PHILCO® NEWS

IN THIS ISSUE

JAN/FEB 1962

Greetings:—

I hope all of you are looking forward to 1962, and to the years ahead, with as much enthusiasm as I am. We have a wonderful opportunity here—through our combined efforts—to make Philco an outstanding leader in the fields of both consumer and government products.

Our immediate goal is to bring Philco to competitive levels in terms of products, performance and profits. Our next goal will be to surpass our competition. Only by being competitive can we create the security and other important advantages that we all seek.

Philco now has opportunity for growth unparalleled in the company's history. To achieve that growth requires the enthusiastic support and cooperation of every Philco employee.

I assure you that I intend to devote my total effort to our common goals; I hope I can count equally on you.

C E Beck

President and chief executive officer,
Philco Corporation

I would like to join in extending greetings to all of you. I want to assure you that your interests and problems now are my interests and problems as well as the concern of Ford Motor Company.

We feel this new association will be highly beneficial to you and to Ford. Philco has a trusted name and trademark, human and material resources of great value, and superb technology in the consumer and government areas. We at Ford have reached into our resources to bring Philco management strong, new leadership—autonomous leadership—with broad freedom to act in the full interest of Philco.

My main job will be to see that Philco receives the best advice and support that the Ford organization can muster in all aspects of its business, whether in manufacturing, finance, marketing or elsewhere. Through Ford contributions we can expect to bring important new backing to Philco so that we can better and more profitably serve the American public.

Sincerely,

Irving A. Duffy

Chairman of the Board—Philco Corporation
Group Vice President—Ford Motor Company

PHILCO BEGINS A NEW YEAR

Philco Corporation begins its new year with a reorganized management team, and as a subsidiary of Ford Motor Company. Its first goal is to grow stronger in its traditional business fields.

"We believe in growth," said Charles E. Beck, Philco's new president.

"We hope to expand Philco's present business interest as well as work with plans for new markets and products. We look for growth of our activities both in the Philadelphia area and in other communities where we have facilities.

"It is too soon to say what our progress will be in these fields, but we believe in planning and then doing all in our power to make our plans successful."

Supporting Mr. Beck's belief in the growth possibilities of Philco are these industry economic forecasts relating directly to the company's business:

1. The general economy in 1962 looks very good. Gross national product should be around $560 billion.

2. The 1962 spending by government and private industry for electronics is expected to increase 12 per cent over 1961.

3. Consumer product sales generally should gain five per cent in 1962.

4. Sales of home laundry equipment in 1962 should reach 4,860,000 units, up from 1961's 4.593,000.

5. Major electric appliance sales should reach an all-time high of 10,615,000 units, a five per cent rise over 1961.

6. Television receivers, home radios and phonograph sales are expected to reach $2.1 billion in 1962, a five per cent gain over 1961.

Published by the Public Relations Department of Philco Corporation, a subsidiary of Ford Motor Company—
MARK LUTZ, *Editor.*

VOL. 19 JANUARY-FEBRUARY, 1962 Nos. 9 & 10

FORD MOTOR COMPANY: Past and Present

The Ford Motor Company is not a new name to Philco employees. It is a name that has meant a motor car as long as most of us can remember.

The Ford Motor Company, born as an idea in the mind of Henry Ford more than half a century ago, has always counted the future as one of its main assets, progressing on the belief of "building today toward a plan for tomorrow."

Mr. Ford in 1903, when the organization papers were filed, laid down the basic policy by which the company is still guided, when he said:

"The only tradition we need to bother about in industry is the tradition of good work."

That policy has been reaffirmed many times by his grandson, Henry Ford II, now president of Ford Motor Company, who reviewed the past by pointing to the years ahead in this manner:

"We expect the changes in Ford products to be as revolutionary in the coming 50 years as they have been in the past. And we expect the social and economic progress of America to be as great."

Mr. Ford says the postwar expansion program (which now includes the purchase of Philco Corporation) is proof of "our convictions about the future of the American economy. We view our expansion program as more than an investment in building and machines and equipment . . . We think of it as solid evidence of our faith in both the nation's futures and our own."

