



PHILCO
News
MAY, 1956

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



IMPROVED MONOCHROME AND COLOR PICTURE QUALITY for Philco's TV studio film systems was featured by the Company's Government and Industrial Division at the National Association of Radio and Television Broadcasters' Convention exhibit. Here, actress Joyce Trent watches a color film in which she is featured as it appears on the Philco monitors. The redesigned CineScanner console features simplified operational controls for gain, pedestal, white balance and projector.

PHILCO EXHIBITS NEW MICROWAVE SYSTEMS AT NARTB SHOW

Philco Government and Industrial Division television microwave systems exhibited for the first time at the National Association of Radio and Television Broadcasters' Convention at Chicago included a TLR-5 one-watt remote pickup and Philco's unique TLR-4 multi-hop system.

The TLR-5 features a high-sensitivity receiver, improved color and audio performance, coupled with over-all systems stability. Specifically, the new system design features balanced "super linear" discriminator, improved limited and AFC circuits, a low-noise receiver, interchangeability of VA-220/221 and Philco K-2 reflex klystrons, a new and improved ACM-3 audio channel, simplified head castings (eliminating the need for ring mounts), and dual video outputs of 75-ohm sending termination.

The multi-hop TLR-4 system is being offered in the broadcast band by Philco for the first time. This system is being used for color and audio at distances up to several hundred miles. It has a background of seven years' service with domestic common carriers and foreign broadcast networks. Over 130 equipments are now in the field.

MINIATURIZED MAGNETIC RECEIVER DEVELOPED BY PHILCO ENGINEERS

ABC TO USE DEVICE DURING COVERAGE OF NATIONAL POLITICAL CONVENTIONS

"Audipage"—a tiny, personal magnetic receiver developed at Philco—will be introduced during the forthcoming national political conventions and will play an important communications rôle in the American Broadcasting Company's nation-wide television and radio coverage of the events.

According to the joint ABC-Philco announcement, thirty of the new devices will be included in a large-scale TV equipment field test by the two companies. Also included are four complete Philco TV studio film systems and a mobile, super-power, microwave relay system for picking up on-the-spot convention scenes.

Philco Government and Industrial Division engineers demonstrated "Audipage" during a press conference held by the Company at the National Association of Radio and Television Broadcasters' Convention in Chicago. The receiver, which may be hidden in a person's garments, is about the size of a cigarette lighter. Complete with its tiny mercury storage battery, an "Audipage" weighs only an ounce. Sound, inaudible to anyone other than the wearer, is received through a tiny, flesh-colored earpiece.

The receiver will operate only within the restrictions of a wire "loop" strung around the perimeter of an area. An entire building, however, can be included in a "loop." "Audipage" can be used not only for TV, but for public buildings, such as hospitals, theaters, schools, libraries, etc., where conventional intercom systems are impractical.

"Audipage" will be used by ABC roving commentators at the Chicago Democratic convention beginning August 13 and at the San Francisco GOP convention beginning August 20. Frank Marx, ABC vice-president in charge of engineering and general services, reported that "Audipage" will permit commentators to receive instructions directly from control points without the use of connecting wires or cables.

Philco's "Audipage" models utilize the Company's recently announced M-1 subminiaturized transistors, believed to be the smallest such semiconductor devices yet developed. Because of their tiny size, transistors are particularly suited to portable magnetic receivers. Transistors, which perform most of the functions of

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THE DE LUXE AUTOMATIC WASHER AND ELECTRIC CLOTHES DRYER, right, in Philco Corporation's 1957 line of automatic laundry equipment and wringer washers. The newly announced laundry equipment includes four automatic washers, three electric and four gas clothes dryers and seven wringer washers. Two gas clothes dryer models are for natural or manufactured gas and two are for use with propane or "bottled" gas. All automatic washers use Philco's exclusive "Ball Point Balance" suspension system, which eliminates the need for cut-off switches or heavy weights or springs to keep the machine in balance during spin-dry cycles. The suspension design assures each load of clothes being completely and safely washed. The automatic washer shown is Model W-266. The electric clothes dryer is Model D-366. The clothes dryer for use with natural or manufactured gas is Model DN-366; for "bottled" or propane gas, Model DL-366.



