



PHILCO  
*News*

SEPTEMBER 1954

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

## UNITED FUND DRIVE SET FOR OCTOBER

The annual Philco United Fund campaign will open next month.

Plans for Company participation in the campaign are being made and committees formed as this issue of the PHILCO NEWS goes to press. If you are asked to serve as a solicitor, please accept and do your share

in this one big drive in industry to support the health and welfare agencies of the city for 1955.

Payroll deductions for those who choose this easy method of contributing will start in January.

To help start your thinking as to why you should contribute to the United Fund, the PHILCO NEWS is this year offering prizes for the best letters on the subject. Contest rules are printed on this page.

The city-wide goal for 1955 is set at \$8,500,000, a necessary increase of \$334,000 over last year in order to meet greater demands created by higher prices, population growth and increased participation in the fund.

Greater needs caused by higher prices, more persons needing aid, and more agencies affiliating has given rise to a need for extra money. The key to success this year is "Plus Two Dollars." Everyone is being asked to add \$2 more this year than he gave last year.

United Fund is one drive. It combines eight different appeals, therefore a contributor's gift should equal the sum of what he would give to each individual appeal. United Fund is the means by which contributors can help 250 separate health and welfare agencies that aid more than a million persons in our area annually—agencies whose help the giver himself may need one day.



### UNITED FUND CONTEST RULES

All employees of Philco are eligible to compete for one of the prizes the Corporation is offering for the best letters on "Why I Should Contribute More Generously Than Ever Before to the United Fund This Year."

Top prize is \$50. The second prize is \$25, and there are five third prizes of \$5 each.

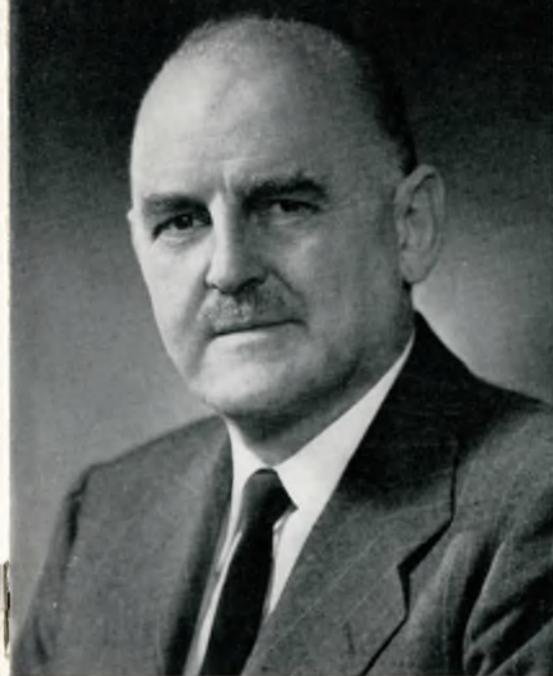
All you do to enter the competition is to tell us in 25 to 50 words why you believe in the United Fund and why more funds are needed for the health and welfare agencies of the city in 1955.

Only one entry may be submitted by each employee.

Entries must reach the PHILCO News office, first floor, Plant 2 (or Ext. 418) not later than 5 p.m. Friday, October 29.

Your name, department and clock number, and telephone extension must be on your letter.

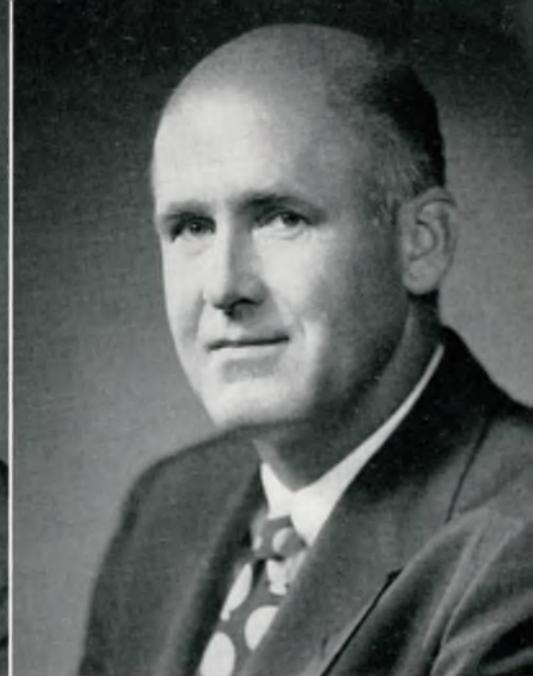
Entries may be handwritten, typewritten or printed.



