

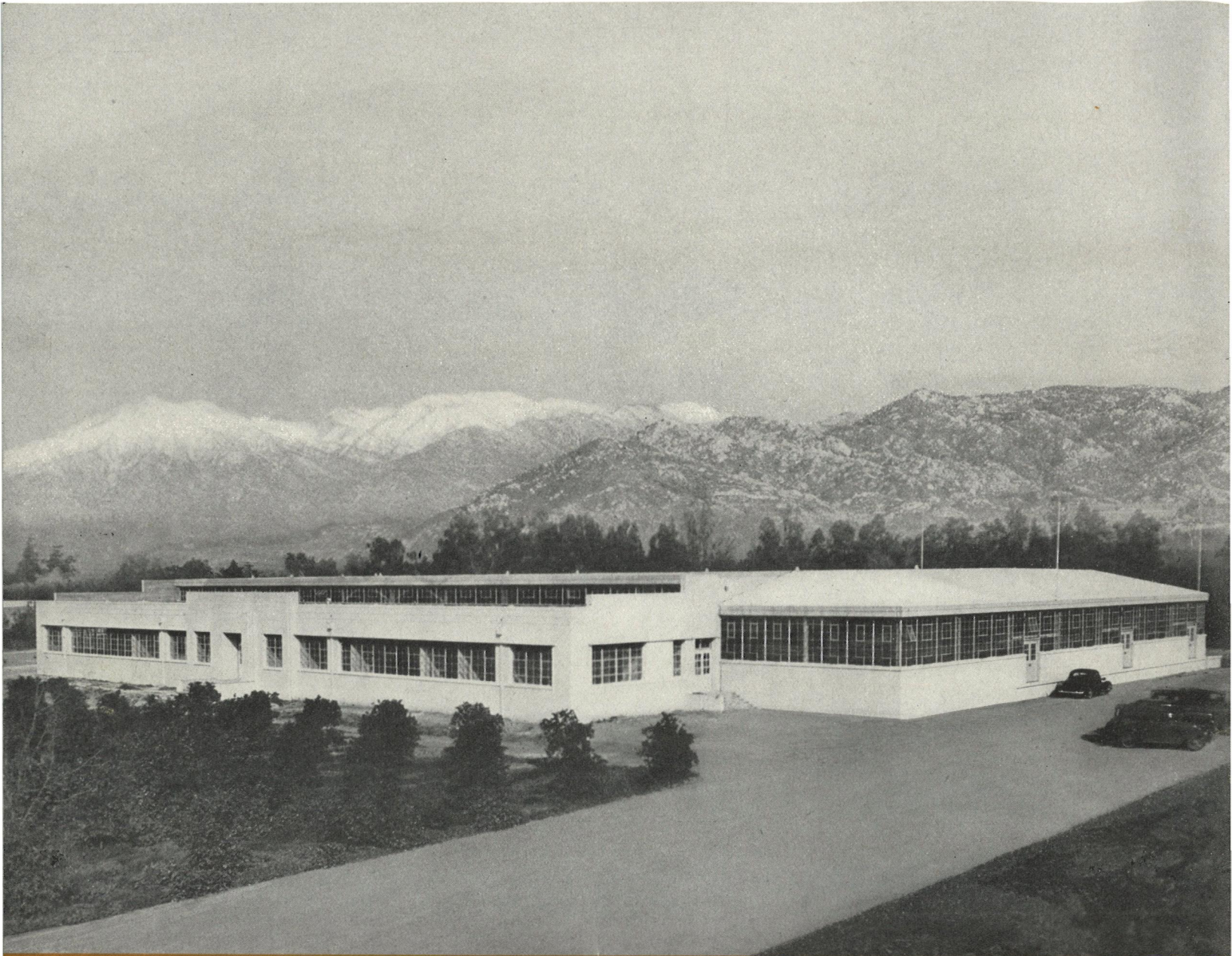
LAMP DIVISION ISSUE

*The*  
SYLVANIA  
**BEAM**

MARCH, 1947 • VOLUME VII NUMBER 3







# Colonial Opens Riverside, California, Plant

## To Manufacture Colonial's Radio and Radio-Phonograph Sets

In sunny California stands the latest addition to the Colonial Radio family—its new Riverside plant. Sylvania's subsidiary will begin the manufacture of its radios and radio-phonograph sets in the new plant within the next few months. Production there will add

to the steady stream of "Silvertone" products already flowing from Colonial Plants in Buffalo, New York and Bloomington, Ill.

Riverside is a city of 53,000, located about fifty-seven miles east of Los Angeles. The city's unusually wide high-

ways, excellent recreation and transportation facilities are on the scale of cities ten times its size.

Those are sure-enough orange trees in left foreground. For skiing try the San Bernardino Mountains, at the rear of the plant.



# On the Beam

## SYLVANIA NEWS LETTER

Some decline in demand has occurred in the radio tube field. This has been expected. The pipelines in the radio set and tube trades are close to being filled and operations from now on will be at a going rate to meet current sales. Layoffs have occurred in virtually all the radio tube plants of the Company. Demand for fluorescent fixtures, fluorescent lamps and some types of incandescent light bulbs remains high. Demand for photo-flash bulbs is described as "terrific."

Income Taxes come with the March weather. We are reminded that the only sound way to reduce taxes is to reduce government spending. Sylvania's corporate income tax on 1946 business is 38% of net income.

A new product, the 6BL6 Klystron tube for military, radio sweep receivers to detect enemy broadcasts in the 2 to 4 Kilo-megacycle band, has been designed by the Flushing Research Laboratory. A number of orders are on hand.

Vacation period for 1947 for nearly all plants will be the two weeks beginning July 6 and July 13. Since Independence Day falls on the preceding Friday this year, a 17-day vacation period results.

Purchase of plants and property from the War Assets Administration by the Company has now been concluded. Complete plants were bought at Williamsport and Brookville, one building at Ipswich, Mass. and additions to our plants at Mill Hall, Altoona, Warren and Emporium, Pa.

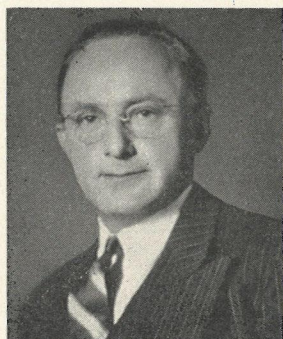
Flash! Mrs. Mary McCormick, wife of William McCormick, Supervisor of an Accounting Dept. Section at Mill Hall, won the fabulous "Truth or Consequences" prize by identifying "Mrs. Hush" as Clara Bow. Mrs. McCormick had known the answer for four weeks, basing her solution on key words "king" (Clara Bow is Mrs. Rex Bell), "ribbon" and "it" in clue poem. Also wrote 6 to 10 answers a week for 5 weeks on why people should contribute to the March of Dimes. Three sons, Bill, Jr., 14; Jeff, 10; and John, 18 months, are mighty excited. Mrs. McCormick will split winnings—Ford car, trailer, two-seater airplane, weekend at Waldorf, \$1,000 fur coat, diamond ring, Bendix washer, year's maid service, week at Sun Valley, etc., with her sister and a neighbor who pooled their ideas.

THE SYLVANIA BEAM





**SYLVANIA MANUFACTURES ITS "SPECIAL" LAMPS** in its Boston Street Plant, Salem. Across the street Salem's disastrous fire of 1914 had its start. The smoke was visible a half-hour's train ride away. Boston Street is the legal "home office" of the Company.



**FRANK J. HEALY**—Vice President in charge of the Lamp Division, for many years has been one of the leaders in Sylvania's management. He started work with the Company just before World War I, taking a pay cut to \$12 a week to go to work as a floor boy for the Salem, Boston Street Lamp Plant. When the war started he joined the Naval Air Corps, but returned in 1919 as Assistant Foreman, and worked up steadily through the Company. He took the responsibility for radio tube

manufacturing as well as light bulbs when the old Hygrade Company started the manufacturing of radio tubes in the 1920's.

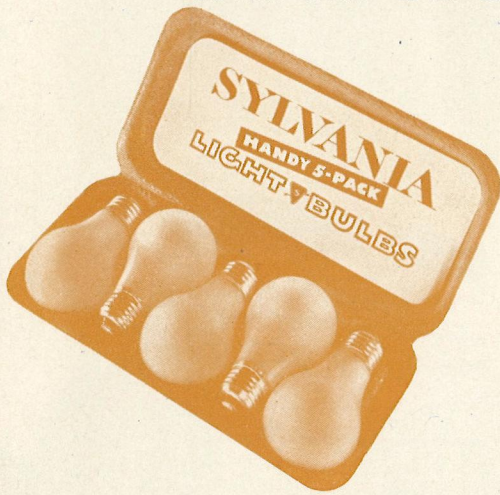
"I always thought of myself as a partner in the business," Bob Healy says when he tries to explain his progress. "And it's been a wonderful place to work—especially because of the people."

First job was as a clerk for another electric company. He later went into sales work in the electrical field.



# LIGHT BULBS ONE OF SYLVANIA'S MAJOR PRODUCTS

**"With No GE License We Are On Our Own," Incandescent Lamp Men Say, "And it is up to us To Produce Quality at a Price"**



*One good sales promotion idea like Sylvania's "Handy 5-Pack" can sell a million bulbs.*

**S**YLVANIA'S production of incandescent light bulbs hit an all-time high in 1946 but the profit was among the lowest in many years.

Part of the lack of profit can be attributed to the expense of equipment development, plant change-overs, etc. and other expenses that we hope will pay for themselves in the years to come.

By the way, production for 1947 should be  $2\frac{1}{4}$  times what it was in 1941.

Sylvania has long been America's third largest maker of incandescent light bulbs but its sales have been only about

one-tenth those of its largest competitor.

Now Sylvania's ambition—and problem—is to increase its share of the market.

Sylvania was one of the pioneers in the development of the fluorescent lamp and in this field has always been completely independent. Many of the merchandising lessons learned in fluorescent are now being put to good account in the incandescent field.

Because light bulbs are a highly technical and also a highly competitive product, our successes will depend upon mechanization, merchandising and efficient production from a quality and cost standpoint.