Under the elder Mr. Ford, the company not only introduced the famed Model T, but introduced the earliest farm tractor, then known as the "automobile plow," and in 1917 began production of Fordson tractors and Ford trucks.

In addition to these interests, the company pioneered in aviation from 1925 to 1932. Ford perfected the radio beam, then donated it to the nation. The company also inaugurated the first commercial airline, carrying mail between Dearborn, Chicago and Cleveland.

Even as Henry Ford II drove the industry's first postwar car off the final assembly line, July 3, 1945, plans were in the making to reorganize and decentralize the company. Much the same as his grandfather faced the problems of the company's beginning, the young Henry Ford tackled the job of building an automobile company all over again. He brought new blood into executive positions and completely reoganized every branch under a policy of decentralization. Each division and each plant in the big company was given new authority and responsibility that were unknown under the old regime.

The company now has two automobile divisions: Ford Division, which produced Ford cars and trucks, Falcons and Thunderbirds, and the Lincoln-Mercury Division which produces Comet, Mercury, Lincoln and Continental cars. It also has a Tractor and Implement Division, which produces Ford tractors and farm machinery.

In May, 1956, Aeronutronic Systems, Inc., was organized as a Company subsidiary. It became Aeronutronic, a division of Ford Motor Company, in June, 1959. Its purpose is to design, develop and manufacture weapons systems—including guided and ballistic missiles. Its interests also include commercial products involving the application of nucleonics, aeronautics and physics.

The Aeronutronics division will be operated independently of Philco's divisions involved in government and industrial electronic and research programs. The Philco divisions are Communications Systems, Communications and Weapons, Computer, Western Development Laboratories, and Sierra Electronics.

The Ford Motor Company entered the foreign field in 1904, when it established a plant near Windsor, Canada. This plant was to be the forerunner of other Ford manufacturing facilities in England, France and Germany. The international operations of Ford and of Philco will be operated independently of each other.

Action at Philco-Ford Press Conference

These pictures were taken at the press meeting at the time of the official public announcement of the transfer of Philco to Ford Motor Company. Press representatives included leading business, trade, newspaper and wire editors as well as representatives of television and radio. The meeting was held in the Home Economics Center in Plant 2.

Joseph McLean, of Electronic News, asks a question of Mr. Beck on the acquisition of the business and assets of Philco Corporation by Ford Motor Company.

A general view of the press conference with representatives of newspapers, trade and business publications, radio and television prepared to get material for news coverage on Philco Corporation becoming a subsidiary of Ford Motor Company.

President Charles E. Beck answers a question from the press at the meeting in the Home Economics Center in Plant 2 while Irving A. Duffy, chairman of the board of directors, looks on.

PROGRAMMING FOR DIGITAL COMPUTERS

PROGRAMMING FOR DIGITAL COMPUTERS is a specialized course of instruction that teaches you to convert written information into the special coded machine language of the computer. Fundamentals of computers and exercises in programming procedures are presented to accomplish this, and practical application of the programming concepts will be obtained by running each student's program on a large-scale digital computer.

PROGRAMMING FOR DIGITAL COMPUTERS is an 8-week course covered in 3-hour sessions, 2 nights per week. Pay-as-you-go plan available.

Get first-hand programming experience on a large-scale digital computer.

Fully-equipped laboratories give you the opportunity to work and learn on modern equipments for practical know-how.

DIGITAL COMPUTER BASICS

DIGITAL COMPUTER BASICS is an intensive course aimed at providing a background in basic principles of digital computation theory, typical circuitry, units, use of logic diagrams and operational characteristics of automatic digital computers. The course covers the characteristics of contemporary computers. A laboratory program provides the student with practical application of the operation of typical computer circuitry. If you have a thorough working knowledge of electronics fundamentals, you are eligible to study under Philco's expert instructors.

DIGITAL COMPUTER BASICS is a 16-week course covered in 3-hour sessions, 2 nights per week. Pay-as-you-go plan available.

