



PHILCO
News

NOVEMBER, 1953

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UNITED FUND DRIVE NEARING GOAL AT PHILCO

As this issue of the PHILCO NEWS goes to press, all indications are that the Company's 1954 United Fund campaign will break all records for the amount of contributions and the number of contributors.

All Philco employees in the Philadelphia area were urged to contribute generously to the fund by William Balderston, president of the Corporation, at the opening dinner for solicitors held in Plant 2 Cafeteria. J. N. Hunsberger, Jr., presided and introduced the speaker. "Help Wanted," a motion picture showing the work of the Red Feather agencies in the city, was shown at the dinner.

Committee members for the drive this year are: Larry Halloran, Steve Klanoski, Sam Whalley, Joe Wilkinson and Mat Marr, Plant Protection; Thomas Shay, Howard Weir, Thomas Collington, Plant Cleaning; Frank Humphries, William Doyle, Michael Brozowski, William Buchanan, Maintenance.

Frank Sinnott, Sylvia Bowden, Porter Plant, Tech-Rep; Pat Maher and Mary Fell, Publications; Rudy Schmitt, Wilbert Brooks, Edith Sinnott, John Kramer, Vic Petinga, Fourth Floor Main Offices; Edward Hoffman, Mary Kenny, Richard Playford, James England, Charles Parsons, Andrew Ziel, Abraham Nichols, William Farabella, Metal Division.

Frank Sinnott, Sylvia Bowden, Porter Plant, Tech Traffic; George Campbell, Walter Wagg, Karl Kee,

A GENEROUS CONTRIBUTION for the United Fund from every employee in the Philadelphia area is called for by William Balderston, president of the Corporation, at the opening dinner of the 1954 UF drive in Plant 2 Cafeteria.



Edward Holland, Harry Campbell, Material Control; Robert Parsell, Refrigeration Division Personnel; Thomas Murphy, Main Office, Sixth Floor; Jack Winfield, James Kennedy, Jill Richardson, John Gillen, Al Schimpf, Main Office, Fifth Floor; Elaine Herbert, Product Design; John Bewley, Philco International Corp.; John Wolf, Personnel; Dolores Stepanov, Penny Panebianco and Anne Connolly, Incoming Inspection; Walter Flood, Al Green, William Carr and Charles Clegg, Dept. 43-534; John Dunbar, Ed McGarvey and Jake Ewing, Dept. 43-533; Francis Butash and Carl Shunk, Dept. 43-532; Henry Bear, John Kite, Art Jones, George Sykes, Stanley Zaborowski, Service and Accessories; John Hawkins, Philco Distributors, Inc.; Joe Ashton, Marty Diana, Jack Nettleton, Joe Loviglio, Anthony Mazzone and Joe Moore, Receiving; George Purcell, office of Shipping; Charles Smith and John Nesbitt, Shipping, Factory; Harry Hartman, Industrial Engineering; Ed Morris, Mary Wagner, Pete Samoni, Harry Shulte, Plant 8; Ralph Smith, Madeline Dodulik, E. Miller, C. Davis, Plant 14; Jane Hommel, Betty Scott, Jannet Gieger, Gilda Flamma, Rita Collins, M. J. Rohn, Mary Rush, Theresa Caperos, Bernie Boyle, Len Sheridan, John Brady, Rose DiNatali, Wilma Stoelker, Plant 18.

Joseph Maxwell, Agnes Bennett, George Weber, Joe Rothwein, William Livingston, Mary Dixon, James Daniel, Pat Dixon, Stan Seitz, Helen Sheehy, William Rombach, William Carey, Frank Miller, Dan Little, Thomas Donohue, James Dennison, William Hutchinson, Albin Wasilewski, Walter Faber, Cyril Cosgrove, John Maley, Sigmund Friday, Plant 50.

