

PHILCO *Famous for Quality
the World Over*

A SUBSIDIARY OF *Ford Motor Company*

OFFICE OF PUBLIC RELATIONS
TIOGA AND "C" STREETS, PHILA. 34, PA.



PHILCO

A
NEW
STAR
IN
THE
FORD
GALAXY



PHILCO CORPORATION

A SUBSIDIARY OF *Ford Motor Company*,

OFFICE OF THE PRESIDENT

PHILADELPHIA 34
PENNSYLVANIA

FROM: C. E. Beck, President

TO: The Owners of Ford Dealerships

The editors of Ford Dealer Magazine, reflecting questions from all levels of the Ford dealer organization, have asked us:

What about Philco, this new member of the Ford Family? What does it do? What are its products? What does it mean to the Ford dealers?

This little booklet is an attempt to answer many of your questions. We hope you will find it interesting and will share it with other members of your organization. But I would like to try to answer the last question myself.

We think that Philco will provide you with a number of advantages in the years ahead.

First, Philco brings into the Ford family some twenty-two thousand employees and many distributors and dealers, all of whom now have an interest in Ford and its products which they did not have before.

Second, Philco's reputation for quality products should help support Ford's own quality story, and customers satisfied with the performance and quality of Philco home and electronic appliances will tend to look to Ford for satisfactory automotive products.

The booklet does not discuss in detail the Philco products with which you are most likely to be familiar—our television, radio and phonograph sets, refrigerators, ranges, freezers, home laundry equipment and air conditioners. We hope the Philco distributors in your area will send you current information about these in the near future.

Like Ford, Philco basically sells through an independent distribution system. Our distributors and dealers, like each of you, are important businessmen in their communities. We believe that you and the Philco distributors and dealers will have substantial interests in common. We hope you will explore these to the advantage of you both.

Should you have any further questions about Philco, please write to me personally.

Sincerely,

C. E. Beck

PHILCO

A SUBSIDIARY OF *Ford Motor Company*

Famous for Quality the World Over

The newest branch of the Ford industrial family is Philco.

Philco first earned the right to its slogan "Famous for Quality the World Over" from the performance of millions of its radios. But Philco, which was acquired by Ford Motor Company last December and now is operated as a wholly-owned Ford subsidiary, has been a far broader-based operation in recent years than simply a radio manufacturer. Sound and continuing scientific research and development — and diversification—have lead Philco to many notable achievements in recent years. The company:

... Operated experimental television station W3XE beginning in 1932, inaugurated regular television program services beginning in 1939, telecast plays, musical programs, lectures and even remote coverage of political conventions as early as 1940 and later operated Philadelphia television station WPTZ.

... Developed and built Courier, America's first orbiting active communications satellite.

... Pioneered the development of electro-chemical transistors and high-speed transistorized computer systems.

... Built electronic telescopes, the latest for the Navy and the University of California at Hat Creek, Calif., where 85-foot and 33-foot Philco antennas serve as the "ears" for the University's Astronomy Laboratory.

... Through its technical representatives (TechReps) helped track the global orbits of U.S. manned space flights.

... Developed the Sidewinder air-to-air missile and the guidance systems and fuzes for other missiles.

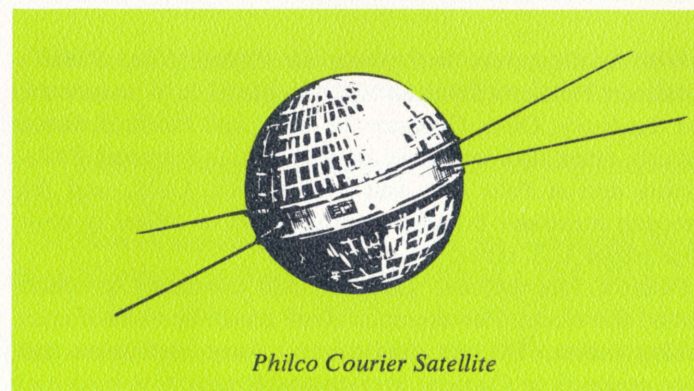
... Translated its advanced engineering and research into basic improvements for the consumer products it sells in this country and abroad.

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Just as Ford pioneered in the automotive industry, so Philco pioneered in the electronics business.

