



PHILCO
News

FEBRUARY, 1956

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



"EVERYTHING CLICKS IN '56" was the highlight and theme of the recent convention of Philco distributors in Florida. Distributors so quickly captured the spirit of this slogan that it was decided to pass it along to all members of the Philco family. You will see these easel-back cards in our offices and plants.

"We find ourselves repeating 'Everything Clicks in '56,'" comments Raymond B. George, vice-president of Merchandising, in a letter accompanying the slogan display card. "Say it several times to yourself, and you get the idea. You, too, become a member of that group of determined people with a single purpose who succeed in anything they tackle."

EXPERIMENTAL TV STATION TO BE BUILT BY PHILCO

Philco has filed an application with the Federal Communications Commission for authority to construct and operate an experimental television broadcast station at Philco's Government and Industrial Division, Plant 50.

In its application, Philco requested permission to operate on all VHF and UHF channels on a non-in-

PHILCO TO SPONSOR COVERAGE OF POLITICAL CONVENTIONS

Philco again will sponsor the television and radio coverage of the Democratic and Republican political conventions next August over the combined American Broadcasting Company television and radio networks.

Philco also will sponsor the ABC coverage of the presidential election returns in November over the same combined networks.

Philco will initiate its political convention coverage with pre-convention broadcasts from both Chicago and San Francisco for an estimated total of 60 hours on the air.

The announcement of Philco's sponsorship of the political events was made by Raymond B. George, vice-president of Merchandising for Philco, and Robert E. Kintner, president of the American Broadcasting Company.

In making the announcement, Mr. George said: "Philco has a long record of bringing great newsworthy events into the home by radio and television. We welcome this opportunity to continue this great heritage of public service.

"Philco was first in televising political conventions with its coverage of the national conventions in Philadelphia in 1940. Although only a few thousand local viewers witnessed this event, it paved the way for television to become one of the great influences in American politics.

"This year, we estimate the conventions will be viewed by television in more than 30,000,000 homes and that television will have a profound effect on the outcome of both the conventions and the election.

"Philco's television and radio coverage of these events will be a joint effort with Philco distributors and more than 25,000 Philco dealers across the Nation. It is estimated that the cost of promoting and

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interference basis with "basic operation for equipment development on Channel 23." The Company plans to begin experimental operations early this year.

Plans call for the construction of a 150-foot antenna tower atop the Division's plant at 4700 Wissahickon Ave.



A WELCOME to guests at the Television Division organizational meeting in Plant 2 Cafeteria is extended by Reese B. Lloyd, vice-president—Operations, Television Division.

MISS AMERICA OF 1956 TO VISIT PHILCO TO SEE PLANT OPERATIONS

When her engagement schedules permit, Sharon Kay Ritchie will visit the Philco television plants in the Philadelphia area, to see where the Miss America sets, named in her honor, are manufactured. Miss Ritchie, Miss America of 1956, was the guest at the Television Division organizational meeting in Plant 2 Cafeteria on January 12.

Reese B. Lloyd, vice-president—Operations, Television Division, extended the invitation to visit the Philco Philadelphia plants to Miss Ritchie following her introduction to the audience by J. S. Frietsch, sales promotion manager, Television Division.

Philco television quality and performance are both excellent, Mr. Lloyd stated. He pledged that the Corporation would not sacrifice quality for lower costs, and expressed the feeling that the know-how and experience of the television organization would keep Philco a leader in the industry despite present highly competitive conditions.

An analysis of sales prospects for the coming year was given by James M. Skinner, Jr., vice-president and general manager, Television Division. He stressed the importance of keeping to schedules and lowering cost levels without sacrificing quality.

How Philco is trying to solve the problems of long-range planning for its products was told by Armin E. Allen, manager, Product Planning, Television Division. He explained the workings of the Product Planning Group, tracing the development of a new television set from its inception to the finished job.

George Dale, industrial relations director, presided at the meeting and introduced the speakers. Following the meeting, a display of the spring 1956 television line was held.

Camera fans were given an opportunity to photograph Miss Ritchie at the close of the meeting. She posed with the Miss America television set.