Sylvania's fluorescent lamps were first introduced to the public in fixtures in 1938 and the response since that time has been terrific. The Danvers (Mass.) Fluorescent Lamp Plant was built in 1941 and is regarded by many as one of the most beautiful manufacturing plants in that part of the country. There, too, production, with the aid of constantly improving machinery and equipment, is reaching new heights.

Incandescent light bulbs (and fluorescent too) are delicate items. There is

little styling in their production and the problem is one of quality, cost, and people.

In the years from 1921 to 1944 when Sylvania operated under a General Electric license agreement, we received certain benefits in the way of machinery and engineering aids. Now these are out the window and Sylvania's problem is to build its own machines to meet the increasingly vigorous challenge of competition. For this purpose, a Mechanical Development Plant was set up last year on the Loring Avenue location in Salem. 1946 also marked the year when the main Loring Avenue, Salem Plant was converted from radio tubes to incandescent lamp production. The layout of the Boston Street, Salem Plant was also extensively altered to enable the plant to concentrate its energies on so-called "special" lamps. Boston Street today devotes most of its production to special sizes and types of light bulbs.

The St. Marys (Pa.) Plant turns out the "A" line high-production lamps, the 40 and 60 watt bulbs that are used in your home. These are produced on a mass basis on high-speed machinery.



**CHESTER F. HORNE**, General Manager of the Lamp Division, has been with Sylvania ever since he came with the Company from the Northeastern School of Engineering in 1920. He has handled almost every type of assignment in radio tubes as well as in lighting.

His first job was as an engineer operating testing photometers and life testers in the Boston Street Lamp Plant within 75 feet of his present office.

In 1939-40 he set up Fluorescent lamp manufacture and organized the Ipswich Fixture Plant, directing that operation for several



years prior to returning to Salem for his present post in charge of incandescent lamps. During the war, he started the Company's proximity fuze program.

He loves to hunt, fish, and work around his lake property in Maine.

**PHILIP A. ARNOLD**, Assistant to the Vice President in charge of the Lamp Division, joined Sylvania in 1928 in St. Marys as a stock room clerk. Was later placed in charge of factory accounting. Is a member of the Massachusetts bar.



# DANVERS IS THE FINEST FLUORESCENT LAMP PLANT IN THE WORLD

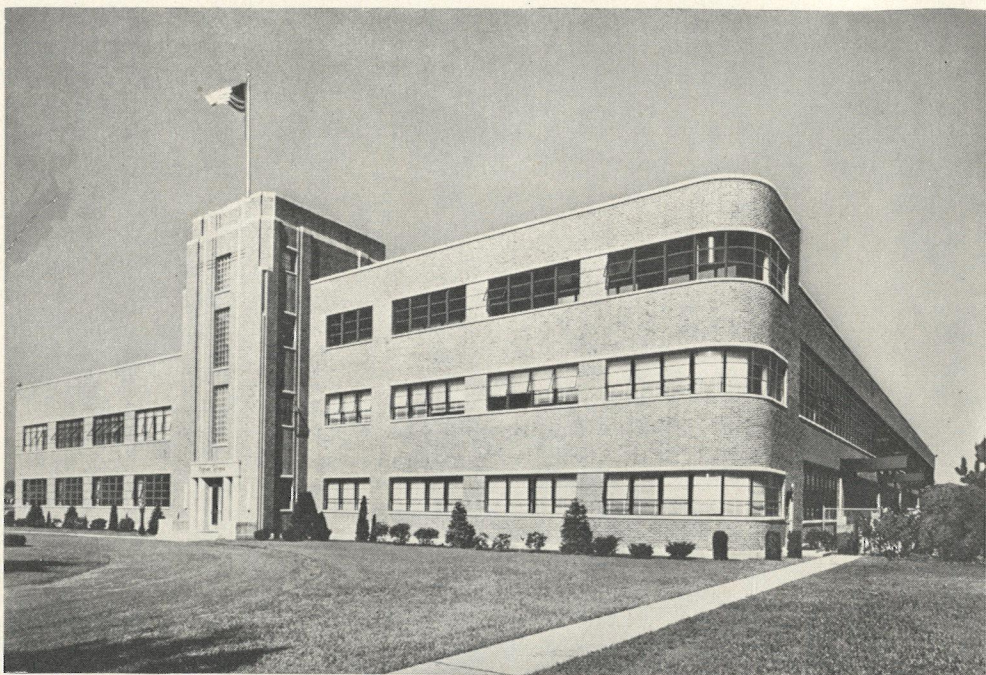
**B**ELIEVED by many to be the most beautiful industrial plant in New England, Sylvania's Danvers Fluorescent Plant today presents over 100,000 square feet of the finest fluorescent lamp manufacturing space in the world. Its equipment is ultra-modern; its air conditioning system is extensive. In the summer time, a glance out the windows shows little but beautiful rolling country and in the fall, partridges may be shot not too far from the outskirts of the plant lot.

The conditions and appearance of the plant cause many who see the girl employees out on the lawn in the summertime to comment on how much it resembles the campus of a girls' school.

This year a large warehouse is being completed adjoining the plant. Built to reduce the movement of materials to and from outside warehouses—a factor that is particularly necessary where glass is involved—the area of the new warehouse is less than that which is rented at the present time in Ipswich and the Peabody Building for fluorescent lamps.

Consideration is now under way concerning the location of another fluorescent lamp plant in another part of the country.

The plant is illuminated with fluorescent lamps throughout. Some areas are air conditioned. The main manufacturing floor is 100 ft. wide and entirely free of posts. A special air system blows 110,000 cu. ft. of air washed by 400 gals. of well water per minute into the plant.



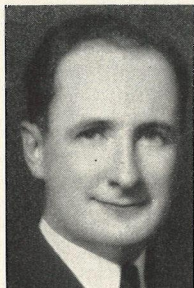
**SYLVANIA'S FLUORESCENT LAMP PLANT** in Danvers, Massachusetts. Fluorescent was a major factor in the Company's growth in the years before the war.

Opened November 15, 1941, when it staged an open house attended by 4,000 people, the plant also produces sign tubing in rich and varied colors. One of the most remarkable sights to be found at Sylvania is the Danvers test room where racks hold fluorescent lamps that run up and down the color spectrum.

To test the brightness of lamps, Danvers has two photometers, one 15 feet in diameter. Many other fascinating

devices test and control lamp quality.

With fluorescent products (and this includes fixtures), Sylvania has been developing new dealers and other outlets. The sales of Sylvania's fluorescent lamps have shown a rapid growth in the past few years. Quality has improved so that customers get eight times as much for their money as when lamps were first produced, and lamp prices are 38% lower today than they were early in 1941.



**HENRY F. CALLAHAN**, Manager of the Danvers Fluorescent Lamp Plant. Like other lighting executives, has worked on radio tubes and incandescent as well as fluorescent lamps. Also worked on the early development of fluorescent fixture manufacturing. Holds several patents. He is fond of athletics.



**AVERELL PETTENGILL**, Manager Salem Special Lamp Plant, was Manager of the secret Ipswich Proximity Fuze Plant during the war. Joining Company in 1929, worked in radio tubes. Then helped organize Fixture Division, later becoming Foreman of the metal shop at Ipswich. Was Manager there till end of war.



**JOE JACKMAN**, Manager of Salem Loring Avenue Lamp Plant. One-time proprietor of both a lamp and a radio tube business. Was first with Sylvania as an assistant foreman in 1913 and has held jobs along the line in both lamps and tubes. Won Silver Star for distinguished service in World War I.



# AT BOSTON STREET, SALEM, SYLVANIA MAKES ITS "SPECIAL" LAMPS

(Aerial view of plant, page 2)

**W**ITHIN the year, Sylvania's Boston Street Plant has been converted from high-speed types to the manufacture of so-called "special" lamps. The Boston Street location is also the home for Division general offices and is the legal "home office" of the Company since Sylvania Electric Products is a Massachusetts Corporation.

Built in 1916, it was constructed to be the most modern electric light bulb plant in America. Today it is turning out some of the finest products that can be obtained in many diverse lines.

Averell Pettengill, who during the war was head of the Ipswich Appliance Plant that made the famous radio proximity fuze, is Manager. The plant, which boasts many long-service employees as well as newcomers, makes a varied line of products as follows:

- Infra-red heat lamps
- Spot and flood lamps
- High wattage bulbs (200 to 1,000)
- Street series lamps for utility companies, a business now undergoing considerable growth
- Lumiline lamps, which are long tubular bulbs used for decorative and showcase purposes. Lumiline lamps come in many attractive colors
- Small flame-type lamps that simulate candle flames



**BOSTON STREET PLANT, Salem Massachusetts.** Standing left to right: May Conway, Production Supervisor; Helen McDonald, Monitor; Helen O'Donnell, Monitor; Mary Foster, Monitor; Alice Burnett, Monitor; Anna Liberti, Monitor; Irene Tarchini, Monitor; Seated left to right: Lucille Lezenski; Amelia Beals; Mary Espinola; Rose Dansreau; Gloria Burke; Loretta Labrie, Monitors; and Eunice Craigie, Production Supervisor—all see to the production of Sylvania's "special" lamps.

- Candelabra lamps
- Locomotive headlight lamps
- Household appliance lamps such as sewing machine and vacuum cleaner bulbs

The plant also makes photo-flood lamps for Wabash.

The Salem Boston Street Plant is built across the street from where the notorious Salem fire of 1914 started.

## SALEM LORING AVENUE PLANT

**Is Now a Major Factor  
In the Light Bulb  
Industry**

**T**HE Salem Loring Avenue Lamp Plant has been through the fires of reconversion. This January it could boast that the job had been completed. Manager Joe Jackman, whose career has swung back and forth between tubes and bulbs like the pendulum of a grandfather clock, has, in addition, a new warehouse just built in the rear of his plant lot where he can store his inventories.

One of the outstanding plants in all the industrial communities of the Massa-

chusetts north shore, the Loring Avenue Lamp Plant was originally built in 1936 to make radio tubes. Conversion to lamps began immediately after V-J day. The plant has served to an unusual degree as a training ground for men who have since risen to executive positions in the Company.

### Sales Group

For names and photographs of Lamp Division salesmen and sales executives, see Sales Issue of The BEAM, November, 1945.

