

Lamp maker

VOL. I, No. 5

LAMP DEPARTMENT OF GENERAL ELECTRIC COMPANY

DECEMBER, 1948



The Editor Says:



ON the eve of Christmas, the great Christian holiday, people all over the world will be thinking, "Peace on the earth, and good will toward men." And they will reflect, bitterly perhaps, that there is no peace and little good will. After years of war which should have reaffirmed the basic principles of Christianity, there is still war; after years of post-war hysteria which should have emphasized the necessity for clear and calm thinking of the highest order, there is confusion and fear.

It is time for Christians—and by that we mean those men who have accepted the philosophy of the doctrine "do unto others as you would have them do unto you—" to stop reflecting bitterly on the cleavage between their beliefs and the actions of the world. It is time that men should recognize that such a cleavage does not indicate a failure of their beliefs, but a failure of their actions.

Christianity, in its two thousands years, has proved itself to be the moving force of the most dynamic of the world's social and political development. Christians themselves have not in any united manner proved themselves to be the thinking and forward-looking group behind this movement; rather, it has been too often left to the leaders to think and plan. Christianity is the hope of the world. But those who have accepted it are not without responsibility, as individuals and as members of society.

To those who have accepted its hope and not its responsibility, we suggest that "peace on the earth, and good will toward men," is a plan rather than a result, that it was not given but is to be achieved, that it is not an answer but a method.

This Christmas is significant. In fear and confusion, it is significant that men and women consider the meaning of the holiday. It is important that they also consider the significance of it to them, and to the world.



THE COVER: All wrapped up in cellophane along with his hobby horse, three-year-old Jack Brian Dingle makes a nice looking Christmas package.

A handsome little man, Jack was very patient and cooperative for Bill Miles, Advertising Division photographer, who took this cover picture.

Jack is the son of Lawrence Dingle, former Army Air Force pilot, now a maintenance mechanic at the Lamp Department's Euclid Lamp Works, Cleveland.



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HARROFF NAMED GENERAL MANAGER

Heads up Lamp Department after 28 years with G-E

THE soft-spoken, pipe-smoking, friendly man who was moved up to general manager of the Lamp Department Dec. 1, once came within an ace of throwing over his first General Electric job because he had a feeling he wasn't getting anywhere.

That was 28 years ago, when Fred F. Harroff decided to take time out from his law studies at Western Reserve U. and work for a while. Having completed one year of law school, Fred went to work at the lowest job in production of a firm making electrical equipment. He had experience, gained while working summers and after school in machine and woodworking shops since early high school.

His tenure with this firm was short lived, however, when the boss announced that the company wasn't doing so well financially. From a former school friend who was working for G-E at Nela Park, Fred learned that a man named Pritchard was training people in production control. Fred's interest was in this field and he wanted to contact him that very day. His friend didn't know Pritchard's initials so Fred turned to the Pritchards in the phone book and picked out initials in a section of town he thought a G-E executive might live. It was P. J. Pritchard and the right one.

Fred was hired, along with 11 others, and began a training course in a lamp factory. He was the only one in the group who was not an engineer, and soon became impatient because he thought he wasn't getting anywhere. He was ready to quit after four months and look for another job or return to school to get his law degree, when a transfer came through to Sales Operations.

Fred never got a law degree. He spent 10 years in this department, never had a titled job, but worked on sales plans which saved the company many dollars.

In 1931 he was moved up to the Administration Division, but still without a title. He continued to work on sales plans and in 1939 got

his first titled job as assistant to the vice president. Four years later he was made assistant general manager under M. L. Sloan, vice president and general manager.

With such a record of work behind him, it is recalled that the 52-yearold manager, who hails from Canfield, Ohio, comes from a family of people who work with their hands. His father was a stationary engineer.

The family heritage of working with the hands is skillfully expressed in Fred's hobby of wood working. In the basement of his home where he

lives with his wife and two sons, Donald, 21, and Robert, 16, is a complete wood-working shop. And throughout the house are the results of his basement workings; delicately inlaid boxes, clock frames and a full size desk.