WM. BALDERSTON, chairman of the board, Philco  
"... a twenty-four-year man. . . ."



JAMES H. CARMINE, president, Philco  
"... a thirty-one-year man. . . ."



JOHN M. OTTER, executive vice-president, Philco  
"... a twenty-eight-year man. . . ."

## WILLIAM BALDERSTON, NEW CHAIRMAN OF PHILCO BOARD OF DIRECTORS; JAMES H. CARMINE, PRESIDENT OF CORPORATION, AND JOHN M. OTTER, EXECUTIVE VICE-PRESIDENT

At the organization meeting of the Board of Directors of Philco Corporation, James T. Buckley declined reelection as chairman after 42 years of active service with the Company. William Balderston, president of the Company for the past six years, was elected chairman of the board to succeed Mr. Buckley, and James H. Carmine, executive vice-president for the past five years, was elected president of Philco Corporation. John M. Otter was named to succeed Mr. Carmine as executive vice-president.

As chairman of the board, Mr. Balderston will also become chairman of the Policy Committee and will devote himself to the broad areas of finance, manufacturing, research and engineering, and legal and license activities.

Educated at the University of Wisconsin and with an extensive sales and manufacturing experience to his credit before he was 30, Mr. Balderston joined Philco in 1930 to organize the Car Manufacturers' Division to handle sales of automobile radios to the motor car industry.

During the war, Mr. Balderston made his headquarters in Washington as liaison between the Army and Navy and Philco Corporation. After serving as vice-president in charge of Operations from 1944 to 1946 and then as executive vice-president, he was elected president of the Corporation in June, 1948, and has administered the business during its greatest period so far of growth and expansion.

James H. Carmine, the new president and chief executive officer of the Corporation, who is 52, joined

Philco in 1923 and last year celebrated his 30th anniversary with the Company. He is a nationally known figure in the television and appliance industries and has played a leading part in the growth and expansion of Philco over the years.

His first assignment with the Company took him to Pittsburgh as district sales representative and later he served in various sales and executive capacities in the field. He was transferred to Philco headquarters in Philadelphia to become assistant general sales manager in 1939. Two years later he was appointed general sales manager and in March, 1942, he was named vice-president in charge of Merchandising and elected to the Board of Directors.

In January, 1948, he became vice-president—Distribution, and in this capacity was responsible for the development of all product lines, as well as the sales, merchandising and advertising activities of the Corporation. His duties and responsibilities were further broadened when he was elected executive vice-president in July, 1949, the position he has held until his election as president. Over the years, Mr. Carmine has played a leading part in the development of the strong nation-wide Philco distribution organization of wholesale distributors and more than 25,000 Philco retail dealers.

Since January, Mr. Otter has served as vice-president in charge of Consumer Products Division. He was elected to the Board of Directors in 1950.

Mr. Otter is well known throughout the electronics

(Continued on page 4)



▲ THE TENTH CHILD in the Meehan family (baby Manon, held by the proud father) is welcomed by her six sisters and three brothers when Mrs. Meehan and the infant are released from St. Mary's Hospital. Gail is in the arms of her oldest sister, Miriam. Meehan is a member of Dept. 10-539.

