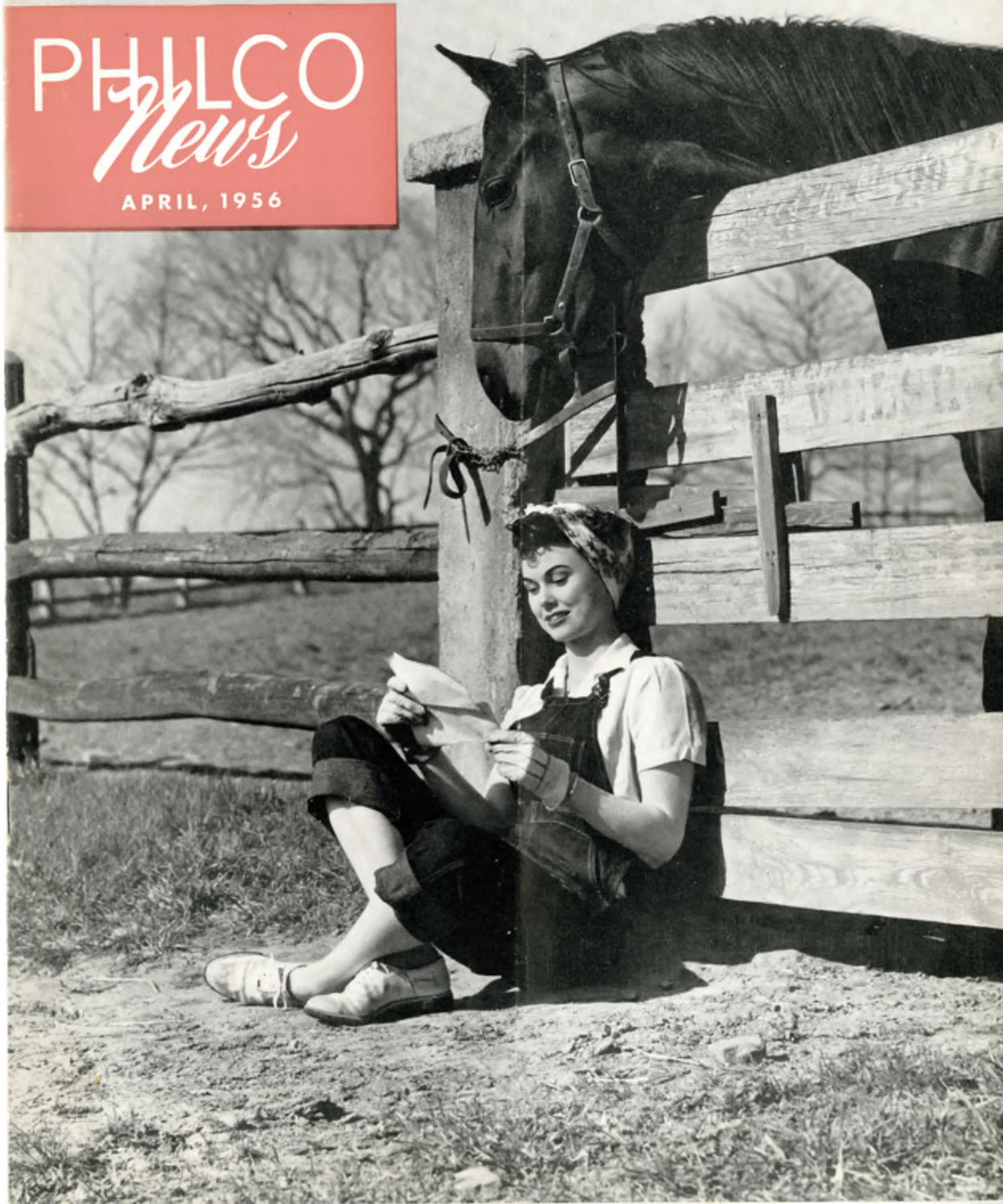


PHILCO *News*

APRIL, 1956



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



Employees of Philco Corporation have been presented with an Award of Merit for their generosity and co-operation in the 1956 United Community Campaign. The award was made by Wayne L. Besselman, Leeds and Northrup, a member of the Employee Advisory Committee of UCC, to J. N. Hunsberger, Jr., Company chairman. The PHILCO NEWS also received an Award of Merit for its editorial interpretation and promotion of the recent campaign.