Thus, the young man who started out to be a lawyer and worked his way through school with his hands, who became impatient with the G-E Lamp Department and nearly quit, today is general manager of that department and still loves to work with his hands in the basement workshop.



Fred Harroff, pipe in hand, prepares to do a little home work at his living room desk. Fred fashioned this desk with book shelves in his basement wood-working shop.



An aerial view of downtown Niles, looking across the Mahoning River. Upper left are the Niles and Mahoning Glass Works.

Fifth of a Series

PIG iron or presidents . . . Niles, Ohio, has supplied both to the nation. And it is typical of this community on the Mahoning River that its residents accept its contributions to American life as but a part of their history. To the passer-through, Niles is a conventional middle-sized city of 19,000 people, with the usual assortment of factories and shops, neatly located on the conjunction of Mosquito Creek with the Mahoning River in Northeastern Ohio near the Pennsylvania state line. But to the people, their city in Trumbull County is representative of the growth of the United States from its earliest pioneer stages to its present productive power.

Settlers followed Indians to the original Niles area,

seeking salt which was to be found in the springs there. The land tract, part of the original Western Reserve set aside for use by families who had lost their property in the Revolutionary War, had few permanent settlers until 1806, when James Heaton, realizing that the salt springs were a poor investment but that the mineral deposits in the river afforded excellent opportunities, moved in and built a forge and furnace.

This furnace, named for his daughter, Maria, was the first to be built west of the Alleghenies, and was the beginning of Niles industry. More worker-settlers came, and by 1834 the settlement was a village, with planned streets and mapped plots, most of which belonged to Heaton. It was not easy living; the blacksmith was the only dentist, part of the food supply came from surrounding forests

and the Mahoning River, and social living was best illustrated by the social nature of funerals. Schools were built by Heaton, log cabin structures with greased-paper windows. Books were rare, and writing pens were the exclusive property of teachers, who were paid an average of six dollars a month, three in cash and three in goods from the pupils' parents.

Ward Family Controlled Niles

In the 1840's the leadership of Niles passed to the family of James Ward, Sr., who had been attracted to the area by the pig iron furnaces and cheap water transportation on the Pittsburgh-Cleveland canal. The next 30 years were boom years for Niles; the entire United States was wakening to industrial strength, and the community of Niles was stretching slowly into a city. The forests went down; stage coach and canal transportation gave way to railroads; a high school was constructed; foreign-born German, Irish and Welsh people began moving in; living conditions became better. The Ward family was in complete control of a little empire of constantly expanding factories and mills.

The character of this empire was typical of the period; local money, or Ward scrip, was issued by the company and used in Niles as currency. This means of exchange, resting as it did upon the success of the Ward enterprises, made worse the later failure and depression of Niles industry. But during the boom years, Ward scrip was freely



Mahoning Glass Works' Margaret Ritter and Freida Jones read inscriptions on a monument to Niles Civil War heros.



The beautiful William McKinley Memorial in downtown Niles was built in 1911 commemorating Niles born McKinley,

governor, and later President of the U. S. Niles Glass Works' Margaret James and Grace Elder are in foreground.



The statue of William McKinley in the rotunda of his Memorial. He was the son of a blast furnace manager. Lola Parshall and Bob Holloway of Niles Glass admire statue.

Mosquito Creek, which meanders through town and flows into the Mahoning River, serves as a reflecting pool for the Niles Glass Works plant, on its right bank.

used. Ward himself owned company stores, and paid his employees chiefly in goods. The monthly payroll did not exceed fifty dollars in cash, and the trade at the stores frequently was responsible for employees being in debt to Ward at the end of the pay period.

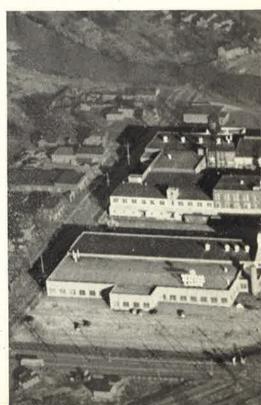
The Blackband strip at Mineral Ridge was developed to provide further sources of iron ore. Men were sent to Russia to study superior Russian methods of sheet-rolling, returning to Niles to open a new furnace plant in a site now dismantled but still known as Russia Field. Prices went up as salaries went up. Flour sold for \$14.00 a barrel, tea for \$1.40 a pound.