"LIKE FATHER—LIKE SON" holds good for the Slawek family. Twenty-three years ago, J. E. Slawek came to Philco Corporation on his first co-operative assignment while an undergraduate at Drexel Institute of Technology. He stayed on as a Philco employee and is now a foreman of test equipment in Philco's Plant 50. This summer another J. E. Slawek—Junior, this time—started at Philco on his first co-operative work. He is a technician in Plant 2. Father and son (below) examine laboratory test equipment. ▼



## RECORD NUMBER OF DEPENDENTS

Philco's income tax computing machine is not set up to cope with a family as large as that of Joe Meehan. The machine is set for only nine dependents, and Joe has ten children. Needless to say, Joe, who works at Plant 50, gets a tax refund every year.

Miriam and Joseph are the oldest of the children. The other children are Gail, Dennis, Bryan, Sheila, Karen, Susan, Jane and Manon.

## NEW OFFICERS ELECTED

(Continued from page 3)

and appliance industries for his success in the fields of sales and distribution. He has played an important rôle in the post-war expansion of Philco Corporation and in the development of the nation-wide Philco distribution system.

Mr. Otter joined Philco in 1926 as district sales representative in northeastern Pennsylvania. In 1947, he was made general sales manager of the Corporation and the next year he was elected a vice-president. He became vice-president and general manager of the Appliance Division in 1952, a position he held until taking over his duties as vice-president in charge of all consumer product divisions at the first of this year.

## PENNSYLVANIA WEEK STARTS OCT. 10

All citizens of the state have been urged to observe Pennsylvania Week, which starts October 10. This is the ninth observance of the week which has as its purpose the better understanding of the past, appreciation of the present and the moving forward to a still greater and more prosperous future.

"Pennsylvania is truly a great industrial state," the proclamation of the governor states. "It ranks first in sixty-one important products, including iron, steel, coke, and cement, and with mines, quarries and manufacturing . . . Pennsylvania is one of the top states in the production of agricultural crops, fruits, vegetables, livestock and livestock products."

NEW OFFICERS of the Philco Supervisors' Club are announced by Frank Young (at microphone), chairman of the election committee, at the annual dinner dance at the Casa Conti. Officers are (l. to r.): Thomas Currie, secretary; Richard Gurlitz, treasurer; Ozzie Fisher, sergeant-at-arms; Tony Farinella, vice-president; and Clayton Ziegler, president. ▼





TAYLOR WOOLEY is presented with a farewell gift upon his retirement by Gertrude Duffy on behalf of friends in Plant 6. Taylor has been with the Company for the past twenty-two years.

MANY YEARS OF LEISURE are wished Larry Splain (right) at a farewell party in his honor given in Plant 6. Al Reuss, plant superintendent of the Metal Division, presents Larry with a parting gift on behalf of fellow-workers.



## FREE HOME NURSING CLASSES OFFERED

A series of free Red Cross home nursing classes will be offered throughout the metropolitan Philadelphia area starting the week of September 27.

William Irwin, nursing chairman of the Southeastern Pennsylvania Chapter, said that classes will be held at 33 city and suburban locations. Day and evening classes will be offered.

Central-city classes will be conducted at Red Cross headquarters, 253 N. Broad Street; The Junto, 12th and Walnut Streets; and Gimbel's Clubwomen's Center, 8th and Market Streets.

The 24-hour course, with two-hour classes over a 12-week period, is taught by professional nurses. Pupils get an opportunity to learn by doing in the small, informal classes, Irwin said.

The course includes care of the sick, aged, ill and infirm, and mother and baby care. It also includes supplementary training for national defense as recommended by U. S. Government agencies.



FIRST-PRIZE WINNING PAINTING (left) in the national contest conducted by the American Hobby League is held by the artist, Sam Rabin, beside a painting he has just completed.

## PAINTING PROVES INTERESTING HOBBY

Sam Rabin has an unusual hobby—painting on eggshells!

Sam, a recent winner of first prize in the national contest given by the American Hobby League, literally paints on shells. By carefully affixing shells on a canvas, he gradually forms a workable surface which is now ready for the application of oil paint and the painting of landscapes and figures.

