMIN BROWN
JOSEPH CAIRO

JOHN A. CHAPMAN
NORA T. DENNEY
JAMES DEMAYO
SAMUEL DiVITO

WALTER J. FABER
EDWARD R. FINN
FELIX F. FRANCKOWSKI
WALTER M. FREEMAN

FRANCIS J. GILLESPIE
ANDREW G. GRAYNOR
RONALD HODGE
JOHN M. IACONA

MICHAEL G. JAKELWICZ
VICTORIA S. KAMINSKI
JAMES S. LEWIS
LILLIAN M. LUTZ

ANN MACEN
JOHN A. MALIA
HELEN M. MANN
ELIZABETH Z. MARTIN

CHARLES V. McGILL
EDWARD A. McNALLY
ROBERT W. RODGERS
THEODORE H. SIEGEL

JOHN C. STUTTERHEIM
CHARLES A. WALKER
RESSIE M. ZINGER
ARTHUR W. BAYFIELD

WILLIAM J. BRECHT
JAMES T. BROTHERS
THOMAS E. BROWN
HARRY CAMPBELL

LUKE E. CLOSSON
PALMER M. CRAIG
JOHN G. CROCKETT
GEORGE L. DALE

GEORGE W. DIEM
JOHN A. DUNN
ROBERT W. ELMER
RICHARD ERBRICK, JR.

HOWARD J. FLEMING
WILLIAM C. GALLAGHER
FRANK G. HUMPHRIES
DAN H. JENSEN

KARL W. KEE
JOHN R. KESSLER
HOWARD W. LEWIS
CLADIN T. McCOY

JOSEPH C. MCGILL
JAMES MENTEN
JOHN J. MERKLINGER
RICHARD C. NASH

FRANCIS S. OELJEKLAUS
FREDERICK D. OGILBY
ROBERT N. PARSELL
FREDERICK W. REED

BERNARD E. SCHNITZER
OSCAR O. SCHREIBER
WILLIAM M. SCOTT
ALBERT D. STRATTON

JOSEPH T. VEASY
M. GRANT WATT
JOHN J. WOODS
C. PAUL YOUNG

GEORGE ZINDEL, JR.
JULIAN CAMBIER
MABEL CONNELLY
HENRY E. GRIMM

MICHAEL J. JAMES
MILDRED LeBEAU
WALTER J. PISTON
LIONEL M. SEARLE
HAROLD R. SHEER

YEAR-'ROUND EMPLOYEE SUGGESTION PLAN TO START IN JANUARY



Discussing final details of the new year-round Philco Employee Suggestion Plan are D. B. Smith, vice president-technical planning; E. E. Bareuther, controller; J. H. Gillies, vice president-operations, and G. B. Fadden, manager, salaried personnel relations. The program will be inaugurated next month in all divisions of the corporation and the domestic subsidiaries.

Arrangements for the inauguration of a continuing, year-'round Employee Suggestion Plan in all plants, offices and laboratories of the company were completed at a recent meeting of the Corporate Suggestion Board.

The Board, consisting of E. E. Bareuther, controller, chairman; J. H. Gillies, vice-president-operations; and D. B. Smith, vice-president-technical planning, was appointed by President J. M. Skinner, Jr., to develop and coordinate the company-wide program.

Authority and responsibility for the operation of the Suggestion Plan is vested in division management at each location. Local administration of the program will be handled by a suggestion committee made up of department heads and other key operating executives selected because of their extensive experience and knowledge of the company's activities.

EMPLOYEE MANUAL EXPLAINS PROGRAM

A complete description of the Suggestion Plan is outlined in a booklet to be distributed to all employees immediately after Christmas.

Based on the maxim "there is always a BETTER Way!," the program is designed to:

1. Encourage and stimulate employees to apply critical thinking to their work; and to submit constructive ideas for cutting costs or improving operating efficiency.
2. To provide employees with appropriate channels for submitting their ideas and suggestions which will insure complete and impartial consideration for every idea submitted.
3. To provide for prompt and equitable investigation and evaluation of every suggestion.

4. To extend recognition and reward employees in cash for worthwhile and usable suggestions which are put into effect.
5. To encourage employees to develop initiative on the job, and to identify employees with abilities and potential for upgrading and promotion.
6. To provide employees with opportunities for protecting their own personal job security, by contributing to the continued progress and success of the Company.

ELIGIBILITY FOR CASH AWARDS

Most employees are eligible to receive cash awards, ranging from \$10 to \$1,000, for *any* suggestion which is adopted and put into effect.

Some employees are *not* eligible for cash awards under the program; namely, officers of the corporation, its divisions and its subsidiaries, directors, or members of suggestion committees. Also excluded are executive, managerial or administrative personnel at or above the organization level of department head, manager or superintendent.