Joan McCarthy, Plant 16; J. A. Pool, Jane Kling, Victoria Dubin, Gertrude Latzko, Verne Armstrong, Helen Baloga, Helen Boyle, Amelia Knott, Carol Schutsky, Eleanor Davis, Fred Gunn, Patricia Dansher, Peggy Johnson, Plant 2 Radio and Television Engineering; Lucian Nelson, W. M. Gourley, Marie Cusano, Elizabeth Potocnak, Grace Boffa, Janet Taylor, Jeanette Ranieri, Marge Pisacano, Dot Harrison, Mary Walsh, Fred Brinkman, John Schillinger, Guy Pierce, Averil Lehman, George Baker, W. Gallagher, Jr., Plant 28A, G. and I. Engineering; Jack Nolten, Kathleen Gallagher, Betty Carlile, Roland Jacox, Fred Claro, Barbara Rajkowski, Appliance, Plant 2; Rose Gladden, Ann Mohan, Terry Siemietkoska, G. and I.



GUESTS AT THE HEAD TABLE included (left to right): Harry Ely, Mike Garvey, Joseph Gillies, Lewis Cummings, John Waters, Andy Martin, J. N. Hunsberger, Jr., Mr. Balderston and William Wight. Not shown in the picture are William Mattison, William Peltz, Harold W. Butler and Cliff Verville.

Engineering; Carol Kinsinger, Beatrice Belfield, Martha Butler, Marie Ciotti, Eugene Cook, Wilma Drob, Eugene Hahn, Emma Husing, Plant 18, Research; Thomas Leach, Rose Palmisano, Mary Darling and Julie Wye, Research, Plant 2; Mary Rafferty, A. M. Mesropian, Anny B. Ugalde, Joan Thackrah and Jack Walton, Plant 12; Dorothy Unruh, Patent Department.

F. Lucas, M. Phillips, B. Beach, F. Schwartz, E. Patton, J. Keiper, V. Kessler, M. Cadden, M. Zadrozny, T. Pryzby, T. Zachodny, A. Foran, H. Swickla, C. Playford, L. Grealis, R. Brady, A. Armstrong, M. Creighton, M. Schlang, H. McLaughlin, L. Wowack, J. Grassi, M. Spencer, J. LaViolette, M. Cozzen, M. Bower, M. Quinn, J. Vasquez, D. Gavio, J. Kelly, Dept. 43-503 at Plant 10, with John Nowakowski,

(Continued on page 4)



Our First Thanksgiving



Let's have our turkey dinners, football games, family reunions and all that on Thursday, November 26—but let's remember that it is Thanksgiving Day, and observe it as such with at least a brief moment of gratitude to God for our blessings.

It is from our Pilgrim Fathers' grateful prayers in the wilderness a long-ago November that our present Day of Thanksgiving derives. They set an example in word and deed which we well might remember at least once a year. Even before the *Mayflower* landed them at Plymouth, they had written in their Compact: "We whose names are underwritten have undertaken, for the glory of God, to establish in Virginia the first colony for the advancement of the Christian faith."

So glorious our heritage, so short our memories!

HONORS ARE PAID to Irma Rheams (fourth from the far end of ► the middle table), the first retiree from the Philco Research Division, at a luncheon at Sciolla's. Mrs. Rheams is seated next to K. H. Emerson, of the Research Division, who presented the guest of honor with a plaque and gift from the division.

PHILCO CITED BY DREXEL FOR FURTHERING EDUCATION

Philco has received from Drexel Institute of Technology a Citation for Service to Higher Education in recognition of the Corporation's extended and effective partnership with the Institute in its work.

The citation was one of 35 presented to area firms in commemoration of the 35th year of operation of the Institute's program of Co-operative Education, under which Drexel students alternate on-campus study with periods of employment in commerce and industry.

Leslie L. Woods, vice-president-director, Research and Engineering, accepted the award on behalf of Philco at a dinner honoring Dr. Robert C. Disque, dean of Drexel's faculty and dean of the College of Engineering, who retired in September after 34 years of service.

Philco has participated in the program of co-operative education since 1931 and has helped train 482 students during that period. At present, the Company has 24 employees enrolled in Drexel's graduate program. There are 61 employees from Philco enrolled in the Evening College and Diploma School at Drexel.

UNITED FUND DRIVE

(Continued from page 3)

W. Hilton and J. Prendergast, captains; F. Kroll, D. Watson, C. Mallon, Dept. 43-504.

Joe Szydlowski, Margaret Cuper, Sophia Sosnowski, Florence Miller, Catherine Murphy, Agnes Biagona, Elsie Hutchison, Ida Costello, Alberta Halfpenny, Lena Blaschack, Grace Brower, Helen Kaney, Irene McCormick, Frances Mariotti, Marie Churchville, Ted Bender, Joe Paisley, Neil Hess, Lou Cinelli, Dept. 43-506.