TWO EXCELLENT SUBJECTS for the camera lens—Sharon Kay Ritchie and the television set named in her honor, the Miss America—are photographed by camera enthusiasts at the Television Division organizational meeting in Plant 2 Cafeteria.



A "DINNER DATE" with Miss America 1956 is the door prize won by Frank Traum, foreman, Inspection, Plant 6, at the Television Division organizational meeting. Miss Ritchie, who was celebrating her nineteenth birthday on the day of the dinner, was the recipient of a Philco portable following the singing of "Happy Birthday" and the cutting of a birthday cake.





A UNIQUE TYPE of snow cover, to protect anti-aircraft weapons from the ice and snow of Alaska's winters, is shown with its designer (center), Richard Wells, Philco TechRep. The cover consists of three parts, making it capable of being easily transported to and from firing ranges. The first component of the snow cover is a frame made of 3/4-inch salvage pipe which can be quickly reassembled to fit around the gun. An old pyramid tent to which has been added an 18-inch canvas skirt is then placed around the frame. The tent is held upright by a center pole resting on the metal plate of the radar ensemble. The last part of the cover ensemble is a Herman Nelson heater which circulates warm air inside the enclosure. Two modifications of the heater, an electric motor which replaces the gasoline blower and a fuel oil burner instead of the gas burner, reduce the heater's fire hazards. From left to right in the photograph are Lt. Charles H. Sederberg, TechRep Wells, and Pfc. Edwin D. Jones, Det. Btry. C, 867th AAA Bn., at Port of Whittier, Alaska.

COURTESY PAYS OFF

Courtesy and safety are partners.

In "Accident Prevention," the Rev. G. W. Goth observes that lack of courtesy has been the cause of countless accidents. On the road, when we keep blowing the horn, cutting in on other drivers and hogging the road, every driver affected becomes angry and upset, and less able to drive safely.

The discourteous person in a factory is always doing things that endanger the comfort and safety of others. He forgets the ordinary rules of consideration of others. He leaves a door open that should be kept shut. He leaves tools where people may fall over them. He is careless of how he handles materials, and doesn't bother to call anyone's attention to a set-up or situation around the plant that may have possibilities for causing accidents.

On the other hand, the Rev. Goth says, the courteous person is easy to work with. He is generally popular. He creates confidence and good humor. Everyone is on safer ground when the atmosphere is one of friendliness and courtesy—in the plant or away from it.

Mosquitoes, observed the harried mother, are like children—when they stop making a noise, you know they're getting into something!

Girls who swear they've never been kissed, can hardly be blamed for swearing.

DECREASE TAXES BY PROPER FILING IS ADVICE OF PUBLIC ACCOUNTANTS

(This is one of several articles on Federal Income Taxes prepared by the Committee on Taxation of the Philadelphia Chapter, Pennsylvania Institute of Certified Public Accountants, to aid you in preparing your 1955 return.)

Your 1955 return is due on April 15, 1956. Since this date falls on a Sunday, April 16 is the deadline.

File Early

If you wait to file your return until the last minute, there will be many disadvantages to you. If you are entitled to a refund, this, of course, will be delayed until after you have filed. Since many others will have filed long before you, your refund will be considerably delayed. If you wish to seek information from Internal Revenue, you will find it necessary to wait in very long lines and thereby waste a great deal of time. Also, in the last-minute rush to get your return done, you may make mistakes which will cost you money.

Who Must File

If you had gross income of \$600 or more for the year 1955, you must file a return, even though no tax is due. If you are 65 years of age or over, you need not file a return unless your gross income was \$1,200 or more for the year. However, if you have self-employment income of \$400 or more, then a return must be filed for Social Security purposes. Of course, even though your income was less than \$600, if your employer withholds taxes from your wages, you will want to file a return in order to get a refund of the taxes withheld.

Form to Be Used

Either of two forms may be used in filing your 1955 tax return. The easiest to use is Form 1040A, which is a card approximately the same size as a check. All you have to do is fill in your name and address, answer a few simple questions, attach the withholding slips received from your employer and send it all to Internal Revenue. They take care of the rest. If you owe tax, you will receive a bill; and if you have overpaid, you will receive a refund check.

In order to be permitted to use this simple form, your income must be solely from wages, dividends or interest. The total of such income must be less than \$5,000 and may include only an amount up to \$100 of income which is not listed on your withholding slips.