All other employees *are* eligible for cash awards under the program. However, employees in certain job classifications are eligible for awards *only* for those ideas or suggestions which are *outside* their normal and assigned job duties. Included in this category are administrative and supervisory personnel below the department head level, employees specifically engaged in reducing costs, initiating improvements or developing ideas in the normal course of their work, and professional and exempt employees.

(Continued on page 11)



PHILCO'S 1960 "AIR WRAP" combination refrigerator-freezer, Model 18RM08, features the new long, safe keeping compartment for fresh foods such as meats, vegetables and leftovers and will also incorporate a frostless freezer. The system for automatically defrosting the freezer is based upon the running time of the compressor so that needless defrosting is eliminated. The defrost water is quickly evaporated. The frostless freezer is also used on Model 14RM08.

PHILCO'S NEW "AIR WRAP" combination refrigerator-freezer for 1960. Fresh foods, such as meats, vegetables and leftovers, will be literally wrapped in air in the "Air Wrap" compartment which the model is just about to open. The result of five years of research and development, the compartment is designed to maintain the optimum holding conditions for fresh foods. The research confirmed conditions are found in a compartment which will maintain a temperature at the threshold of freezing, maximum humidity and little or no air movement.



PHILCO "WRAPS" FRESH FOODS IN AIR FOR LONG, SAFE KEEPING

Philco has introduced eight new combination refrigerator-freezer models for 1960, including Model 18RM08, which incorporates the "Air Wrap" fresh food storage compartment that literally wraps fresh foods in air for safer, longer storage of such foods.

Fresh foods, such as meats, vegetables and leftovers, stored in the "Air Wrap" compartment of Model 18RM08 will keep fresh and safe from eight to 14 days, marking a new home refrigerator industry standard.

The new fresh food keeping system, "Air Wrap," is the result of five years of research and development work in the field of fresh food storage by Philco's Advanced Development Laboratories.

Research confirmed the reported optimum conditions for fresh food storage, and engineering development work created the compartment within the refrigerator which will maintain these conditions. The optimum fresh food holding conditions are found in a compartment which will maintain a temperature at the threshold of freezing, maximum humidity and little or no air movement.

Fresh Foods Kept Safely for Days

The "Air Wrap" compartment meets these stringent conditions. Advanced Development Laboratories and Philco Home Economic Center tests showed that safe holding times in the "Air Wrap" compartment ranged from 11 days for fresh meats to 10 days for leftovers and 14 days for vegetables. Ground round steak, for example, remained fresh and edible for nine days.

Without control and balance of temperature, humidity and air motion within the fresh food compartment, fresh foods quickly dry out or enzymatic action begins to destroy the foods through mold formation, rancidness or unpleasant odors. Many foods such as ground meat, sliced tomatoes, and eggs that have been opened begin to deteriorate in a matter of hours when stored in usual household refrigerator compartments which do not hold to the optimum conditions.

In a "family of four" week long menu test, in which the value of the food was \$11.03, there was no food loss at the end of seven days. The test included daily opening of the "Air Wrap" compartment and checking of all items stored in the compartment. The fresh foods in the test included ground round steak, pork chops, round steak, chicken, bologna, celery, lettuce, parsley, tomatoes, whipped cream, mashed potatoes and a ham sandwich.

"Air Wrap" Refrigeration Means Substantial Savings

The savings to a family when it is able to hold fresh foods for even this short period of time are self-evident, particularly when it is realized that without the use of this compartment almost all of this food would not have been edible at the end of four or five days.

A homemaker no longer has to freeze fresh meats and poultry if she plans to use them within a week or so of the day she buys them. The homemaker frees herself of the task of thawing frozen foods before using them. The long, safe storage of fresh vegetables will permit her to buy in larger quantities when vegetables are best priced on the market. And "Air Wrap" offers the homemaker more flexibility in the use of leftovers since she can now keep them fresh and tasteful for use even after 10 days of storage.

Philco's research in the field of fresh food storage in the home pointed up the fact that the household refrigeration industry has no acceptable standards for fresh food storage, such as it has for freezing and holding of frozen foods. The research results of Philco's work have been published in the official publication of the American Society of Heating, Refrigerating and Air Conditioning Engineers, the leading technical association in this field. The scientific paper was read at this past summer's meeting of ASHRAE when the meeting theme was "Should the Ice Box Return."

The Iceman Had An Answer

It is a known fact that the center cavity of a melting cake of ice provides the perfect storage system for fresh foods. In this cavity all three requirements for optimum safe keeping of fresh foods are met: constant temperature at the threshold of freezing, maximum humidity and no air flow. While representing a perfect solution, the cake of ice also represents a highly impractical system. But in the "Air Wrap" compartment, Philco scientists and engineers have developed a practical solution to this important home refrigeration problem.

The "Air Wrap" compartment is suspended in the bottom of the refrigerator section of the combination refrigerator-freezer Model 18RM08, so that the outside is kept at a constant cold by moving, refrigerated air. The cold air flow maintains the inside of the "Air Wrap" compartment at a threshold of freezing temperature.

