

# PHILCO NEWS

PEACE ON EARTH THROUGH NEW CAPABILITIES FOR WORLD-WIDE COMMUNICATIONS

DECEMBER 1960







James M. Skinner, Jr., Philco president, describes the Company's role in the design and construction of the Courier satellite, now orbiting the earth, during a sound-film interview with WCAU-TV newswoman Anne Selby. Film clips of the interview were telecast during John Facenda's 7 p. m. and 11 p. m. news shows, as well as Channel 10's 7 a. m. news report in October.

## **First Space Photo Relayed By Courier Satellite**

The successful orbiting and operation of the Courier satellite was high-lighted in October by the first facsimile transmission of photographs. The Courier was used to transmit messages between Deal, N. J. and Puerto Rico.

This success of the Philco designed and built communications satellite is evidence of the outstanding engineering and production capabilities of Philco's G & I group.

The electronic relay of photographs, from the time they are inserted into a facsimile machine (which scans photographs and transmits them as electrical pictures) at the ground station, to the time a Polaroid type print is taken from the companion machine on the return, takes five minutes.

Army Signal engineers at the U. S. Army Signal Research and Development Laboratory, Fort Monmouth, developers of both the Courier and the facsimile system, said the process does not involve a passive relay, that is, "bouncing" the photograph off the surface of the bird. The space-photo is actively relayed through the electronic equipment in the satellite in a manner similar to radio-photos on the ground, except that it travels hundreds of miles through space to the satellite and back.

The photographs are sent out from the Army ground station, received by Courier, and then re-transmitted back to the ground station, all during one pass while the satellite is in working range.

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**COURIER SPACE-PHOTO RELAY**—This "Space-Photo" of four of the men directly responsible for the success of the Army Courier communications satellite, at the ground control console, was sent from the U. S. Army Signal Research and Development Laboratory's Fort Monmouth ground station to the satellite, received and retransmitted back to Fort Monmouth through a combination of the satellite's regular communications equipment and the laboratory-developed facsimile equipment. Electronic exchange of facsimile matter—photographs, printed matter, letters, maps or charts—is yet another facility of the Army's Courier satellite, already famous for exchanging some 6,000,000 words a day with its ground stations. In the picture above, standing, George F. Senn, USASRDL Courier project director; Pierce W. Siglin, project manager; seated, Samuel Findler, ground station manager, and Walter P. Teetsel, in charge of all ground sites.

### COURIER PROGRAM PRESENTED TO PHILCO DIRECTORS

A feature of the October meeting of Philco's Board of Directors was the presentation of the Courier program. The members saw a six minute sound movie which showed the various tests the electronic payload and ground station underwent, prior to the launching of the Courier. The Board also saw a color movie of operations at Cape Canaveral which terminated in the firing of the rocket which placed Courier in orbit. Those who participated in the program were Henry F. Argento, vice president and general manager, G & I; Sol Zechter; and Gerry Moore, project manager for Courier.

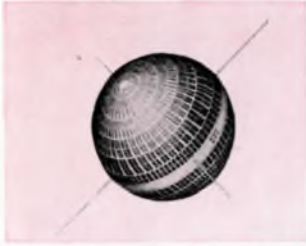
Of interest to Philco was the dramatic display of a full scale plastic model of Courier in the Grand Concourse of the Pentagon in Washington. The display includes two monitors, one of which gives a teletype description of the Courier and lists Philco as a prime contractor. The other monitor shows messages that have been transmitted from Courier.

**OUR COVER THIS MONTH**—Artist Jack Boyle, of the Philco Art-Photo Department, sees the "Courier" satellite presenting new opportunities for greater understanding among mankind, thus giving us a new impetus toward global peace.

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



## New Hope for Peace



*"... It is the firm and often restated policy of our government to strengthen the position of the United Nations and to make it as effective an instrument for world peace and order as we can.*

*"Certainly there can be no question but that the extent of the interactions between nations and peoples of the world is growing. The maintenance of goodwill and friendship and the easing of the tensions due to these interactions between the peoples of the several nations has become an increasingly vital problem."*

James M. Skinner, Jr.  
President, Philco Corporation  
November 3, 1960

These words, spoken by Philco's president in a speech at Palo Alto, California, are in themselves a simple Christmas message which the world's people would do well to note.

In that address, Mr. Skinner called for the adoption of a system of international space communications to be operated and controlled by the United Nations. Purpose of the system: to streamline worldwide communications and thus achieve greater understanding of the human problems which face us in these years of crisis.

Certainly, effective communications is the prime requisite for the expression of Man's most cherished hope—Peace on Earth. Good Will Toward Men.

## **Philco 2000 Delivered to Data Processing Center**

An all new Philco 2000 electronic data processing system has been delivered to Plant 2. This system is the most modern and advanced available to the market today. In line with this modern design, the computer has been installed in specially air conditioned quarters in the Data Processing Center.

Among the high-lights of the Philco 2000 are a ten micro-second access memory within the computer; a card reader that reads 2000 cards per minute, and a high-speed printer which prints 900 lines per minute. With these modern advances appropriate departments will be provided with faster and more efficient service.