Sam, a group leader in Test Maintenance of Dept. 41-531 at Croydon, received his art training at the Pennsylvania Museum School of Industrial Art. His paintings have been exhibited at the Commercial Museum in Philadelphia and he has had soap sculpture exhibited in the Corcoran Galleries.

Eggshell painting has been discussed by Sam on the radio and he has written several articles on the subject for hobby magazines. Painting isn't his only hobby . . . he also studies anthropology and paleontology.

THE SLATER SYSTEM food service at the Philco cafeterias is the subject of an article published in the *Greater Philadelphia Magazine* for September. Philco employees are featured on the cover and in the illustrations accompanying the article. In the photograph below, used by the magazine, are (left to right): Alan Whelihan, Therese Mullin, Agnes McKay, Adolph Rapp and Betty Rouse. Marie Schneider, not in the photograph, is another Philco employee playing an important rôle in the picture story. ▼





TELEVISION DEVELOPMENT in the short span of six years is contrasted at left in two Philco receivers, markedly different in both cabinet styling and picture screen size. The television set on the right was manufactured in 1948 and had only a seven-inch picture screen of approximately 35 square inches of viewing area. On the left is Philco's latest custom-styled television console with a huge 24-inch picture tube offering the viewer 335 square inches of viewing. Because of tremendous strides made in Philco's research laboratories, resulting in bigger and better models for the consumer, Philco's new 1955 24-inch receiver gives nearly ten times more picture screen area as compared to its earlier model. Nan Culley, Television Production Design Department, demonstrates the models in the photograph.

## PHILCO ANNOUNCES NEW PRODUCTS FOR 1955 —PHONOGRAPH ADDED TO LIST

The 1955 Philco line of products just announced consists of 32 new television receiver models, 14 radios and clock-radio combinations, five new appliances—two freezers, two refrigerators and an electric range—and the Company's first exclusive phonograph line. Widespread public acceptance has greeted the new line.

The 1955 Philco television receivers feature an entirely new system for easy tuning, engineering improvements for better reception in all areas and streamlined cabinet designs.

Anticipating increased popularity for giant screen 24-inch table and console models, with 335 square inches of picture, Philco introduced seven models with the large picture tube. Prices for the 24-inch models are the same as for this year's models with the 21-inch tube.

The new Philco line includes 21 and 24-inch table models, consoles and radio-phonograph-TV combinations.

Philco has incorporated in its 1955 models an entirely new all-channel tuning system, including a single dial for all VHF and UHF channels presently allocated by the Federal Communications Commission.

All controls for the new Philco TV sets are in the front of the set for easy handling, but at the same time are concealed for improved appearance. In a radical new design, all auxiliary controls are mounted horizontally and fit almost flush with the cabinet face. They are operated by a sliding motion of the finger tip. The on-off and volume control and the station selector are of the rotating type.

UHF channel numbers are projected on an illuminated tuning screen when the UHF channel selector is in operation.

### RADIOS AND CLOCK-RADIOS

The new line of radios and clock-radios is completely restyled and "printed wiring" circuits are being employed. The Philco line also includes two new portables in addition to six models, announced earlier this summer, some of which have the built-in flashlight accessory, the latest innovation in portable radios.

According to William H. Chaffee, vice-president of Philco Radio, "Philco's system of print wiring a radio chassis eliminates the maze of wire common to conventional radio chassis. Philco's exclusive 'printed wiring' process makes for improved reception and greater stability. The process minimizes the possibility of human error in the assembly of radio circuitry.

"In the presence of heat and humidity, radios having 'printed wiring' circuits show outstanding performance," he added. "All new Philco radios and clock-radio chassis will have the new 'printed wiring' system."

The 1955 line is characterized by both contemporary and classical cabinet design, set off in a variety of color stylings. All new models will include a tube-saver resistor to protect the radio tube against the power surge which occurs every time a set is turned on.