In the hey-day of industrial development, Niles saw no particular significance in the birth of William McKinley in 1843. The man who was to be governor and national representative of the state of Ohio, and President of the United States was born unnoticed, the son of a manager of the blast furnaces. For nine years he lived in Niles, studious, serious, but athletic and much-admired by his playmates, before his family moved to Poland, Ohio, to send the children to better schools. William McKinley, proof that anyone can be President of the United States, was later educated at Meadville, Pa., and the Albany Law School, and proved himself a valiant soldier, being promoted from sergeant to major during his Army career. But his birthplace was Niles, and the Great Commoner was memorialized in 1911 to its citizens by a magnificent structure of Georgia marble, with an auditorium and library, one of the beauty spots in Niles.

The national depression of 1873 hit Niles especially, since the city was completely dependent on its industries. The company of James Ward went under entirely, and within a year all the Ward holdings were in receivership.

An aerial view of the Lamp Department's Niles plants. Mahoning Glass, newer of





Recovery was slow, but Niles continued to grow, with steel and allied industries leading the field, and at the time of its centennial celebration in 1934 there were 31 companies operating in the city.

Two G-E Glass Plants

In 1910, when industrial growth was riding a crest, a glass plant went up near the heart of the city on the banks of Mosquito Creek. It was known as Fostoria Glass Works, had two pot furnaces and all bulbs were blown by hand. In 1916 it was taken over by General Electric and became known as the Niles Glass Works. During the depression it also housed the Lamp Department's Bridgeville Glass Works, now operating under the same name at Bridgeville, Pa.

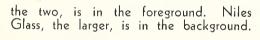
The first fluorescent tubes were made at the Niles plant from lead glass. The flanges were turned by hand on lathes, and the public got its first look at this new lamp when the New York World's Fair opened. The first sealed beam lens and reflectors were also made at the Niles plant. Bulbs for incandescent lamps make up the output at present. The smallest is for the 100-watt "A" line and the largest for 1,000 or 1,500-watt, which, among other things, is used for stadium lighting. Its supply goes to eight Lamp Department lamp works and to four affiliate companies in Canada and Mexico.

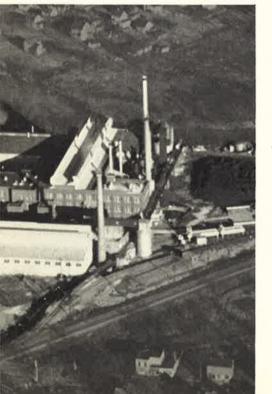
A second Lamp Department plant went up next door to Niles Glass nine years ago. It is known as Mahoning Glass Works and makes the glass parts for the well-known all-glass sealed beam headlight used on automobiles and as airplane landing lights. Its output goes to Trumbull Lamp Works in nearby Warren for fabrication into completed lamps.

Meander Creek Reservoir serves Niles and Youngstown areas

Meander Creek Reservoir serves Niles and Youngstown areas with 30 million gallons daily. Mahoning Glass Works' Martha Jordan and Lucille Soltesz are leaving its main building.

Many employees of the Niles G-E glass plants were graduated from McKinley High School, shown here with Mary Wieda and Matilda Marchese of Mahoning Glass.







LAMPMAKERS WHO MAKE THE NEWS



Charles E. Wilson (center), president of G-E, recently accepted this Freedom Train model as first prize in the American Heritage employee relations competition.

Wilson accepts Heritage award for G-E employees

First prize in the American Heritage Employee Relations Competition sponsored by *Printers' Ink* magazine in cooperation with the American Heritage Foundation has been awarded to the General Electric Co.