There are certain disadvantages in using Form 1040A. The tax is based upon a table which allows approximately ten per cent of your income as a deduction in lieu of itemized deductions for medical expenses, taxes, contributions and the like. Also, if you qualify as a "head of a household" or a "surviving spouse," you will lose the tax advantage granted in those situations. Finally, the special credits for dividends and retirement income are not available.

You should, therefore, make very certain that you

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PHILCO TO SPONSOR COVERAGE OF POLITICAL CONVENTIONS

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producing the nation-wide ABC political convention and election-night coverage over 354 radio stations and the full television network will be more than \$4,500,000. Many of Philco's dealers will hold 'open houses' so that everyone across the Nation may have an opportunity to see and hear the most newsworthy events of 1956."

ABC has assigned its combined television and radio staffs of more than 100 nationally recognized news reporters, commentators, political analysts and writers to the two conventions. They will be supplemented by more than 300 technical staff members, thus assuring the listening and viewing audience the most comprehensive coverage possible.

To report this great spectacle of 1956 and to provide the finest possible coverage of every important event, ABC has selected a distinguished news-and-special-events team headed by ABC's Vice-President in charge of News, Special Events and Public Affairs, John Daly. He will be assisted by a corps of well-known political broadcasters including Quincy Howe, Paul Harvey, Martin Agronsky, Erwin D. Canham, John W. Vandercook, George Sokolsky, Edward P. Morgan, Bryson Rash, Ted Malone, Don Goddard, John Edwards and many others whose faces and voices are familiar to the television and radio audiences.

In addition to direct broadcasts from the convention sessions, the Philco-sponsored ABC schedule will include party meetings and caucuses; interviews with candidates and outstanding convention personalities; sessions of the platform, resolutions and other major committees; human interest stories; activities at convention and party headquarters; discussion and forum type programs; nation-wide round-ups from Chicago and other key cities on the eve of each opening session; coverage of activities of special interest to women; and all other behind-the-scenes activities.

The Democratic National Convention is scheduled to begin in the Convention Building and International Amphitheatre in Chicago on August 13. On August 11, Philco will sponsor "Chicago, Convention City," to acquaint the television audience with that city. The following day, Philco will sponsor "These Are the Men," showing the principal political participants in the convention.

The Republican National Convention is scheduled to open August 20 in the Cow Palace, San Francisco. Philco will sponsor similar pre-convention broadcasts on August 18 and 19.

FOR TOTS AND MUTTS

New on the market are pink or blue ceramic milk mugs with a gay whistle shaped like a bird, so mop-pets can toot for a refill, and degermed, plush-covered toys. In the dog department—a flea-repellent and deodorizer pillow for Fido's restful slumber.



DEL KUSMA, manager of the Philco plant at Croydon, receives a plaque from George Otto (center), president of the Bucks County United Service Federation, in recognition of the support given by management and labor of the Philco plant during the current campaign. Also taking part in the presentation of the plaque are, left to right: Fred Marcell, personnel director at the Croydon plant; Justine A. Linforth, United Community Fund; Mr. Otto; Joseph Ryan, employee chairman of Local 101, C.I.O.; and Mr. Kusma.

Survey indicates that half of all the brides today are under 20.

Feet tend to swell to almost half a shoe-size larger during the day, so buy new ones in the p.m. for best fit.



FIVE DAYS A WEEK the packer and shipper (above) employed by the Philco distributor in Durban, South Africa, wears European garb. Then on week-ends he returns to his Zulu tribe, attired in native costume. Fred Albrecht, Philco International service engineer, took the photograph during his recent visit to South Africa.

AN OVER-ALL VIEW of Philco's "do-it-
yourself" central air-conditioner kit is shown
at right. The two-horsepower air-conditioning
unit is shown forward in position at the eave
with its control center. With the exception
of installing the unit, the entire job can be
done by one man.



PHILCO SHOWS "DO-IT-YOURSELF"

CENTRAL AIR-CONDITIONING KIT FOR HOMES

A new two-horsepower room air-conditioner, complete with a central air-conditioning installation kit that can be installed by a "do-it-yourself" handyman, is now available from Philco.