"Coupled with 'printed wiring' and tube-saver resistor, Philco's new models offer the consumer the most advanced radio sets on the market today," said Mr. Chaffee.

### APPLIANCE MODELS ADDED

The new appliance models added to Philco's full line of major appliances represent a new approach to de luxe type equipment at lower retail prices.

New freezers include a 14-cubic-foot upright freezer and an 8.4-cubic-foot chest freezer.

The refrigerators are a 10.6-cubic-foot, fully automatic model, and a 9.5-cubic-foot de luxe styled refrigerator.

The electric range added to the line is a de luxe color styled model with 23-inch-wide oven.

### NEW PHILCO PHONOGRAPHS

Philco enters the phonograph market for the first time with a new line of standard and high-fidelity models.

Philco has manufactured radio-phonograph combinations since 1931 and has long been one of the largest manufacturers of record changers. The new line of 12 phonograph models, however, culminates many years of research in the Philco laboratories on revolutionary advances in sound reproduction.

The Philco line of phonographs comprises seven portables, one high-fidelity model, and four hi-fi consoles.

Philco engineers have developed the first "electrostatic" speaker capable of being produced by mass production techniques. Frequencies up to 20,000 cycles are reproduced with practically zero distortion.

Marking a radical departure from conventional phonograph speakers, Philco's new "electrostatic" speaker employs 16 vertical speakers arranged to form a half cylinder. In this unique shape, sound is diffused over a 180-degree pattern from the series of vertical column speakers.

Unlike conventional speakers, where the driving force is confined to a small circle near the center of the diaphragm, Philco's "electrostatic" speaker system applies this force to the entire area of each of its 16 radiating columns. It is this fundamental difference that accounts for Philco's revolutionary new achievement in high fidelity.

**THE UPRIGHT CLOCK-RADIO, the Philco 720, is available in ivory, spruce green or mahogany. It has a buzzer alarm which turns on the radio automatically. The 720 has the Philco tube-saver resistor.** ▼



**THE PHILCO 1347 high-fidelity table phonograph with a dual speaker, featuring Philco's new "electrostatic" speaker that radiates the highest frequencies of sound to every corner of the room.**

The "electrostatic" speaker, which operates in conjunction with Philco's balanced dynamic speakers, appears as a vertical golden column on the front of the phonograph cabinet. It will be featured on all new high-fidelity models in the Philco line, including the Phonorama, having the famous "acoustic lens" sound system. The Phonorama also has an AM/FM radio.

Three portable models will also have automatic three-speed record changers. One model is equipped with folding legs for flexible operation as a table model phonograph or chair-side phonograph console. All portables will be styled in leatherette cabinets of ginger, sun tan, two-tone green, gray and black stag.

### NEW CANCER DETECTION CENTER TO OPEN IN NORTHEAST SECTION

Plans for the opening of a second Cancer Detection Center in the Greater Northeast have been announced by the American Cancer Society. One has been in operation at Frankford Hospital for the past six years. The new one will be located in the Health Center at Frankford and Allegheny Avenues.

The new Center will be operated, beginning in October, in co-operation with the city's Department of Public Health. It will function for one year as a demonstration of free adult health service for industrial workers and their families in the Kensington-Richmond-Frankford area.

The general aging of population and the shift in health problems toward "chronic" diseases are causing increasing concern among health officials everywhere. The demonstration will serve to help determine the rôle of community health centers, if any, in combating the growing problems of disability and premature loss of productivity among adults.

Detection Centers have been supported by the American Cancer Society in six local hospitals over the past five years as one of the activities financed through the annual Cancer Crusade. Complete health examinations, including laboratory tests, chest X-rays, stomach X-rays and other special tests, are provided for apparently healthy persons on a periodic basis.