TECHNICAL WRITING FOR ELECTRONICS PERSONNEL

TECHNICAL WRITING FOR ELECTRONICS PERSONNEL is a complete course of instruction which provides the student with the proper methods to be used in preparing technical reports, data sheets, manuals, and articles. Basic technical writing principles, manuscript preparation, and processing procedures are slanted directly to the electronics field. The student is given practice and guidance in the preparation of manuscript material for technical publication.

TECHNICAL WRITING FOR ELECTRONICS PERSONNEL is an 8-week course covered in 3-hour sessions, 2 nights per week. Pay-as-you-go plan available.

Philco training gives you practical experience with the latest electronic equipments.

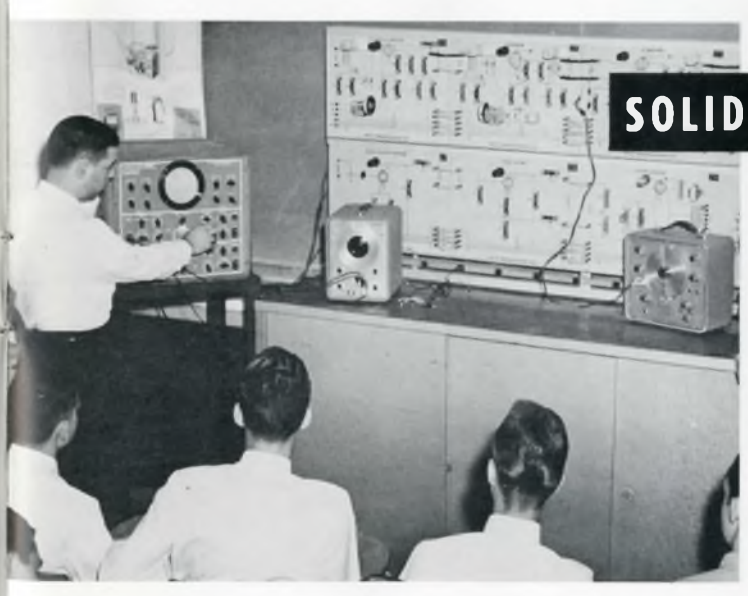
Government and industry from around the world send their engineers and technical specialists here for advanced training! Now you too can attend!

PHILCO TECHNOLOGICAL CENTER EVENING SCHOOL OPENS FEB. 5

Ambitious men who wish to spend the time and energy to forge ahead in fast-moving career fields can now study in evening classes at the famous Philco Technological Center, headquarters for a world-wide training organization. The same staff of experienced engineer-instructors who train the personnel of government and industry in the fields of missile guidance, satellite tracking and communications, and automation is now available to train you.

Learn with comprehensive courses that get to the heart of the technology in the fastest, most interesting way. Learn the theory from which the technology stems, and gain a practical, working knowledge in the fully-equipped laboratories and classrooms of the Philco Technological Center.

The school is conveniently located at C and Ontario Sts., Philadelphia with off-street parking available to all students. Classes begin February 5; decide now which course you will attend, then call R. R. Robinson, extension 6100 or 6101 for full information and enrollment blank.



Philco Training Devices make electronics theory, circuits and applications easy to understand and learn.

SOLID STATE (Transistors) ELECTRONICS

SOLID STATE ELECTRONICS is a comprehensive course which covers solid-state fundamentals including transistors, tunnel diodes, rectifiers, zener diodes, and photosensitive devices. Detailed circuit analysis and design principles of all important electronic circuits which use transistors or other solid-state devices are presented with Philco Training Devices. A laboratory program provides familiarization with the techniques of maintenance, testing, and design of transistorized circuits.

SOLID STATE ELECTRONICS is a 16-week course covered in 3-hour sessions, 2 nights per week. Pay-as-you-go plan available.

FOREIGN TOURS
FOR PHILCO'S TRAVEL MINDED

Tour 1: England, France, Switzerland, Italy. Principal cities to be visited are London, Paris, Lucerne, Venice, Florence, Rome. An optional extension to this tour will be an excursion to Naples, Pompeii, Amalfi, Sorrento and Capri.