The new air-conditioner, Model 200-R, is also available as a window unit, Model 202-R, with automatic temperature control and ventilation features.

Model 200-R is easily adaptable as a central air-conditioning unit and will cool an average five-room home. The Philco 200-R air-conditioner (attic model) installation is eligible for title 1, FHA financing, over a three-year period.

Meets Small Home Air-Conditioning Need

This model is designed to meet the air-conditioning needs for small homes throughout the country.

A savings of several hundred dollars over the installation of a conventional air-conditioning system is afforded by Philco's new unit, even when the work is done by contract. The installation instructions are easily followed by a competent handyman.

The installation kit includes fiberglass ductwork that is prescored for easy forming and is self-insulating; a remote control thermostat, grilles and other components needed for this work.

Model 200-R is one of 14 new air-conditioners introduced for 1956 by Philco. The models represent a fully automatic line which maintain preselected temperatures, regardless of outside weather changes.

Keyboard Controls, Automatic Temperature Controls

Among features of Philco room air-conditioners are: keyboard controls for "off," "on," "cool," "heat" and "automatic"; concealed control center for less frequently used ones; automatic temperature control for

maintaining preselected temperature; Comfortimer for automatic time sequence operation of air-conditioner for any period within 24 hours; Skip-Day control, used with Comfortimer, permits skipping operation of air-conditioner for one or two days; reverse cycle heat pump which heats the same size room that the air-conditioner cools by extracting heat from the outside air and bringing it into the room; fresh-air and pump-out that can be operated separately or together; charcoal-activated "odor-stop" filters that refresh and clean foul-smelling air caused by heavy smoking, smog and other sources before that air is circulated in the room; Windowlette package style air-conditioners in either $\frac{3}{4}$ - or 1-horsepower models.

The new Philco room air-conditioners bring full, automatic air-conditioning to the home. For example, once the temperature level most comfortable to the user has been selected, the automatic controls will keep the room from becoming overcooled, no matter how hot it gets.

Both $\frac{3}{4}$ - and $\frac{1}{2}$ -horsepower room air-conditioners, Models 60-R and 80-R, that can be plugged into existing 110-volt circuits, were also shown by Philco.

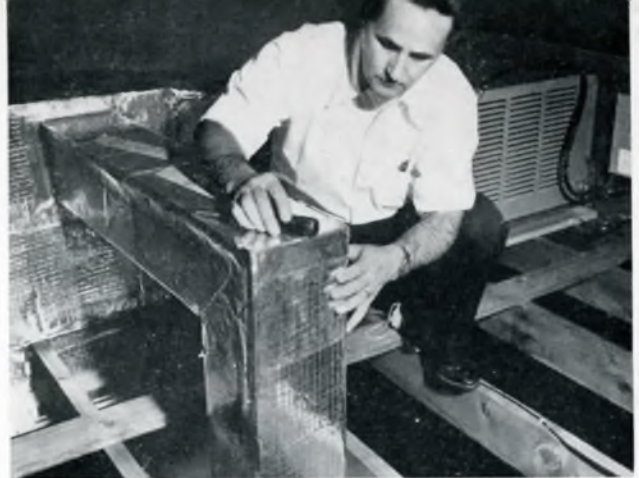
All models are completely adjustable from flush mount inside or flush with the outside wall, or any position in between.

New Color, "Glacier Pearl," Shown

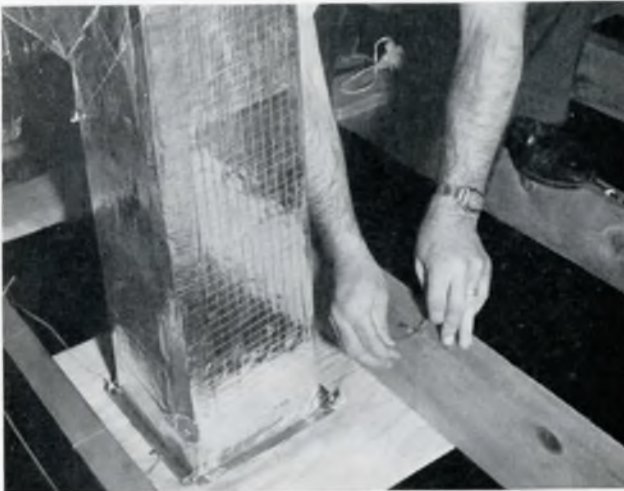
Philco also introduced a new color styling to its 1956 models of room air-conditioners. It is a two-tone "Glacier Pearl" gray color that blends with all types of decor. The control center door is "see-deep" molding with silver and sparkle accents. A mint green color as well as suntone and startone will also be available for room air-conditioners.