FIRST PRIZE for a photograph by a professional photographer used on a house magazine cover was awarded the PHILCO NEWS by the Delaware Valley Industrial Editors' Association in a contest conducted among members of the organization. The October cover, showing Sharon Kay Ritchie and the Philco "Miss America" television set, won the "Oscar" from the Association.

THE VALUE OF A SMILE

It costs nothing, but creates much. It enriches those who receive, without impoverishing those who give. It happens in a flash, and the memory of it sometimes lasts forever. None are so rich that they can get along without it and none are so poor but are richer for its benefits. It creates happiness in the home, fosters good will in a business and is the countersign of friends. It is rest to the weary, daylight to the discouraged, sunshine to the sad and nature's best antidote for trouble.

Yet it cannot be bought, begged, borrowed, or stolen, for it is something that is no earthly good to anybody till it is given away.

And nobody needs a smile so much as those who have none left to give.

. . . Fidelity Bulletin.

JAMES M. SKINNER, JR., HEADS PHILCO CORPORATION AS PRESIDENT

WILLIAM BALDERSTON RE-ELECTED CHAIRMAN OF BOARD OF DIRECTORS

James M. Skinner, Jr., has been elected President of Philco Corporation and William Balderston has been re-elected Chairman of the Board of Directors.

James H. Carmine, who previously expressed a wish to retire as Philco President at the conclusion of his term in office, will continue as an active member of the Board of Directors and Finance Committee, and will serve as a special consultant on sales and merchandising.

Prior to his election as president, Mr. Skinner was vice-president and general manager of Philco's Television Division and a director of the Corporation. He joined Philco in 1934 after attending the University of Pennsylvania and has held executive positions of increasing responsibility in almost every division of the Corporation.

During World War II, Mr. Skinner helped organize and direct the Philco Training School on radio, radar and electronics which trained technicians for the Army and Navy. When the Accessory Division was formed in 1940, he was named sales manager and became general manager of this division in 1945.

Mr. Skinner was later named vice-president in charge of Sales for the Refrigeration Division and, subsequently, vice-president in charge of Distribution to co-ordinate all sales activities of Philco divisions. From this position, he was named vice-president of the Television Division in April of last year.

Mr. Carmine was elected president of Philco in 1954 to climax more than 30 years of service with the Corporation. He joined Philco in 1923 as a storage battery salesman. After several years in the East, he went to Chicago in 1932 as Mid-West sales manager.

In 1939, Mr. Carmine transferred to Philco Headquarters in Philadelphia as assistant general sales manager and successively held the positions of general sales manager, vice-president in charge of Merchandising, vice-president in charge of Distribution, and executive vice-president. He was elected a director of the Corporation in 1949. During his years with Philco, Mr. Carmine has become nationally recognized as an outstanding sales and advertising executive and has played a leading part in the development of the strong nation-wide Philco distribution organization of wholesale distributors and more than 25,000 dealers.



JAMES M. SKINNER, JR., newly elected president, Philco Corporation.

Mr. Balderston served as president of Philco from 1948 to 1954, during which time Philco became one of the largest companies of the country, with peak sales in 1953 of over \$430,000,000.

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 to serve as liaison between the Army and Navy, and Philco Corporation, which developed and produced large quantities of advance airborne radar equipment for the Armed Services. 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.

BLOODMOBILE REPLACEMENT VISIT IN MAY

The Red Cross Bloodmobile will visit the Tioga Street Area plants May 9 and 11 in connection with the Philco Blood Program. All employees who have received blood for themselves or their families will be asked at this time to donate blood as part of the "replacement" program. The Bloodmobile will be at Plant 50 on May 10 and 11. Every physically able employee is urged to sign a donor pledge when asked to do so by his department head. In this way, adequate blood for all Philco employees and members of their immediate families will be assured.