The Philco 2000 system is being installed for Philco's overall business purposes. It will eventually service many of the divisions, plants and offices of the Corporation. Presently being programmed for conversion from existing equipment to the 2000 are the sales-order-billing system for major products of the Consumer Products Division; the inventory control system for major products of the Consumer Products Division; the material control system for the Television plant, and the order-warehousing-billing system for the Accessory Division. Ted Koukos, manager of Data Processing Services, is in charge of the Computer and Tabulating Departments.

The Philco 2000 was built in our new computer plant at Willow Grove.

Punched cards are loaded in the card reader by Alice Leisner. This operation transfers data on punch cards at the rate of 2,000 cards a minute to magnetic tape for computer processing. Onlookers are Mrs. Kemmerer, Messrs. Sines, Bonsall, Maguire, and Sophie Wyjatka.



A test program is prepared at the computer operator's console of the new Philco electronic data processing system recently delivered to the Data Processing Center in Plant 2 by Don Bonsall (right), operations supervisor, and Graham Cairns, operator. In the background James Maguire, manager of the Data Processing Center, changes a tape reel on the magnetic tape transport assisted by Myrtle Kemmerer.







A warm welcome to Philco was accorded Nancy Anne Fleming, Miss America of 1961, throughout her visit to the Company's Plants. Plant at Willow Grove and to Plants 2 and 10. Miss Fleming was consistently greeted with spontaneous applause from employees who lined up to greet her. In the upper photograph Miss Fleming is seen with members of the Purchasing Department in their offices on the fourth floor of Plant 2. In the lower picture Miss Fleming is shown upon her arrival at Plant 10 escorted by Steve Brotzman, vice president electronic operations, Consumer Products Division. In addition, she visited the Computer Plant at Willow Grove. The Philco visit was Miss Fleming's first public appearance outside of New York following her coronation as Miss America.



MISS AMERICA 1961, NANCY ANNE FLEMING—For the first time in Philco's Electric Range line history, a model has been selected and designated "Miss America" in honor of Miss Fleming, Miss America 1961. Shown above is the Model 305516, just announced by Philco to complement its "tilt top" range line, introduced this year. This 30-inch automatic electric range, in luster white porcelain with polished chrome and turquoise accents, is the ultimate for carefree cooking and cleaning, possessing a "built-in look" for a free-standing range. The top tilts up so that the entire solid subsurface can be thoroughly and easily cleaned. Deluxe features include a fluorescent cook light, broil under glass, quick set automatic timer, feathertouch control buttons, timed appliance outlet and full-width storage drawer which slides out so that the floor may be cleaned completely to the wall. Miss America, Nancy Anne Fleming, before becoming Miss America, won the Betty Cracker Homemaking Award and the Crisco Award. She will be presenting her Philco "tilt top" range during her many appearances for Philco dealers throughout the country. The above photograph was taken during Miss Fleming's visit to Philco.

### First Space Photo Relayed

(Continued from Page 2)

The experiment was first conducted at Fort Monmouth because it is the control station and has the newly developed facsimile equipment.

The successful result establishes the definite groundwork for satellite storage and relay of all types of facsimile messages—photographs, letters, maps, charts—between properly equipped ground stations throughout the world.

For the experiment, engineers at the Signal Laboratory wired one of their regular facsimile machines, built for high speed wire or radio transmission of photographs or printed matter, to the Courier ground station system of the Laboratory's Astro-Observation Station. It worked perfectly.



## VACATION PICTURE WINNERS



"Sailing on San Francisco Bay" is the title of the above first prize winner in the Vacation Picture Prize Contest conducted by the Philco News. Tom Moore, of Western Development Laboratories environmental lab at Palo Alto, Calif., is the lucky photographer who will receive a \$25 Defense Bond for his winning entry.



Michael and Mark Paglia in the sand won Michael L. Paglia, of the Computer Division at Willow Grove, an honorable mention.



Frank Sinnott, Technical Publications of the Philco TechRep Division, was awarded second prize of \$10 in the contest for this photograph of his son, John F. Sinnott, taken last summer at Deer Farm, Silver Springs, Fla.

Their 1960 vacation visit to Niagara Falls won the Merkleins a third prize of \$5 in the contest. Carl is a member of Dept. 43-503 in Plant 10.



"WAITING FOR THE CANNON TO GO OFF" is the title given the vacation picture taken by Solomon Ellis, of Plant 50, at Williamsburg, Virginia, which received honorable mention.



Joseph A. Schwing, of Plant 2, received an honorable mention for his "The Silent Sentinel" taken at the Tomb of the Unknown Soldier at Arlington National Cemetery.





## *Company Sponsors 17 Day...4 Country Tour*

See Europe next summer! A challenging, and certainly an inviting thought. Again, through the planned Philco tour, scheduled for the annual two week vacation period, you can do just that.

All Philco employees are invited to join the group on this Old World jaunt. The *complete* round-trip price is \$695—Philadelphia to Philadelphia, with all accommodations and travel on a first-class basis. Even the flight to and from Europe will be by jet! An additional \$35 charge will be made for those who take the Naples, Amalfi, Sorrento, Capri sojourn.