Since the compartment is tightly closed, its humidity is maintained at a constant maximum level. And with the sides maintaining a constant temperature, there is little or no air movement within the "Air Wrap" compartment. Air movement inside the compartment would occur if one side were colder than the other sides. It is such air movement that tends to accelerate

dehydration of exposed foods. Movement of refrigerated air around the "Air Wrap" compartment is directed by a fan and duct work.

Door Opening Has Little Effect on "Air Wrap"

Opening of the door of the "Air Wrap" compartment for handling of fresh foods has little effect on the controlled fresh food climate within the compartment, it was stated. And since the "Air Wrap" is a separate compartment within the refrigerator section, opening of the main refrigerator door has very little, if any effect, on the special compartment.

The "Air Wrap" combination refrigerator-freezer will also have a frostless compartment, eliminating defrosting. The Philco frostless freezer system is keyed to the running time of the compressor and incorporates a thermostatic cut-off so that needless defrosting is eliminated. The thermostatic cut-off automatically controls the length of defrost time.

The frostless freezer compartment is used on Model 14RM08 as well as the "Air Wrap" Model 18RM08.

TIPS FOR WINTER DRIVING OFFERED TO AVOID SKIDS

Skidding is a common danger in driving on snow and ice, the Automobile Club of Philadelphia-AAA has warned in issuing the following tips on how to recover from a skid.

1—Keep yourself under control. A person who cannot control himself in an emergency may have more trouble than others.

2—Avoid braking. Slamming on the brakes in a skid locks the wheels, causes loss of traction and increases the skid.

3—Steer in the direction the rear end is skidding. As the car begins to straighten, straighten the front wheels as well.

4—Avoid oversteering. Turning the steering wheel too far whips the rear end into a skid in the opposite direction.

5—Keep the clutch engaged, or the selector lever at D. Holding the car in gear helps reduce speed and produces maximum control.

6—Avoid lifting your foot from the accelerator suddenly. Some expert drivers even accelerate moderately to get out of a skid.

Frank E. Ballantyne, General Manager of the Automobile Club of Philadelphia-AAA, said that ordinary stopping distances are often doubled and tripled on slippery winter streets. Urging motorists to hold down speed when driving on ice or snow, Ballantyne pointed out that skidding is a greatly underrated cause of serious highway accidents.



General view of the second floor of the Printing Dept. at Plant 54

William Brecht,
Manager, Graphic
Arts Plant



MANY SIDED DEPARTMENT PROVIDES CREATIVE SERVICES

*Reprinted by permission from ODR
Reproductions Review, November,
1959.*

ADMINISTRATIVELY, the Graphic Arts Plant is within the Government and Industrial Division of Philco. Its services are available to all the other divisions.

The Graphic Arts Plant is in fact two separate departments united under one manager. The Art and Photo Reproduction Department is basically concerned with meeting the requirements of the Government and Industrial Division; the Printing Department has responsibility for all the corporation's other printing needs, including the procurement of all printing materials that cannot be produced internally. This responsibility includes the collateral advertising materials used by the corporation.

Several measures are offered to convey the magnitude of the total assignment. First, Graphic Arts, with 53 employees, is housed in a large building of its own (Plant 54), a building that is utilized down to the last corner of its basement. The Services' payroll for 1958 was nearly a quarter of a million dollars with more than half a million dollars being charged back to various divisions of the corporation during that year. Eight thousand separate work orders were handled and more than 142,000 pounds of paper stock were used.

The physical housing of the reproductions services in a building of its own helps solve one important problem by making it easier to restrict unauthorized personnel. This restriction is necessary because a basic assignment for in-plant work is the preparation of classified technical proposals in response to government invitations to bid.

ART AND COPY DEPARTMENT

The art department works intimately with the engineering department on proposals from the moment the invitation is accepted. That is, the engineers developing the technical proposals sit down with members of the art section and discuss with them the form the proposal will take; the drawings, photographs and scale models that will be needed; the probable size of the finished study; and similar production data.



View of art preparation section

The finished technical proposals have run as high as 800 pages in some instances with line drawings, photographs, charts and many colored overlays. In general about 25 copies of these technical proposals are required.

Photographic Section

The photographic section takes all photographs required and processes them even when the work is to be sent out for final printing. The basic process camera is a Lanston Overhead with a 24 x 24 capacity. This is used for all the art work, both line and screen, and prepares many of the negatives for offset printing. An ingenious copy camera arrangement has been devised for preparing transparencies which are often requested by the engineering department. The apparatus consists of a plywood sheet that holds the original and a camera support that can assume a number of fixed positions on a double-track guide. A Leica is mounted on the camera support which is moved to a predetermined position and 35 mm negatives are quickly obtained. In one day as many as eighty of such slides may be required; these are processed without taking the Lanston away from its primary assignments.