**A SUMMER LUNCH-TIME** at Salem's Loring Avenue Plant. Air view of plant (1) on cover.



March, 1947



# ST. MARYS PLANT—BIG THINGS FROM A SMALL PACKAGE

THE 60 or 40 watt Sylvania bulb in your home was probably made at St. Marys. The old adage that big things sometimes come in small packages is well illustrated by Sylvania's St. Marys Plant which today is turning out unprecedented numbers of standard 25, 40, 60, 75 and 100 watt Sylvania light bulbs.

Under Guy Klees, who knows the light bulb business from an experience that extends back to the days when they were made with carbon filaments, the St. Marys Plant is now devoted almost exclusively to the high production standard types.

St. Marys was the original home of the Pennsylvania parent company from which the present Sylvania Electric Products evolved. The St. Marys Plant is small in square footage when compared with layouts like Altoona or Montoursville, but its actual output fills many a freight car each year.



**ST. MARY'S LAMP PLANT** was the original home of the Pennsylvania parent company, from which the present Sylvania Electric Products evolved. Sylvania's first radio tubes were made here.

## LOWELL—BUSINESS TREBLED IN '46

PRODUCTION at Sylvania's Lowell Wiring Devices Plant really took a boost in 1946. Starter and socket business for that year was treble what it was in 1945, and 1947 to date shows a continuance of the high production rates of last year.

"We are not temporary here any more," Plant Manager Fred Fulle says aggressively. And he looks as if he means it.

Today some 315 employees at Lowell are making lamp holders (sockets) in 12 types and new types are being added frequently. The plant turns out starter sockets, combination lamp holders and socket holders, miniature and mogul lamp holders, and glostat starters.

Lowell is proud of the fact that it was the first Lamp Division plant to set up its Sales Service Department. This has been installed in new space taken in the Hub Hosiery Building at Perkins Street, Lowell, where the Company has rented some 14,000 square feet for warehouse use, material inspection and other uses.

The plant provides parts for the Ipswich Fixture Plant and sells to lighting

fixture makers throughout the country. An important share of Lowell's business also goes for its export trade. On the other end of the line, Lowell receives some of its parts from Sylvania's Warren Weld and Wire Plant.

Business is good at Lowell despite a lack of phenolic materials that has held down operations some. Lowell is an old

industrial town on the Merrimack River which in the days of water power served countless mills throughout New England. Sylvania's Lowell Plant is a happy combination of new and old. It brings one of the most modern industries of our times to a Merrimack Street address in the one-time textile city of Lowell.

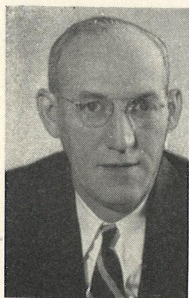
**SYLVANIA'S WIRING DEVICES PLANT** in Lowell, Massachusetts. For more pictures taken at Lowell, see page 12.





# SYLVANIA HAS ITS OWN MECHANICAL DEVELOPMENT PLANT

(See Cover: 2)



Roland M. Gardner

**E**DISON'S basic patent on the carbon filament, vacuum, glass-enclosed electric light bulb expired in 1894. Later patents on tungsten filament (now used), methods of drawing filament wire, and the use of gas instead of a vacuum inside the bulb have also expired.

As a result, success in this great industry today depends, not on product patents, but on ownership of high-speed equipment with which this technical product can be manufactured at highest quality and at extremely low cost. The jobs of Sylvania people at the Salem Lamp Plants, at Danvers and at St. Marys, depend in considerable measure on the ability of the Salem Mechanical Development Plant to design and produce such machinery. No company without such equipment can hope to last long in the light bulb business. It was with this fact in mind that Sylvania built its new Mechanical Development Plant on the Loring Avenue location in Salem last year.

Over \$300,000 worth of equipment stands in this gleaming structure headed by Roland M. Gardner, "Roly," a one-

time county school teacher, was told to leave his job as manager of the Boston Street (Salem) Lamp Plant in 1939, to start a mechanical development plant from scratch. From then on most of his time has been devoted to gathering equipment and corraling the right men for his organization.

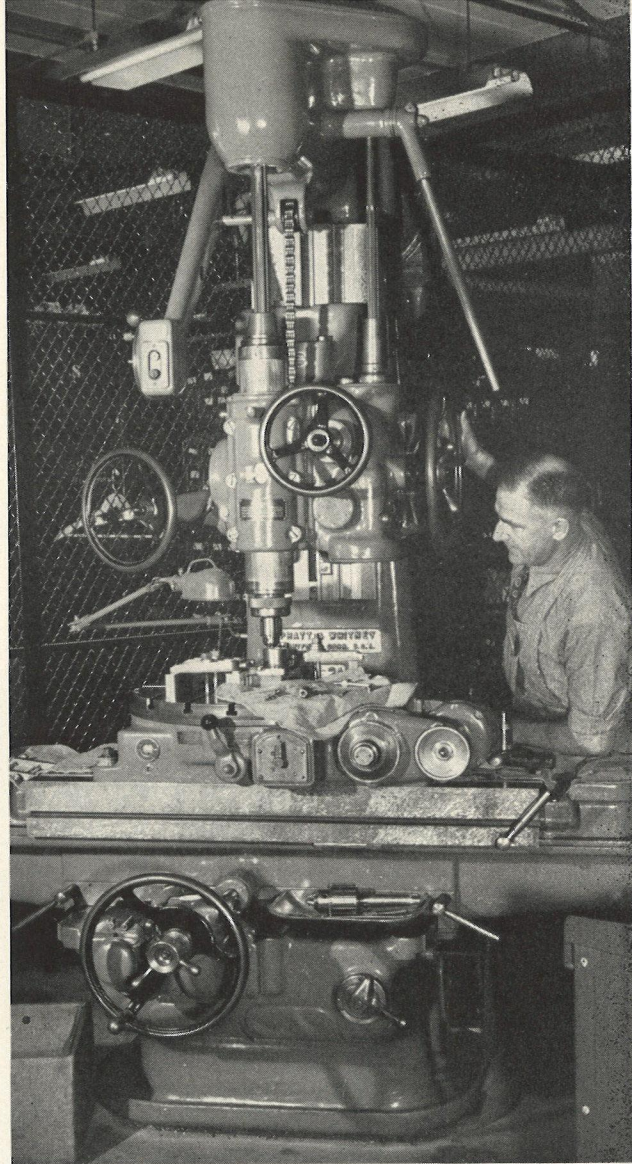
## War Delayed Progress

The war threatened to wipe out "Roly's" department. It was a case of find a war job or lose the machinery. The suggestion that the equipment could do a good job turning out helmets was indignantly rejected by the services. "Much too easy for Sylvania," they said. The result was that Mechanical Development ended up making mock machine gun trainers, one of the trickiest devices produced for the Armed Forces.

Sixty percent of the plant's work to date has been "catching up with things we ought to have." Gardner hopes some day to be able to put in all his engineering work on new developments.

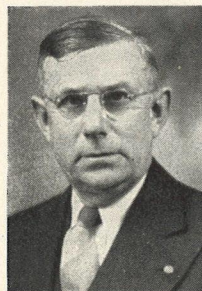
## A Trip Through The Plant

The door of the neat, one-story brick building brings the visitor smack into the Purchasing Dept. Going to the left, one finds the Drafting room with a forest of drawing boards and filing cabinets stuffed with specifications.



**WILLIAM HUMPHREY** operates a jig borer—a specialized piece of equipment used in building parts for Sylvania machinery.

Machines have to be designed not only so they can make products, but so they themselves can be made. Many



**GUY A. KLEES**, Plant Manager of St. Marys Lamp Plant—began as shop clerk for the old Novelty Incandescent Lamp Company. Guy progressed steadily forward, holding such positions as Quality and Shrinkage Engineer, Office Manager and Superintendent. Is active in community fund work.



**FRED W. FULLE**, Manager of Lowell Wiring Devices Plant, one-time chemistry instructor and football coach, worked for fourteen years with Claude Neon Lights, Inc. Joined Sylvania in 1943 as Merchandising Manager of Fluorescent Tubing. On May 15, 1946 he was appointed Plant Manager at Lowell.



**JOHN R. FULLER** joined the Company in 1920 as a glass technologist. In 1939 he became Assistant Purchasing Agent, and in '42 Purchasing Agent of the New Products and Appliance Department of Ipswich. Mr. Fuller is now Manager of Purchasing for the Lamp Division.



of the parts must be cast in sand molds, and this puts definite limitations on what can be done. Going past the vault that holds tracings Gardner estimates are worth half a million dollars, one goes into the New Development Room, set off from the rest of the plant for secrecy's sake. New machines are built there and remain hidden from the public until patents are applied for.

Back of the New Development Room

is the assembly floor, where a bewildering collection of sealex, exhaust, aging and other machines stand in various stages of completion. When the machines are completed, manuals are written to explain how to make them operate properly.

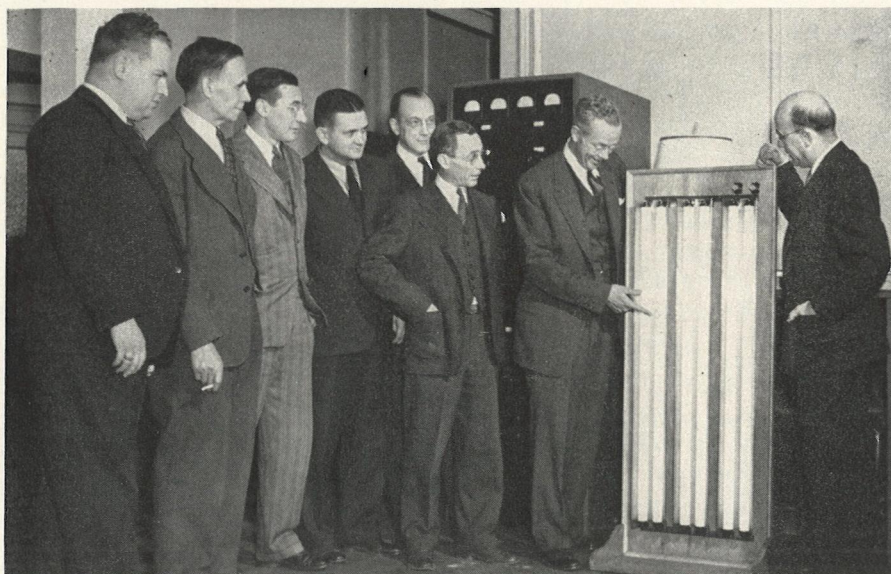
#### Wonderful Machines

Going past the extensive tool cribs and parts storage space, you come into

the large mechanical department and tool shop. It resembles, somewhat, the Equipment Development Plant at Emporium, Pa. Here are the finest examples of the tool makers' art—band saws, drill presses, lathes (which cut a piece of steel by revolving it around the tool) and milling machines (where the work is held still and the cutter turns), grinders, vertical turret lathes that will turn pieces up to three feet, shapers and nu-

(Continued on page 9)

## LAMP GENERAL ENGINEERING DREAMS UP THE LIGHT FOR TOMORROW



**DEPARTMENT HEADS** of General Engineering Lamp Division, Salem, left to right: George Carter, Jr.; Ralph Thomas; Richard Slauer; Ronald McKenzie; Samuel Gray; Stuart Davis; Dr. Erwin Lowry; Dr. Rolland Zabel.