While some of the Philco party may prefer to enjoy Rome and its environs for their fourteenth to sixteenth days in Europe, an opportunity is offered those who would like to extend the tour to do so by visits to Naples, Sorrento and Capri. This extension of the tour, which will add \$35 to the cost, will be so arranged that the group can explore the new and the old excavations of Pompei and take the famed Amalfi drive. This group will rejoin the group in Rome in time to make the jet flight home.

There are many details to consider when thinking of embarking on such a trip as this one. That is why you should make up your mind about going now. If there is a financial problem you may arrange to pay for your trip through payroll deduction. Your personnel department is prepared to tell you about this. Or you may call Mark Lutz, Plant 2, Ext. 418, for additional details.





Fri. (1st Day) PHILADELPHIA: Afternoon, board specially reserved motorcoaches for Idlewild Airport to leave on our chartered transatlantic jet flight.

Sat. (2nd Day) LONDON: Morning, transfer to hotel. Afternoon visit Westminster Abbey, Houses of Parliament, Buckingham Palace, Trafalgar Square. Evening, dinner at one of London's night spots.

Sun. (3rd Day) LONDON: Guided sightseeing by private motorcoach to Scotland Yard, the Tower of London, London Bridge, and some of the city's famed streets . . . Fleet, Regent, etc. Afternoon free. Dinner at Hotel.

Mon. (4th Day) PARIS: Morning free for last minute London shopping. Afternoon depart for Paris. Evening, a specially planned tour of the night life of the French capital.

Tues. (5th Day) PARIS: Morning free for shopping or relaxing. Afternoon, bus tour of city, including the Eiffel Tower, Notre Dame Cathedral, Montmartre, Arch of Triumph. Evening free.

Wed. (6th Day) PARIS: Morning free for personal exploration. Afternoon, excursion to fabulous Versailles Palace. Evening board first class sleeper train for Switzerland.

Thurs. (7th Day) LUCERNE: Arrive in morning, transfer to hotel. Afternoon excursion to Mt. Pilatus by cable car, steamer and funicular. Evening, "typical" Swiss evening, entertainment and dining.

Fri. (8th Day) LUCERNE: Entire day free to see the city and beautiful lake country surrounding it.

Sat. (9th Day) VENICE: Depart Lucerne after breakfast. Train through Italian lakes region, arriving in the evening. Evening a "Serenade" on the Lagoon with a gondola ride in the moonlight.

Sun. (10th Day) VENICE: Morning sightseeing, guided tours of St. Mark's, Art Galleries, Doge's Palace. Lunch at the famous Lido. Afternoon free. Dinner at hotel.

Mon. (11th Day) FLORENCE: After breakfast leave by train for Florence. Dinner in Florentine "night spot."

Tues. (12th Day) FLORENCE: Morning tour of city, art galleries, museums. After lunch leave by reserved train for Rome.

Wed. (13th Day) ROME: Morning audience with the Pope. Afternoon sightseeing—Tivoli, Hadrian's Villa, Villa d'Este. Dinner at hotel.

Thurs. (14th Day) ROME: Sightseeing, Vatican Museums and Gallery, Sistine Chapel, fountains. Afternoon tour continued OR those who want to extend the tour to visit Pompei, Amalfi, Sorrento, Capri, and Naples, board train for NAPLES.

Fri. (15th Day) ROME: Free for those who remained in this city. Those taking the Extended Tour [additional \$35 charge] will explore the old and new excavations of Pompei followed by a drive to Amalfi and Sorrento. At Capri overnight.

Sat. (16th Day) ROME: Leisure for those remaining in city. Those on the Extended Tour will have the day free in Capri. In late afternoon this group will return to Rome by way of Naples.

Sun. (17th Day) PHILADELPHIA: Leave Rome on transatlantic jet "champagne" flight, arrive home same day.





## PHILCO 25-YEAR CLUB WELCOMES NEW MEMBERS

One hundred and seventy-five members of the Philco family became eligible for the company's Twenty-five Year Club as of the end of 1959. The additions included employees in the Consumer Products and the Government and Industrial divisions.

They are:

ARTHUR M. ADAMICH  
ROBERT B. ALBRIGHT  
ARMIN E. ALLEN  
MILLARD E. AMES, JR.  
REBECCA J. ANTONACCI  
ANTHONY J. BARNES  
HARRY N. BAUMGARDNER  
RITA BECK  
HAMILTON D. BENNETT  
WILLIAM BENZ  
GEORGE J. BERBAUM  
SAMUEL BERMAN  
CARMELLA BERNARDO  
ALICE E. BICKEL  
LEON BIRCH  
JULIUS BLESSING  
CHARLES G. BOWEN  
JOSEPH C. BRAUN  
ROGER J. BRIDGE  
STELLA F. BROPHY  
HELEN BROWN  
NICHOLAS A. BROWNE  
SPENCER S. BUTTERWICK  
WILLIAM CALDWELL  
EDWARD R. CARPENTER  
NATALE CHIODO  
RICHARD G. CLAPP  
JAMES J. CLEARY  
PAUL E. COMPTON  
ELMER R. CONFAIR  
THOMAS V. COURSEY  
RICHARD S. CRANMER  
CHARLES T. CULLEN  
CAMILLE CUPO  
MARION DARBY  
JOHN L. DAY, JR.  
MATTHEW DEMPSEY  
VERONICA C. DEMPSEY  
ERNEST DENNING  
LAURA DEVERS  
RUTH W. DEWEY  
AGNES DICKIE  
ANNA C. DIETRICH  
CHARLES W. DOLLSCHECK, JR.  
MARY DOWNEY  
FRANCIS M. EICHENBERGER  
GEORGE J. ELM  
AARON ERSHAN  
MARIE EVANS  
JACOB M. EWING  
MARGARET M. FANNING  
ALEXANDER J. FEKETE