The Photo-lab itself is equipped with a custom-made sink, an Omega enlarger and two Elwood enlargers (8 x 10). There are two Time-lite contact printers, an Apeco Model 10 with a capacity of 2,000 prints an hour, and a large print dryer.

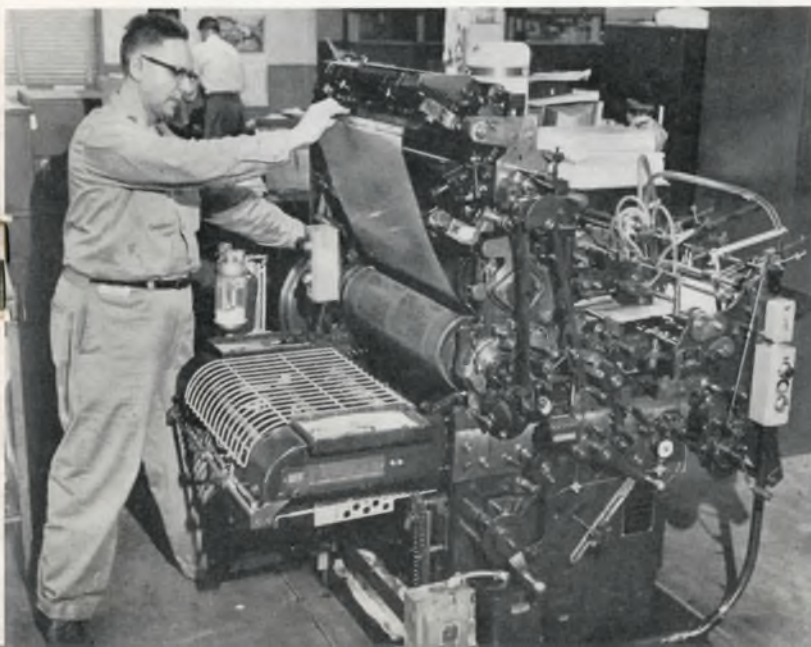
It is the practice of the photographic section to be sure that the photographers continue to be good lab men and that the lab men function frequently as photographers. One by-product advantage of the calibre of personnel is the fact that one of the photographers is an airplane pilot. When aerial photographs are needed, the photographer turns pilot again and goes aloft with his fellow-workers and comes back with precisely the shots required.

Model Section

The Model Section grew out of the requirement for scale models of new equipment often requested by the federal government or industries placing contracts with Philco. Such work had previously been sent out for development from exploded views prepared in the art department. But a few years ago it was decided to make the mock-up models to scale, in-plant. Working in plastic or wood, from the same exploded view

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Corner of offset section



Bank of small offset presses





The famed Basilica and piazzetta of St. Mark in Venice is one of the high spots of any sight-seeing vacation in Europe. The Philco group will have two memorable days in this ancient and picturesque city.

ENGLAND—FRANCE—SWITZERLAND—ITALY

Employees who will make the company sponsored 1960 trip to Europe will meet in January to view films of the countries and cities to be visited and to hear speakers discuss the all-expense trip. Plans for the meeting will be announced later, perhaps after the holidays.

While reservations have been heavy it is still not too late to sign up for this never to be forgotten two week tour which includes visits to London, Paris, Lucerne, Florence, Venice, Rome. The price of the trip—\$695—includes all taxes, transportation, lodgings, meals, tips and sightseeing fees. How easy it is to finance the trip may be learned by telephoning Ext. 418 in Plant 10.

The popularity of package tours was commented upon in a recent article appearing in *The New York Times*. It was pointed out that the appeal is particularly strong to special parties and to inexperienced travelers. Such planned trips do much toward eliminating "such vexations of travel" as baggage transfers and meal and hotel arrangements, thus permitting the traveler full time to enjoy the trip without worry as to details. The tours also have the advantage of providing a considerable saving over individual travel in most cases.

Sight-seeing with English speaking guides will enable the Philco travelers to see the highlights of the four foreign lands to be visited. In addition to varied activities the tour allows ample time for the travelers' own diversions—shopping; sight-seeing on his own; rest, or visiting with foreign friends.

The trip will start immediately after work on the last workday before the annual plant shut-down for

holidays. It ends with the return flight from Rome to arrive in Philadelphia on the Sunday before the resumption of work after the vacation period.



One of the many scenes of unsurpassed beauty to be seen by the Philco party visiting Switzerland. This country, with its views of lofty peaks, blue waters of the lake, and the woods and hills, all go toward making the stay here an unforgettable experience.

LARGEST 3-WAY ANTENNA ASSEMBLED AT PHILCO WDL

Assembly of the world's largest 3-axis antenna has been completed at the Philco Western Development Laboratories (WDL) in Palo Alto. Announcement of the final stages of completion was made by Oscar T. Simpson, General Manager of Philco DWL.

The antenna was designed and fabricated by Philco WDL at their advanced electronic center in Palo Alto, California, under contract to the Lockheed Missiles and Space Division. Under a separate contract to Philco WDL, the Moore Dry Dock Company, of Oakland, fabricated the antenna base.