The award, a working scale model of The Freedom Train, was accepted in behalf of G-E's nearly 200,000 employees by Charles E. Wilson, Company president. It was given in recognition of G-E's efforts toward better employee relations.

In accepting the award, Wilson stated that G-E had to plunge into a whole new area of improvement in company leadership that would represent "practically a regeneration of objectives, attitudes, and manners of each member of management."



When Dan Wright, the man who got an idea for sealed beam production from a glass custard cup, retired recently from LDL, he got a big send off from his many friends. Virginia Criswell, his lab assistant for many years, was on hand.



When Art Linkletter (right) broadcast from the Texas State Fair recently, he added plenty of Texas charm to his show with the appearance of Mrs. Lynne Justice (left) of the Lamp Department's Southwestern Sales District Office in Dallas.



Cemal Uluant (center), his wife, Nodide, and Siret Kandel, recently celebrated Turkey's 25th year as a republic. Cemal is learning lamp making at Nela Park before returning to his native Istanbul to help run the I.G.E. lamp plant under construction there.

Out Our Way . . .







George Meese (center), Eng. Div., has been given a War and Navy Dept. certificate for his work which led to development of the snooper and sniperscope. Cmdr. Haynsworth (left) and Col. Wallace presented the award.



Open Gertrude Findley's garage in Niles, Ohio, and you will find Major, an Army re-mount horse, instead of the usual family car. A quality checker at Mahoning Glass Works, Gertrude rides Major in a local saddle club.

2. Deciding the plan is worth while, Laddie talks it over with his foreman, Al Hall, who explains all its details.



3. Here we see Laddie filling out the proper authorization form. This he will return to his foreman, who will check it.

1. The new Savings and Stock Bonus Plan was announced in a number of different ways. Here we see Laddie Pilous, machinist at Cleveland Bulb Works, learning about it through the G-E Lampmaker.



4. The stacks of authorization forms are being carried to the Cleveland Bulb Works payroll department by June Scott. To get a picture of the vast amount of work involved in putting the plan into effect, it is necessary to realize that similar scenes are duplicated in every G-E plant and office.

STOCK BONUS P

WHILE most of us are figuring out ways and means of increasing our regular savings in order to take advantage of the opportunity offered by the new General Electric Employees' Savings and Stock Bonus Plan, hundreds of men and women throughout the Company are carrying on the long hours of work which are necessary to operate the plan.

Thinking that perhaps few of us have any idea of the amount of work required to do the job, the Lampmaker staff decided to dig into the matter to see what could be discovered.

The results are presented here in a running picture story showing just what transpires from the time a G-E employee first reads about the plan and fills out the authorization form, until he is notified that bonds have been purchased for his account.

All photographs on this page were taken at Cleveland Bulb Works. While those on the opposite page, with the exception of the lower right-hand corner photo, were taken at General Electric headquarters in Schenectady.

The main character in this photoplay of the Stock Bonus Plan operation is Laddie Pilous, of Cleveland Bulb Works, who was one of the first subscribers to the plan at his plant. Laddie feels that savings through the plan and the stock bonus which it offers will come in handy when his young son is ready for college.



5. The next step is checking each employee's form against his payroll record. This is Cleveland Bulb's payroll staff.

LAN OPERATION REQUIRES EFFORTS OF MANY



6. After completion of the work to this point, all the authorization forms are packed up at each G-E plant and office throughout the country and shipped to the Treasury Department at Company headquarters in Schenectady, New York, as shown.



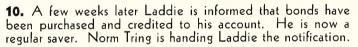
9. After the work is completed in the Treasury Department at Schenectady, the authorization forms are then reboxed for return to the local plants and offices. They make endless rows.



7. After all forms have been checked, they are delivered to the section shown above, where an addressograph plate is produced for each one. From here they are sent to filing.



8. Here is one of many Treasury Department girls as she files the addressograph plates in the proper drawer. Great care is necessary in this operation to insure complete accuracy.







Members of the Nela Choral Club as they would appear in evening dress at a concert. Club has an average membership of 40.