HARRY FISCHMAN  
JOSEPH F. FISHER  
EDGAR P. FOXHILL  
FERDINAND FRAUENHOFFER  
WILLIAM FREAR  
ANTHONY J. FULGINITI  
EDWARD W. GENTTNER  
ALLEN M. GREEN  
LEONA GREENE  
FRANK D. GUTCHEN  
BERTRAM P. HAINES  
JULIA HANSBERRY  
H. HERBERT HARRIS  
KATHRYN HART  
PEARL E. HARTNETT  
CHARLES W. HAYES  
FRANCIS H. HENNINGER  
ELIZABETH HILEMAN  
MABEL A. HILLEY  
WALDO R. HILTON  
JOSEPH F. HOELLE  
GENEVIEVE HOJNOUCKA  
ALICE V. HOLLYWOOD  
ARTHUR J. HORTON  
CHARLES A. HUDEC  
JAMES L. HUTCHINSON  
MARGARET HUTTON  
JOHN JENCA  
ERICH H. JOHN  
THELMA KANE  
FLORENCE KASER  
ANNA MAE KELLY  
CORNELIUS F. KELLY  
JOHN KERRIGAN  
WILLIAM J. KINDREGAN  
CATHERINE KING  
HARRY C. KOENEKE  
STANLEY J. KOLODZIEJ  
IRVING B. KORSIN  
GERTRUDE KRISTEL  
STELLA V. KRYSZTOPOWIC  
JOSEPH V. LAMBERT  
MARY M. LEAHY  
H. WILLIAM LILLIBRIDGE  
SERGE LOGINOW  
EDNA LOVE  
DOROTHY LUKENS  
VICTOR LUTTOROTY  
CATHERINE M. LYNCH  
FREDERICK A. MARCELL  
THOMAS J. McALLISTER  
JOSEPH J. McCLOSKEY  
MARGARET McCORMICK  
MARTIN McDONALD  
RAYMOND McGEE  
DOROTHY McGINN  
JAMES McKAY  
ANNA McKEOWN  
JAMES McNALLY  
ANTOINETTE MEARS

PAUL E. METHIA  
THOMAS F. MILLER  
ELIZABETH MITCHELL  
ROBERT B. MOLINA  
CATHERINE NELSON  
HILDA NELSON  
JAMES NEVIN  
MARY NEVINS  
WILSON H. OELKERS  
PHILOMENA J. PELLECHIA  
RALPH A. PERRY  
VERNA PETERSON  
WALTER J. PETERSON  
THEODORE W. PFLAUMER  
JOHN M. PILJER  
ADELINE POLLARD  
JAMES A. PRENDERGAST  
HENRIETTA PRICE  
CLARA PYTEL  
VINCENZO RAZZI  
HELEN REED  
BERTHA RICHARDS  
FRANK J. RICHEY  
FREDERICK E. RIEMAN  
ANNA M. RUSKO  
LOUIS SBARRA  
MILDRED J. SCAVELLA  
MARY V. SCHAEFFER  
MARY SCHAILEY  
RUDOLPH C. SCHUENEMANN  
AGNES SCOTT  
JOHN F. SEIGER  
JOSEPH C. SHELTON  
ALLAN F. SHMIDHEISER  
BEN SHULMAN  
JAMES T. SIMS  
JAMES M. SKINNER, JR.  
JAMES S. SLIMMER  
JULIA A. SLOBOGAN  
DAVID B. SMITH  
FRANK SONTAG  
ANNA M. SPECK  
MARY SPRISLER  
CELIA STARTEK  
DAVID C. STEVENS  
WALTER STUHRE  
ANTHONY A. SURACIOUS  
ROBERT THOMAS  
MERLE N. THOMPSON  
MILTON L. THOMPSON  
JAMES WALTON  
MARGARET WARD  
MARY V. WARREN  
GEORGE E. WATERS  
ARTHUR S. WHITEHAIR  
JOSEPH J. WILKINSON  
LLOYD H. WINTER  
EDWARD C. WINTERER  
MADELINE C. ZADROZNY  
FULVIO ZANCOLLI



## Communications Control Center Contract Awarded Philco

The Department of Defense has awarded Philco a contract for the establishment of the Interim Defense Communications Control Center. Rear Admiral D. Irwin, chief of the Defense Communications Agency, announced the award.

The provisions of the contract call for Philco to provide a Philco 2000 computer, 6-status boards, which will display current information received from the Computer, Integrated Systems Design and Training Service. Following installation, Philco will furnish operations and maintenance service for one year.

Assisting Philco as sub-contractors will be the Systems Development Corporation for programming services, Hoffman Electronics Corporation as communications consultants, and Dunlap & Associates, Inc. for human engineering studies.