PHILCO ADDS LAUNDRY EQUIPMENT TO ITS MAJOR APPLIANCE LINES

Philco Corporation has added automatic washers, electric and gas automatic clothes dryers, and wringer washers to its line of major appliances.

It is the first laundry equipment to carry Philco's name and all models are now nationally available. The models include four automatic washers, three electric and four gas clothes dryers, and seven wringer washers.

The four 1957 model automatic washers will use Philco's exclusive "Ball Point Balance" suspension system, which has been pre-tested by more than 6,500,000 washes.

"Ball Point Balance" is a radically new suspension system for automatic washers and eliminates heavy weights, springs and snubbers found in many automatic washer systems. The suspension systems are designed to counterbalance high-speed spin forces when the machine is in the spin-dry cycle and to permit proper acceleration of the wash tub when unbalanced wash loads are put in the machine.

Philco's suspension system eliminates the need for a cut-off switch for unbalanced loads and assures each load of clothes being completely and safely washed.

The suspension system uses a ball point balance plate which cushions the drive of the spinning tub and keeps it in perfect balance. It operates on the same principle as a gyroscope or spinning top.

A newly engineered positive fill control, used by Philco, automatically fills the wash tub with the correct amount of water for each wash load regardless of high or low water pressure and prevents excess use of water.

The electric dryers utilize "dual heat" drying in which both convected and infra-red radiant heat are

used to dry clothes. A suction air-flow system is used on all dryers to give heated air a more forceful and direct sweep through the tumbling clothes. The gas dryers are available in models for natural and manufactured gas and for "bottled" or propane gas.

A 20-load nylon lint trap, used on four dryer models, is easily cleaned by pulling the nylon liner inside out like a sock. All dryers can be vented to the outside.

Two of the seven Philco wringer washers are "Twin-A-Matic" models. Sixteen pounds of clothes can be washed in the two tubs of these models.

FASHION DESIGNER OLEG CASSINI tells in a film short why he recommends the Philco washer for the safe, thorough washing of delicate fabrics. This is one of a series of TV spot commercials produced at the Philco Photographic Unit, "A" and Allegheny Avenue. ▼





PHILCO CORPORATION'S GOVERNMENT AND INDUSTRIAL DIVISION is the recipient of the National Safety Council's Award of Honor—the highest award presented to industry for an outstanding safety record. Making the award is J. M. Transue, Philco Corporation's Security Director. Receiving it, on behalf of the G. & I. Division, are J. A. Lagore, Vice-President in charge of Manufacturing, and James D. McLean, Vice-President and General Manager. The Philco Division qualified for the award by completing over 8,000,000 man-hours without a disabling injury on the part of its employees. The period covered was from October 1, 1954, to December 31, 1955.

SUPERHIGHWAYS: MAGIC CARPET FOR VACATIONING MOTORISTS

Andrew J. Sordoni, President of the Automobile Association of America, predicts in a recent article in *Parade Magazine* that "we are entering the greatest season of travel we have ever known."

Vacationers can save precious time and money through the use of new superhighways. Because turnpikes are so new (most have been built since 1947 and new ones are being built every year), not many vacationers realize what they can do. The turnpikes can bring whole new areas in the country within easy driving distance from your home.

There has been a phenomenal growth of our system of turnpikes and free expressways. Except for a small gap in Massachusetts, turnpikes now form a continuous thread from Maine to Indiana. By the end of the year, the gap will be closed and the thread will go on to the outskirts of Chicago.

Meanwhile, free expressways, particularly in California and Texas, are doing yeoman service. Those turnpikes that do exist are strategically placed to help the traveler past congested places, and they can be a real boon to the Westerner planning a trip East.

Here's how turnpikes have grown since your last vacation. Besides the Ohio Turnpike, there have been new sections added to the Pennsylvania Turnpike, to the New York Thruway, the Everett Turnpike in New Hampshire, a new section of the Maine Turnpike.

Due to open this year (some perhaps by summer): the Indiana, Kansas, Kentucky and Massachusetts Turnpikes; extensions to the Pennsylvania Turnpike, the New York Thruway and the Everett Turnpike.

1956 HIGH-FIDELITY PHONOGRAPHS INTRODUCED BY PHILCO

Three new high-fidelity "Music Chamber" phonographs with matched speaker systems have been introduced by Philco.