NELA CHORAL CLUB

THEY may not "sing for their supper," but 40 girls from seven G-E Lamp Department plants and one office division in the Cleveland area are entering their ninth year singing for fun and entertainment under the name of Nela Park Choral Club.

Organized in the fall of 1940, the choral club has sung before church and civic groups, hospitalized veterans, and has appeared twice at the annual Cleveland Press Christmas Show. Since its organization, the self supporting group has been under the direction of Frank V. Kolda of Cleveland Wire Works.

Chatting about singing with Fred Waring the day following his G-E broadcast are, left to right: Doris Duiker, Virginia Tomse and Esther Baechle.

Officers of the club, besides the director, are: Esther Baechle, Euclid Lamp Works, advisor; Gladys Littler, Cleveland Welds Works, president; Betty Chakvary, Cleveland Welds Works, secretary; Virginia Tomse. Cleveland Wire Works, treasurer; Betty O'Brien, Euclid Lamp Works, librarian; and Doris Duiker, Cleveland Wire Works, accompanist. Other plants and the one office division represented in the group are Cleveland Lamp Works, East Cleveland Lamp Works, Nela Lamp Works and the Accounting Division office.

Members of the choral club were part of the 10,000 employees and friends in the Cleveland area who attended the recent G-E sponsored Fred Waring radio show. Some of the members and the director met Waring when he and his entire group toured the Lighting Institute the day after the broadcast.

"Shop talk" was in order when choral director Frank Kolda met Fred Waring.







The five researchers who give the distaff touch to lamp science at Nela Park pose in front of the Lamp Development Labora-

tory. From left to right, they are Helen Hagelbarger, Mary Jaffe, Adelaide Easley, Jeanette Cooper and Loretta Karchner.

SCIENCE GETS DISTAFF TOUCH

Five feminine researchers have share in G-E Lamp development

JUST as sure as man is cracking the sonic barrier with speeds exceeding 700 miles per hour, women are cracking the field of scientific research, long a hallowed realm for the minds of men.

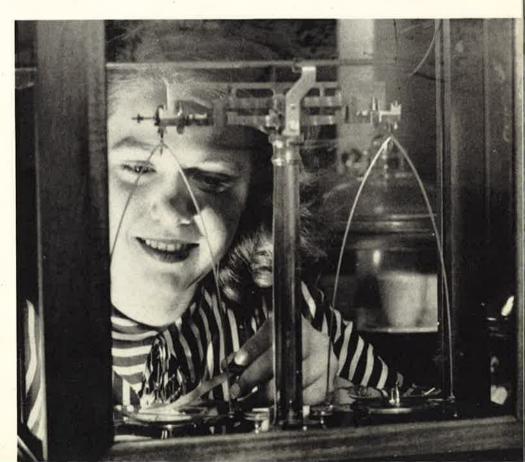
In the classrooms and labs of many of the country's schools, women students are brushing elbows with men in quest of technical knowledge.

And in the laboratories of many of the country's industrial research centers women are applying their engineering skills to problems which face industry in giving people the world over better products for better living.

In Cleveland at the huge G-E Lamp Department research center, away from sewing machines and pots and pans, five women scientists are working together with men to make our lamps burn brighter longer.

(Continued on next page)

Chemist Loretta Karchner, weighing small amounts of powders on a balance.





Mary Jaffe, an expert in the field of electron microscopy, is about to photograph minute chemical particles which the powerful microscope has magnified 25,000 times. Carrying 50,000 volts, the electron microscope can magnify up to 200,000 times.

They measure electron temperature; photograph chemical particles blown up to 200,000 times their size under the electron microscope; take photometer readings of test lamps; do research on quality control and work on chemical problems as they affect fluorescent lamps.

Adelaide Easley, one of the first women to enter the lamp research field, has been with the Lamp Department since 1928. A graduate of Colorado College and Northwestern U. in physics, she has done research on sun and photoflash lamps. She specializes in measuring electron temperatures and concentration in relation to the characteristics of the low pressure arc in fluorescent lighting.