SALUTING AN ANNIVERSARY WITH MEANING FOR US ALL

The Series E Savings Bond will be fifteen years old on May 1, 1956. It deserves a salute from all Americans.

Its patriotic accomplishments and its service in behalf of the individual American and his family should stir the pride of everyone, young and old.

It has been a means of making us better citizens, and the means of building the Nation's defenses against foreign tyrants. In wartime it was the common denominator of the home-front effort to back up our sons and daughters on the firing line. In the post-war years of challenge to our way of life, the E Bond serves America well in maintaining a strong economy, one of the chief bulwarks against foreign "isms" and aggression.

Recital of Series E statistics, while an enormous and dramatic story, only becomes important in giving emphasis to the far-reaching influence of the savings bonds program on the daily lives of millions of people.

We can talk about \$40 billions of Savings Bonds in the hands of 40 million owners, gigantic sales results, the millions of volunteers who gave freely of their time, talent, and money to giving the E Bond historic significance. But the E Bond's true accomplishments can be expressed with the simplicity of an Irving Berlin writing a melody of the heart. ". . . 15 years of making dreams come true . . ."

SPEAKING OF BIGNESS—

The Federal Government is the biggest landowner in our country—also the biggest house builder, the biggest employer, the biggest banker and insurance company, the biggest consumer, the biggest borrower and the biggest lender, and the biggest spender!

Be sure to take an interest in the future. That's where you'll spend the rest of your life.

CHECK ON YOUR ADDRESS

The Personnel Department should have your correct address. If you have made a change in residence, you should immediately go to the Personnel Department and fill out the change of address form. Only a little of your time will be taken up with this procedure, but it will save a great deal of time for others who may find it necessary to get in touch with you. If you are a retired employee, you should keep your address up to date with the PHILCO NEWS in order to receive the publication. Readers who know any employee, active or retired, not receiving his copies of the PHILCO NEWS will do him a favor by telling him about the importance of getting his address corrected.

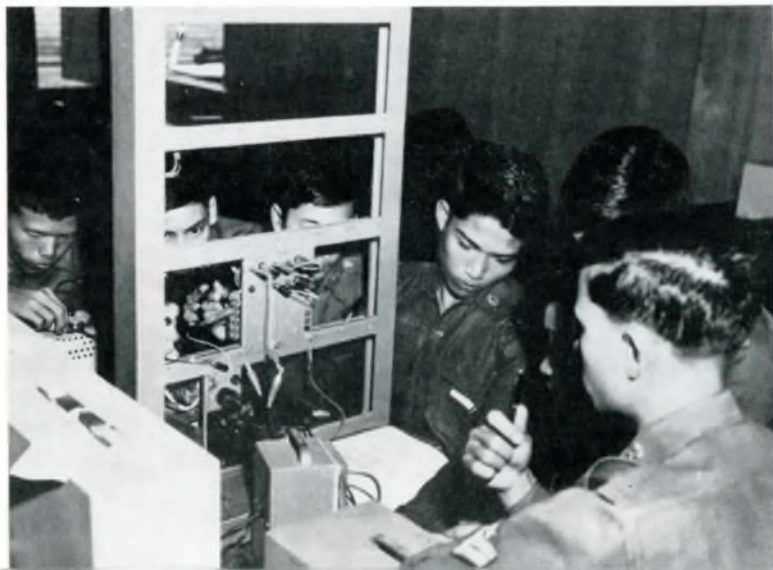
PHILCO TRAINING MATERIALS AND INSTRUCTOR AT BANGKOK U

First Electronics Class Graduated by Royal Thai Air Force School

Twenty electronics and radar specialists who recently graduated from the Communications School of the Royal Thai Air Force received their training under the supervision of a Philco instructor using Philco training material during the two-year course at the Bangkok institution. Norman Estner, a Philco TechRep Field Engineer under contract with the Joint United States Military Advisory Group (JUSMAG), served as chief instructor throughout the course.