The new cabinet designs include two consoles and a consolette-convertible model. The matched audio system employs Philco's electrostatic speaker in conjunction with an electrodynamic "woofer." A newly developed Push-Pull circuit produces a maximum 10 watts of output, resulting in increased power and eliminating distortion.

The new models incorporate a Philco three-speed automatic record changer, and a stabilized tone arm with only one-fifth of an ounce weight on the record surface. Separate base and treble controls enable the listener to select tones from deepest bass to highest treble.

The new models are:

Model 1764 with Electrostatic Speaker and 10-inch Electrodynamic Speaker, Push-Pull circuit with 10 watts of output, inclined sounding board, "Music Chamber" cabinet, Philco three-speed automatic record changer, advanced 45 RPM spindle, dual sapphire (synthetic) needles, Philco stabilized tone arm and album storage space.

Model 1762 with Electrostatic Speaker and 8-inch Electrodynamic Speaker, Push-Pull circuit with 10 watts of output, inclined sounding board, "Music Chamber" cabinet, Philco three-speed automatic record changer, advanced 45 RPM spindle, dual sapphire (synthetic) needles and Philco stabilized tone arm.

Model 1362 is a consolette style. It may be converted into a table model by removing legs. The consolette has the Electrostatic Speaker and 8-inch Electrodynamic Speaker, Push-Pull circuit with 10 watts of output, Built-in Boom Gate, "Music Chamber" cabinet, Philco three-speed automatic record changer, advanced 45 RPM spindle, dual sapphire (synthetic) needles and Philco stabilized tone arm.

Many people think of turnpikes as truck-choked raceways where hypnotized drivers bang into one another with dreadful bloodshed. This is far from true. Figures show that on the Maine Turnpike, for instance, the death rate is 2.8 deaths per 100 million vehicle-miles of travel; for U. S. 1, which parallels the Turnpike's route, the rate is almost 10 times as great—22.3 deaths per 100 million vehicle-miles.

For the first time, a special map has been drawn up with help from the AAA and Federal and state highway organizations. On this map, toll roads are shown in red. Dual, multi-lane "expressways" are in green. Other interstate highways are in gray. Roads under construction appear with broken red and green lines. Turnpike connections with numbered interstate routes are clearly marked.

This map is included in a brand-new Guidebook which gives you facts, figures and special tips on safe, economical turnpike travel.

To obtain this invaluable aid to turnpike travel, send 25 cents to Box 475, Department 18, Radio City Station, New York 19, N. Y.



JAMES WHITTEN, the 17-year-old son of F. D. Whitten, Manager of Electronics Service, recently received second award in the applied physical science section of the eighth annual Delaware Valley Science Fair at The Franklin Institute for his exhibit of the Van DeGraaff Generator. This is the third time he has won a prize in science at The Franklin Institute. Young Whitten, now a senior at Haverford Township High School, will graduate in June and be admitted to the School of Engineering at the University of Delaware in the fall.

JUNE 17 IS FATHER'S DAY

Father's Day will be observed throughout the Nation on June 17. The custom of setting aside the third Sunday in June as Father's Day dates back to 1909, when Mrs. John Bruce Dodd, of Spokane, Wash., conceived the idea as a tribute to her own father, who had successfully reared a family of children after the death of her mother. The rose is considered to be the appropriate flower of the day.

The theme of the national observance of Father's Day this year is "Liberty Stems From the Home."

GROUP FROM PHILCO TO ATTEND BENEFIT BASEBALL GAME

Once again it's nearing time for the Phillies and the Senators to play ball for the benefit of some 50,000 youngsters in this area who play sandlot baseball.

The ninth annual benefit game sponsored by the Junior Baseball Federation has been scheduled for Thursday night, June 28. Philco will have a representation at the game as it has had in previous years.

Until the seventh annual benefit game in 1954, the Phillies had been playing the Athletics. When the A's were transferred to Kansas City, the Federation and the Phillies club negotiated with the Washington Senators to play the subsequent annual benefit games.

Ever since the Federation's benefit games were started in 1948, no one has been able to think of a better way to keep our youngsters occupied and curb delinquency. Proceeds from all benefit games are used to buy baseball equipment and provide supervision for the sandlot teams and small league teams in this area.

WHY JUNE BRIDES ?