Founded in 1892 as the Helios Electric Company of Philadelphia, Philco first manufactured carbon arc lamps. In 1906 the company began making storage batteries for electric automobiles, trucks and mine locomotives and changed its name to Philadelphia Storage Battery Company.

In the early days of radio, Philco developed and marketed batteries and battery chargers for use in the home, and then entered the radio manufacturing business (introducing mass-production techniques) after the invention of the "AC" tube in 1927. By 1929 the company had grown from 26th to second place in the manufacture of radio sets and a year later moved into first.



Philco Courier Satellite

"Philco" originally appeared as a company trademark in 1919 but did not become part of the company's official name until 1940.

In the following two decades Philco developed an annual sales level exceeding \$400-million.

It now has about 22,000 employees.

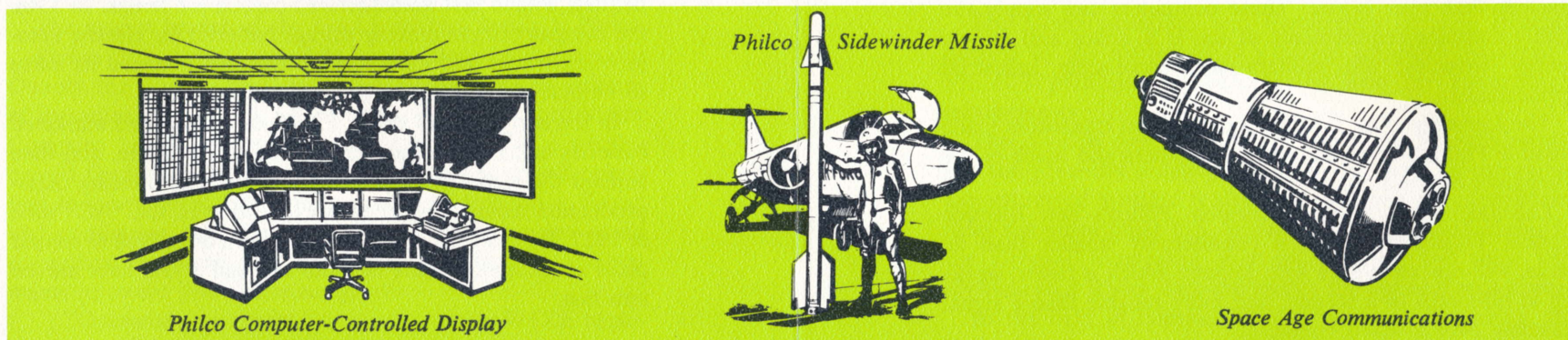
Thousands of these make and market Philco consumer products — including high quality television receivers and stereophonic phonographs, radios, air conditioners, ranges, refrigerators, freezers, Philco-Bendix home laundry equipment, and commercial laundry and dry-cleaning machines.

Other plants, operating under Philco licenses, manufacture household and electronic products in Great Britain, France, Italy and Spain in Europe; in Argentina, Chile, Uruguay, Brazil and Mexico in Latin America; and in Australia, New Zealand, Japan, and in Iran.

In addition to Philco, both the Bendix and Crosley trademarks are used in the overseas market.

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Consumer products have been and continue to be big business at Philco.



With headquarters and plants in Philadelphia, Philco's Consumer Products Division also has plants in Watsonstown, Pa.; Sandusky, Ohio; Connersville, Ind., and Fairfield, Iowa. Philco's other divisions have facilities in and around Philadelphia and at Palo Alto and Menlo Park, Calif., and the company maintains branches, parts depots or offices in most other major U.S. cities.

Philco's International Division sells consumer products around the world. For example, there are Philco subsidiaries making radios, TV, air conditioners, home appliances and other products in Canada, Mexico and Brazil.

Because of its progressive research, the company is credited with major "firsts" in the consumer products industry. These include:

... First to design and produce a radio that would operate without a roof aerial.

... First to design and produce a TV set that would operate in 80 percent of the U.S. homes without a roof aerial.

... First to promote the use of a horizontal freezer compartment in the top of a refrigerator, making it convenient to store food at low temperatures.