Thailand organized its Communications School in 1938 to meet the country's growing need for technicians. In 1952, the school was reorganized with the assistance of JUSMAG. The following year, training materials were ordered from the Philco TechRep Division in Philadelphia, 12,000 miles away.

THAI TRAINEES learn trouble shooting with the Philco laboratory circuit analysis chassis.



PHILCO TECHREP FIELD ENGINEER Norman Estner and Major Pin Chaneonsuk, electronics school commandant, using the Philco Lecture Demonstration Console at the Royal Thai Air Force School at Bangkok University.



"CORDLESS" TRANSISTOR RADIO ANNOUNCED BY PHILCO



PHILCO'S NEW "CORDLESS" SEVEN-TRANSISTOR RADIO, which combines small size with big radio performance, is shown above.



FOR YOUR LISTENING PLEASURE AT HOME OR ON THE ROAD, Philco's new top grain leather portable radio in Briarwood finish, styled with a circular brass-colored grille and a design-matched tuning knob, is shown above. Called the Mustang, it is Model 676. It and three other new models in Philco's portable radio line are five-tube receivers with printed wiring circuits. The other models are: the Sportster, Model 675, in a natural finish, top grain leather; the Knockabout, Model 672, is in Florentine green Sur-V-Lon weather and scuff-resistant synthetic; and the Rancher, Model 670, in black Sur-V-Lon with red stitching.

MEET THE SALVATION ARMY

To acquaint the public generally with the work of the Salvation Army and the principles for which it stands, observances will be held in many a community during National Salvation Army Week, May 20-27.

Begun in the U. S. 76 years ago with only eight people, today its nearly 250,000 members in 1,800 work centers and 5,000 smaller units serve millions in religious and charitable endeavors.

A new seven-transistor radio, which combines small size with big radio performance, is now in the new Philco line.

The peak tone quality and volume of the all-transistor radio are made possible by the use of Philco's "Surface-Barrier" transistors, which have been released for commercial use for the first time. Heretofore, "Surface-Barrier" transistors have been available only for high priority military electronic equipment, including guided missiles, computers and communications.

Although designed for portability, the new Philco transistorized radio is described as a "home radio" suitable for any room in the house. Because of its exceptionally low power drain, it operates for approximately 250 hours on the power from two ordinary flashlight batteries instead of the customary portable radio battery "packs."

The Philco "cordless" radio is 4 $\frac{1}{4}$ inches high, 7 inches wide and 2 inches deep. It has a permanent magnet speaker and a Magnecor antenna.

Philco's Transistor-7 recognizes a new design trend in transistorized, battery-powered radios. It is not a toy in size, nor is it so large as to be cumbersome for packing on trips.

It is large enough to permit a full range of lifelike tone reproduction that is equal to portable radios much larger and powered by considerably more than two flashlight batteries. Its power is kept to two flashlight batteries because such batteries are the most universally available ones today.

The Transistor-7 is fitted with an earphone jack and the earpiece and cord is available as an accessory. The portable is highly styled in a high-impact plastic case with a striking double black triangle inset against a lustre ivory background. Accents, including control knob, are in gold color.

PRODUCERS ALL

There is something solid and satisfying about seeing a product you helped to make roll out of your department on its way to the customer. You can see it, touch it—you know it's there and you know what it represents in work, in time, in materials.

This is an experience the people in the accounting department, the claims department, the mail room, or other office units do not share. Thus they may not appreciate how their work fits into the basic objectives of the Company—to make and sell a good product.

Actually, nothing would be made and nothing would be sold if it were not for the paper work—the desk work, the telephone and mail work, the typewriter and tabulating work—and all the other important office jobs that keep the wheels turning. Everyone, in every job, is a producer.