Why are there so many brides in June? Well, it's been going on for centuries! In the ancient Roman mythology, the statuesque Juno was the goddess of marriage; June was her special month, and Roman maidens aspired and contrived to be wed during her purportedly protective reign. The popularity of June as the month of marriages has survived through the ages.

WINS SCHOLASTIC HONORS

The daughter of a Philco employee—Al Craig Kolajtowicz of Department 511—is among the high school seniors in public, private and Catholic schools in the Philadelphia area cited for awards of Certificates of Merit by the National Merit Scholarship Corporation. The certificates were awarded to 4,300 students making the best showing out of a total of 60,000 seniors screened in 10,338 high schools of the country. The certificates of merit program, supported by 16 of the country's largest corporations, have no scholarship value in themselves, but are recommendations to colleges and scholarship-granting agencies to consider students cited as potential scholarship recipients. Barbara Kolajtowicz, the daughter of the Plant 14 employee, is a senior at Nazareth Academy. She is seeking a scholarship at either Mount Holyoke or Cornell. Barbara has been active in school life, having been editor of her school paper and president of her class for the past four years.



BARBARA E. KOLAJTOWICZ



ALL POSITIONS on the Plant 2 headquarters board are "manned" under the helpful guidance of Katherine Davis, assistant to Chief Operator Irene Gumpper. Left to right are Pat Doyle, operator and relief in the telegraph and teletypewriter room; Betty Tuszl, Bonnie Smith, Marie Zetty, long distance operators; Julia Carey, Dolores Tadd and Florence Taylor, operators.



A LONG DISTANCE PROBLEM is ironed out by Helen Genthert, senior operator, and Katherine Davis, assistant chief operator.

OUR TELEPHONE EXCHANGES:

VITAL LINK IN PHILCO COMMUNICATIONS

One of the largest industrial telephone exchanges in the country is required to handle Philco business from corporate headquarters in Plant 2.



A RELIEF PERIOD is enjoyed by Pat Doyle and Bonnie Smith in the room provided for this purpose next to the operators' room.

The terminal and operators' rooms, located on the first floor of Plant 2, have more equipment than is used by many thriving towns around the countryside.

Here a 1,400-station line, 11-position switchboard handles daily an average of 8,600 local calls and approximately 350 incoming and 350 outgoing long distance calls. No estimate has been made as to the number of inter-departmental and inter-plant calls made each day on the automatic dial system, nor on the outgoing calls made on the eighty-seven dial "9" direct trunks to the outside.

A telegraph and teletypewriter message service also operates under this department from a centrally located room on the fourth floor of Plant 2. Jo Maurer and Ronnie Ananian staff this extremely important message center.

The telephone room hums constantly with "Phil-co . . . Thank you . . . Just a moment, please . . . Here's your party. . . ." The low hum of conversation is punctuated with the sound of telephone plugs being connected and disconnected by the quietly working, efficient operators.

Philco's main switchboard is open from 7:30 a.m. until 6 p.m. from Monday through Friday. It is also open on Saturdays when the factory is working. Other Saturdays and on Sundays and holidays, incoming and outgoing connections are handled through Plant Protection.

The peak load of calls occurs approximately at 10 a.m. in the morning and at 4 p.m. in the afternoon.

Irene Gumpfer is chief operator at headquarters. When she is busy elsewhere, her assistant, Katherine Davis, is in charge. The present staff of operators consists of Marie Zetty, Julia Carey, Elizabeth Tuszl, Dolores Todd, Florence Taylor, Helen Genthert, senior operator, and Bonnie Smith, in addition to Miss Gumpfer and Mrs. Davis.

The Government and Industrial Division at Plant 50 has a six-position multiple switchboard with sixty two-way central office trunks and fourteen two-way tie lines from Plant 50 to Plant 2. Plant 50 also has forty direct dial tie lines (for direct outside services for those stations so equipped). Presently, the board has 800 station lines which is being increased to 1,000. The Plant 50 board is manned from 7:30 a.m. to 6 p.m.,

Monday to Friday. There are also two Western Union teletypewriters and one teletype at Plant 50.

The chief operator at Plant 50 is Kitty Harrigan, and her staff includes Marie Metzler, Ruth Kent, Arlene Odom, Rose Riotta, Ann Sweeney, Catherine Walsh and Trixie Olesen.