OFFICIALS of the Philadelphia Bureau of Fire visit the television assembly line in Plant 3 during their inspection of the Philco plants.

PHILCO JOINS IN SAFETY OBSERVANCE

Fire drills, demonstrations of fire-fighting methods and displays of fire prevention equipment were among the ways National Fire Prevention Week was observed in the Philco plants in the Philadelphia area. During the week, district fire officials visited the various plants and conducted inspections and fire drills.



A FIRE-FIGHTING DEMONSTRATION is staged in the Plant 10 yard for the benefit of interested employees.

EMPLOYEES OF PLANT 3 await the all-clear signal to return to work at a fire drill conducted by the Company in connection with the observance of National Fire Prevention Week.



Among the visitors were George E. Hink, Deputy Fire Commissioner and Chief of the Philadelphia Fire Department; Joseph M. Clarke, assistant chief of the department; Deputy Chiefs #2 Thomas A. Kline and John P. Reihley; Battalion Chief #10 Warren Stackhouse; Battalion Chief #6 John Maynowitz; Captain Clarence Myers, Truck 22; Captain William Dusenberry, Engine 55; Captain William Wixted, Truck 10; Captain Matthew Clowry, Engine 42; Lieutenant Adam Kozakowski, Battalion 6; Lieutenant Robert J. Kenny, Fire Headquarters; Lieutenant Louis R. Mortimer, Truck 22.



A TYPICAL EXHIBIT of fire-fighting equipment used in the Philco plants is examined by a group of high ranking officers of the Philadelphia Bureau of Fire. Exhibits were at six key Philco plants in the Philadelphia area during the observance of National Fire Prevention Week.

PHILCO FOLKS

LEVITTOWN "HOME" TO LARGE

While many residents of the new and thriving community of Levittown have found employment in nearby steel, aircraft and numerous other manufacturing plants springing up along the Upper Delaware Valley, large groups also commute daily to places of employment in Philadelphia.

Streamlined bus and railroad facilities speed these workers to and from their homes each day, while quite a few have formed car pools and take turns driving the nearly 50 miles round trip.

Since the start of Levittown, a growing colony of Philco employees has settled in this new community.

Among the Philco employees now living at Levittown are: George A. Higgins, Peter Yznaga, James Hewitson, Sam Delaney, John Later, John Dayman, Harry Bader, William Barnes, Joe Greenan, Henry Lang, Charles Browning, William Austin, Jack McNabb, James Logue, Charley Whitehead, George Case, Clyde Olsen, Lloyd Freeman, Frank Mance, Dean Kinkle, Charles Britton, Walt Wydro, Edward Gonzales, Al Dott, Richard Wood, William Shoom, James Finlan, Helen Bond Allen, Joseph Green, Robert Wailor, Richard F. Woods, Jr., Charles Moore, Anna Logue, Robert Griffith, John Ebert and Herbert Sands.

Levittown is 22 miles northeast of Philco's Plant 2. It is one of the newest and most perfectly planned communities in the country.

Highly publicized of late in the Nation's leading publications as a miracle of construction enterprise, the sprawling and rapidly growing city stands on what was once some of the state's richest farmlands in historic Bucks County. In fact, less than two years ago, the land upon which this new city is built was under cultivation and yielding a rich harvest of produce.

Aside from its richness as a former crop-producing region, the entire area occupied by Levittown is a treasure trove of early American lore. William Penn

ONE OF PHILCO'S first employees to purchase a Levittown, Pennsylvania, home was Herbert Sands of the Radio Sales Division. The pictures below were taken soon after the Sands took possession of their new home late last year. The first picture shows the Sands' house as it looked following a snowstorm. The second picture is of Mr. Sands in the driveway of his new home with his sons, Jeffrey, now 5 years of age, and Stephen, now one year of age. The third picture shows Mrs. Sands (the former Constance Thomas, who was employed prior to her marriage in the Company's Engineering Drafting Division) on the patio with Stephen.

TIMMY, who went on a sleigh ride, takes a nap while his father, Sam Delaney, of Research Engineering, Plant 2, provides the locomotive power. Typical Levittown homes are shown in the background. In the lower photograph Timmy poses in his new home in Levittown.