Tour 2: Portugal, North Africa, Spain and France. Lisbon, Casablanca, Tangier, Seville, Granada, Madrid and Paris will be the cities visited.

Tour 3: England, Holland, Germany, Switzerland, France. Cities to be visited on this tour are London, Amsterdam, Cologne, Heidelberg, Lucerne, Zurich, Paris.

Tour 4: England, Norway, Sweden, Denmark, Holland and France. London, Bergen, Oslo, Stockholm, Copenhagen, Amsterdam, and Paris will be the cities included on this tour.

A minimum group of 30 people is necessary for each of the above four trips . . . so get your group together and let's go.

ope 62

COMPANY SPONSORS FOUR TOUR PLANS

If you have ever wanted to visit the capitals of Europe . . . see exotic North Africa . . . travel through colorful Spain . . . admire the picturesque Rhine castles . . . or enjoy the beauties of the Scandinavian countries you may do so this coming summer by taking one of the four foreign travel itineraries offered by Philco during the annual two week vacation period.

Or if you prefer to plan your own itinerary you may take only the jet portion of the trip under the modified holiday plan. The air round trip is from New York to London and from Paris to New York. Included in the fare will be a night's lodging on the day of arrival and a night's lodging on the day preceding the return flight. This trip will be $365.

All tours include flight insurance of $25,000.

Each complete tour is priced at $695. This pays all expenses involved in transportation from Philadelphia and return; food and lodging; sight-seeing, and special entertainment features. An additional charge of $47 will be made for those who take the extended tour from Rome to Naples and Capri by way of Pompeii.

Whichever tour you choose, the trip will be a trouble free, all expense one. In addition to sight seeing and entertainment, ample time is being left for shopping and individual interests.

You may arrange to pay for your trip through payroll deduction.

Your personnel department is prepared to tell you about this. Or you may call Mark Lutz, Plant 2, Ext. 5329, for details and itineraries.

A "Scroll of Appreciation" from the U. S. Air Force is received by TechRep Frederick W. Binns (center). The presentation was made on behalf of the Secretary of the Air Force and Chief of Staff by Colonel Thomas S. Bond, Jr., USAF. Robert F. Herr, vice president-TechRep, is second from left. Samuel B. Webb, general manager-TechRep, and Brig.-General Haskell E. Neal, are other onlookers.

PHILCO TECHREP AWARDED USAF 'Scroll of Appreciation'

Frederick W. Binns, a field engineer with the TechRep Division of Philco, was awarded the U. S. Air Force Scroll of Appreciation, the service's highest civilian award, by Brig.-General Haskel E. Neal, Commander, Ground Electronics Engineering-Installation, Rome, N. Y., Air Force Base.

The award was presented on behalf of the Secretary of the Air Force and the Chief of Staff, USAF, at a luncheon, for Mr. Binns' work as a civilian in the Pacific GEEIA Region, Tachikawa AB, Japan, from October 1, 1958 through February 28, 1961.

The award stated that Mr. Binns "served meritoriously with the 1885th AACS Installation and Maintenance Squadron (Deactivated) and Headquarters . . . and . . . the duties performed were in connection with the electronics and communications engineering in the Pacific theatre." The citation further stated:

"His sole motivation was a desire to accomplish the task at hand to expedite the mission of the Region. His efforts were expended at the cost of a large amount of overtime.

Among those present at the award luncheon were Colonel Thomas S. Bond, Jr., USAF: Robert F. Herr, vice president-TechRep; and Samuel B. Webb, general manager-TechRep.

REMOTE SURVEILLANCE

Carol Brett, a lab technician at Philco's Research Center, demonstrates the experimental model of the "headsight viewer."

A COMPUTER-BASED CLASSROOM

System Development Corporation (SDC) of Santa Monica, California, has organized a laboratory for the study of automation in school systems. This Computer-Based Laboratory for Automated School Systems, or CLASS, as it has been designated, will be concerned with educational research and the development of educational technology, and will utilize a Philco 2000 electronic Data Processing System as a central control unit and data processor.