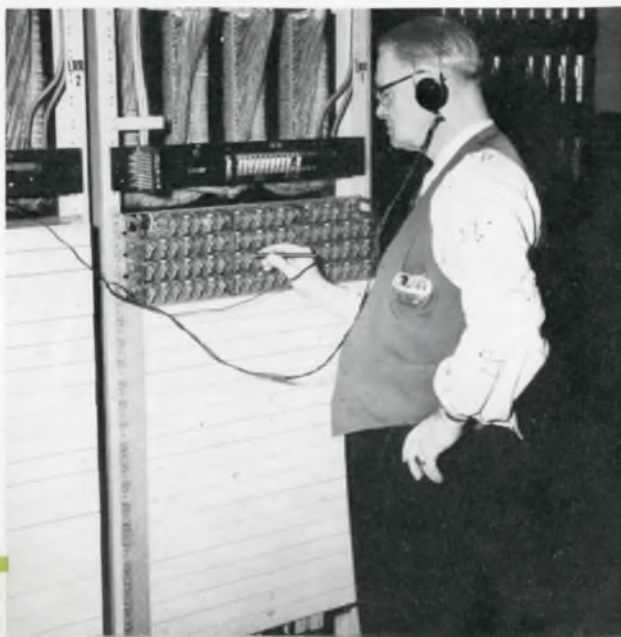
In addition to the big boards at Plants 2 and 50, other Philco plants have two-position boards. The

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SOLDERING WIRES on terminal equipment in Plant 2 is one of the duties of Frank Lodge of the Bell Telephone Company, who has charge of moving and installing new telephones in the Philco plants.

FOR THE PAST 38 YEARS, Jake Staublein (below), has been attending the maintenance of Philco telephones, and for a period of 19 years he has been permanently assigned to the Philco Plant 2 telephone exchange. He will complete 40 years of service with the Bell Telephone Company this month. Jake is shown at the test board in Plant 2.



CHIEF OPERATOR KITTY HARRIGAN checks a number with Trixie Olesen, long distance operator at Plant 50's six-position switchboard.



PLANT 50 six-position switchboard. Left to right: Marie Metzler, teletype and Western Union operator, providing relief on switchboard; Ruth Kent, Washington tie-line operator; Arlene Odom, telephone operator; Rose Riotta, telephone operator and relief on teletype and Western Union; Ann Sweeney, long distance operator assistant; Catherine Walsh, telephone operator and relief on teletype and Western Union; Trixie Olesen, long distance operator. Talking with Miss Riotti is Kitty Harrigan, chief operator.



BIRTHDAY GOOD WISHES are extended Nick Brown (with cake) by his supervisor, William White, and other members of Dept. 544, at a get-together in Plant 2 Cafeteria. Nick has worked at Philco for over twenty-two years. His hobby is visiting Atlantic City.

MINIATURIZED MAGNETIC RECEIVER DEVELOPED BY PHILCO ENGINEERS

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vacuum tubes, do not create heat, are extremely rugged, long-lived and light in weight.

Television studio equipment listed in the ABC-Philco national conventions field tests will include two 35-mm. CineScanner systems and two 16-mm. CineScanner systems with associated power equipment. Philco CineScanner film systems, which feature "cold" light and continuous film motion, will be used by ABC for film clips and rebroadcast of convention highlights. Portable microwave relay equipment will be used by the network on its mobile unit. Two-foot antenna "dishes" are included.

Philco Corporation will sponsor ABC coverage of the presidential conventions and elections over combined television and radio networks. Coverage of both conventions will take an estimated 60 air hours plus pre-convention broadcasts at Chicago and San Francisco. ABC has assigned more than 100 nationally recognized reporters, commentators, political analysts and writers to reporting the events. John Daly, the network's vice-president in charge of news, will head the group. He is reported to be especially enthusiastic about "Audipages."

Someone estimates there are 24,000,000 cats in the U. S., in homes and alleys and on the back fence in full moon.

PORTABLE TV RECEIVERS ADDED TO PHILCO LINE

Philco has started the manufacture of portable television receivers with both 14-inch and 17-inch picture tubes.

"Philco portable television sets are now coming off our new fully mechanized production lines in large volume," Larry F. Hardy, vice-president—Product Development, said. "The sets have been engineered for superior performance in all areas. Philco's new 14- and 17-inch picture tubes make it unnecessary for the customer to settle for a small 8- or 10-inch picture on his portable TV receiver."