Jeanette Cooper, a personable girl physicist who took her degree at Akron University, reads the huge photometer in the physics lab which tells the amount of light given off by fluorescent lamps. She also teaches physics on the high school level. Most of her students are men.

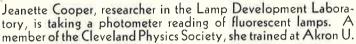
In the Lamp Development Laboratory at Nela Park, known as LDL, is a microscope which can magnify up to 200,000 times. A development of modern science, it is known as the



At a fluorescent testing rack, Helen Hagelbarger is using a high frequency Tesla coil to start a new lamp. A member of

the Cleveland Physics Society, she was graduated from Hiram College with a degree in mathematics and physics.







Adelaide Easley, one of the first women to enter the field of lamp science, prepares to measure electron temperatures. She has an M. A. degree in physics from Northwestern U.

electron microscope and, if you haven't guessed it by now, it is operated by one of the women scientists, Mary Jaffe. Wife of a man who has gained renown in the field of crystal development, Mrs. Jaffe is an expert in the field of electron microscopy.

Her job consists of the study of phosphors by photographing minute

particles which have been magnified 25,000 times by the microscope. An officer in the society of electron microscope operators, Mrs. Jaffe is a Cornell University graduate.

Youngsters in lamp research at G-E are Helen Hagelbarger and Loretta Karchner. Helen, who was graduated from Hiram College in 1947

with a degree in mathematics and physics, works on lamp quality control. Loretta, a chemist, is a product of Mary Manse College, Toledo, Ohio. She tackles chemical problems which crop up in phosphor coating.

Are they handy with the needle and skillet? Well, that's one thing we forgot to ask.



'WILD BLUE YONDER' LURES BUCYRUS PAIR

When the weather is fine for flying the place to look for Bucyrus Lamp Works' Charles Baehr and Betty Mollencop is the local airport.

Charles, who works in the machine shop, did some flying before he entered the Army where he trained as an aviation cadet. Betty, a relief operator, served in the Marine Corps as an airplane parts inspector.

Both have their private pilot's license and Charles, with 150 hours, is working toward his commercial ticket. Betty has 55 hours.

Charles maps a cross-country flight while Betty looks on. Charles owns a part interest in this light plane.

Tony's love for football hasn't lessened with the loss of his right leg. At lunch time he gets together with fellow workers for a game of touch tackle. Here he catches a pass.

G-E PEOPLE

LOSS OF LEG IS NO HANDICAP IN LIFE OF WIRE WORKS VET

THIS is the story of Tony Sustarsic, young American, veteran, and die repairman at the Lamp Department's Cleveland Wire Works—

Its real beginning was a few years ago in the days before the war when Tony was a student at Euclid High School. Athletics attracted Tony and he took part in all the major sports his school offered, all except varsity football. He lacked a few pounds for that.

But those few pounds were soon made up after Tony entered the Army, and when his outfit was shipped to England for training, he earned a position as first string end on the 3rd Armored Division grid team. His team captured the ETO championship and played exhibition games in England's famed Wembley Stadium.

Tony became quite good at the game, in fact so good that arrangements were made to award him a football scholarship to Boston College after the war.

A war was still to be fought, however, and the 3rd Armored was right up in the thick of it. Then it happened. During the Battle of the Bulge, Tony, a sergeant, was driving his tank into battle when a German tank fired pointblank. Only Tony and the tank commander lived.

During the long months in the hospital which followed, Tony wondered what it would be like to return home, to



A die-repairman at the Wire Works, where wire used in the manufacture of General Electric Lamps is drawn to exact sizes, Tony watches over a row of die re-boring machines.



A little outdoor activity not classified as sport. The pretty girl scooping up the leaves while Tony rakes, is his wife, Helen. The yard around their cottage is always kept trim.

see others enjoying the sports in which he was so active. He also heard an awful lot about the problems he would have to face in re-adjusting to the post-war life. When he returned to face those problems, he wore three battle stars, the Bronze Star and Purple Heart. The Purple Heart was for the 11 shrapnel wounds in his body and the artificial right leg which he also wore.