CALLING ALL HAMS . . .



MESSAGES ARE RECEIVED in the amateur radio station at Plant 28. Stu Countryman (left) is receiving a message over the MARS Circuit, while Hal Reynolds receives a message from the Mike Farad, the Philco amateur traffic net. The station is set up in Lab H at the training school. It includes a BC-610 transmitter; universal antenna loader; 40-meter half-wave, center-feed antenna, and a Hammerlund super pro receiver mounted on the front panel of the terminal. An LR frequency meter is set up on a roll-away table for general use. The station also has a 20-meter rotary beam and a 40-meter teletype transmitter for stand-by operation and a UHF transmitter and receiver for local calls on two meters.

Short-wave radio work, perhaps because of their natural interest in electronic equipment, has proven to be one of the most popular hobbies among Philco employees.

It is estimated that at least 300 members of the Philco family here and abroad have transmitters and receivers in their homes. Through this equipment, the "ham," as he calls himself, may, by voice or code (depending upon the type of equipment he has), carry on a conversation with friends, acquaintances, even strangers, anywhere from a short distance to the other side of the world.

There are over 100,000 Government licensed amateur radio stations in this country alone. Not all have active stations on the air, but the majority of them have equipment set up to operate on one or more of the various bands of frequencies authorized for these private communications.

In the Philadelphia area, a number of Philco "hams" have a weekly round-table talk fest at noontime, Saturday, on 3815 kc. in the 75 meter phone band. Usually from 5 to 15 operators in the area from Washington, D. C., to the North Jersey Coast enjoy this chance to exchange notes on their equipment, signal reports and information on their Philco activities. This get-together over the air has been a regular affair for over two years, and all local Philco "hams" are invited to join in this activity.

Another Philadelphia area round-table group operates on 29.1 mc. at 8 p.m., Sundays.

A large percentage of the Philco "hams" are employed in the TechRep Division and are located in many parts of the world. Some of them use their equipment to keep in touch with their homes. A station has been set up by TechRep operators at Plant 28 for handling message communications for their fellow-operators and friends.

Amateur radio activities take many forms in addition to friendly over-the-air communication with each other. Some of these activities in which many Philco "hams" take part are the establishment and operation of Civilian Defense communication systems, the use of mobile-radio equipment in their cars for communication during floods and other emergencies, and the working together of groups of "hams" in clubs to assist beginners in learning the code and getting their license.

Active Philco "hams" are located in practically all of the Company's local plants as well as in district offices in Washington, D. C., Dayton, Ohio, and Los Angeles, California.

Several of the Plant 50 "hams" are issuing a monthly bulletin called *Philco Headquarters Ham News*, so if you are interested in receiving a copy or have some news of interest, please pass the information on to Marvin Gaskill (W2BCV), Jim Beaver (W3AHZ), or Mike Chemerys (W3YHU), at Plant 50.

QFA
 PENNSYLVANIA
 OF
 SIGS UNIT

◀ CARDS LIKE THIS are sent by mail to identify the amateur operator whom another "ham" has contacted.



A CERTIFICATE OF MERIT, awarded in recognition of the public services rendered during the hurricane disaster in the Northeastern states in August, 1955, is among the honors received by the TechRep Mike Farad Radio Club. As Net Control Station for the Pennsylvania Emergency Phone Net, W3YDX thanked all "hams" who assisted in the emergency. In the letter, it was pointed out that by means of amateur radio operators, "urgent messages for food, medicine, and supplies went through, and hundreds of anxious families received health and welfare messages. No one can accurately measure the value of amateur radio's assistance in this disaster, but we know that several hundred hams can take pride in the part they played in the emergency. As it has many times before, amateur radio again proved its worth."



A MESSAGE IS RECEIVED by Harold C. Reynolds, Technical Training, TechRep Division, from his automobile. By means of such mobile equipment or its equivalent, approximately twenty-five Philco employees are in contact with other amateur operators, Civilian Defense Headquarters, the Mike Farad and Military Amateur Radio nets, for their personal enjoyment or for emergency work.