The Philco portable TV receivers are available in several color combinations. All of the cabinets are of aluminum for ruggedness and light weight except one, which is of steel. The aluminum models feature a "fold-away" antenna, fully adjustable when the set is in use. The 14-inch aluminum cabinet sets weigh approximately 26 pounds; the 17-inch models, approximately 32 pounds.

The Philco TV portables are equipped with a new type "solarized" safety glass filter lens which not only protects the picture tube but increases the brightness of the picture for improved viewing under strong light, either indoors or outdoors.



SHOWER GIFTS are examined by Shirley Altaire following a party in her honor given by members of the Purchasing Department in Plant 2 Cafeteria.



DOROTHY LAVERTY appears pleased with the gifts she received at a shower given by fellow-workers in the Tabulating Department at Plant 50.



BIRTHDAY GIFTS and a special cake for the occasion are the order of the day for **Eleanor Eberle**.



FELLOW-WORKERS in the Draftsman Training Program at Plant 50 honor **Dale Moyer** at a wedding shower.



A GIFT FROM FRIENDS in Dept. 43-503 is presented to **Helen Rienhardt** (center) by **Helen Steiss** at a shower in Plant 10.

**Our Telephone Exchanges:
VITAL LINK IN PHILCO COMMUNICATIONS**

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board at Plant 17 is operated by **Helen Harris**, with **Rose Huffnagle** as relief operator. TechRep Division Headquarters' 120-line double board at Plant 28 is operated by **Ruth Wilson**, with **Phyllis Kaplan** and **Marge Murray** as relief operators. **Evelyn Walker** is in charge of the teletype room in Plant 28. **Alma Haller** is operator at Plant 18, with **Rose Midir** and **Shirley Tomasetti** as relief operators.

Jake Staublein, veteran Bell Telephone Company representative at Plant 2, has been stationed at Philco exclusively for the past nineteen years. Actually, he has been coming to Philco on telephone maintenance problems for the past thirty-eight years. **Frank Lodge**, also a Bell System veteran, with **Walter Adair** and **Ray Hechroth**, assists **Jake** in his daily endeavors to maintain the Philco installations at their highest point of operating efficiency.

A JOINT BIRTHDAY celebration is shared by **Nora Denny**, **Margaret Waters**, **Florence Zimath** and **Rose Hartranft** at Plant 50.



WHAT WILL YOU DO WHEN YOU RETIRE?

This article is reprinted from the March issue of *Changing Times*, the Kiplinger Magazine. *Changing Times* is not sold on the newsstands, but readers of this magazine may obtain a sample copy of the current issue by writing Service Department, *Changing Times*, 1729 H Street, N.W., Washington, D. C.

Retirement seem a long, long way off? Of course it does. Too busy earning a living and raising a family to worry about what you'll do then? Of course you are.

And that's the whole trouble. Retirement has a way of seeming a long way off right up until the last minute. Folks get so used to the nonstop routine of the middle years that they are left dangling when the routine is finally pulled out from under.

By then it may be too late. You just can't get the most out of the opportunity retirement offers by making last-minute decisions, attempting sudden change-abouts in your habits, dredging up half-hearted inspirations. How you make out in your second career, as retirement has been called, depends chiefly on what you have made of yourself in the earlier years. It depends on attitudes, personality, deep-rooted interests, ways of life, even conscious preparation.

So take a few minutes out of the daily grind every now and then, whether you are young or old or in between, and put them on deposit toward those later years. You'll get them back with interest. They needn't be devoted to formal planning, though of course there comes a time and place for that, too. They can best be devoted merely to planting and fertilizing an idea. Over a period of time, such moments will fix and develop in you the realization that some day you will be spending a lot more time on things you like to do and a lot less time on things you don't like to do.

Suppose, for example, that along in your thirties or forties you run across something that catches your interest, excites you, seems like fun. Maybe it is dabbling in real estate or building models or reading history. There is no time for it, so you shunt your interest aside or let it fade away. You concentrate even harder on the immediate and pressing.

Then at 65, suddenly, the immediate and pressing is gone and with it all the pattern of your thinking and living. But that little spark of interest that could rekindle everything, the one that flared briefly way back, is gone, too. You've forgotten it, or the interest died a-borning, or you are unprepared to exploit it now that you can. Perhaps if you had welcomed it, nurtured it, developed it, you would find yourself looking forward to a stimulating, opportunity-rich time of life instead of being confronted with the threat of empty years.