The contract provides for completion of installation and readiness for system operation by March 1, 1961.



The architecture and construction of Philco's new Research Center at Blue Bell are studied by general contractors from England in Philadelphia as guests of the General Building Contractors Association. The visitors were in America to learn the latest methods and techniques used in the construction of large multi-story buildings. The new Research Center is located on a 25-acre site. It will be of two stories and approximately 400 by 275 feet in size. The Center will have labs equipped to meet Philco's commitments to government, industrial and consumer goods research. Philco's technical disciplines include space communications, micro-wave devices and systems, solid-state electronics and electrovisual devices. The Division will move into its new quarters in the early spring.



Shown above is the Company's display of Philco-Bendix gas laundry equipment at the national convention of the American Gas Association held last month in Convention Hall, Atlantic City. More than 4,500 visitors attended the convention. Philco representatives and distinguished visitors at our display are (l to r) Martin Gibbons, manager, dealer relations, Brooklyn Union Gas Company; Norman Millard, Philco's manager of the Utility Division; John Goodwillie, Dole Valve Co., Norton Grove, Ill.; Adelaide Fellows, manager of Philco's home economics department; Harold W. Schaefer, Philco vice president for product planning and development-appliances, and Robert Ellis, Dole Valve Company.



Bruce J. Campbell, Lance Corporal, USMCR, recently returned from six weeks of Marine Corps Junior Platoon Leaders Class Training at Quantico, Virginia. He is the son of Harry E. Campbell, superintendent of receiving in the Material Control Department. After six more weeks of training next summer, PLC Campbell will receive a second lieutenant's commission on the day he graduates from Penn State University where he is presently a junior in business management. PLC Campbell is a member of Phi Delta Theta fraternity and was a member of the 1959 Nittany Lions' Liberty Bowl championship football team.



Little Bonnie Susan Gordon chose a "Miss America" costume for Halloween. She is the older of the two daughters of Melvin Gordon of the Industrial Engineering Department at Plant 18.



## NEW BUILDING PLANNED FOR PHILCO'S WEST COAST LABS

Philco has announced a new \$5,000,000 building program for its Western Development Laboratories in Palo Alto, California—the space laboratory at which the company built the U. S. Army Courier satellite currently in orbit around the earth.

Western Development Laboratories also carried out significant research and development work and designed, tested and fabricated components for Midas, Samos, Discoverer and Advent Satellites.

The program will enable Philco within 12 months to occupy a new building of approximately 250,000 square feet. It will contain engineering laboratories and professional facilities for over 2,000 employees, the great majority of whom will be space engineers, scientists, program managers, mathematicians, systems managers, designers and physicists.

Johnson and Mape Construction Company of Menlo Park, California, announced simultaneously it has completed independent construction financing enabling it immediately to begin site preparation.

The new building will actually be four separate units surrounding a garden-type compound. There will be a cafeteria, an administrative section and two wings of engineering laboratories. It will be completely air conditioned with an 800-ton air conditioning system—equal to that required to air condition a 50-acre residential tract of 265 homes.

To insure steady levels of light, protection from sun's rays and uneven heat, all windows will be protected by electrically-controlled sun louvers. These will be motor-driven, activated by solar sensors.

The building will cover four acres of ground on a 15-acre parcel adjacent to the Bayshore Highway near the San Antonio Road cutoff. It will stand near the existing building fronting on Fabian Way for 900 feet—the size of three regulation-size football fields.

The rear of one building has a 70-foot wide rolling door. This makes it possible for Philco to build indoors more of the famous telemetry and data antennas, such as it constructed for the U. S. Air Force.

### EMPLOYEE PLEDGE IN UF DRIVE 5% HIGHER IN '61 THAN IN '60

Philco employees pledged over \$122,000 in the 1961 United Fund Torch Drive—an increase of approximately 5% over the 1960 campaign. The Company's pledge was \$121,362. The total pledge of employees and Company, \$243,362, was the 4th highest in the city, according to J. N. Hunsberger, Jr., Company chairman. Letters of appreciation for their work in the campaign have been mailed to chairmen and committeemen by Mr. Hunsberger, who pointed out that the combined employee-Company gift was the highest ever made by Philco Corporation and its employees.



A going away gift is presented to Erich John on behalf of co-workers in the Model Shop by Steve Cranmer, chief furniture engineer. John recently received his 25 Year Club certificate of membership. John, who started with Philco in old Plant 4, plans on doing considerable traveling in the years ahead.



Best wishes for the years of leisure ahead are wished Walter Flood (center with glasses) by friends in all departments. Mr. Flood was supervisor of Product Engineering and had also handled employee sales since 1946, during which time he sold more than \$2,000,000 worth of merchandise.



The sixtieth wedding anniversary of Mr. and Mrs. Joseph O'Neill was recently observed at a party given in their honor by their four daughters. Mr. O'Neill, now retired, was formerly in the shipping department at Plant 10.





Seen here with Philco's new coin-operated mobile laundry center is H. J. Mitchell (left), manager of commercial laundry sales, and John Utz, general manager for Philco's special market planning department. The trailer-type vehicles are the first designed exclusively for coin-operated laundry service. They will have particular appeal to markets heretofore lacking laundry service due to space and building limitations.