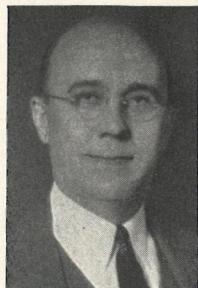
**A**BOUT 12 lengths of cold cathode sign tubing from the Salem railway station is Sylvania's Lamp General

Engineering Laboratory. It is here, under the direction of Dr. Rolland M. Zabel, Chief Engineer of the Lamp

Division, that some of the Company's top scientists and engineers are working on the light sources of the future. Here are found circular lamps, instant start fluorescent lamps and fluorescent light sources of a variety of shapes and sizes. Each item in Sylvania's lamp lines is subjected here to ruthless scientific scrutiny not only as to its quality but as to its adaptability to efficient manufacturing methods.

Starters, sockets, germicidal lamps and other products are actually made here on a pilot-line basis.

The tools of the engineer run from deep freezers (to study operation of fluorescent lamps at low temperature), complex glass piping systems on which lamps of assorted shapes and sizes can be exhausted, etc., and oscilloscopes that test circuits. The fluorescent lamp, they will tell you, is really just another electronic device and resembles a radio tube. After all, the fluorescent light is achieved by a mercury vapor arc inside the tube which then excites the fluorescent powders painted on the inside surfaces.



**ROLLAND M. ZABEL**, Chief Engineer, Lighting Division, author of countless articles on abstruse scientific subjects, is as much a salesman as a scientist. He joined Sylvania in 1934 and has held various engineering posts in the field since that time. While at college, helped set up radio station WCAJ.



**JOHN WOOLDREDGE**, Controller of the Lamp Division. One of his first jobs was as Assistant to Mr. E. J. Poor, then President, in 1922. A veteran of World War I, he fought first in the French Army, serving under the then General Petain, and later in the American Army where he was in the Tank Corps.



**WARREN PURCELL**, Division Manager of Quality Control, joined Sylvania in March 1943. He has worked in special products and lamps and is President of the Boston Society for Quality Control. Previously with New York Life Insurance Company. Graduate of Worcester Polytechnic.



## MECHANICAL DEVELOPMENT

(Continued from page 8)

merous other pieces of equipment.

"Roly" points out that a band saw has teeth like a hack saw and cuts through steel as easily as a butcher's knife through good roast beef. The most precise of the machines are the jig borers, which will bore holes accurately up to  $\frac{2}{10,000}$ ths of an inch.

It has taken "Roly" a long time to find this equipment and persuade the company to buy it. "You have to be convincing," he says. "And you have to have done things in the past that prove to people that you can get work out of the machinery." Apparently "Roly" has learned the art of being convincing.

The Mechanical Development Plant is laid out according to the most approved principles. There is a regular flow from the receiving platforms to the machining department, to inspection, to the stock room, and finally to the assembly room.

### Burners Have 25 Parts

There is nothing simple about the machinery that is used to make the equipment or the equipment itself. There are 25,000 different kinds of parts in one row of the tool crib. There are 100,000 parts in the whole room—not counting screws and bolts. A burner such as found on radio tube sealex machines has as many as twenty-five different parts. One Sylvania machine used in producing radio tubes has 3,200 special parts, none of which can be bought

on the market.

"There is more engineering to make the machinery that makes the product than there is to making the product itself," Gardner says. But he could be prejudiced.

Enforcing his statement, he points to the prodigious list of parts and items that must be assembled before a machine can be put together. Eight and a half inches of file folders, each containing eight sheets, each sheet listing an average of twelve parts may be necessary for one complex piece of machinery. Gardner estimated that there are possibly 36,000 hours of drafting time required to design and make one new type stem mount machine. At that rate, to design as many as three new highly complex machines in a year is "something that has almost never been done."

## ACCIDENT FREQUENCY RISES IN MASS.—N. Y. AREA PLANTS

**A**CCIDENT frequency, the number of lost-time accidents per million man-hours worked, was higher in the Mass.-N. Y. Area plants of the Company during 1946 than in 1945. The comparative figures were 2.66 against 2.30.

Severity of accidents, the number of days lost per thousand man-hours worked, declined, however, from .058 to .053 in 1946.

Lamp General Engineering in Salem and the Salem Office both had perfect records during the year.

Reportable injuries involving the eyes—getting bits of metal and other foreign objects into them—and finger

accidents which occurred on machines were the most frequent during the year.

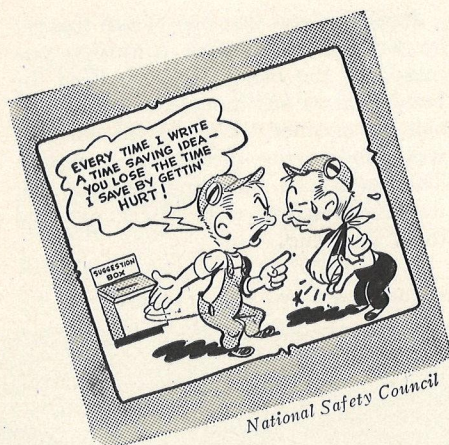
### FLUSHING LAB WINS SAFETY AWARD

Sylvania's Research Laboratory, at Linden Street, Flushing, will be awarded a "no accident" certificate won in a State-Wide Accident Prevention Campaign conducted by the Associated Industries of New York. The award is in Class 3 of the precision machine work group. The combined entry of Kew Gardens and Bayside will be awarded an honorable mention in Class 2 of the same group.

### EMPORIUM'S CATHODE RAY PLANT HAS BEST SAFETY RECORD IN PENN-SYLVANIA AREA

In the Pennsylvania area, Emporium's Cathode Ray Plant is to be commended for an outstanding five-year safety record. An average of 179 employees working over 2 million hours have only five lost-time accidents to report—60 days lost in five years! Such a record in a plant making television tubes is an accomplishment. No lost-time accidents were experienced during 1946.

## \$618 PAID FOR SUGGESTIONS



National Safety Council

**S**YLVANIANS, putting their brainstorms to practical test, found that their ideas were no flights of fancy. Fancy winning \$144 for an idea—such

was the profitable experience of Warren Derby and Harold McDermott of Danvers for improving plant equipment.

Over all, there were 42 contributors to the suggestion box who earned \$618.00.

Montoursville reports that 55 ideas adopted there in 1946, earned their contributors a total of \$617.50.

### SUGGESTIONS

**DANVERS.** Warren Derby and Harold McDermott, IE, \$144; Joseph Brooks, IE, \$10; IE, \$10; Harold Shrempf, IE, \$10; Arthur Casellini, IE, \$5; Mario Bertoni, IE, \$5; Edward Dovey, IE, \$5; Roland Fitz, IE, \$3; Albert Lawrence, IM, \$3.

**BOSTON ELECTRONICS.** Arthur Bourbeau, IE, \$60; Costy Leszynski, I, \$10; James Anderson, I, \$8; Joseph Sanchez, I, \$6; Stanley Smith, I, \$5; Donald Derflinger, I,

\$3; James Meehan, I, \$3; Charles Dudevoir, I, \$3.

**EMPORIUM.** Michael Hordesky, GI, \$25; Nina Beach, IM, \$25; Francis Kraft, IM, \$22; Fred McFeely, I, \$20; Harold Witham, IM, \$10; IM, \$10; A. J. Zito, Jr., SA, \$3.

**IPSWICH.** Adrien Benjamin, IM, \$5; Charles Sayward, IM, \$3; Aphrodite Galanis, GI, \$3; Constance Pappas, GI, \$3.

**KEW GARDENS.** John Weinz, IM, \$8; Joseph Liebl, IM, \$5.

**MONTOURSVILLE.** John Drawbaugh, IE, \$50; Jay Lowe, IE, \$25; Allen Mertz, IE, \$25; IE, \$10; Robert Burns, IM, \$10; John Atkinson, IE, \$10; Dan Eddinger, IM, \$5.

**TOWANDA.** Gerald McNamara, IE, \$5; Harry Root, SA, \$3; James D. Thurston, IM, \$3.

IM, Improved Method; I, Improvement; IE, Improved Equipment; GI, General Improvement; SA, Safety.



## EMPORIUM GETS AROUND

Rena Miller, Sylvania's Interviewer and Counsellor at Emporium, Pa., un-



**RENA MILLER** on her way across the Sinnamahoning.

like most, must pole her way in a small boat across a river every morning and every evening to get to and from work. Rena has been crossing the Sinnamahoning Creek (west branch of the Susquehanna River) every morning and evening for eight years. Once across, she must drive 14 miles more to work. In the winter, her father breaks the ice to keep a path open for her boat.

And speaking of novel ways to get to work, Sylvester Rosetti of Emporium's Mechanical Maintenance Shop comes to work a la English paratrooper—on a Welbike.

This machine resembles an American motor-bike—it's a handy little gadget to carry in your car. And when you run out of gasoline, just unfold it and ride to the nearest station. The Welbike moves along at 30 miles per hour and one can get 90 miles on one gallon of gas.

With the Emporium Airport directly alongside the Parts Plant, some employees may be flying to work . . . who knows.