PHILCO "HAMS" who have their call numbers on their 1956 automobile license plates include, left to right: James A. Beaver, W3AHZ; John R. McKenna, W3NJV; Thomas Dix, K2EGO; Frank E. Bristow, W3KEY; Frederic N. Barry, W3OIX; Donald K. Speed, W3NEI; Thaddeus G. Szczepkowski, W3MYL; John J. Gerhart, W3KNC; James D. McLean, W3OGB; Frank H. Nelson, W3PZH; Marshall A. Williams, W3EST; Martin F. Chamow, W3TQW; John Dershimer, W3EER; Michael Chemerys, W3YHU; Harold L. Schwartzberg, W3VQQ; Leonard N. Benoit, W3ZTR; James B. Patteson, W3ZZI.



PHILCO ANNOUNCES SUB-MINIATURE TRANSISTOR AT I. R. E. MEETING

A sub-miniature transistor, believed to be the smallest transistor yet developed, has been announced by Philco.

The tiny electronic device is so small, more than 20 can be placed on a dime. The device operates in the audio frequency range and performs the functions of larger size transistors.

Philco engineers report the new transistor, named the M-1, can be employed in electronic systems where miniaturization is an important factor, including guided missiles, computers, hearing aids, portable radios and many other amplifying equipments. The M-1 alloy-junction transistor is now going into production at Philco's transistor plant.

Using the new "mighty midgets," Philco's Government and Industrial Division has assembled a miniaturized amplifier about the size of an ordinary pencil eraser. The amplifier, constructed for demonstration purposes only, has a 70-decibel gain, or a power gain of 10 million, and utilizes a new type of direct-coupled circuitry developed principally for electronic computers by Philco. The device was exhibited at the convention of the Institute of Radio Engineers in New York City.

In spite of its tiny size, the new sub-miniature transistor is covered by a metal can which is hermetically sealed by welding to protect the device from moisture and other contaminants.

Philco engineers stated that the M-1 transistor possesses unusual strength by virtue of its tiny size. Excess mass—a weakening factor—has been eliminated. The device can withstand an acceleration rate of 20,000 G's (20,000 times the force of gravity) without change in characteristics.

It also has the transistor's inherent qualities of long life, ruggedness, light weight, and low power consumption. The M-1 will operate on as little as one ten-thousandth of a watt.

Like most junction transistors, the basic operating portion of the M-1 consists of a wafer of germanium. In this case, however, the wafer is about the size of a pinhead. Leads are soldered to a dot of indium on each face of the wafer. The M-1 is a PNP transistor. The center region is the base and the other regions are the emitter and collector.

The Electronic Tube and Transistor Division also manufactures Philco's high-frequency "Surface-Barrier" Transistor (SBT) which is now being mass-produced for use in computers, communications equipment and military applications, as well as power transistors, diodes and other semi-conductors. The "Surface-Barrier" Transistor operates in the very high frequency range of 40 to 80 megacycles.



BEST WISHES for the years of leisure ahead are extended Jean Robin (with cake) at a farewell party given in Plant 6 Cafeteria marking the retirement of the veteran employee. Mrs. Robin had been with the Company over twenty-eight years. Next month she and her husband, John Robin, formerly employed at Philco, will sail for Scotland to visit relatives. They will return in August. A Philco portable and a cash gift were presented to Mrs. Robin by fellow-workers.



WILLIAM T. SHAFSTALL, first apprentice to finish Philco's current Toolmakers' Apprenticeship course, receives a certificate marking the successful completion of the course from George Swift, manager, Metal Division. Shafstall is now a journeyman tool and die maker. From left to right are Arthur Nurnberger foreman, Machine Shop, Plant 6; Edward Sayers, foreman, Machine Shop, Plant 2; Harry Riley, apprentice supervisor; Mr. Swift and Mr. Shafstall; Charles Parsons, shop steward, Plant 6; Thomas Dunne, president, Local 102; Thomas Donohue, business agent, Local 102.