IN LEVITTOWN

GROUP OF PHILCO EMPLOYEES

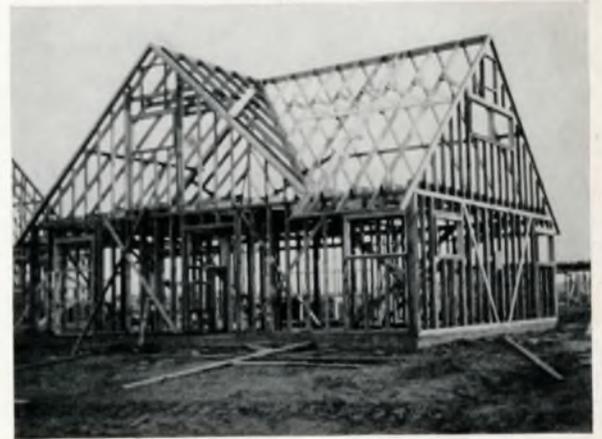
made his American home in nearby Pennsbury on a rise overlooking the swiftly flowing waters of the Upper Delaware River. Here Penn lived for some years, surrounded by the Indians whom he loved and provided for while he governed his extensive land grant of Pennsylvania.

Penn would hardly recognize this area if he were to return to it today. It no longer resembles the "Penn Woods" of his time. In fact, to those who have lived in this quiet section of Pennsylvania only in the past decade, the recent change has been revolutionary and breath taking. For now, Upper Delaware Valley has changed into a thriving symbol of industrial might. Steel plants and factories have sprung up everywhere . . . all signs of American industrial strength, power and determination to maintain the Nation's security.

Levittown, while situated in this great industrial center, is as peaceful a community as any other quiet suburban town. Even within this growing and already thriving community, Levittown residents are far removed from the hustle and bustle of city and factory noises as they tend their green lawns, prune their trees and shrubs and plant their flowers.

Levittown is also a self-contained community which boasts one of the most modern shopping centers. Levittowners seldom need to leave their own community to make a purchase.

The homes in Levittown, too, are so designed, laid out and built that they leave little to be desired by the home owner. They have the most modern and up-to-date conveniences for contemporary living that can be found. Today, with the community only half completed, there are already over 7,500 homes purchased and occupied. By the end of 1954, 16,000 homes will complete the city, and Levittown, Pennsylvania, will have a population of well over 70,000 men, women and children . . . and will thus become the state's tenth largest city.



THE BUILDING OF A HOME is demonstrated by the above photographs taken by Harry Bader of the Factory Engineering Department at Plant 50. The bottom picture shows the Baders celebrating their fourth wedding anniversary and in their new home.



JOHN EBERT, III, the son of Mr. and Mrs. John Ebert, II, in his play pen outside the Levittown home of his parents. The proud father is in the Cost Engineering Department at Philco, while the mother, the former Doris Conley, was a member of the Factory Engineering and Material Control Departments prior to her marriage.





CONGRATULATIONS and a gift are received at a baby shower by Ellis Pentz (center, right) from Charley Bayne on behalf of friends in Dept. 43-503 in Plant 10.



HELEN JOHNSON (holding gift) is honoree at a shower given by members of the Material Control Department on the second floor of Plant 2.

AROUND *Philco*



MR. AND MRS. CARL P. SEGGEAR were married recently at All Saints' Church. The bride and her parents, Mr. and Mrs. William Wentz, work at Plant 10.



FRIENDS OF MARY HOGAN (standing) in Plant 14 entertain at a shower in her honor.

AL SARNESE is the recipient of a birthday cake from friends on the first floor of Plant 2.



A FAREWELL GIFT from friends in Plant 10 is received by Josephine Elliott at a party given in Dept. 43-503.





CATHERINE NEALN holds gifts from girls in the I.F. Section of Dept. 41-502 at Croydon following a shower in her honor.



MANY HAPPY RETURNS of the day are wished Sidney Bugash at a birthday party in the Engineering Department at Plant 18.



WILLIAM COCHRAN and Betty Meuller were recently married at St. Thomas' Church, Croydon. Betty is employed in the Purchasing Department Office, Dept. 41-502, at Croydon.