## ONE PURPOSE OF THE BEAM

"Our most threatening enemy is not the evil intention of the ordinary man,

for his intention is usually good. A worse danger is the increasing confusion of our time," an English professor has written. Trying to present complicated problems of business in a form that is simple and easy to understand is one of the major purposes of The BEAM.

## TRANS-OCEANIC CONVERSATION

A chatty 45-minute telephone call to England could be an expensive affair, but Robert Palmer, Supervisor of the Thermionic Section at Sylvania's Kew Gardens Laboratory, is a radio "ham." His amateur radio activities gave his wife her first opportunity in seven years to speak to her parents in N. Finchley, London. And Mrs. Palmer's parents, Mr. and Mrs. Williams, heard their grandson's voice for the first time.

Mr. Palmer has been active on the 10-meter band since it reopened at the close of the war. He contacted a British amateur (G4JD) whose ham "shack" is only two miles away from the Williams' home. The 10-meter band was crowded that Sunday morning but contact was made as planned and Mr. Palmer received the British signal with better volume than some of the local stations. Mrs. Palmer was so excited at first that she could hardly say a word. But the "mike fright" did not last long.

G4JD had until recently been living in India and had been able to speak to his own parents by radio with the cooperation of another British amateur. In the true spirit of international amateur brotherhood, he contacted Mr. and Mrs. Williams for the Palmers. The following day they held their trans-oceanic conversation.

## BROKER AND TONER VIEW ALTOONA WRECK

Homer Broker, Manager of the Altoona Plant, and Willis Toner, Superintendent at Johnstown, were in the vicinity of the terrible railroad wreck just west of the famous Horseshoe Curve. The wreck took place about one mile in from the road.

## ARE YOU A NEWS FOTOG?

To the Steichens or Milis in Sylvania, The BEAM directs this question: Can you take a good news photo?

News photography is a difficult art. A news photo must be informative (tell a story) as well as have artistic merit. The latter involves contrast of light and shadows, interesting composition, angles and depth. It takes imagination, patience and a nose for news.

If you are interested in photography in general, you may have a knack for being a picture reporter. Try it. Work with The BEAM reporters in your plant; get pictures to compliment their stories. Or chase down "picture stories" on your own. These must tell a whole story in themselves. Send them to The BEAM—for each of your pictures that we use, you will earn \$2. Reporting is exciting work . . . and pays off!

The BEAM is hoping to develop a staff of picture reporters. If you are interested in trying out for that staff, fill out the blank below and mail it to us via inter-office mail.

Please enter my name as a contributor of photographs for The BEAM.

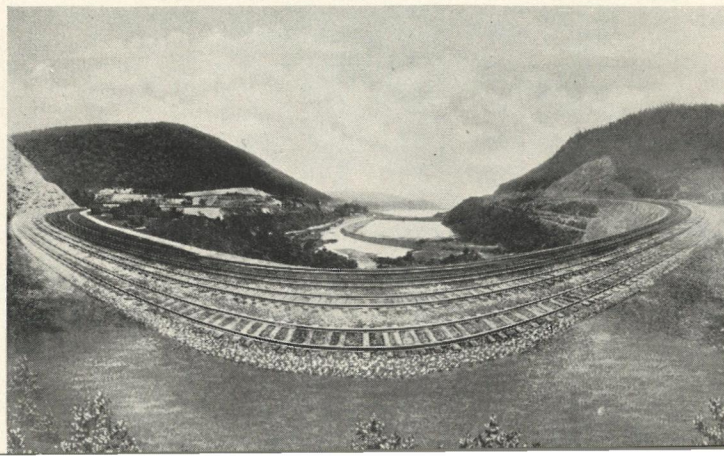
Name \_\_\_\_\_

Location \_\_\_\_\_

**MRS. PALMER** talking to her parents in England.



The Famous Horseshoe Curve west of Altoona.





## VIVIAN'S LUCK

Pennsylvania's Erie to Philadelphia flyer, hurtling through a cold February evening, suddenly leapt from its tracks near Warren. The engineer was killed and five others were injured. Yet Vivian Fodge of Emporium's Production Development Department emerged unscathed.

Vivian had boarded the train in Erie after a weekend visit with her sister. Outside Warren, the coach started to sway and came to a jolting halt, tipped at a crazy angle. Everyone remained in the car, remarkably calm, until an emergency train arrived to remove the passengers.

Eventually, Vivian and her fellow passengers crawled from the wrecked train and started up the ice-encased draw-head toward the emergency train. They passed seven coaches tilted on their sides. The engine had overturned. The special train brought Vivian through New York to Emporium and a taxi the remaining 20 miles to her home in St. Marys.

It had taken Vivian 14 hours to travel 200 miles. She was unhurt—but exhausted after her harrowing experience.

## HOW MANY "HAMS" IN YOUR PLANT?

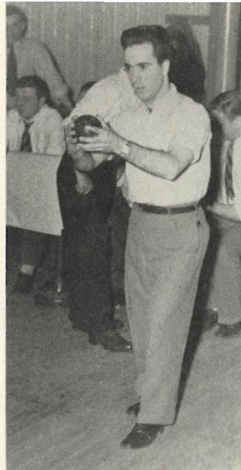
According to The BEAM, January 1947, the Flushing Research Laboratory matched Boston Electronics as to its number of ham radio operators—six in number.

But Marjorie Fox reports there are ten hams at Kew Gardens, as listed below.

Robert Jewett.....	W2MGD
Norman Gable.....	W3G2U
Everett Goodell ..	W6HTP (Calif.),
	W8WVW (Emporium)
Forrest Gehrke.....	W9WJD
Kenneth Anspach.....	W6PDT
Andrew Jensen.....	EX-W2DXP
Robert Palmer.....	W80YK/2
Edward Maher.....	W2GRB
Robert Straub.....	W2PBG
Robert Mayer.....	W2SLT
(formerly 3FND)	

Marjorie says they also have a few engineers who have commercial licenses and some who are applying for licenses in the very near future.

March, 1947



Manuel Ignacio, Jr.



Wilfred Simard



John Crowdis

## STANDING ROOM ONLY!

Miss that pin, Mister, and your team will be in last place!

The Danvers men's bowling matches are so closely contested this year that the first five teams are within one game of each other. In games won and lost, Shackley's Do-nuts and Keran's Coco-nuts are tied for first place. Kostyla's Peanuts, Betts' Grapenuts and Makar's

Cracknuts are all tied for second place. These standings are computed as of February 7, with only eight matches remaining in the schedule.

Kaz Dombrowski again leads the league this year with an average of 106, closely pursued by Karl Bayley with 104 and Wilbur Shackley, 103.

## BLOOD FOR EMERGENCIES

Danvers Fluorescent Lamp Plant has its own unique blood donor system for its plant employees and members of their families. This system provides for emergency blood transfusions in addition to the plant's normal contributions of plasma to the Red Cross and blood banks.

Robert White, Junior Engineer at Danvers, maintains a card system of potential donors who are ready and willing to contribute blood upon any emergency. Donors are available at a moment's notice. The cards list blood type and thorough case history of each individual.

Robert Reed, now connected with the Boston Street Plant, was in charge of the setup during the war years. And Bob White stepped in to maintain the system for peacetime emergencies.

**BOB WHITE** interviewing Tom Skerry and Bill Thomas, potential blood donors.



Space does not permit a list of all names but an idea of the amount of blood donated by a few of the system's members may be had from the following figures:

Dorothy Sampson, Finishing Dept., 13 pints; Paul Kerans, Sign Tubing, 11 pints; Arthur Sharkey, Engineering, 10 pints; William O'Keefe, General Foreman, 9 pints; Charles Powell, Factory Engineering, 9 pints.

## FLORIDA VACATION

Miss Jean Wadleigh of Lowell's Accounting Department journeyed to Florida to spend her two weeks' summer vacation in the winter. Jean drove south and spent long, lazy sunny days on the beach at Miami. To prove it, she has a beautiful tan. Jean took trips all over Miami and visited Florida's famed "Keys" and Miami's monkey jungle.

**JEAN WADLEIGH** of Lowell basks in the heat of a Florida sun. And in December!







**AT LOWELL'S GLOSTAT SWITCH CONVEYOR.** left to right, Yvonne Belanger; Helen Doherty; Carmella Cardella; Switch Foreman, Carlo Zanucoli; Rose Walsh; Lucy Lamoureux; and Mary King.



**315 EMPLOYEES** are turning out 12 types of fluorescent sockets for the Ipswich Fixture Plant and for the Lowell Plant's export trade. Above: rest period at the Lowell Plant.

## ROUND TRIP FOR RING

Joan Renninger of Williamsport was busily packing tubes one day when her high school class ring slipped unnoticed off her finger. By the time she discovered her loss, the ring, unknown to Joan, was well on its way to far-off Denver, Colorado. After fruitless searching, Joan resigned herself to her misfortune.

It was only a few days later that a letter from the Inter-State Radio Supply Company in Denver told her that they were returning the ring which they had found in a box of radio tubes. Joan is smiling again and, whenever she thinks of her Denver friends, she places the tubes in their box with extra-gentle care.

## THE FIRST \$10 BILL

Robert Reed of Salem, Boston Street, was "ruffling up" some new \$10 bills issued by the Federal Reserve Bank of Boston when he noticed that some were signed by ex-Secretary Henry Morgenthau and some by Fred M. Vinson, now Chief Justice of the Supreme Court. Close examination revealed he actually had the first serial number \$10 bill issued by the Boston bank and signed by Vinson.

P.S. John W. Snyder is the present Secretary of the Treasury.

## IPSWICH APPLIANCE REUNION

Members of M. I. D. at Ipswich Appliance, the plant that made the proximity fuze during the war, held a reunion the middle of February with 125 attending the banquet and dance.



*Louis Moreau and Adjutor Theriault*

## HOUR OF NEED

The Danvers Plant is fortunate in having two truck drivers who, despite snowstorms and icy roads, kept Danvers production rolling in its hour of need.

Recently, material shortages at the plant were critical; material on order was delayed. It looked as though the plant might have to close down. There was only one solution to the problem. Louis Moreau and Adjutor Theriault were called upon to make a rush trip to Ohio for material to keep the plant going another day or two. Lou and Terry set out on a Saturday afternoon. They encountered snow, sleet and sub-zero temperatures throughout the trip. But Tuesday morning, when only enough material remained to continue production for a few hours, Lou and Terry were backing into the unloading platform with enough material to continue operations until more arrived by freight.