Moments snatched for the future, sometimes unknowingly, may be of many kinds. They might be moments when you are occupied with finances, meeting people, reading, traveling, following a hobby. And then, of course, there are the moments you are spending right now in reading these pages. Why not use them to stir up your thinking, knock loose a few of those half-formed ideas in the back of your mind, rough out some tentative plans for the future?



TIME TO DEVOTE to his hobby of gardening will now be found by Joseph Argenzia, shown receiving a farewell gift from his foreman, Roy Bachman, on behalf of friends in Dept. 14-512. Argenzia is retiring at the age of 65 after twenty-five years of service with the Company. He became a member of the Philco Twenty-Five-Year Club last December.

You might start by browsing through this list of ten ways in which people spend their retirement. When you have finished, sit back for another moment or two and mull it over. See what clicks. Then you take it from there. The case histories of happily retired people show that the occupations around which their lives revolve can be sorted into ten different baskets. The labels would be these:

A NEW JOB. Successful retirement seldom means loafing. And sometimes it means just shifting over from one regular, full-time job to another, different one, though usually a more relaxed, less demanding, less time-consuming one. From navy engineer to small-college math professor is one from the books. From big-city department store buyer to small-town department store shopping consultant is another. Sometimes such a choice is based on economic necessity. Sometimes on a finally fulfilled yearning to "get into that line I've always felt I should have gone into at the start." Sometimes on a shift of emphasis in professional interest that has developed through the years.

A PART-TIME JOB. Though it doesn't fill all your time, a part-time job provides a focus and a direction and an interest outside yourself. It, too, may be a solution to financial needs. Or a chance to taste something new, to satisfy an old longing or curiosity, or to put special skills to new and satisfying uses.

A BUSINESS OF YOUR OWN. Perhaps this is the most popular dream of all. A motel on U. S. 1, a gift shop in Arizona, an antique shop in New England, a little dress shop in California. The favorite hobby turned into a full-time or part-time living. But this is also one of the hardest dreams to make come true. It takes savvy and capital and careful planning to start a business at any age. If your ideas run along such lines, start getting ready early in the game.

THE OLD JOB IN NEW DRESS. This device could be fitted under one of the preceding labels, but it is worth special mention. It is a particular favorite of professional people and skilled craftsmen. The tax

specialist in a big corporation's legal department practices tax law in a small resort community—when he feels like it. A retired engineer acts as part-time consultant to a handful of small local firms. A retired carpenter does odd jobs. The beauty of this plan is that it lets you keep on with work that you enjoy, but in a more relaxed and independent way. Also, it usually takes far less preparation and investment than launching a new business in the more conventional sense.

FARMING. Here is another perennial favorite that must be approached warily. Sure, it can be mighty satisfying, but start being practical well ahead of time and investigate carefully. Don't let sentiment or nostalgia obscure the realities of even part-time farming—hard work, insecurity, the importance of skill and experience, the likelihood of being tied down.

COMMUNITY SERVICE. All sorts of organizations and activities are in real need of skilled, hard-working volunteers. All sorts of retired people have the abilities, the interest and the time to supply the need. The result is often a satisfying and rewarding retirement career devoted to charities, educational institutions, local politics, libraries, fund-raising drives, church activities, youth organizations, hospitals and so on. There are two basic avenues of approach. One leads you into an organization because it operates in a field that interests you and that you enjoy. The other leads you into an organization because there is a particular job that needs doing in the line for which you were trained and which you enjoy.

For example, a retired lady spends much of her time helping out with a church-supported nursery school because she loves kids and is interested in education. One of her co-volunteers works on the project because it needs the services of a skilled accountant, and accounting is the field in which she spent her working life and which she still enjoys.

HOBBIES AND AVOCATIONS. Do you collect or make things? Like to paint or write, play or compose music? Enjoy fishing or hunting or acting or gardening? If you do—really and truly do, that is—you may be one of the many who will turn happily to the years when they can devote all the time they want to such pursuits. But don't rush in headlong. There are traps you can fall into.