## GENERAL VIEWS OF GUESTS AT ORGANIZATIONAL DINNER

### NEW LINE OF PRODUCTS SHOWN

Displays of the new television, radio, phonograph, refrigerator and freezer models introduced at the summer distributor and sales convention held in New York were inspected at a Philco organizational meeting in Plant 2 on August 12. Following a buffet dinner, H. W. Butler, vice-president—Industrial Relations, introduced the newly elected president of Philco, James H. Carmine, and the newly elected executive vice-president, John M. Otter.

R. A. Rich, vice-president and manager of the Appliance Division, spoke and demonstrated the new refrigerators and freezer models in the showrooms on the third floor of Plant 2, while Armine Allen, product manager of the Television Division, and Dan H. Jensen, product manager of the Radio Division, described the new lines of products under their jurisdiction in the Television-Radio Display Room on the second floor.



BERMUDA WALKING SHORTS are worn by Fred H. Hines (left) and Lin V. Sims while vacationing in New York.



◀ THE LOCAL COLOR of Tijuana is enjoyed by Mary Connors, Dept. 43-544, while vacationing this summer. Mary flew to and from California.

ANN SENECA, Dept. 41-502, and groom, Joseph Favoroso. ▼



ANN STUMPP, Accounts Payable, now Mrs. Horace Root, and groom. ▼



JEANNE HUTTER, Page Room, Plant 10, and her husband, Cpl. John E. McLaughlin. ▼





▲ ANN ORSINO (with gift) is surrounded by friends at a shower in her honor, given on the third floor of Plant 3.



▲ BIRTHDAYS are shared by Ethel Spencer and her supervisor, Tami Pannarella, at a party in Dept. 43-506.



DANETTA BERARDIS (left) presents Ann Seneca with a wedding gift on behalf of the girls in the Television Assembly Section, Dept. 41-502, at Croydon.



◀ BIRTHDAY greetings were extended Betty Brennan at a party in her honor given in Dept. 43-503.

BEST WISHES are extended Doris Sands at a shower in her honor given in Plant 14.

THERE WERE plenty of smiles at the shower for Helen Oskowiak, given on Belt 4 at Plant 10.





A TIME-**SAVING** suggestion wins Leroy Adams (right) a Philco check, here presented by his supervisor, John DeLarso.



CAMERON BARR, Dept. 506 (left), received a Philco check from his supervisor, Frank Nova, for a time-saving suggestion.

JACQUELIN BOWER, the granddaughter of Isabella Maneely, Dept. 506. She is the daughter of Margaret Bower, formerly of Dept. 87. She is a pupil at Mastbaum. ▼



## PHILCO INTRODUCES FIRST COMPLETE LINE OF TV ANTENNA

The Accessory Division of Philco Corporation has announced introduction of the first complete line of television antenna designed to meet a wide range of VHF and UHF applications.

There are 28 models in the Philco antenna line.

"The new antenna line has been designed to cope with the varying frequency requirements of a nationwide television system," according to J. C. Courtney, sales manager, Philco Accessory Division. "Dealers and servicemen in any section of the country may now specify the required antenna for maximum picture quality at any location."

The Philco antennas include all-channel UHF-VHF trombones. The yagis include VHF low bands, VHF high bands, VHF broad bands and the Philco Golden yagi antennas.

In addition, the line offers bow ties, bow ties with reflector, and the well-known Philco paralector for UHF reception. A two-bay conical designed for maximum gain on VHF channels is also part of the antenna line.

The varying models have been extensively field tested in difficult reception areas to determine acceptability before full-scale production, Courtney said. Heavy emphasis has been placed on improvement of electrical and mechanical design to provide substantial increases in gain and directivity. Most models feature all-aluminum construction and are factory assembled to provide long life and ease of installation, he added.



MARLENE KARMEI, daughter of Ellis Karmel, Research, recently announced her engagement to Seymour Goff.