Formation of the Philco G. and I. Golf Association, with an initial membership of 125 members, has been completed at Plant 50. A get-together-night was held at School Lane House in March to enable members to get better acquainted and to introduce officers. Stan Dudas, golf professional of North Hills Country Club, was speaker and golf films were shown.

Officers of the Association are Jack Crooks, president; Art Ross, vice-president; Hugh Datte, treasurer; Shirley Kraft, secretary. The first annual spring tournament of the Association was held at North Hills Country Club on Easter Monday.

Stan Dudas, chief speaker at the first meeting of the Association, is on the far left of the first picture. Others in the pictures are members of the organization.



ATHLETIC TRIUMPHS OF HIS SON (picture on the right) are read about by Guy Rodgers, Stores. Young Rodgers' latest honor was being chosen a member of the All-Pennsylvania Collegiate Basketball Team selected by newspaper sports editors balloting for the Associated Press. Earlier, the Temple University star player was picked by *Sports Illustrated* as one of five best basketball players in the country. While still in high school, young Rodgers won a trophy for being the most outstanding basketball player for the 1953-54 season in the City of Philadelphia. He established a new scoring record that year of 417 points in twelve league games, an average of 34.5 points per game. Rodgers Junior is the second college sophomore in ten years to win the All-State Basketball selection. With so much success in basketball to his credit, Rodgers this spring plans to broaden his field of activities and go out for the Temple baseball team.



THE TWENTY-FIRST BIRTHDAY of Dolores Marrone is greeted with a big smile following a party in her honor given by the girls in the Advertising Department.





A PHILCO CLOCK-RADIO and a magazine rack were among the gifts received by Pat Danaher at a shower given in her honor in Plant 2 Cafeteria by girls in Engineering.



LUCILLE ROGERS is the recipient of a number of gifts from friends in Cost Engineering at a shower in Plant 2 Cafeteria.



GIFTS RECEIVED from friends in Sales Order are examined by Charlene Gillen following a shower in her honor in Plant 2 Cafeteria.



HELEN DUPELL is the guest of honor at a shower given by her friends in Dept. 11-508 at Plant 50.



A TRIPLE BIRTHDAY CELEBRATION is held by Catherine Amodie, Emily Bryski and Helen Noble in the "K" Area of Plant 50.



◀ FELLOW-WORKERS in Dept. 11-508 fete Carmella Ward at a shower in Plant 50.

GOOD LUCK in Dept. 10-532 is wished Supervisor Dave Koenig at a party given by members of his old department, Dept. 11-508, in Plant 50. ▶



THUMB-SIZED HOUSEHOLD "HERO"

Would you ever think of putting something to your face that you would also use on windows, furniture, fish bait, garden plants, lumber or linoleum?

Men do it every morning when they shave—with their razor blades!

Actually, there are scores of household uses for razor blades from cleaning windows to sharpening pencils. So, if you've been discarding your blades, you've been getting only half value from them.



Both in and out-of-doors, this unsung, honed hero of the home manages to be helpful, proving to be another valuable extension of the "do-it-yourself" arm—like the hammer, saw, screw driver, etc.—only more versatile.

As a matter of fact, the Gem Safety Razor Company has found over 100 non-shaving uses for single-edge razor blades. The Gem people have found that women have a better understanding of the many home uses of the razor blade than men do. They've managed to emancipate it from its one-function bathroom rôle, and made it a familiar sight throughout the house, workshop and garden.

Let's begin outdoors. In the garden, a single-edge blade is perfect for pruning unnecessary growths on food plants and unsightly strands from flowers and shrubs. It is an invaluable garden tool for symmetrical flora.



This inch-and-a-half "wonder"

will save you time, effort and material in sawing or trimming wood. In a second, a single-edge razor blade will give you a hairline marking for your lumber, making a tool kit incomplete without one.