The proposed football scholarship was now a thing of the past. But Tony didn't spend much time sitting around thinking about it. Neighborhood and school pals, many of whom were working for General Electric, told Tony the Company was a good outfit to work for.

He reasoned that a job was probably the answer. It would occupy his time and take his mind off things. So Tony stopped in one day and talked to the people at the Lamp Department's Cleveland Wire Works. Soon after he reported for work as a wire-drawing die repairman.

Besides his full time job, Tony is keeping alive his keen interest in sports by serving as athletic director of the Euclid Vets Club, one of the largest veterans' organizations in the Cleveland area which he and four buddies organized. He also started to bowl this year, and has his average up to 140.

This story is not quite finished. At work Tony met Helen Palsa, a Wire Works employee for five years and attractive daughter of Steve Palsa of Wire Works Plant 2. And since last summer she has been Mrs. Tony Sustarsic, helping her husband forget unpleasant memories.



Although he started to bowl only this year, Tony is a regular member of a local team. Throwing from the left side, he contributes to their many victories with a 140 average.



Cleveland Wire Works employees who are members of the Euclid Vets Club besides Tony are, left to right, Stan Milosovic; Leo Delgado; Tony; John Luzar and Victor Luzar.



PIN-UP FLUORESCENT BRACKETS

Why not give your home a Christmas present? Here's a new pin-up fluorescent bracket that inexpensively adds year-round glamour and also provides functional lighting in your home.

Fluorescent lights are now available in long sleek brackets which can be hung on your wall as easily as a picture. It takes only a jiffy, for there's no need for permanent or expensive wiring with these portable brackets which you need only to plug into the nearest electrical outlet to operate.

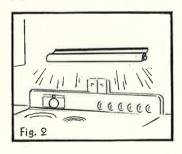
The brackets come in varying lengths and sizes and in

a wide variety of finishes. The larger size line of light, 48 inches long with one 40-watt fluorescent tube, may be used over most davenports or beds as illustrated in the above photograph and *Figure 1*.

General Electric home lighting specialists suggest that there are many clever

ways homemakers can "dress them up" to fit the brackets into their decorating schemes.

For instance, they can be painted or papered to match the walls or covered with fabric to match your draperies. When using fabric, a light coat of shellac will protect the material from dirt and enable you to clean it with a damp cloth.



Smaller size brackets in both 24-inch with a 20-watt fluorescent lamp and a 36-inch with a 30-watt tube may be used under cupboards to light the work area or over the kitchen stove as illustrated in *Figure 2*.

PETTICOAT PAGE

DO YOU KNOW

Whole family spends income now

In the old days, father was expected to keep his fingers on the purse strings and do most of the buying. Michigan State College looked over the shoulders of 350 families and found that father, mother, sister, brother—all spend family money. Who buys what depends on what is bought. The wife does most of the food buying, buys her own clothes and those of the smaller children. Father buys his clothes and takes charge when it comes to something big and mechanical like an automobile. Older children buy their own clothes and assist in the purchase of furniture and household items. Eighty per cent of the 350 families thought all members of the family should have a voice in family money management.

Cold weather hand care

When chill winds snap and steam-heat rises it's time to embark on a hand care program. Neglect your hands now and you'll rue the results through all the wintry months ahead. Care for them by wearing gloves, giving yourself a weekly manicure. Most important of all, treat yourself to a good hand cream, and use it religiously each day. At bedtime, and after each use of soap and water are the appointed times. Apply the cream in long downward strokes to your upheld hand, to erase tiny criss-cross lines, make veins less obvious, and soften the skin. You'll keep your cuticle in the same everlasting smoothie class if you work a bit of cream around each nail with an orangewood stick.

Shoe size equals one-sixth inch

Do you know the difference between an A and a B shoe width? Just one-sixth of an inch! There's the same difference between size $6\frac{1}{2}$ and 7, too—in fact, every shoe size variation, whether in length or width, represents one-sixth of an inch.