The antenna receives telemetered information and data from satellites. It will be used at one of the world-wide satellite tracking stations to provide vast amounts of scientific information from outer space.

The antenna stands 80 feet high and weighs over 130 tons. By employing the unique design feature of tri-axial mounting, the highly accurate and complex antenna has the ability to move in all directions, much like a man's forearm and wrist. With this capability the antenna can provide continuous coverage of satellites and missiles during any phase of flight, according to Roy Hundley, Manager of Electro-Mechanical Engineering, at Philco WDL.

One of the most unique design features on the antenna is the 60-foot diameter reflector known as the "big dish," which receives the messages from the satellite. The "dish" itself weighs 15 tons and is a solid aluminum skin paraboloidal structure manufactured to an accuracy of 65/1000 of an inch over its entire surface, making it the only kind of dish of this type in the world.

The 15-ton dish is balanced by a 35-ton counterweight and the entire unit can move in all directions simultaneously. The movement of the reflector and base of the antenna requires only three separate 90-horsepower motors according to Hundley. He said that the unique solid skin reflector surface design provides reception of telemetry and other data signals which are extremely accurate under the most severe environmental conditions.

Hundley said the antenna meets stringent military operating specifications and maintains its accuracy in winds up to 60 miles per hour and maintains mechanical efficiency in winds up to 140 miles per hour.

The antenna is the first of similar antennas which will be delivered to various sites around the world to track and receive important information from orbiting satellites.



HOLLOMAN AIR FORCE BASE, N. M.—Gerald M. Strome (center), Philco G & I senior engineer, is shown with a group of officers from the Spanish Air Force who recently completed an indoctrination course here on the Philco-built Sidewinder missile. Mr. Strome is a six-year veteran of the Sidewinder program.

YEAR 'ROUND SUGGESTION PROGRAM

(Continued from page 5)

Hourly rated and non-exempt salaried employees in all other job classifications are eligible to receive cash awards for *any* approved and installed suggestion, including those which apply to their own jobs.

TYPES OF SUGGESTIONS WANTED

Any original suggestion which will improve the economy or efficiency of the company's operations will be considered for a cash award; for example, suggestions which reduce costs, prevent or eliminate waste, save time or material, reduce spoilage or breakage, eliminate duplication, increase production, improve the quality or saleability of the company's products or services, improve methods or procedures, simplify or combine certain operations, or which reduce or eliminate safety and health hazards.

Some types of suggestions are *not* eligible for cash awards; such as, suggestions turned in by employees in certain job classifications which pertain to their regular job duties, suggestions which pertain to company policy, or to conditions of work or other matters determined by collective bargaining or negotiated contracts, suggestions which originate in a committee meeting called to consider improvements, those which duplicate improvements already under consideration, suggestions which define a problem but offer no solution, and suggestions which relate to routine maintenance functions, unless an improvement in the *method* is suggested.

NO LIMIT TO NUMBER OF AWARDS

There is no limit to the number of suggestions an employee may submit, and no limit to the number of cash awards an individual may receive.

In determining the amount of the award, many factors are taken into consideration by the committee; such as, the initiative, ingenuity, originality, job interest and effort displayed, the completeness of the sug-

gestion, the costs of putting the suggestion into effect, the estimated savings, and other intangible factors.

SUGGESTIONS WANTED

Employees are urged to become familiar with all details of the program as described in the Employee manual. Supervisors may be consulted for additional details, or for assistance in submitting suggestions.

In an open letter to all employees from Philco president J. M. Skinner, Jr., which is reproduced in the Manual, Mr. Skinner states, in part:

"The ingenuity and resourcefulness of Philco employees at all levels, in discovering new and *improved* ways of doing things has always been a vital factor in the growth and progress of the company.

"In order to insure further progress . . . to make our competitive position stronger . . . and to successfully meet changing conditions in the years to come, we must diligently continue our search for additional improvements . . . in our methods and activities.

" . . . in addition to receiving cash awards for usable suggestions, you will have the personal satisfaction of seeing your ideas put into use . . . I sincerely hope that you will participate actively in the program, and that you will be a frequent contributor and award winner."

Employees may call on their supervisor for additional information concerning the program, or for assistance in writing up suggestions.

Additional suggestion blanks will be available in all departments and all personnel offices when the program gets under way officially.