## ***Coin Operated Mobile Laundry Centers Introduced by Philco***

Trailer-type mobile laundry centers to accommodate markets heretofore difficult to reach because of lack of suitable buildings and space have been announced by Philco.

The Philco-Bendix Mobile Laundry Centers, the first specifically designed for coin-operated laundry service, will be marketed throughout the United States by 36 Philco commercial laundry distributors.

Mobile units, measuring 10 x 55 feet, are equipped with five 50 lb. dryers (Model 9050), nine double-load washers (Model 9916) and three single-load washers (Model 9910), and hot water heaters. All that is additionally needed to put the self-contained units into full operation are utility and sewer connections.

According to Philco's Manager of Commercial Laundry Sales, H. J. Mitchell, "The Philco-Bendix Mobile Laundry Centers have the unique advantage of allowing the purchaser to get into business fast."

Areas or markets lacking suitable space cited by Mr. Mitchell which can be served by mobile laundry centers are: small towns, urban renewal projects, resort areas, mobile home parks, shopping centers, temporary construction sites, service station areas, military installations, college campuses, and areas where skilled tradesmen are not available.

Problems confronting the coin-operated store business, with respect to "locations," according to Mr. Mitchell, "have been high rents, high leasehold improvements, building construction costs, makeshift layouts, permanence of expensive lease, long completion time for building, limited accessible space, and general changing conditions in the area.

"With a compact mobile laundry facility such as ours, Philco can perform a vital public service."

Philco is also introducing a 10 x 30 ft. mobile laundry center especially designed to accommodate motels.

The motel mobile laundry centers are Philco-Bendix equipped with two 50 lb. dryers, four double-load washers, plus a 56-inch commercial ironer.

Mr. Mitchell explains that there are two important factors in the motel business which support the need for mobile laundry service: one, the almost daily need of the owner for laundry service; and, two, the increasing need for convenient service to the travelling guests.

Inside view of Philco's new mobile laundry center reveals a spacious service area accommodating five 50 lb. dryers, nine double-load washers, and three single-load washers. Interior features six large plate glass windows and two swinging jalousy doors providing one-third of total front area in glass. Two protruding window sills allow ample folding area. The Philco mobile laundry center meets F. H. A. building codes.



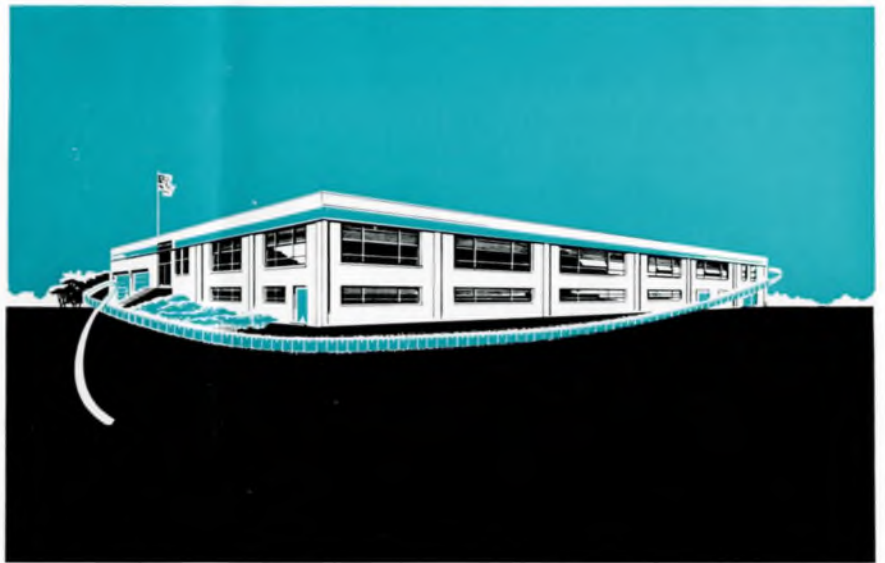


# 43,545,600 Square Picas That's How Much Plant 54 Has Expanded

*(An article prepared for the Philco News by Robert A. Ensinger, Government and Industrial Group Advertising Department.)*

Plant 54, Philco's Graphic Arts Plant, has a new look and more elbow room—8400 square feet, to be exact. The Graphic Arts staff is now settled in its newly expanded and decorated plant, ready to provide Philco with more and better graphic arts services.

Philco Corporation has long recognized the importance of graphic arts service. As the Company began to diversify its operations and expand into electronics for government and industry, its need for reproducing text, drawings and art work also expanded. In 1952,



Philco established a separate printing facility at Abbottsford Avenue and Stokely Street in Philadelphia—one block west of Plant 50. The present expansion program, completed on November 25, 1960, was undertaken so that Graphic Arts could keep pace with the ever increasing demands of our rapidly growing Corporation.

Plant 54 now has more than 23,000 square feet of floor space. This represents an increase of 66 percent in total area. In printers' language, this amounts to 119,232,000 square picas. (Printers measure column and page widths in picas, with six picas to an inch.) Regardless of how the area is measured, it all amounts to improved working conditions for the Graphic Arts personnel and more efficient services for Philco.