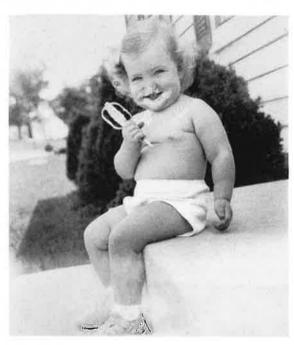
A billfold that contains everything

Not only bills and coins, but mirror and comb are included in a pretty new "Utilitee" billfold. There are fittings for your own favorite lipstick, spare keys, snapshots, and charga-plate, yet the billfold is still pocket-sized.

Change purse is thoughtfully placed on the outside, so you need only unzip for make-up or major purchases. Available at many stores, it is nice and neatmaking, as well as wonderfully convenient.



FOUR PRIZE ENTRIES IN PICTURE CONTEST



How all kids love it; licking frosting off the mixer. Karen Jeanne Macy is no exception. Her aunt, Barbara Macy, St. Louis Service District, took this \$5 award picture just after Karen frosted her face.



"Chow time" for this pair, but Dusty the dog seems to be getting it all. The young man on the short end of the deal is Benjamin Turner Mahler, Jr., 2-year old nephew of Lucille Miller, Mahoning Glass Works, who wins this month's \$15 first prize.

December winners receive \$35

People in the photographic business have always said that children make the best picture subjects, with animals and children together running a close second.

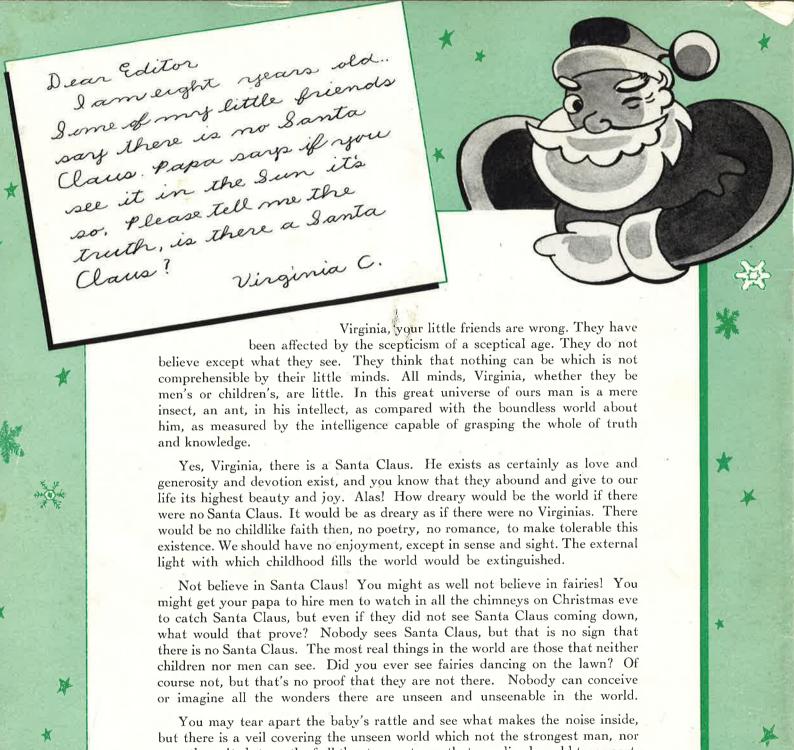
Our photo contest substantiates that belief. Nine out of 10 photos submitted picture children or animals. And when you submit pictures of this type, please identify the subjects by name and relationship. Mail to: Editor, LAMPMAKER, G-E Co., Nela Park, Cleveland, Ohio.



Robert Kornmueller, machine attendant at Trumbull Lamp Works, framed Chagrin Falls with a stone bridge which spans the river at Chagrin Falls, O. His outdoor scene gets a \$5 prize.



This photo of young Jimmy Yonke looking at pictures in the family newspaper was awarded the \$10 second prize. It was taken by his uncle, James Duffy, Operating Division, Nela Park,



You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

Editor's note: Virginia's letter to the *New York Sun* in quest of information about the authenticity of Santa Claus, and that newspaper's reply, were written in 1897.