Generally speaking, such activities provide a foundation for successful retirement only under certain conditions. You should have either a number of interests or one interest that is very broad. You should not rely on a field where you will soon be out of your depth, where full enjoyment will demand more skill or knowledge than you have. You can't devote yourself to a pastime that is beyond your means or physical limitations. And you may not get so much fun out of following a hobby full time if your chief pleasure in it before retirement came from the fact that it provided a physical or mental balance for your job.

TRAVEL AND FRIENDS. Almost everyone thinks, at one time or another, of devoting retirement years to seeing all those places he has always wanted to see, renewing acquaintances with old friends and discovering new ones. The records show that it has proved a satisfying life for many retired couples. But you had



LEISURE DAYS AHEAD look good to the Browns, who retire this month from the night shift of the office cleaning staff in Plant 2. John, 83, has been with Philco 9 years and Minnie, 77, 11 years. Both have outstanding records for attendance.

better get to work on the problems involved. First, extensive traveling usually costs money—more than many retirement incomes will yield. Second, wanderlust can wear off in later years, as it frequently does in earlier ones. Two solutions to this pair of difficulties have often proved successful. One is trailer living, which offers a lot of mobility at relatively little extra expense. The second is to travel during the first years of retirement, using them to explore possible places to settle and to clarify ideas about what to do later, and then to settle down permanently with some other objective in view.

STUDY. Many people seize on retirement as the finally arrived chance to learn and explore. They go back and fill gaps in their formal education or delve into some special field that has captured their interest in past years. Some actually go to college or take selected undergraduate or graduate courses. Some go to night school, and many attend special classes in everything from Latin to folk dancing. And many embark on their own personal programs of reading and study and research—immersing themselves, for example, in such a field as literature or philosophy or history or mathematics, which they had once dabbled in and which they had always wanted to understand more fully.

COMBINATIONS. Without even stopping to count noses, it would be safe to guess that the majority of happily retired people build their second career around several of these major activities rather than just one. A retired professor serves as a part-time consultant to a state government agency and pursues research and study projects of his own. A retired executive accountant takes time out from running his farm to putter in his home-made chemistry lab and serve on the town zoning commission.

(Continued in the next issue)



PAT RONEY AND ANN WATT fêted at joint shower by fellow-workers, Material Control Department, Plant 50.

THE REAL BOSS IS—THE CUSTOMER!

Sometimes it is forgotten, but every worker in American industry has but one real boss.

His real boss is the customer who provides the money for his paycheck.

To keep one average job holder at work in the following industries, here is what surveys indicate customers must do each year:

- SoapTake six million baths
- SteelUse 750,000 tin cans
- GasolineDrive a million miles
- StockingsWear 12,000 pairs
- RefrigeratorsBuy 60 new ones

If his boss, the customer, doesn't like what he produces, or if someone else in the same kind of job in another company does his job better, a worker can be "fired"—by the customer.

This is the core of our free enterprise system. Competition is created, which puts more and better products more cheaply into American homes.

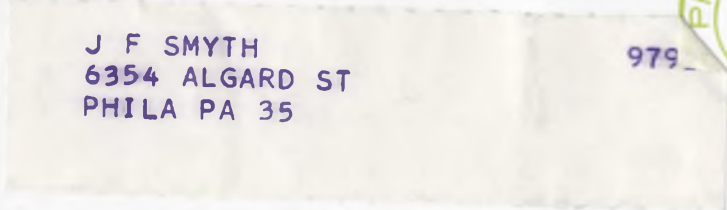


BALTRA FAMILY in new home at Normandy: William Baltra (right, back row), a night guard at Plant 18, shown with his family in their new home at 2847 Nautilus Road, Normandy, Philadelphia. Shown left to right are: (sitting on sofa) Theodore, age 15; Peggy, age 18; Catherine R.; and William; (sitting on floor) Francis, age 14; Martin, age 11; Joseph, age 13. Normandy is a new community of 450 single homes in Northeast Philadelphia built by The Denny Building Corporation.

BIRTHDAY OF OLD GLORY

We observe June 14 as Flag Day because it was on that date in 1777 that the Stars and Stripes, by resolution of the Continental Congress, came into being, with "thirteen stripes of alternate red and white, with a union of thirteen stars of white in a blue field, representing the new constellation" in the Western skies. Our flag was first carried by American troops in the Battle of the Brandywine the following September, and tradition says the first Old Glory was made by Betsy Ross, of Philadelphia, at General Washington's request.

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