FATHER MICHAEL ALBERT LANNI, ordained at SS. Peter and Paul Cathedral recently by the Most Reverend John F. O'Hara, C.S.C., D.D., and Archbishop of Philadelphia, has two brothers working at Philco, Joseph Lanni, in Plant 18, and Anthony Lanni, Plant 3. The newly ordained priest celebrated his first Mass at Our Lady of Angel's Church. He prepared for the priesthood at St. Charles Seminary.

## MORE THAN 10,000,000 SUFFERERS OF ARTHRITIS AND RHEUMATISM

There are more than 10,104,000 persons in the United States over the age of 14 who are suffering with arthritis or with some form of rheumatism.

Of these, 3,650,000 are either completely or partially disabled. And another 5,000,000 are employed despite constant or recurring pain.

These figures do not include untold thousands of children who are suffering from juvenile rheumatoid arthritis and with rheumatic heart disease. Nor do the figures include the untold thousands of housewives who have been incapacitated by the painful and the deforming disease.

Despite a popular misconception, arthritis is not a disease of old age.

In adults, rheumatoid arthritis most commonly attacks persons between the ages of 20 and 50. A person is just as likely to come down with it at 20 as he is at 50.

The Arthritis and Rheumatism Foundation realizes the problem is not a simple one confined to one group of citizens. Therefore, it not only sponsors a program of medical care but also one of rehabilitation of the chronically ill.



**APPROVAL IS EXPRESSED** by Pat Amaroso when she opens gifts received from girls on Belt 2 in Plant 3 at a shower in her honor.



**GIFTS ARE UNWRAPPED** by Dot Strange at an engagement shower given by friends in the Tabulating Department at Plant 23.



**ELAINE WALTERS** (right) presents Margaret Sciarra (left) with a gift on behalf of the girls of the office forces at Croydon.



**HELEN PETROPOLO** examines a gift presented to her at a shower in her honor given by friends in Dept. 43-506.

**MARION BROWN**, Dept. 512, is honored at a shower given by friends in Plant 18.



**SOMETHING TO REMEMBER** friends in Plant 3 by is presented to Stella Brophy at a party marking her transfer to Croydon.





PVT. KENDALL HOFMOCKEL is now taking basic training at Camp Gordon, Ga. Before going into service, he was in the Electrical Engineering Department at Plant 50. His wife, Marie Hofmackel, is in the Patent Department at Plant 2.



A/3C F. A. FALKENSTEIN, JR., the son of Eleanor Falkenstein of Plant 18, has been transferred from Sampson Air Force Base to Amarillo Air Force Base, the Nation's only training center devoted exclusively to the training of jet fighter and bomber mechanics.



A/SC BRUCE R. ALLEN, the son of Mildred Allen of Dept. 14-512, has been transferred to Amarillo, Air Force Command's "Model" Base. He was formerly at Sampson Air Force Base. He is a student jet fighter mechanic.

### TRIBUTE TO SOUSA BY PHILCO BAND

Members of the Philco Band, under the direction of Herbert N. Johnston, gave a concert September 1 at Pastorius Park under the auspices of the Chestnut Hill and Mt. Airy Businessmen's Association. Colonel Howard C. Bronson served as guest conductor.

Selections were played by Goldman, Berlioz, Friedemann, Lehar, Calliet, Sullivan and Sousa. Following intermission, Conductor Johnston played a cornet solo while Colonel Bronson conducted the band. The latter part of the program was in the form of a tribute to Sousa, the centennial of whose birth is being celebrated this year.

Much hay fever has been blamed on the beautiful goldenrod—but it isn't so. Leading allergists—the men who specialize in the study and treatment of allergies such as hay fever—are the first to acquit goldenrod as a cause of hay fever. These men believe that it is ragweed pollen deposited on goldenrod by the wind that causes the hay fever symptoms, not the goldenrod itself.

1ST LT. WILLIAM H. KLINGENSMITH, son of Ben Klingensmith, of Plant 50 Model Shop, has completed his tour in the Air Force. He will enter New York University School of Medicine to resume his medical studies this fall.



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