Employees of the Danvers plant have no parking worries, either. After a snowstorm, when they arrive at work,

there are Lou and Terry just winding up their snow plowing and the parking area is as clean as ever.

## INTERNATIONAL VISITORS

Sylvania's South African representative, Mr. A. C. Jorgensen, has just completed a visit at Sylvania's International Division Office at 50 Broadway—and he feels lucky to be here. Mr. Jorgensen flew over here on a Constellation. They were in mid-Atlantic when one engine came to a shuddering halt. An hour or so later, another of the engines on the same side of the plane also quit. Mr. Jorgensen admitted that he was very uncomfortable at this point. However, the plane was able to maintain its altitude on the two remaining engines and reached its destination in Gander, Newfoundland, seven or eight hours late. To add to their troubles, Gander was "fogged in" and they had to circle the field for three or four hours before they were finally able to land.

At the end of his visit, Mr. Jorgensen returned to Africa by air. It's a wonder he did not want to walk back after his harrowing trip over.

International Division reports that its Indian representative, Mr. Chimanlal Desai, is in this country with his wife to catch up on new developments in the electrical field. One of India's greatest problems is its food. Because of religious and philosophical taboos, the majority of Indians exist solely on vegetables. These Indians eat no meat, yet their vegetable dishes are so cleverly prepared that they find our boiled dishes rather tasteless.



## SECRETS OF MINK FARMING

Nothing like making a hobby remunerative. Mary Teconchuk and Betty Schweitzer, of Warren's Wire Department, have decided to raise minks as an avocation.

Mary and Betty have just returned from a visit to the Pioneer Fur Farm in Indianapolis, Indiana, where they lived in a cabin for four days, cooking their meals over an open fire and learning the rudiments of mink raising. For one thing, they found that there will be plenty of hard work and expense involved.

The girls will start their farm this spring at Hemlock, four miles out of Warren on the Allegheny River, with eight minks secured from the Pioneer Fur Farm. The site is part of a farm owned by Betty's father.

The average number of offspring per mink per year is four "kits." The girls will cross-breed four different mink types to produce the 16 variations of mink pelts required in the fur market. The pelts will be worth in the neighborhood of \$40 to \$190 per. Mary and Betty said the minks will have their first kits in May and that they can usually be killed for their pelts in late fall or early winter.

They feed the minks horse meat and then sell them for \$190 . . . now that's really realizing an interest on one's investment.

## BOSTON "LIGHTING CENTER"

Boston has started a Lighting Center of its own, similar to the one in Sylvania's New York Office at 500 Fifth Avenue, that was opened to the press and public last November. The Boston Office at 10 Post Office Square displays streamlined fluorescent fixtures as well as lamps of all sizes and forms, ranging from circular to infra-red, germicidal and electro-flash bulbs. Demonstrations of Sylvania's wire recorder and revolutionary record player are given.

## NIGHT SCHOOL

For a city of 5,000, Emporium certainly does itself proud in the way of

cultural pastimes and things to do for its citizens. Many Sylvanians in Emporium are taking advantage of the night school—classes are being conducted at the high school in shorthand, typing, public speaking, accounting and radio communications.

Jack Haley, Office Manager, and Peter Boone, Personnel Supervisor, together with the school's principal, Mr. Francis O'Malley, set up the 20-week schedule.

## VARIETY AT LOWELL

All the signs at the Lowell Plant are taken down regularly and replaced with new ones as a method of breaking up the monotony of the scenery.

## "MOUNTING ONE" WINS AT JOHNSTOWN

Leading the Johnstown Bowling League at the turn of the season is Mounting 1 which has won 35 games and lost only 10. Pulling Mounting 1 through to its one-game lead over Filament 2 is Mary Ann Maxwell, Mary Petro, Esther Bowers, Pat Coyle, Mary Nestor, Ann Nestor and Louella Hamilton. High individual game of the season was bowled by Kay Cernak with a 208. Mounting 1 will play winners of the second half of the season in April. The winning team will be awarded a trophy and a banquet will be held for all members of the bowling team.

## PEARL HARBOR LOCKARD

Joseph Larue Lockard, who detected unidentified planes approaching Pearl Harbor on the morning of December 7, 1941, and whose warning went unheeded, is now an employee at Sylvania's Montoursville Tube Plant. Mr. Lockard won the Distinguished Service Medal and is a native of Williamsport.

## EMPLOYMENT—AND UNEMPLOYMENT UP

The total number of civilian jobs in the United States as of the week of January 5th to 11th showed an increase of 4,470,000 over January 1946, according to the Monthly Report on the Labor Force issued by the Bureau of the Census.

The number of unemployed in the course of a year rose 100,000, from 2,300,000 to 2,400,000. All figures are estimates.

The total "labor force" of the United State, including all people in the armed forces, is estimated to be 59,510,000.

## WHERE DO YOU BUY YOUR LIGHT BULBS?

According to Sylvania's Sales Research Department, more electric light bulbs are purchased in grocery stores than in any other outlet—including electric appliance stores.



**SYLVANIA LIGHTING ENGINEERS** gathered in Salem in January to bring themselves up to date on the latest technical information pertaining to lighting. This group is responsible for technical advice for our sales force regarding the application of all lighting products. Seated, first row, L to R: P. P. Harrison, W. B. Kennedy, R. R. Wylie, R. K. McClintock. Seated, second row, L to R: Neal Jacobus, C. I. Brady, Jr., Endecott Newhall, N. S. Graffum, E. D. Benson, Harris Reinhardt. Standing, L to R: E. C. Ryan, A. G. Elley, C. B. Stiles, L. E. Duval, S. H. Eaton, W. F. Rooney, J. C. Kromhout, J. H. Edward.



## MARCH OF DANVERS

Danvers employees have gone all out to make its March of Dimes Campaign a huge success. Every effort was made to put the drive over the top. The total netted \$329, by far the most successful campaign conducted at the plant.

## PLANNING

In the Incandescent Lamp Division, all existing machines are scheduled as to the types they shall make for three months in advance.

## WHY COOGAN DID NOT GO TO RUSSIA

Walter Coogan, Director of Sylvania's International Division, when visiting Europe, did not continue on to Russia, for red tape on visas and the fact that Amtorg, official Soviet buying agency, is the only Russian agency that can buy in United States, made any visit to the U. S. S. R. useless.

## NEW ADDITION TO LOWELL PLANT

Sylvania's Lowell Plant has been joined by a branch of General Engineering. Mr. Richard Smart heads this new department—"Wiring Device Engineering." Harold Davis, and Thomas McDonough have also gone to Lowell with the department.

## FORMER EMPLOYEE RETURNS

Huntington has welcomed back George Stockslager, former employee of Altoona. George had an enviable record of employment with the Company, never having been late or missed a day's work during his entire Sylvania career. He is now foreman in the MID Department at Huntington.

During the war George was employed as an assistant display manager for a department store in Jacksonville, Florida.

## LOWELL IS GROWING

Lowell is expanding at such a rate that new quarters were needed for several of its departments. Space in the nearby Hub Hosiery Building was acquired for the purpose, where the Shipping and Receiving Departments of the Wiring Devices Plant have set up their spacious new home.



## NO WONDER!

Johnstown's effort to aid in the March of Dimes included a skating show—James Blough, Mounting Supervisor, was Emcee, and Mary Pierzchala (above), mounting operator, did a dance on skates. No wonder the show was well attended!

## KEEP 'EM BUSY

A sealex machine costs \$25,000 and depreciates at the rate of \$2,500 a year. From an accountant's standpoint, the Company is paying the machine a salary of \$48.08 a week.

## SECOND FRONT

Sylvania's second "production line" is manned by the Company's Advertising and Sales Research Departments . . . . Paul Ellison, Director of Public Relations; John Waters, Advertising Manager for Lighting Products; Frank Mansfield, Manager of Market Analysis and Research; Henry Johnson, Advertising Manager of Sylvania's Radio Tube, Electronics, and International Division; and Fred Parker, Sales Promotion Supervisor, are presenting to advertising and research groups the country over a review of the Company's market research efforts. They point out how these studies are used to attain an increased number of sales for the Company's products.

The last presentation was made before the Cleveland Advertising Club. One more is scheduled for April 2nd at the Boston and Worcester Chapters of the National Industrial Advertisers' Association.

## Weddings

### BOSTON ELECTRONICS

Miss Ann Steubesand, Glass Blower, to Mr. Jerome Guillebe on December 1.

### BROOKVILLE

Miss Betty Miller, Grid Dept., to Mr. Harry Stahlman, on February 9.

Miss Lucille Zimmerman, to Mr. Paul Heriger on January 2.

### DANVERS

Miss Madeleine L. Cobb, Engineering Dept., to Mr. Richard A. Powers, on January 18.

Miss Louise Small, Finishing Dept., to Mr. Ralph Gaudette, on February 2.

### EMPORIUM

Miss Myrl B. Carpenter, to Mr. Howard J. Reed, Engineer Corps, Fort Belvoir, Va., on January 10.

Miss Bernice Irvine, Units Dept., to Mr. S. D. Gearhart, Jr., on February 1.

Miss Emma Louise Lewis, to Mr. Charles Lamb, Inspector for State Highway Dept., on January 18.

Miss Elayne Josephine McManigle, to Mr. John Edward Burfield, on February 11.

Miss June E. Stiner, Quality, to Mr. Willis I. Reed, Parts Shipping, on February 24.

Miss Stella M. Whiting, to Mr. Lawrence F. Murphy, both of Sylvania, on January 20.

### IPSWICH FIXTURE

Miss Shirley Elizabeth McPhee, to Mr. Clarence S. Dupray, both of Sylvania, on January 25.

### JOHNSTOWN

Miss Stella Adamkiewicz, Mounting Dept., to Mr. Charles F. O'Neil, on January 25, Mr. O'Neil is employed at Beaverdale Mine.

Miss Cecelia F. Gross, Grid Dept., to Mr. Ira J. Connell, Production Control Dept., on January 23.

### KEW GARDENS

Miss Ellen Dimmer, Micro Wave Production, to Mr. William Wittenberg, on December 21.