EASE OF ASSEMBLING fiberglass ductwork is illustrated by Ed Poley. Fiberglass is prescored at corners to simplify assembly. Joint sealing tape and compound are provided. Ductwork is aluminum covered to improve further efficiency of insulation.



A WOODEN ROLLER (or the handle of a screw driver) is the only tool needed to seal the joint sealing tape used with the Philco "do-it-yourself" central air-conditioning kit. Here Ed Poley demonstrates the second step in the job.



EASE OF ASSEMBLING the supply branch duct with room supply outlet grille is demonstrated. No need to do any cutting of joists and the grille is held in place by wire.



FINISHING THE INSTALLATION of the air supply outlet by screwing in the louvre grille. Five such outlets are provided in Philco's "do-it-yourself" central air-conditioning kit.



FINAL INSTALLATION of the return air grille used in Philco's "do-it-yourself" kit. A permanent type aluminum filter is used. The filter requires only washing and spraying with an aerosol oil mist to renew its filter action.



AUTOMATIC THERMOSTAT CONTROL can be placed at any point in the home and automatically keep the temperature at a pre-selected point. Air-conditioning units can also be operated on "fan" only with this control to ventilate home.

DECREASE TAXES BY PROPER FILING IS ADVICE OF PUBLIC ACCOUNTANTS

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are not affected by the items discussed above before deciding to use Form 1040A.

You may elect to use the regular Form 1040 rather than the 1040A. Anyone having gross income of \$5,000 or more, or any income in excess of \$100 from which no tax was withheld, or any income other than wages, dividends or interest, must use the regular Form 1040.

Even if you use the Form 1040, you need not bother with the last two of the four pages if your income was only from salaries and wages. Although you use only the first two pages, you may either itemize your deductions or determine your tax from the tax table which allows approximately ten per cent of your income for deductions. Those required to use the long Form 1040 also have a choice of either itemizing their deductions or taking a standard deduction in the amount of ten per cent of adjusted gross income but not more than \$1,000 (married persons filing separate returns may take only a maximum of \$500).

Joint Returns

Persons who were married on December 31, 1955 (assuming they are on the calendar year basis), may file either separate returns or a joint return. Generally, a joint return results in tax savings because the income is cut in half for the purpose of computing the tax and the amount of the tax is then doubled. In this way the income is taxed in a lower bracket. A joint return may be filed even though one of the spouses has no income at all. This privilege is also available to a widow or widower, if the deceased husband or wife died within two years of the beginning of the taxable year—that is, if the death occurred in 1953 or 1954, and if the taxpayer has a dependent child living with him and has not remarried before the close of his taxable year.

If a husband and wife decide to file separate returns because of special circumstances which make it more advisable, they must both use the tax table (or the short Form 1040A), or they must both itemize deductions on their separate returns.

Head of Household

An unmarried individual who is considered to be a head of a household under the tax law is able to save some taxes. To qualify you must maintain a home in which there resides your unmarried child, step-child, or descendants of a child or step-child, or any person who is your dependent under the tax law. If your qualifying dependent is your mother or father, that person may be maintained in a separate home, which is not permissible in the case of other qualifying dependents.

Read carefully the instructions which come with the tax forms.

The Polygon Club will hold the second annual Jack Poole Memorial Golf Tournament on Easter Monday, April 2, at a site to be announced. Posters will be placed on bulletin boards giving full details.



DOLORES CUMMINS is honoree at a shower in Plant 2 Cafeteria given by members of the Engineering Department.



WEDDING GIFTS received from friends in the Patent Department are examined by Norma Droll following a shower in her honor in Plant 2 Cafeteria.