FIVE TECHREP DIVISION GIRLS were feted at a bridal shower given by co-workers recently at Sciolla's. The guests of honor (wearing corsages) are, left to right: Helen Landsay, Jane Hopkins, Alice Miller, Helen Harris and Ruth Dorland.

PHILCO FRIENDS showered Franny Balogh (head of table) with gifts and good wishes when she left after eight years with the TechRep Division. She has served as a secretary in the Operations Department.



CONGRATULATIONS and good wishes on behalf of members of Dept. 43-503 are extended to Vincent Berry by his supervisor, John Nowakowski (left), at a wedding shower in Plant 10.



WEDDING GIFTS received at a shower in her honor are held by Dolores Casper Devery, of Refrigeration Engineering. Mrs. Devery is the bride of Michael Devery, also of Dept. 21-661.



BLOODMOBILE TO VISIT PHILCO

The semi-annual visit of the Red Cross Bloodmobile will be paid to four different Philco locations during this and next month.

A quota of 1,000 pints of blood has been set for these visits. In order to insure adequate blood for Philco employees and their immediate families, every physically able employee is urged to sign a donor pledge when asked to do so by his departmental blood recruiter.

Dobbins School Gymnasium, 22nd Street and Lehigh Avenue, is the scene of the Bloodmobile visit on November 27. Chairmen of the plants participating in the visit are: Joseph Maxwell, Plant 50; George Baker and John Morrissey, Plant 28A; Frank Sinnott, Plant 28; Harry Fink and Howard Lewis, Plant 23; Albert Torrese, Bernard Boyle, Joseph McCloskey, James Smith, John Brady, Len Sheridan, Plant 18; Patrick Maher, Plant 17; Mary Rafferty, Plant 12.

Croydon will be visited by the Bloodmobile on December 2. Co-chairmen on the blood program at this plant are Fred Marcell and Gwendolyn Adams.

Plant 3 will be headquarters for the Bloodmobile December 7, 8 and 9. Chairmen of the donor committees will be: Frank Henny, Dept. 506; John Kite, James Dolan and George Sykes, Plant 4; Dorothy Smith, Ed Hoffman, James England, Charles Parsons, Richard Playford, Sr., William Farabella and Andrew Zeil, Plant 6; William Liberton, Plant 8; Jacob Ewing, Plant 11; Carol Kinsinger, Plant 19; Robert Felix, Plant 29; Dorothy Unruh, Patent Dept.; William Doyle and Michael Brzozowski, Maintenance Dept.; Ray Boyce, Plant 2, Sixth Floor; Margaret O'Connor, Al Schimpf and Jack Pool, Fifth Floor; Thomas Grispon, Joseph Fumo and Tom Leach, Fourth Floor; Fred Claro and Jack Molten, Third Floor; Jack Spanfelner, Ed McGarvey, Joe Barbieri, Thomas Currie and Walter Flood, Second Floor; Irene Gumper, Telephone Exchange; Ed Sayers, Jr., Machine Shop; Thomas Shay, Plant Cleaning; Lawrence Holleran, Plant Protection; Frank Vogt and Harry Blair, Transportation; Eugene McGonigle, Joe Forkin, Dick Gray, Felix Kramil and Thomas Collins, Shipping and Receiving.

The Bloodmobile moves to the second floor of Plant 10 for December 10 and 11. James Prendergast is chairman of the recruiting committee from Plant 10, and A. A. Steinle from Plant 14. Jack Spanfeldner, Ext. 5461, is in charge of scheduling.



LOLLIPOPS and a birthday cake are presented to Ann Foran at a party in her honor given in Plant 10.



A BIRTHDAY CAKE is cut by Marge Troy for friends in Plant 18.

A HAPPY BIRTHDAY is wished Catherine Moll (with cake) at a party given on the third floor of Plant 3.



POLYGON CLUB SOFTBALL SEASON ENDS

An award luncheon, marking the close of the softball season sponsored by the Polygon Club of the Philco Research and Engineering Department, was held in Plant 2 Cafeteria earlier this month. Plant 2 Research team was champion of the season, with Plant 50 "A" runner-up.

The championship team was composed of Louis Covella, manager and catcher; Burton Fabricand, Robert Petroskey, Joseph Karew, George Messenger, Fred Gunn, Victor Sirvydas, Richard Speck, Carl Schlutzer, Parker Kean, Charles Campbell, Robert Johnson, Boyd Schellhase, Joseph Tuojek and Samuel Kashtan.