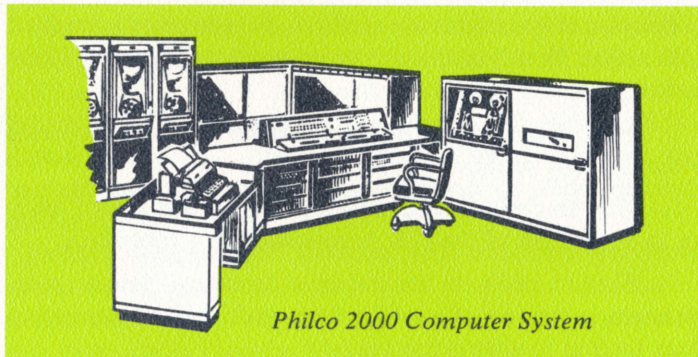
... First to use a hermetically sealed compressor system in a room air conditioner, making it possible to sell today's compact air conditioners.

Yet, Philco has been closely associated with research, development and production of complex equipment for government and industry, especially in the post World War II period. Its expansion into this field has given it a commanding position in space electronics and in the production of command, control and communication equipment.

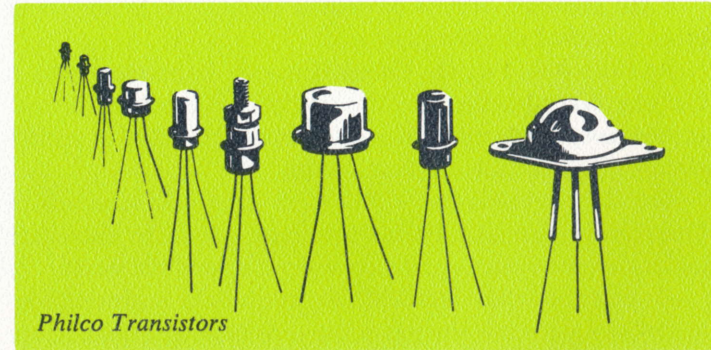
The Computer Division, with a new plant at Willow Grove, Pa., built exclusively for the purpose, is developing and manufacturing transistorized computers which are faster and more efficient than ever before. These computers can supply the highly complex requirements of the U.S. space and atomic energy agencies, the military and large-scale industrial applications.

The Lansdale (Pa.) Division's research in transistors made possible Philco's development of computers and much of the company's electronics work.

Lansdale still is deep in research. Philco's new Electro-Optical Transistor, which is considerably smaller than its name, will operate with a light impulse which is faster, working in billionths of a second, and more reliable than a signal traveling over a wired circuit.



Philco 2000 Computer System



Philco Transistors

The Communications and Electronics Division (recently created by the merger of two former company divisions) is Philco's principal manufacturing arm for government requirements.

This division developed and produced the Sidewinder missile and presently is engaged in classified work on succeeding generations of missiles. It also has developed and is producing fuzes for many other U.S. missiles. It has supplied Radar for the airborne long-range intercept program and some very sophisticated Radar data-processors for Signal Corps drones.

In the field of communications systems engineering, this Philco division designed and installed the Defense Communication Agency's control center at Arlington, Va., core of a world-wide military communications operation, and completely modernized the Air Force global communications network (Project AirCom). Currently it is designing, building and installing a communications system in the Far East and recently was awarded an Air Force contract to design, build and install the display and data processing sub-system for the Alaskan Air Command.

Philco's space-age division—the Western Development Laboratories at Palo Alto, Calif.—is devoted to space technology and research. A far-reaching antenna for satellite tracking is one of the division's products. So was Courier.

WDL also has worked or now is working on a number of other classified satellite programs.

At Blue Bell, Pa., the Philco Scientific Laboratory also is carrying out advanced research for the government, as well as company-sponsored assignments, in such fields as micro-circuitry and optical communications.

TechRep Division has 4,000 men in its vast reservoir of brainpower and, like Philco consumer products, these are famous for their quality and know-how around the world.

Among the fields in which TechRep field engineers and technicians currently are providing assistance and training are radar; ground, air and shipboard communications; navigational aids; countermeasures; missiles and missile tracking equipment; satellites with related control, monitoring and support equipment; computers and ancillary devices; and heavy construction equipment.

In addition to its development of the Courier, the all-transistor computer, and the Sidewinder, Philco's research has produced these other "firsts" for government and industrial customers:

- ... First 60-foot three-axis scanning antenna.
- ... First use of transistors in space — in the Vanguard satellite.
- ... First all-transistor radar display.
- ... First all-transistor closed-circuit TV camera.
- ... First fully automated transistor production line.

Thus Philco, which was started 70 years ago to make arc lamps, today ranks among the leaders of American corporations in the diversity of its products and services.



PHILCO