The purpose of the Philco 2000 is threefold: to control the different modes of instruction; to permit monitoring of student learning behavior by teachers and experimenters, and for use in the data retrieval and analysis tasks of counselors, administrators, and business managers. A paper based on the subject was presented by Don D. Bushnell, SDC, at the American Psychological Association Convention in New York City last fall.

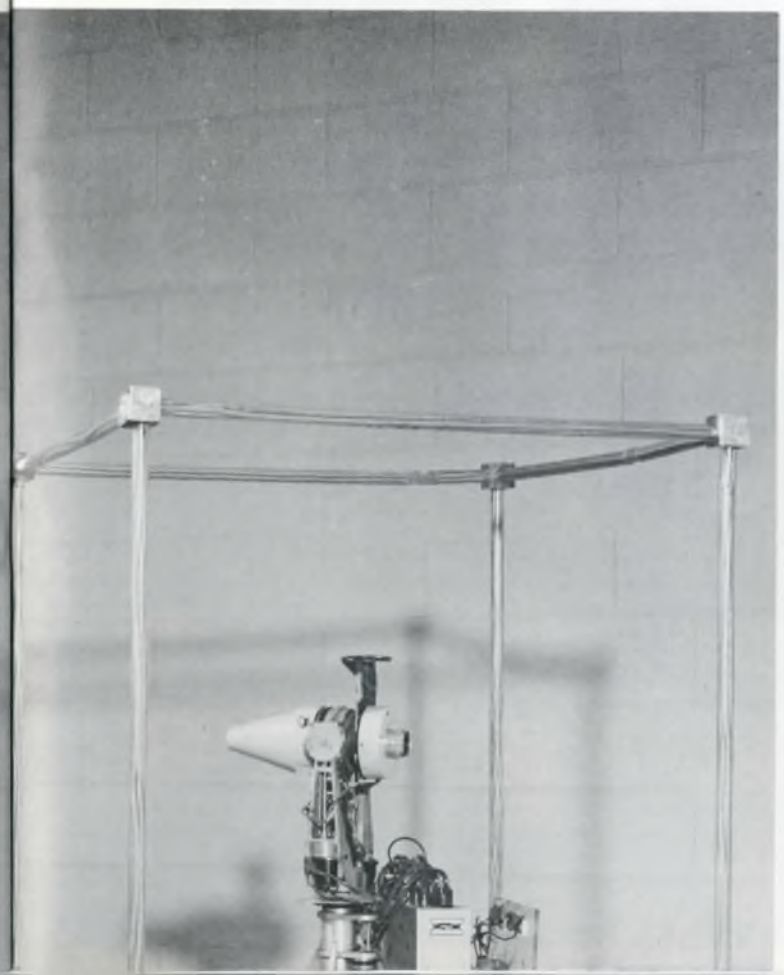
One immediate purpose of this experimentation is to discover the best redesign of present school systems in the light of modern technology in order to achieve the goals of education. Another is the uncovering of important variables in the classroom learning processes.

The long-range plan may be a completely computer-based educational system. In this system, students will be able to draw upon much of the accumulated knowledge of past and present through an information retrieval system; then will be individually machine tutored as well as instructed in groups by a large computer; the productivity of the teaching hour will be increased, and the data processing tasks of administrators and counselors will be handled with fully automated efficiency.

These predictions are most likely to occur in the near future, for they are based upon studies of school situations that are being carried on by SDC. Currently, the California Department of Education is conducting practical studies on the applications of computers at the secondary school level. Five schools in the Richmond School District are successfully being serviced by a central computer facility on an experimental basis.

The CLASS facility at SDC will enable Philco to develop educational technology that can be incorporated into present school systems both successfully and economically. It is possible that within five years the first computers will make their debut in the nation's classrooms.

SYSTEM DEVELOPED BY PHILCO . . .