A fisherman is not a real pro unless he carries along a razor blade for any number of piscatorial chores and emergencies. It'll slice his bait into neat, even pieces, clean and trim his catch, or cut through the tackle if his line is snagged.



Indoors, the razor blade is virtually indispensable. Mom is in the living room sewing; there's the shiny steel in her sewing basket. Pop is in the den mounting photos; the razor's being used to trim the edges. And Junior? He's in his room building the latest scale-model airplane, and using the blade to shape the wing.

In what other ways can this thumb-sized "miracle" help you? It can be used to scrape furniture, edit film or tape, open packages, remove clothing labels, cut patterns, remove tar and gum from linoleum, erase music writing, cut cardboard too tough for scissors, open burlap bags, scrape paint, cut paper and tape, shave insulation from wire, plus endless other ways. Note that a single-edge blade is handier for most of these jobs, and they last longer.



Resourceful housewives with tight

budgets have fastened a razor blade to an ordinary comb and have executed successful "Italian" haircuts. This has inspired many leading national beauty salons to institute an American version called the "blunt cut," using the razor blade as their only tool.



Other household tools have been designed to hold razor blades, and several types can be purchased in hardware, surgical supply and other stores. Most of the handles resemble surgeons' scalpels, and some carpenters and professional handymen use special surgical blades in addition to, or instead of, shaving blades.

Recently there was an instance where an emergency operation was performed in the Canadian woods with a razor blade instead of a scalpel.

This is certainly a far cry from the first safety razor blades, which came into existence around 1890. When the first safety razor was introduced, the whole concept of shaving at home changed. Now, we have single-edge, double-edge and injector types of blades and many different types of razors, all developed to provide closer, more comfortable shaves.

While their primary purpose is to eliminate "5 o'clock shadow," razor blades have become serviceable year-round implements. And since these household helpers generally are used by the entire family after the man of the house has used them for shaving, their costs are practically zero. Considering the great value of razor blades, you can't get a better buy than that!



A TRAVEL CLOCK is examined by Phyllis Mayer following a going-away shower given by the girls in Plant 17. Phyllis, a member of the TechRep Division, Publications Department, is making a trip to Germany and Austria.

SAFETY DISCUSSED BY J. M. TRANSUE

J. M. Transue, Philco Security Director, addressed the Greater New York Safety Conference on "Inspection by the Safety Man" in a discussion of the art of inspection, held at the Statler Hotel on April 18. Mr. Transue spoke before the Central Pennsylvania Chapter, Society for the Advancement of Management, at its March meeting held in State College Hotel, State College, Penna.

Two-thirds of the country's livestock is produced west of the Mississippi River, and two-thirds of the meat supply is eaten east of it.



THREE PHILCO-ITES meet in Rome during the visit of the Philco Ambassadors of Good Will Round the World Trip in February. Left to right are Frank D. Hallworth, assistant manager of Atlantic Operations for the TechRep Division, stationed in Germany; Ken Kefauver, Philco public relations, who served as flight director for the round the world trip by sixty-one Philco retail salesmen and distributors, and Victor Alin, manager of Special Sales, Philco International. The Philco salesmen and distributors visited seven foreign countries and flew a total of 24,000 miles. This was the first trip of its kind sponsored by an American industry and it was further unprecedented by the fact that the same plane and crew was used throughout the trip. It further made history by being the first round the world chartered flight from the Philadelphia Airport.

WHAT'S WATT'S H.P.?

One James Watt, in 1776, advertised his newly invented steam engine in terms that miners would understand—horsepower. A horse walked 330 feet in one minute to hoist a 100-pound pail of coal, hence one horsepower equalled 33,000 foot-pounds. Still does, too.

PHILCO CORPORATION
TIOGA AND C STREETS
PHILADELPHIA 34, PA.



J F SMYTH
6354 ALGARD ST
PHILA PA 35

9791

Postmaster: RETURN POSTAGE GUARANTEED—If forwarded to a new address notify sender on Form 3547. Postage for notice guaranteed.