### LOWELL

Miss Elisabeth East, to Mr. John E. Rhodes, Supervisor of Plant Accounting, on January 31.

### MILL HALL

Miss Jane Hockman, Personnel Department, to Mr. Charles Glock, on December 20. Charles is attending Lock Haven Teachers College.

Miss Doris Fitzsimmons, Quality Dept., to Mr. Richard Bolopue, Jr., on January 31. Mr. Bolopue is attending Pennsylvania State College.





**MR. AND MRS. JOHN RHODES.** John Rhodes is Supervisor of Cost Accounting at Sylvania's Lowell Plant.

Miss Donna Reitzel, Units Department, to Mr. Mack Dunkle, Richardson Construction Company, Williamsport, on February 1.

#### MONTOURSVILLE

Miss Louise Fox, Mounting Dept., to Mr. Lloyd Guisewhite, on February 28.

Miss Phyllis Kitchen, Filament Dept., to Mr. Jesse Harmon, on January 18.

Miss Marion Ridall, Grid Dept., to Mr. Earl Schultz, on January 3.

Miss Betty L. Shortlidge, Accounting Dept., to Mr. Taylor A. Doeblor, Jr., on February 22.

Miss Luanna Brown, Engineering Dept., to Mr. Homer Day, Mechanical Maintenance, on February 19.

Miss Virginia Lebo, Mounting Dept., to Mr. Robert Laudig, on January 24.

Miss Betty Miller, Mounting Dept., to Mr. James Harris, on January 24.

Miss Mary Belle Klotz, Mounting Dept., to Mr. Leroy Gramling, on February 14.

Miss Velma Kopchick, Order Office Dept., Emporium Plant, to Mr. Frank Villella, Mechanical Maintenance Dept., on February 6.

#### SALEM—BOSTON STREET

Miss Esther Gauthier, Special Stem, to Mr. William Broadman, on December 26.

Miss Jeannette Thibault, Special Stem, to Mr. Gerard Dube, on January 18.

Miss Florence Beaulieu, Glostat Dept., to Mr. Thomas Owens, on February 9.

#### SALEM—LORING AVENUE

Miss Katherine Spaneos, Wire Dept., to Mr. James Kardaris, Leather Finishing, on December 1.

Miss Betty Blatsos, Wire Dept., to Mr. Nick Kastanotis, Machinist, on December 15.

#### TOWANDA

Miss Grace R. Aepli, to Mr. Ralph E. Pickering, Maintenance Dept., on February 5.

## Births

#### ATLANTA

To Mr. and Mrs. David Lambeth, a daughter, Carolyn, on January 5, 1947. Father is Customer Service Manager for the Atlanta Office.

#### BOSTON ELECTRONICS

To Mr. and Mrs. Arthur Belleau, a daughter, Pamela, on January 11, 1947. Father is Supervisor in the Mount Dept.

To Mr. and Mrs. Howard Munday, a son, Howard Emil, on December 16, 1946. The father is in charge of Scheduling.

To Mr. and Mrs. Harold A. Howlett, a daughter, Kathleen, on January 2, 1947. Father is in the Purchasing Dept.

To Mr. and Mrs. Nathaniel Rochester, a son, Nicholas Eric, on December 17, 1946. Father is Supervisor of Engineering in The Microwave Section.

To Mr. and Mrs. John Martin, a daughter, Marie, on January 31, 1947.

To Mr. and Mrs. Robert Peters, a son, Robert, Jr., on February 10, 1947. Father is a Night Porter.

To Mr. and Mrs. Frank Hazel, a daughter, Karen Frances, on January 10, 1947. Father is an engineer in Tube Development.

#### DANVERS

To Mr. and Mrs. Edward J. Tyburc, a son, Edward Joseph, Jr., on January 15, 1947. The mother was formerly connected with the Finishing Dept.

To Mr. and Mrs. Wilfred Blais, a son, Richard Allen, on February 9, 1947. The father is a Unit Supervisor in the Finishing Dept.

#### EMPORIUM

To Mr. and Mrs. V. H. Campbell, a son, Larry Allen (6 lbs. 11 oz.), on January 31, 1947. Father is Section Head of Design and Development of General Engineering.

To Mr. and Mrs. John R. Russell, a son (9 lbs. 2 oz.), on January 10, 1947. Father is a Parts Four-Slide Operator.

To Mr. and Mrs. Simmons, a son, John Richard (8 lbs. 2 oz.), on January 31, 1947.

To Mr. and Mrs. George Benyon, a son, James Joseph (8 lbs. 1 oz.), on February 6, 1947.

#### FLUSHING

To Mr. and Mrs. Hugh Ryder, a son, Douglas (8 lbs. 3 oz.), on January 17, 1947. Father is a member of the Bayside Research Group.

#### IPSWICH

To Mr. and Mrs. Joel Camacho, a son (6 lbs. 5½ oz.), Gregory John, on January 20, 1947. Father is employed in the Paint Shop.

#### KEW GARDENS

To Mr. and Mrs. J. J. Sullivan, a son (8 lbs. 15 oz.), Sean, on January 1, 1947. Father is Supervisor in Micro Wave Production.

#### MILL HALL

To Mr. and Mrs. Richard Foster, a son, on January 30, 1947. Mrs. Foster was formerly with the Grid Dept.

#### MONTOURSVILLE

To Mr. and Mrs. Francis Mitchell, a son, Francis, Jr., on January 18, 1947. Father is in the Mounting Department.

To Mr. and Mrs. Robert E. Holcomb, a son, Robert E., Jr., on January 13, 1947. Father is in the Mounting Dept.

To Mr. and Mrs. Samuel Reeder, a son, Edwin James (8 lbs. 10 oz.), on February 7, 1947. Father is with the Filament Dept.

#### SALEM—LORING AVENUE

To Mr. and Mrs. John Bettencourt, a son, John, Jr. (7 lbs. 6 oz.). Father is a machinist, Wire Dept.

To Mr. and Mrs. Marshall Carpenter, a daughter, Marsha Thayne (7 lbs. 3 oz.), Father is a Supervisor in Wire Dept.

To Mr. and Mrs. Armand Michaud, a son, Robert (7 lbs. 1 oz.). Father is a Supervisor in Wire Dept.

To Mr. and Mrs. Armand Gagnon, a son, Paul (9 lbs. 9 oz.), on December 9, 1946. Father is employed in Machine Maintenance in Wire Dept.

#### SALEM—BOSTON STREET

To Mr. and Mrs. Donald Freeto, a daughter, Sandra Eustis, on January 26, 1947. Father is an electrician in the Electrical Maintenance Department.

To Mr. and Mrs. Harold Swanson, a daughter, Karen Ann, on January 20, 1947. Father is Foreman of Shipping Dept.

#### SALEM GENERAL ENGINEERING

To Mr. and Mrs. George C. Meyers, a daughter, on December 23, 1946. Father is a Fluorescent Engineer. Mother was formerly a chemist in the Fluorescent Division.

#### TOWANDA

To Mr. and Mrs. Charles L. Moscatello, a son, Charles Lewis, Jr. (8 lbs. 13 oz.), on February 7, 1947. Father is an electrician in the Maintenance Dept.

## Deaths

ERNEST TURNER, Stem Department, Montoursville, died at the age of 27, Muncy Valley Hospital, on February 12, 1947. Surviving him are his wife, Harriet, and three daughters, Sheron, Marlene and Ernestine, two weeks old.

Mr. Turner had been employed as a mechanic in Sylvania's plant in Montoursville since March 29, 1945.



## A HELPING HAND

During World War II, China was in desperate need of men and women trained in modern technological methods of production.

China looked to America to help them in those critical years. U. S. industries responded with on-the-job training to Chinese sent to us for the purpose. Sylvania was one of those industries.

The evening of January 27, those concerns that participated in the effort received Chiang Kai-shek's personal thanks for "a contribution of far greater value than you perhaps realize toward helping us in the war years, and now in solving our vast reconstruction program." The message was printed on a scroll bearing the Generalissimo's "chop" and presented to an official of each firm by the Chinese Ambassador Dr. V. K. Wellington Koo at a dinner given by the China Institute in America. Sylvania's commendation was accepted by E. Finley Carter, Vice President in Charge of Engineering.

"And now that the war is over," said Ambassador Koo, "I most sincerely hope that some means may be found to continue this important work and the friendly relations of which that work is a part. Through these Chinese trainees, the people of China came to know and appreciate more thoroughly than ever the high standards of American industries and American efficiency."

## GERMICIDAL LAMPS GIVEN TO CAMBRIDGE CITY HOSPITAL

Twenty-one germicidal units have been presented to the maternity section of Cambridge City Hospital by Sylvania. The gift is a part of an effort to aid the hospital in its intensive clean-up program after a recent outbreak of illness. The lamps throw a blanket of ultraviolet irradiation across the upper air to kill virtually all airborne bacteria in the nurseries, formula rooms, pre-natal clinics and lobby.

The fixtures are indirect units designed and installed so as to completely protect the babies from the intense rays which calculations indicate will eliminate more than 90% of any room's airborne bacteria.

## COLDS ARE NO LAUGHING MATTER

Perhaps you are one of the great majority destined to endure one to four bouts each year with the common cold. Although usually considered quite unimportant, diseases of the respiratory tract—of which the cold is the most common—account for most of the home visits of our family doctors and cause more illness in industry than all other diseases combined.

There is a good deal of misinformation afoot regarding the origin and treatment of the head cold. To many people, the cold is any inflammation of the nasal passages and any ache or pain due to inclement weather.

Actually, colds are caused by a virus or bacterium which, lodging in the mucous membranes of the nose, injures the membrane, rendering it readily susceptible to infection by bacteria. It is an infection! It can be as serious as measles or scarlet fever—and should be treated with the seriousness that it merits.

Do wet feet predispose one to colds? Opinion is divided. In the case of other infectious diseases, occurrence depends solely upon contact. Furthermore, experiments indicate that Arctic explorers and Eskimos do not have colds during the winter. However, they come down with them when they first come in contact with the outside world in the spring.

It seems then that colds must be spread by contact. Noticing a draft a few hours before cold symptoms appear, is a symptom, not a cause.

Once a head cold gets a grip, it will probably last a good seven days. If caught in its early stages, it can be cleared up in a day or two.