Art Abrams, of Plant 12, was batting champ of the season. The nine other top batting averages were made by Wagman, Kramer, Fishfield, Stein, Ling, Heusser, Fabricand, Krynock and Rubin.

WHAT'S YOUR ADDRESS?

The Personnel Department should have your correct address.

If you make a change in residence, you should immediately go to the Personnel Department and fill out a change of address form. Only a little of your time will be taken up with this procedure, but it will save a great deal of time for others who may find it necessary to get in touch with you. In the long run, you will benefit by keeping your records up to the minute.

PHILCO WAS REPRESENTED at a meeting of the American Society of Refrigeration Engineers by the following (seated, left to right): J. Salomon, C. Rodden, J. Antico, H. Smith, R. Mason, S. Black; (standing, same order): W. Mullin, M. Goff, L. Jurskis, J. Wiley, H. Sellick, L. Staebler, W. Napier, J. Lorang and W. Macey. ▼



THE L. J. WOODS TROPHY is presented to Louis Covella, manager and catcher of the Plant 2 Research Softball team, champion for the season in the Polygon Club League, by Leslie J. Woods, vice-president-director, Research and Engineering. The trophy will become the permanent property of the first team to win it for three consecutive years.



▲ TOP BATTING AVERAGE for the softball season in the Polygon Club League wins the club trophy for Art Abrams, of Plant 12, here awarded by Gerry Fadden at a luncheon in Plant 2 Cafeteria, marking the close of the season. His average was .724.

MEMBERS of the Softball League of the Polygon Club at an awards luncheon in Plant 2 Cafeteria marking the end of the season. ▼



PHILCO AND PROGRESS

The story of Philco, from its origin sixty years ago to the present, was told by William Balderston, president of the Corporation, at a dinner for solicitors for the United Fund. Mr. Balderston's account of Philco's progress follows:

In 1892, a group of five men, attracted by prospects of the industrial age, formed the Helios Electric Company of Philadelphia. They incorporated, under the laws of Pennsylvania, a small company devoted to "manufacturing, contracting, furnishing all articles, materials, apparatus, machinery, equipment devices and appliances related to the use of electricity, steam, water, heat, power . . . or for any useful purpose." The going was hard at the start but the little company weathered a depression in 1896 and entered the Twentieth Century a growing concern.

In 1906, the Helios Electric Company became the Philadelphia Storage Battery Company, manufacturing all types of batteries for automobiles, mine locomotives, trucks and elevators.

With the advent of radio, the Company began to manufacture storage batteries for radios and made many contributions to the development of radio reception.

Then, in 1928, it entered the radio manufacturing field with the "Philco Radio," which, in two short years, took over leadership in the industry—a position that has never been relinquished.

In 1938, the Company initiated a long-range program of diversification and expansion into other lines to broaden the base of its activities. A major reason for this expansion was the seasonal curve in radio receiver sales, which led to a desire for other lines of merchandise to give distributors and dealers a greater volume of business throughout the year.

To this end, the Company entered the room air-conditioner business in 1938 and has led the industry in sales of this appliance every year since that date. In 1939, the Company began the manufacture and sale of refrigerators.

Philco Corporation resulted from a consolidation in January, 1940, of the Philadelphia Storage Battery Company, which produced Philco products, and Philco Radio and Television Corporation, which sold them.

When World War II broke out, Philco turned its research, engineering and production facilities to the manufacture of military

equipment, making substantial contributions to the development of radar, identification equipment, proximity fuses, and other complex electronic equipment.

At the end of hostilities, Philco renewed its expansion and diversification program. The manufacture and sale of home freezers was undertaken in 1946; the following year saw the introduction of television, and, in 1949, Philco added electric ranges to its expanding line of appliances.

In addition, Philco developed and produced microwave communications systems—a field in which the Company pioneered—and undertook for the Government a variety of research, development and manufacturing contracts for the defense program.

The Helios Electric Company is a far cry from the Philco Corporation of 1953, and its successors. But the same dynamic force that drove little Helios into radio and industrial leadership continues to spark Philco as it expands and diversifies.

In homes throughout America, over 35,000,000 Philco products now in use are the yardstick by which to measure Philco Corporation's past achievements and trace its growth.

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