Plant 54's expansion program was directed by A. "Gus" Dicciani, senior facilities engineer, Government and Industrial Group Plant Engineering. Working closely with William J. Brecht, manager-graphic arts, "Gus" Dicciani designed the building and supervised all work on the new wing which now houses the general offices, cafeteria, and lobby. The wing also makes more room available for the mailing, photographic and copy sections, and for storage.

A new approach was taken in decorating the plant's interior. Mr. Brecht wanted the employees to work in pleasant surroundings in their home-away-from-home. Therefore, the Color Dynamics Division of the Pittsburgh Plate Glass Company was called in to work with him on the color scheme. The result is that the plant's interior is now a harmony of such pastel colors as Sunny Yellow, Como Blue, Shrimp and Sandalwood. The exterior of the plant also has a new look. It is painted white and is trimmed in turquoise.



Graphic Arts Plant 54



Administratively, the Graphic Arts Plant is within the Government and Industrial Group, reporting to John B. Hunt, vice president-administration. All of its services, however, are available to all Philco divisions.

Plant 54 contains two separate departments both under the direction of William J. Brecht, a veteran of 27 years with Philco. These departments process more than 700 work orders a month. In addition, the Photographic Section has more than 200 different assignments each month.

#### ART AND PHOTO DEPARTMENT

The Art and Photo Department is a self-contained art, illustration, photograph and copy department with a staff of 42. The Art Section handles the art, layout and design of advertising brochures, advertising exhibits, field bulletins, and catalog sheets for the Government and Industrial Group, Lansdale Division and many other departments of the Corporation. The Photo Section is responsible for black and white and color photography and for offset negatives and photo work required by the Printing Department.

Art and Photo also coordinates all technical proposal work among the graphic arts, sales and engineering departments. Working closely with engineering, Art and Photo provides the art, layout, and format and determines the final appearance of the proposals. In some instances, finished technical proposals have run as high as 800 pages with line drawings, photographs, charts and many colored overlays.

A well equipped Model Shop is also part of the Art and Photo Department. Working in plastic or wood, this shop provides scale models of new equipment being developed by Philco for government and industry.



General Office Area

#### PRINTING DEPARTMENT

The Printing Department, with its staff of 28, serves all departments and divisions of the Corporation. It buys all the printing and fine paper for the Corporate Division, the Consumer Products Division and the Government and Industrial Group. In 1959, it bought and used 4½ carloads of paper. It is also responsible for purchasing collateral advertising material used by the Corporation.

The Printing Shop, which is complete except for machine composition, turns out millions of pieces of printed matter each year. It is equipped with five

(Continued on Page 16)

Section of the Art and Layout Department







Congratulations and a check go to George Briggs (right foreground) for a suggestion concerning the use of a Rolodex file for customer record cards. J. J. Woods, suggestion committee secretary, makes the presentation while executives in the Accessories Division look on. In addition to the cash award of \$50, Mr. Briggs received a special pen set from William J. Nagy, merchandise manager.



His third suggestion award check is received by Vern Dorothy (right), foreman of the chassis and wringer department at our Fairfield Plant, from Joe C. Tucker, plant personnel manager and chairman of the suggestion committee at Fairfield. The winning suggestion calls for the use of less steel in a washing machine part.

## ***Cash For Your Ideas...***

Experience shows the best place to look for a useful, profitable idea is right on your own job. Simplify

methods, eliminate waste and look for that BETTER WAY to get your work done.

Shown on this page are winners in the Philco Suggestion Plan who have used their heads to improve their jobs—and to take home some extra cash too!

In the Phono and Stereo Section of the Sandusky Division, Louise Bragle is awarded \$25 for her idea that eliminated excess handling of cabinets during speaker-mounting waxing operation. From left to right are W. K. Miller, plant manager, Miss Bragle, and Elmer Lippert, foreman, Phono and Stereo Section.

A better way of selecting usable transistors and better control over the rejection of resistors won Tom Hess (second from left), Radio and Phonograph Division in Sandusky, an award check for \$50. Elmer Lippert makes the presentation. W. K. Miller and George Hanmore, superintendent of production, join in the ceremony.





# Holiday House . . .

## Helpful Hints for Happy Family Gatherings

Is your home the place where the family traditionally gathers for holiday dinners? These are always happy houses where much of the fun comes from advance planning to create new decorative touches or vary the menu to surprise with new taste treats.

The traditional turkey? Of course. Thanksgiving or Christmas without turkey is like turkey without cranberry sauce. But, if you are accustomed to Savory stuffing, why not surprise with Oyster, Sausage, Chestnut, or Apple-Walnut? Or, have two fillings—your family's favorite and a new one for them to sample.

A bird done to its juicy, golden-brown best deserves a proper setting. You might place it in a generous nest of parsley or endive, then circle with slices of orange, topped with spiced crab apples.

Candied sweet potatoes are delicious, of course, but have you tried:

**ORANGE SWEET POTATOES**  
 5 medium sweet potatoes  
 1 cup orange juice  
 ¼ cup butter or margarine  
 1 egg, slightly beaten  
 salt to taste  
 ¼ teaspoon cinnamon  
 marshmallows for topping

Pare sweet potatoes and cut into chunks. Place in orange juice and cook, covered, for about 20 minutes, or until tender. Drain, reserving the juice.