The best cure then is prevention! The multiplicity of remedies is a sign of the lack of any actual cure. Actual prevention is a matter of maintaining general good health, avoiding exposure to infected persons, and remaining in bed, particularly in the case of fever. Most medications only relieve discomfort.

Avoid self-medication!

The common cold is an infection. The danger lies in its complications: the infection may spread to the sinuses, the middle ear, the larynx, the bronchial tubes, or the lungs.

Vitamin pills can help to increase one's resistance only if one is deficient in vitamins. Vaccines may help, yet their effectiveness is limited to three months. Some people are allergic to such vaccines. Yet it is to be remembered that an important part of the cure is rebuilding one's resistance to infection to prevent future visits from the Demon Cold.

## SYLVANIA FLUORESCENT LAMPS FOR NEW YORK SUBWAY CARS

The Board of Transportation in New York City has arranged for Sylvania Electric to provide fluorescent lamps for 400 new subway cars for the city's subway system.

Providing twice as much light as in present subway cars, the new cold cathode fluorescent lamps, especially developed for this use, will give a soft, warm white color, more comfortable illumination, less glare and a healthier

color to passengers than either incandescent bulbs or daylight color fluorescent tubes. The lamps will be installed in glass panels to provide for good light diffusion.

In addition, destination signs will be illuminated by concealed green-colored cold cathode fluorescent lamps. The tubes will make the signs easier to read and visible at greater distances.

## The Sylvania Beam

Published monthly for all employees of Sylvania Electric Products Inc. Address news and editorial material to the Company's executive offices, 500 Fifth Avenue, New York 18, N. Y. Editor-in-Chief: Elliott W. Robbins. News Editor: Austin Heywood. Corresponding Editors: Margaret Bradstreet, John A. Gilmore, George Manolakis, Verna Dodson, Viola Johnson. Material may be reprinted with credit to "The Sylvania Beam."



# ORGANIZATION ANNOUNCEMENTS

MR. EDWARD W. BUTLER has been appointed General Manager Electronics Division. He took charge of general operations on February 10 of this year and reports to Mr. C. P. Boggs, Vice President.

Mr. Butler comes to Sylvania from P. R. Mallory where he has been Manager of the Rectifier Division for the past two years. He is a graduate of Stanford, class of 1924, and went from college directly with E. T. Cunningham, Inc., prominent radio distributors of that time. In 1931 he joined Radio Corporation of America as a sales engineer and held a number of positions in engineering, production and sales work. In 1939 he became the Manager of the Radio, Television and Phonograph Division. He is married and has a daughter.

MR. LEWIS GORDON, who has been Assistant to Mr. R. H. Bishop as Director of Sales, will now report to him as Assistant to the Vice President in charge of Sales at the New York Office.

MR. CHARLES W. HOSTERMAN has been given the additional assignment of supervising all safety activities in the Huntington Plant.

MR. GEORGE HART has been appointed Buyer for the Salem Mechanical Development Plant.

MR. FRED H. HEINTZ has been appointed Assistant Division Manager in the Central Division, reporting to Mr. C. A. Burton. Mr. Heintz will have supervision of Mr. E. C. Ryan, Division Lighting Engineer, and the following field representatives: Mr. E. B. Colby, Mr. R. J. Delander, Mr. M. S. Gaythwaite, Mr. W. C. Lounsbury, Mr. P. T. Owens, Mr. C. G. Parquette, Mr. R. V. Smith,

Mr. H. W. Vader, Mr. B. G. Wessel. Mr. J. D. O'Brien, Warehouse Foreman, continues to report to Mr. Burton.

MR. CONDA P. BOGGS, recently elected a Vice President, is now responsible for the operations of the Lighting Fixture Division, the Electronics Division and the Tungsten and Chemical Division. He also continues to head up the functional direction of the Company programs for manufacturing, including the development of new products, industrial engineering, plant engineering and cost control.



James J. Flaherty

received his Chemical Engineering degree from the same college.

The Edison Lamp works of the General Electric Company gave Jim his first job and he remained at it for twelve years in Engineering and Factory Supervision. For one year he conducted an Engineering Consulting Service but deserted consulting to return to manufacturing at the Wabash Appliance Corporation as General Manager.

During the war years Jim was with the National Union Radio Corporation in Newark as Division Superintendent, but has now returned to the Wabash Corporation as Plant Manager.

MR. JAMES J. FLAHERTY has been appointed Plant Manager of the Wabash Corporation at Brooklyn, reporting to Mr. Curtis A. Haines, President. Jim Flaherty was born and raised in Newark, N. J. He was graduated from Cooper Union Institute of Technology with a Bachelor of Science degree and later received

MR. JOHN MARSHALL, Industrial Engineer, has been transferred from the Ipswich Plant to the Boston Factory Prorate Department.

MR. JACK TOBIN, formerly Industrial Engineer at the Boston Electronics Plant, has been transferred to Jamestown, N. Y.

MR. PETER JANIS, Junior Engineer, Tube Development Section, at Boston Electronics, has been transferred to Kew Gardens, N. Y.

MR. JOHN H. FULLER has been placed in charge of Production Control, Purchasing and Factory Cost Departments, at Boston Electronics, reporting to Mr. Don J. McNeil.

MR. CHARLES E. FOSTER, formerly General Foreman of P. D. S., is now Plant Superintendent of Production Development at Emporium, reporting to Mr. N. L. Kiser, Manager of Design and Development.

MR. G. V. BRUNNER has been transferred from the Emporium Radio Receiving Tube Plant to the Design and Development Section of General Engineering.

MR. D. R. KERSTETTER has been transferred from the Emporium Receiving Tube Plant to the Materials and Processing Section of General Engineering.

MR. LEO E. DUVAL, JR., a veteran of the Southern Philippines Campaign, where he was specialist in radar maintenance and repair work, has joined the Commercial Engineering staff of the Lighting Products Division as a Junior Engineer.

MR. F. AUSTIN HEYWOOD, JR., has been appointed Industrial Relations Assistant, reporting to Mr. Elliott W. Robbins. Mr. Heywood will serve as the News Editor of The BEAM. He was previously with the Advertising Department doing editorial work for the Company's radio dealer publication "Sylvania News."

## SYLVANIA POLICY FILE

No. 307 (Supplement 4)—An excerpt from the Policy and Standard Practice Manual. These policies are formulated by Sylvania's Management and issued by Industrial Relations.

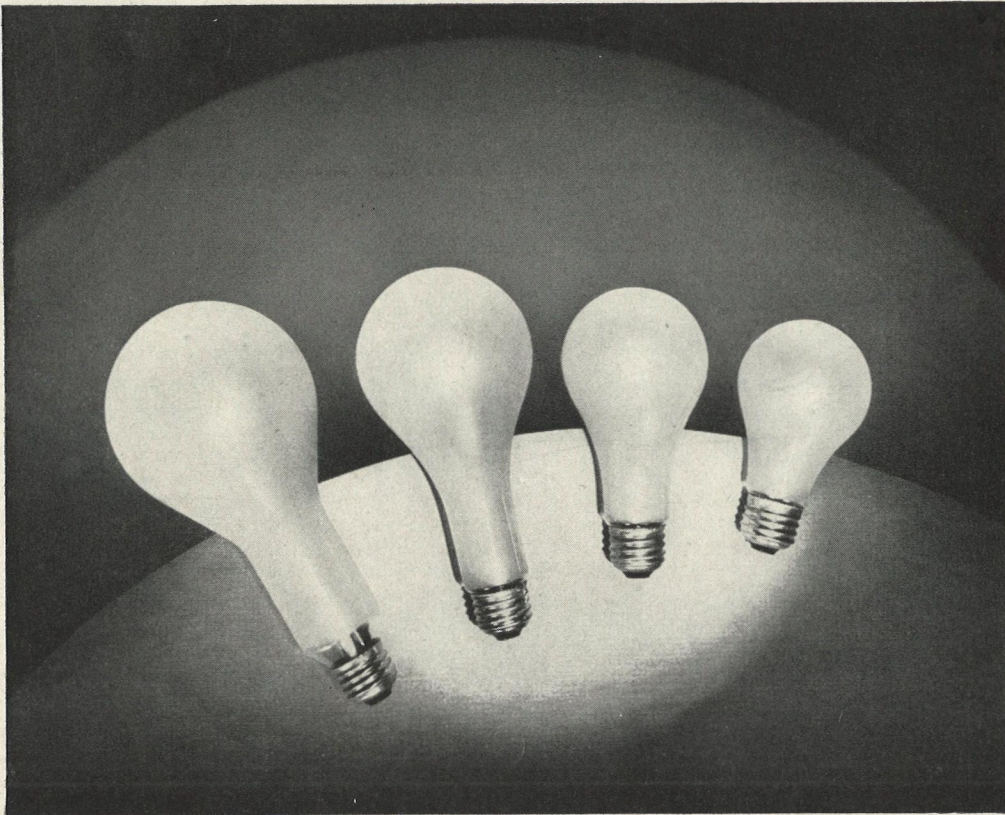
### OVERTIME - HOMEWORK

1. In accordance with the provisions of the Walsh-Healey Public Contracts Act prohibiting homework, no hourly or non-exempt salary employee will be requested or permitted to take any work home. If it is necessary for an employee to spend additional time in order to complete a particular job, his supervisor will make arrangements

for the work to be done in the plant or office, and overtime payments made in accordance with Policy 307 (Revision 4) "Overtime Pay."

2. Exempt employees are expected to do their work in a normal work week, but are not restricted in the number of hours they work either in the plant or office or at home.





**WHERE  
COULD YOU FIND  
BETTER VALUE  
FOR 11 CENTS?**

Sylvania manufactures its incandescent lamp bulbs in St. Marys, Pennsylvania and in its two plants in Salem, Massachusetts.

The Sylvania incandescent lamp is manufactured in 1,400 varieties, with 300 more to be put into production as soon as possible. Today Sylvania manufactures millions of them for the nation's homes, hospitals, industries, cities, offices and stores!

A Sylvania light bulb has an average life expectancy of 1,000 hours . . . an efficiency sixteen to twenty-four times as great as Edison's first carbon-filament lamp!

And the price to the customer of a standard 40-watt or 60-watt bulb is still 11 cents!