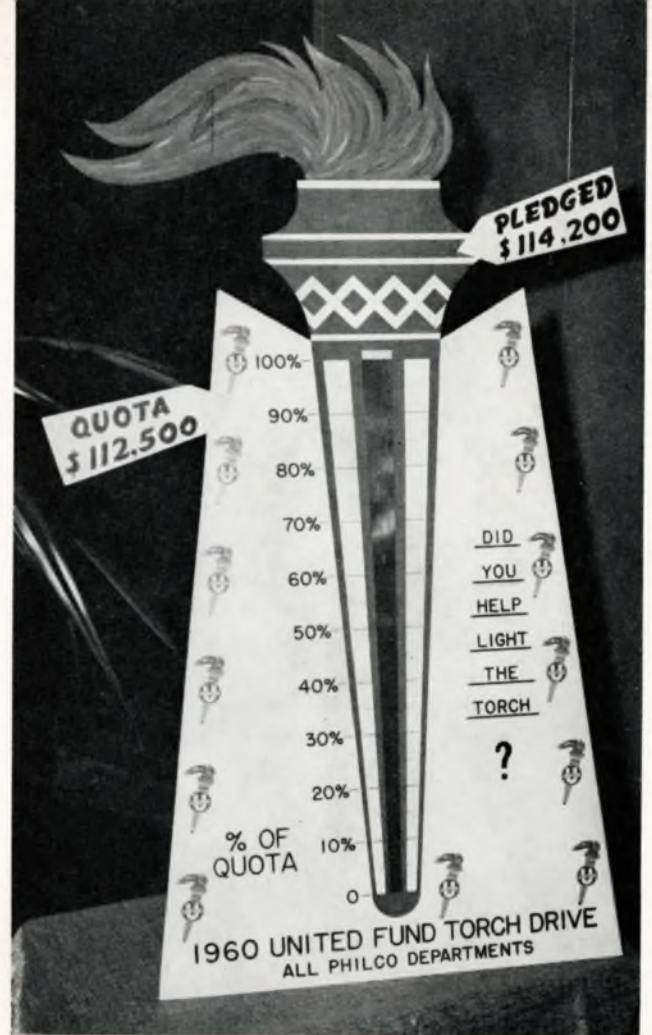
Experience Is a Hard Teacher

IT MAY BE true that "experience is the best teacher." But experience is also a hard teacher and often an expensive one, as the National Safety Council points out.

There are only two ways to learn—either by your own experience, or by the experience and the knowledge gathered by others. And if you want to keep yourself in one undamaged piece, it is far easier and cheaper to learn from others.

The emphasis here has been on the word "learn"—because although there are many gadgets designed to protect you, safety itself is not a gadget but rather a state of mind. When it comes right down to the fact, no matter how many protective devices you have, there is no such thing as perfect, 100 per cent, automatic safety—not, at least, in the living of a normal life. To quote the NSC:

"Let's learn safety from others. Let's practice safety ourselves. Let's teach safety to others."



The "Torch" is lighted by Philco employees at the close of the United Fund campaign when the company went over the top in its annual drive for health and welfare agencies of the city. The quota was set at \$112,500 and on the final day a total of \$114,200 had been pledged by employees. Later returns raised this amount to \$116,050. The combined Philco corporate-employee contribution of \$232,075 announced by the United Fund was the fourth largest gift to the Philadelphia campaign this year and Philco was the fourth firm to join the "exclusive \$220,000 and over club."



U. S. Army Photograph

Jerome Spiegel, contracts manager, Government & Industrial Division, Philco, is presented with a certificate of acknowledgment for his participation in the U. S. Army Signal Corps Training With Industry Reciprocal Program by Brigadier General Elmer L. Littell, Commanding General of the U. S. Army Signal Supply Agency, 225 S. 18th St., Philadelphia. Left is the Agency's Director of Civilian Personnel, Miss A. I. Kostopoulos.

LAUNDERCENTERS ON INCREASE IN PHILADELPHIA AREA

With the grand opening this month of six new Philco-Bendix equipped Laundercenter stores in Philadelphia the total of such stores in this area will be brought to twenty-three. An advertising campaign in neighborhood newspapers as well as spot radio announcements will be used to tell the public about the new facilities.

The stores are unattended, coin operated laundries. All equipment is automatic. The user needs only to bring his wash and coins. The stores are equipped with coin changing machines to permit customers to get change for half dollars and quarters. Detergents are sold by vending machines.

These Laundercenters are part of a fast growing nationwide business in which Philco is playing a leading role. The reason for the popularity of these laundry stores is that the customers may use as many machines at a time as he needs. He may launder any time of the day or night he desires. The Philco-Bendix commercial laundry line includes top load washers, single load tumble action washers, and double load tumble load washers and fifty pound commercial tumble dryers. These permit the customer to use the type of equipment to which he is accustomed or which he prefers.

Savings of up to 60% on laundry bills are possible by using a self-service facility as compared with the attended type service laundry. The Philco-Bendix stores have water heaters that provide water at commercial laundry temperatures which means exceptional washing results.

Stores are brightly lighted, attractively decorated; have seating facilities and folding tables. They are equipped with soda, candy and cigarette vending machines. Stores are carefully maintained by twice-a-day porter service. They appeal strongly to those who are living alone; families whose homes have insufficient water heating capacity for laundry work; families who have no household dryer and/or automatic washers, or whose washers are not operating and who find it more convenient to use coin laundry store equipment in attractive surroundings.