WHILE THE PHOTOGRAPHER was taking pictures in the Philco International display room on the first floor of Plant 2, some of the PIC girls thought it would be a good idea to send a group photo to their fellow-workers at the British Philco Plant in Chigwell, Essex. From left to right are: Helen Devlin, Julia Nagle, Jane Schad, Geraldine Preska, Catherine Logwinuk, Matilda Politsky, Ronnie Garjian, Miyo Wong. ▼



IT'S BRIEFED, BIRTHDAYED, AND

IT'S UNIQUE — FEBR(SP.?)UARY

Unique among the months, for both its brevity and its birthdays is February (it's also the most often mispronounced and misspelled; name derives from the Latin verb "februare," meaning "to purify," so who knows why?).

Born on the 3rd (1811) was Horace ("Go West, young man!") Greeley, famed journalist, in Amherst, N. H. On the 4th (1902), Charles A. ("The Lone Eagle") Lindbergh, first to fly the Atlantic non-stop and alone, in Detroit, Mich.

Born on the 7th (1885) was Sinclair Lewis, who wrote "Main Street" and other books, in Sauk Center, Minn. On the 8th (1820), William Tecumseh Sherman, the general who said "War is Hell!" and proved it in his march through Georgia, in Lancaster, Ohio.

Born on the 9th (1773) was William Henry Harrison, ninth President (served only 31 days before he died from pneumonia, contracted during his inauguration), in Berkeley, Va. On the 11th (1847), famed inventor Thomas Alva Edison, in Milan, Ohio.

On the 12th (1809), Abraham Lincoln, in a log cabin in Kentucky; on the 13th (1892), Robert H. Jackson, justice of the Supreme Court, in Spring Creek, Pa.; on the 14th (1819), Christopher Latham Sholes, called "Father of the Typewriter" because he was the first inventor to follow the idea of a writing machine through to commercial success, in Moersburg, Pa.

Born in Westmoreland County, Va., on the 22nd (1732). George Washington; on the 26th (1846) in Scott County, Iowa, William Frederick ("Buffalo Bill") Cody, and on the 27th (1807) in Portland, Me., Henry Wadsworth Longfellow, the poet, who wrote (among other things) "Hiawatha" and "The Village Blacksmith."

If one is good, two are better, especially when it comes to taking photographs of the once-in-a-lifetime bridal shower, of a special party, of someone you haven't seen in years, or of a beautiful scene you spot while traveling. Taking just one snapshot or slide of any of these is fine. But you'll really be sure of getting photographs that accurately reflect the subject if you take more than one picture. If what you see in the camera view-finder is a "here today, gone tomorrow" picture, take several exposures. That way, you can't miss.

All things come to him who waits—provided he knows what he is waiting for.—*Woodrow Wilson.*

No man is wise enough by himself.—*Plautus*

When a man changes his mind as often as a woman, chances are he's married to her.



SHOWER HONORS are shared by Mary Casson (left) and Mary Hempsey in Plant 10.



MARGARET KELBY is honored at a shower by members of Dept. 11-508 in Plant 50.



CATHERINE DUGAN (holding gifts) is honoree at a farewell party in Dept. 41-502, Craydon.



BEST WISHES for the leisure years ahead are extended Andrew Long at a farewell party in the Machine Shop in Plant 6. Long is shown being presented with a Philco portable from his fellow-workers in Dept. 42-532 by Charles Parsons. He has been with Philco 28 years.



WINNERS OF THE CROYDON PLANT SAFETY AWARDS FOR YEAR 1955

Sitting, left to right: Lillian Tyler, Mildred Spadaccino, Sophie D'Emidia, Elizabeth Mariani, Helen Campbell, Frances Adams, Ruth Ellison and Anna O'Brien. Standing, left to right: Thomas Dannelly, business agent; Leonard Dever, shop steward; John Waters, treasurer of Local 101; Daumant Kusma, plant manager; John McCloud, safety director; Joseph Laczkowski, James Greenhough, John Taylor, John English, Charles Oerlemann; Robert Moore, shop steward; Catherine Midelaite; Fred Marcell, personnel manager; Michael Kevalic, insurance representative; and Frank Humphries, safety representative. Katherine Wong, another winner, was absent when picture was taken.