A modern electronic concept of old Philadelphia's renowned second-story "busy body mirror" but vastly more complex has been devised by Philco Research Division staff members.

While the Philadelphia "busy body mirror" was designed for the resident to watch the street beneath his window from the privacy of his second floor room, the remote surveillance system devised by Philco permits the user to observe, unseen, from great distances.

Called "Headsight Television System", it is a portable monitoring device that gives the user an "at hand" picture of a scene several hundred miles away. The user can direct the remote camera by head motions while he observes the picture on a television screen mounted directly in front of his eyes.

The new device looks a bit on the Buck Rogers side, but has been designed to fill an essential need. This need is the increasing call for observation in dangerous environments—created either by man or by nature—at distances great enough to assure the safety of one who is charged with watching.

Examples of such needs include ocean depths, space, radio-active areas or military combat zones all of which hold interesting, even essential information which cannot very well be gained in person.

Another example of its use would be to watch the back-and-forth movement of a ball actively exchanged in a tennis match while the observer sat in the comfort of his living room, at considerable distance from the players.

While the system is an intricate electronic device, the Research team reached into the consumer product area for the "viewing optics". These are similar to the optics used in Philco's transistorized television receiver, the Safari, and include a half-silvered mirror combined with a section of a spherical mirror which produces the televised picture before the user's eyes. This system can also be modified to produce a three-dimensional picture for the observer.

The observer directs the remotely located camera by movements of his head. A "sensing" device atop the operator's helmet "orders" the camera to move immediately in any one of three directions, up, down or sidewise. This system permits the operator free use of his hands while controlling the remotely located camera.

Recent PHILCO Patents

During the months of DECEMBER and JANUARY the following patents were issued:

Method of Producing Controlled Displacement of Screen Elements in Cathode Ray Tubes	John B. Chatten	3,012,887
Controlled Jet Etching of Semiconductor Units	R. T. Vaughan	3,012,921
Mounting Structure	A. V. Nichol	3,013,117
Method for Fabricating Semiconductor Devices	R. Crouthamel	3,015,874
Method of Jet Plating Indium Lead Alloy Electrodes on Germanium	G. L. Schnable J. G. Javes	3,017,332
Laundering Machines	J. J. Haverstock R. M. Goodman	3,017,758
Clothes Drying Apparatus with Moisture Condensing Means	Ernest G. Orr	3,018,562
Cryogenic Refrigerating Means	D. D. Evers	3,018,643
Laminated Magnetic Shielding Means for Television Tubes and the Like	T. V. DiPaolo	3,019,361

In and Around Philco

Committee members for the Christmas party given in Plant 50 Cafeteria by Local 102 are shown during the serving of the turkey dinner. William Rambo (standing, left) was chairman for the event at which 500 orphans of the city were guests of the local. Committee members were Eleanor Girard, Florence Lucas, Florence Yates, Margie Troy, Leona Greene, Evelyn Rawley, Emily Wahl, Frances Johnson, Cass Elnicki, Eleanor Eberle, Betty Fiorillo, Dolores Di Pompio, Louise Schneider, Kitty Apice, Eddie Street, Joe Phlanz, Sally Cohen, Irene Follmer, Mary Magargee, Bill Hutchinson, Helen Stanton, Pearl Rovar, Mary Mohan, Mary Bertolino, Edith Whitlock, Jack Kelly, Ann Morano, George Hee, Margie Whitaker, Isabel Hall.

Girls in the Administrative Services group attend the official drawing for gift certificates donated by the Company as prizes for contributors to the 1962 United Fund Drive. In the usual order are Angie Kwasna, Regina Horne, Gail Donahoe, Betty Rider, Marge Dolan and Bunny Stimeck. Prizewinners were Betty Jones, C. H. Chew, Virginia Ramsey, Marion Young.

A total of 44 employees at Plant 8 contributed almost $160 to the annual Christmas Giving Plan there. Instead of sending individual cards the money is given to charity. Shown signing her name to the giant-size card is Patricia Staub, one of the participants in the Plan. Looking on are Howard Tomlin (center), General Service Manager, and Dick Phillips, chairman of this year's fund.