H. J. Mitchell, manager of Commercial Laundry Sales, is in charge of the Philco-Bendix Commercial Laundry activity. He has been connected with the Bendix line since its earliest days.



An example of the exterior of a Laundercenter which affords easy parking and convenience to a residential area.



Interior of a busy Laundercenter store. Note the number of male patrons.



HOW GOOD ARE YOUR TELEPHONE MANNERS?

Telephone etiquette is mostly a matter of common sense. It's a pretty safe bet, however, that few of us, if any, have such good telephone manners and habits that no further improvement is possible.

All too frequently, according to the Bell Telephone Company of Pennsylvania, people accept or make their calls without giving much thought to courtesy and correct procedure. They simply assume they are using the telephone service properly and to their best advantage—and let it go at that.

Taking the telephone for granted is certainly understandable. It's easy to reach, easy to use and doesn't cost much. We turn to it for business purposes, social contacts, emergencies and even to idle away time. An important part of everyday life, at the office and at home, is spent using telephones. With few exceptions, consequently, most people believe that frequent use in a variety of circumstances has helped make their telephone technique all that it should be.

This is not necessarily so. There are pitfalls all of us should be on guard against.

Why is it so important that we mind our manners?

The best answer to that question can be summed up in a simple variation of the Golden Rule: "Telephone others as you would like others to telephone you."

When Making A Call

First, be sure of the number that you want to reach. Don't guess! Consult your telephone directory, or keep a list handy of the numbers you call most frequently. If you call a wrong number, you annoy and waste the time of someone who is not the least interested in your affairs.

Before starting to dial, be sure and listen for the steady hum of the dial tone. That's your tele-

phone's way of saying, "Number please." If you dial before the humming begins, you will again be wasting precious time.

When your call is answered, identify yourself immediately, without waiting to be asked. Perhaps like this: "Mr. Morgan, this is Mr. Norman at Philco Corporation." Your call is much more likely to receive prompt and personalized attention if you begin in this thoughtful manner.

Your manner of speech is especially important. It expresses your personality to the listener; creates either a good or bad response to whatever you have to say. The actions, gestures and facial expressions that are so effective in face-to-face conversations make no impression in a telephone conversation. Your voice does.

So, when using the telephone, speak pleasantly and distinctly—and directly into the mouthpiece. If you talk too fast, or clutter up your speech with gum, pipe, cigarette, cigar or pencil, your conversation will be unintelligible and unappreciated. What's more, you'll have to repeat yourself frequently. And, worst of all, you will probably make a poor impression of yourself and your company.

When Answering A Call

Answer your telephone promptly. Delays in answering at home may be necessary, but they are irritating nevertheless. In a business office, delays are inexcusable. They distract those nearby, antagonize the caller and may result in the loss of important messages, good will and sales orders.

If you must be away from your desk, make arrangements for someone to answer the telephone while you are absent. You can offer to do the same for others. If you leave the office, remember to leave word about where you are going;

how you may be reached, if necessary; and when you expect to return.

When answering the telephone, it is courteous and helpful to announce both your name and department. For example: "Mr. Ross, Service Department." Ordinarily the title "Miss" or "Mrs." should be used by a woman when answering. However, it is considered appropriate for a man to use or omit the "Mr." as he thinks best.

Those who frequently receive incoming calls should keep a pad and pencil handy at all times. When taking down messages, try to make the caller feel that you're interested. Be obliging and polite. Acknowledge his remarks and assure him that the message will be delivered.

On out-of-town calls, you will get better and faster service by first telling the operator the city and number you want to call, then when she asks, giving your own number. Above all, hold the line. By holding the line you can give the operator additional information as needed, or you can name an acceptable alternate, if the party you called is not available. This will also help your own switchboard operator to give better services to others, by relieving her of additional work on your call.

Remember, too, that when transferring a call the listener will appreciate knowing why and to whom he is being transferred. Stay with the caller until the call is transferred—and be sure that he is connected with the right person to handle his business.

One last tip. At the close of each telephone conversation hang up your receiver gently. If you bang it down, it's like slamming the door in someone's face. Placed gently and securely in its cradle, your receiver will be ready and waiting for the next incoming call.



Congratulations upon being awarded a plaque for an outstanding contribution to the fall meeting of the Institute of Radio Engineers are received by H. S. Vasilevskis (right) from Palmer M. Craig, Vice-President—Electronic Engineering of the Consumer Products division. Mr. Vasilevskis who is a member of the Philco Television Laboratory, presented his paper on "Analysis and Synthesis of Magnetic Yokes Using Rotating Probes" at the November meeting of IRE held at Syracuse, N. Y. Mr. Vasilevskis received his education in Electrical Engineering at the University of Latvia (Riga). He joined in 1932 the Communication Laboratories at the Latvian State Electro-technical Works and later the German AEG, working there twelve years in different engineering capacities in fields of research and design of radio receivers and industrial electronic equipment. After World War II he was deputy director of the British Zonal Trade School in Germany. In addition, he was a technical editor of a radio magazine and lecturer at different technical schools in Latvia and Germany. He joined Philco in 1951 and is currently engaged in designing television receivers. He holds or has pending a number of patents in the field of color and monochrome television and is a member of the IRE, the professional group on broadcast and television receivers.