LUGGAGE IS PRESENTED to Sam Wright (left) by Joseph A. Lagore, vice-president, G. and I. Division, on behalf of Plant 50 employees upon the retirement of Sam. After a rest in Florida, Sam will decide how to spend the leisure days ahead.

HAIL CUSTOMERS!

The customers—you and I multiplied by millions—decide what products our factories will make, how much will be made, and the price they will be sold at.

Competition for the customers' money weeds out inefficient businesses, and forces others to become more efficient. This in turn brings about lower prices, better quality and service, and the development of new and improved products.



GIFTS FOR THE NEW BABY are examined by Frank Baldus following a shower on the color belt in Plant 10. The new arrival is the third son for Frank.



VICTOR CONDORA is honored by fellow-workers at a baby shower in Plant 3.

“SAFETY” IS MORE THAN A WORD IN ITS MEANING TO YOU

As far as safety is concerned, the average person is better off at work than he is at home or on the road to work!

Statistics show that last year more than 44% of all accidents occurred in homes, 33% on the highways, and but 20% on the job.

American industry has invested millions of dollars in safety programs and through them has helped reduce industrial accidents many fold. Guards for machinery, personal safety equipment for employees, safety measures and devices in all departments and persons whose sole preoccupation is safety are bringing down the rate of industrial accidents constantly each year.

But “safety” is more than a word, more than a program. It’s a brainy, vigorous effort to see that we live out our full share of time on the good green earth—that we live it to the full while we’re at it. “Safety” is a series of constant, man-sized steps along the sunny side of life. It is more ability, more time, more dollars, more security.

The man who dares to waste one hour of life has not discovered the value of it.—*Darwin.*

“Drop all thought of what you do not want; then you will have to learn to give your mental power, your enthusiasm, your imagination, to thought of what you do want.”—*Good Business.*



GIFTS FROM FRIENDS in Plant 3 are examined by Helen Heil Dugan at a wedding shower.



FELLOW-WORKERS on Belt 8 in Dept. 503 present Dolores Ryder with gifts at a shower in her honor.



SUPERVISOR JOSEPH LACZKOWSKI presents Marcelle Malczan with a gift on behalf of girls in the R.F. Section of Dept. 41-502 at Croydon.



ANNE BARBETTA is presented with gifts by Leroy Bittenbender, her supervisor, on behalf of girls in the I.F. Section of Dept. 41-502 at Croydon.



WEDDING BELLS will ring for Catherine Haney and John Shields in late June. John is in the Plant 2 Mail Room.

IN BRIEF:

A man of few words but great deeds, Lincoln wrote his complete autobiography for "The Dictionary of Congress" in 46 words. They were:

"Born Feb. 12, 1809, in Hardin County, Kentucky. Education, defective. Profession, a lawyer. Have been a captain of volunteers in Black Hawk War. Postmaster at a very small office. Four times a member of the Illinois Legislature and a member of the lower house of Congress."



NINE AIREDALE PUPPIES born December 28 are examined by their owner, Tom Leach, Research. Tom, who raises Airedales as a hobby, has shown the older brother of the puppies in Philadelphia dog shows. He now owns eleven Airedales.



"I don't care if it is Leap Year. Don't propose to anybody till you find out if he's got a good job!"

Never underestimate the buying power of Mr. John Q. Breadwinner! Seven out of ten men shop in food stores at least once a week—much oftener than they did five years ago.



"Your application for office boy looks fine. . . . Who is this 'Rover' you give as 'personal reference'?"



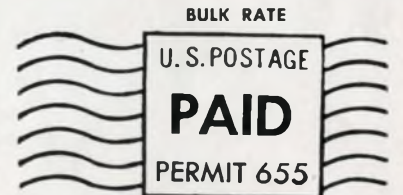
CHRIS, the five-and-a-half-months-old son of Eddie and Jeanne Trasatti. Eddie works in Dept. 43-503 in Plant 3.

Civil Defense officials say that seeking shelter on the first floor of a frame house would cut exposure to atomic radiation by 50 per cent.

PHILCO CORPORATION

TIOGA AND C STREETS
PHILADELPHIA 34, PA.

E. ARZT
292 Road
Phil. Pa. 19152



E. ARZT
2920 Gelena Road
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