The Twist is demonstrated by some of the young guests at the Plant's party.

Hostesses and Committee members in charge of the annual Christmas party given in Plant 2 Cafeteria by members of Local 101 are photographed prior to the arrival of orphans from eight homes in and around the city. Edward Davis (seated,third from right front row) was general chairman, assisted by Raymond Wilson and Anne Kephart. Jack Fatcher was emmcee and a band of Philco employees played for the entertainment which included singing, dancing, a puppet show with Joe Smyth, of Plant 18, and a magician.

A turkey dinner is served the guests of Local 101. The menu included ice cream, cake, and candy. Individual gifts were presented to each of the children by Santa Claus.

A farewell gift is presented to Angelo Mattia, retiring after twenty nine years of service with Philco. His foreman in Dept. 43-509, Ed Wirsu, makes the presentation.

Leisure Years Ahead

Jack Wileman, (third from left) Plant 50 Production, receives the well wishes of friends upon his recent retirement after thirty years of service with the Company.

Best wishes for the years ahead are extended Margaret Boles upon her retirement after seventeen and a half years with Philco by her supervisor, Joseph Twigg, in the TV Tuner Department, Plant 10.

Veteran Employee Retires

J. N. Hunsberger, Jr., a veteran employee of Philco, retired from the Company on January 1. Mr. Hunsberger started with Philco in 1920, the year he graduated from the University of Pennsylvania. He has served the Company in a series of positions. During the World War II period, he was chairman of the Company Management-Labor Committee and was a founder in 1943 of the Philco News which was then a newsletter to overseas employees.

Mr. Hunsberger, in charge of in-plant feeding for the company at the time of his retirement, has been the company chairman of the United Fund. He is widely known as a sportsman and as a breeder of horses.

A testimonial dinner was given early in December for Mr. Hunsberger at Becks on the Boulevard by a number of his associates and friends.

Jennie and Clarence Ferster are extended the well wishes of their foreman, Harry LaRue (center) upon their retirement from the Inspection Department in Plant 10. Jennie has been with Philco twenty-nine years and Clarence has been with the Company seventeen years. They expect to settle in their old hometown in upstate Pennsylvania.

"Rest and travel" are in the plans of Madeleine Walker, shown being presented upon her retirement with a gift from her foreman, Joe Lambert, on behalf of freinds in Dept. 43-509.

Thirty-two years of service with Philco were rung up by Walter Inman up to the time of his retirement as tool crib attendant in Plant 10. Fellow workers and his Superintendent Ed Sayers wish Walter (third from right) happiness in the years ahead.

PHILCO CORPORATION
TIOGA AND C STREETS
PHILADELPHIA 34, PA.

J F SMYTH
6354 ALGARD ST
PHILA PA 35

9791*

PHILADELPHIA PA.

BULK RATE
U.S. POSTAGE
PAID
PERMIT 536

Will '62 Be The Year For You?

During 1962 hundreds of Philco men and women will earn suggestion awards for ideas that reduce cost and improve our operations.

In the two years the suggestion plan has been available to you, 628 employees have taken home $28,053 (less taxes) in award money. Four suggesters qualified for $1,000 awards each.

It Could Be You in '62!

How do you make suggestions that are worthy of awards? Here's How: analyze the purpose and methods of the work being done in your area of the corporation, then think if this can be done more efficiently and less expensively without sacrificing quality. There's always a better way . . . a way that is simpler, quicker and that will give the company a better competitive position. This is what is being sought in the Philco Suggestion Plan.

Get suggestion forms from your supervisors or from the personnel office. Work out your idea carefully, then mail it to the Suggestion Committee Secretary in your division.

There's always a better way . . . find it . . .

AWARD WINNER

ELMA MIRTO, secretary in the Accessories Department 52-753, shows a happy smile as she receives a suggestion award check from Dave Ashton, controller. Her suggestion clarified a clerical procedure.