Mash potatoes well, then add butter, egg, salt, cinnamon, and about ⅓ cup of orange juice; beat until creamy and spoon into casserole. Lightly press marshmallows into top. Bake about 30 minutes at 350° F., until marshmallows are golden brown. This makes about 6 servings.

Along with a green vegetable, many homemakers serve a creamed one—such as onions—for holiday feasts. Fresh mushrooms are at their peak during the holiday season, so why not:

### CREAMED MUSHROOMS

1 lb. mushrooms	2 tablespoons flour
2 tablespoons butter or margarine	1 teaspoon salt
2 tablespoons minced onion	dash of pepper
	1 teaspoon lemon juice
	1½ cups milk
	cooking sherry to taste (optional)

Wash mushrooms and cut in halves, lengthwise. Melt butter or margarine in skillet. Saute onion over low heat until tender; add mushrooms and saute, covered, 6 to 8 minutes. Stir in flour, salt, pepper, lemon juice, then milk. Cook until thickened, stirring constantly. Add sherry.

"Turkey" salads make a festive decoration for your table, in lieu of place cards or individual mementoes. They are delicious and eye-appealing. To make them, you will need:

### "TURKEY" SALADS

Lettuce, or escarole, endive, watercress for nests  
 Cream cheese

Pitted dates  
 Walnut meats  
 Bartlett pear halves in cans  
 Red apples—cut lengthwise into wedges about ½" wide at the center  
 Pineapple slices—cut in half  
 Maraschino cherries  
 Paprika

Here's how:

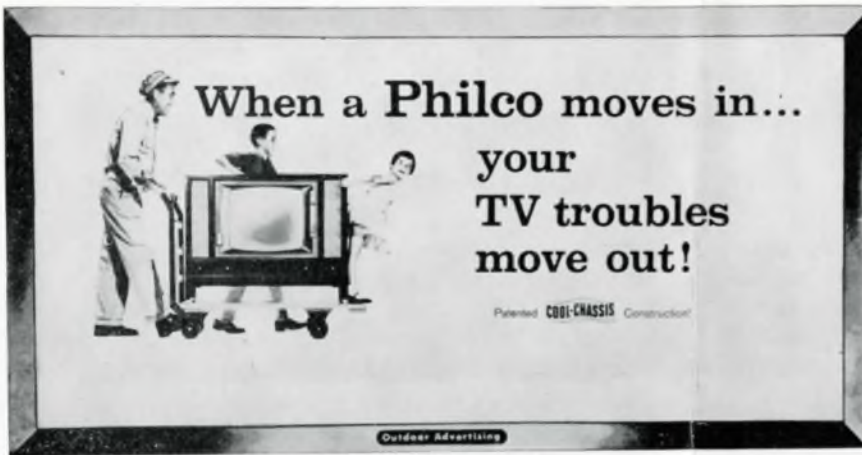
Place your favorite salad greens on serving plate. Chop or cut up dates and walnut meats. Blend into cream cheese. Form elongated rolls of cheese mixture, tapered at both ends, and long enough to extend slightly beyond the length of pear halves. Fit a half pear, rounded side up, over the cheese roll, on the nest of greens. Place a half-slice of pineapple, cut side down, over large end of pear, pressing lightly into protruding end of cheese mixture to hold it in place, thus forming a fan-shaped tail. An apple segment, with peel side exposed, is then pressed into the cheese mixture at the small end of the pear, forms the neck and is topped with a maraschino cherry head. Color rounded side of pear half, or "back" of turkey, by lightly rubbing in some paprika.

Whole cranberry sauce, crunchy relishes, and mince-meat pie top off a dinner destined to please family and guests in any happy Holiday House.



A holiday dinner, similar to the one described on this page, is ready for serving by Mrs. Adelaide Fellows, Philco's director of Home Economics.





PHILCO USES "PORTABLE HAT" TO CONVERT TO CHRISTMAS POSTER: Quick switch of hats is Philco's solution for economical transformation of its November poster to a full-fledged Christmas design. All the bill poster does is slip a Santa Claus hat on the delivery man and presto! it's a Christmas poster without any change in the rest of the design. Batten, Barton, Durstine & Osborn, Inc. is the agency on the Philco account.



### 43,545,600 SQUARE PICAS

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automatic letter presses and seven automatic offset presses. The shop also has Xerox processors, addressograph and folding machines, power cutters, stitchers, drills and hand composition equipment. Since Plant 54 was established in 1952, the Printing Department's presses have made 150 million impressions.

The Printing Department also provides other services for Philco. As printing estimator for the Government and Industrial Group, it makes printing estimates for bids on government or commercial books which are to be supplied with equipments produced by Philco. The department's Mailing Section handles all advertising, publicity and sales mailings for the Government and Industrial Group. Lansdale Tube Division, Philco International Corporation, and the Corporate Public Relations Department. Mail is metered in the department and shipped directly to the post office. This department also maintains a warehouse for storing advertising material, catalog sheets, brochures, price lists, and other miscellaneous literature.

Plant 54, Philco's many-sided graphic arts plant, has expanded to keep pace with a rapidly growing Philco. It is now equipped to provide better and more efficient creative and reproduction services to the Corporation.

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