PRINTING DEPARTMENT'S CREATIVE SERVICES

(Continued from page 9)

and with ready access to the engineering department for consultations, the models are now prepared for intricate apparatus or equipment and altered as second and third improvements are conceived; all expeditiously, and under the tight and efficient control that is possible because of the in-plant operation.

The binding of the completed technical proposals is done with a G.B.C. electric plastic binder.

PRINTING DEPARTMENT

In-plant reproductions work is also done in the printing department under Joseph Callahan and

Thomas Jones. The offset press section equipment includes three Model 1250 Multiliths, a Model 1327 Multilith that can handle an 11 x 17 sheet and an ATF Chief (17 x 22), that is often used on color work. Five operators are assigned to this section that is responsible for all the internally produced offset work.

Among the varied jobs included are the many thousands of IBM cards for the stockholders proxies, employee time-cards (with safety slogans imprinted), multiple copies of engineering drawings on 8½ x 11 sheets, the instruction sheets to go with consumer products, quarterly stockholders reports, Christmas cards specifically designed for the various Philco divisions and most of the internal forms. These last are authorized by a forms control office and then prepared by the art and photo departments.

This section has a NuArc "Flip-top" Rapid Printer and a Robertson 17 camera, basically used with the Xerox processors to prepare plates with the off-set presses.

ADMINISTRATIVE NOTES

The guiding principles for determining whether the reproductions work is to be done in-plant or purchased may be succinctly summarized. Apart from classified work, in-plant work is generally restricted to jobs that outside printers would usually consider a service to a favorite customer; that is, short-run or work requiring many changes of masters or, in general, jobs that the printers would ordinarily not solicit or regard as profitable; for Philco is not in the printing business, and does not want its reproductions services ever to get large enough to compete with commercial printers. Of course, the emergency needs of the corporation must determine some choices.

These administrative notes should include the fact that strict cost-records are kept. The Printing Department is authorized to charge the other corporation divisions the exact costs of labor, materials and burden. Decisions as to whether to purchase or to have the work done in-plant must consider the cost-accounting break-even point. One constant guide is to avoid buying equipment that might not be fully utilized even if it would seem to be justified by some of the in-plant assignments. Such expansion would be unduly costly if men and equipment were then too often idle.

A tribute must be paid to the personnel of the Graphic Arts Plant. Our turnover is remarkably low. Many of the men have been with their sections for a long time and have added responsibilities and skills, as the sections have grown. The Graphic Arts Services is basically a one-shift operation with overtime as required. The internal cooperation and morale are notably high. Advanced training in the technical schools of Philadelphia is encouraged on a tuition-refund basis, and an enheartening number of the employees avail themselves of this arrangement.



An address from the president—Harry White—is heard at the 1960 Plant 2 Golf Association's Annual Awards dinner held at Gene Bowing Dugout on November 17. From left to right, Harris Wood; Harry White, President; Joe Thomas, Secretary, and Al Curll, Vice President. First place awards went to Harris Wood, match play; Fred Eisenmann, 18 hole medal play; Tex Keprrta, 72 hole medal play; A. Curll and Howard Bonner, team play.

A CHRISTMAS QUOTE

Let no pleasure tempt thee, no profit allure thee, to do anything which thou knowest to be evil; so shalt thou always live jollily; for a good conscience is a continual Christmas.—*Benjamin Franklin.*



Kiyoshi Murafushi (first row) of the Nippon Electric Company is shown with the Philco employees who guided a delegation from the Japanese company on a recent visit through Plant 50 to receive instructions in Philco engineering, manufacturing, operating, maintenance process and procedure, fabrication, inspection sub-assembly and final know-how concerned with the Philco manufacture of AN/TRC-24. The information will implement the manufacture of the AN/TRC-24 equipment for the Japanese Defense Agency. Standing are V. Marrello, Russell Shade, Robert Lukens and William Frear, all of Philco.



William H. Klingensmith has been advanced to account executive on the Schering Corporation account at L. W. Frohlich and Co., Inc. Mr. Klingensmith is the son of Benton Klingensmith, Sr., and a brother of Benton Klingensmith, Jr., both of the model shop at Plant 50. In his new post Mr. Klingensmith will develop and supervise advertising, direct mail, television, and public relations campaigns for the pharmaceutical firm.

Give Yourself A Christmas Present . . .

Why not sign up for the all-expense Philco sponsored trip to Europe this summer? You'll have a lifetime of happy memories if you treat yourself to a trip. Information is for the asking . . . call Plant 10 Ext. 418.

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