

# The Sylvania Beam

June, 1947



Vacation Time

Published Monthly for Employees of Sylvania Electric Products Inc.

Volume VII

Number 6



### THE HASSELMANS

**THE SEVEN HASSELMANS**, six brothers and a sister, above, hold a Sylvania service record totaling 132 years. In front are Martin Hasselman of Emporium, 27 years' service; Martha Hasselman Lenze, Emporium, 6 years; John, Montoursville, 18. Standing: Joseph, St. Marys, 24; Herbert, Mill Hall, 17; Edward, St. Marys, 28; and Ambrose, Emporium, 12.

Ed, whose 28 years tops the group, started in 1918 with Novelty Incandescent Lamp Co. in St. Marys, Pa., as a mechanic under R. M. Gardner. Now he's general foreman. Martin, who started at Nilco in 1919, just visited England to install equipment for lock-in tubes there. Herb has missed only three days in 17 years. Martha's twin sister, Mary, spent several months with Sylvania in 1936.

# How Much Profit Do We Need?

By DON G. MITCHELL, *President*



HERE are three groups of people who get the money Sylvania receives from its customers besides the government to which we pay taxes.

These are the people who work for us, the people who sell us materials and services that go into our products and the people who put up the money so that we can have jobs.

For Sylvania to achieve success, we must pay, as far as is within our control, the right amounts to these three groups.

We must be careful to buy only those materials and services that we actually need and which contribute to the success of the business. At the same time, we must be sure that we are obtaining high quality materials and not sacrificing product quality and hurting our sales through being "penny wise and pound foolish."

We must pay our stockholders, the people who put up the money that creates our jobs, a large enough return on their money so that they will be content to lend it to us. In 1946, the average common stockholder received \$164, the average employee \$2100.

Stockholders must be compensated for the risks they have taken by investing

money with us that has been used to buy tools, machinery, plant and materials with which we make a living. Speaking of risk, the price of Sylvania stock on the New York Stock Exchange last year varied all the way from \$41 a share to \$19 a share. The average price was \$30 and the dividend \$1.25, a return of 4.1%

In case you own a few shares of Sylvania stock, and we hope you do, we think you would probably want to receive at least 5% on your money or more than common stockholders received last year.

It is essential to pay employees fairly for the work they do and to pay sufficiently high rates to attract high caliber employees. Of course, the Company is depending on the employees having sufficient pride in their work so that Sylvania's products will be outstanding in their fields and people will want to buy them. For if we do not have customers for our products, we do not have jobs.

To pay too little for materials is to risk lower quality and lower sales of our own products. To earn too small a profit is to weaken our ability to grow and to bring us too dangerously close

to failure; to pay too low wages is to lose our best workers, stifle initiative and, in the broad view, lower purchasing power.

To pay too much means to raise costs so high that we drive ourselves right out of business so that all three groups suffer. The employee stands to lose most because, in his case, his whole livelihood is at stake.

In addition to fair pay for these three groups, it is essential for us to have something left over for reinvestment, or our business will dry up. Only a growing business is a healthy business. Actually the amount for reinvestment is very small. Last year for every dollar Sylvania paid to employees it reinvested but 2-2/10 cents. History proves, too, that some years companies lose instead of make money and unless they have built up some assets in the good years, they cannot live through the lean years that are bound to come now and then.

In another issue of The BEAM I shall discuss some of the ways we try to determine what is the right amount to pay.

DON G. MITCHELL,  
*President.*

# SYLVANIA QUIZ

1. Sample Question: In what city will you find a Sylvania plant standing near the spot where the disastrous Salem fire of 1914 had its start?

1. Altoona, Pa. ( ) 3. Lowell, Mass. ( )  
2. Danvers, Mass. ( ) 4. Salem, Mass. ( )

Answer: (Check (4)—Salem

2. The earliest founder of the Company, Mr. Frank A. Poor, started with an investment of—

1. \$3,500 ( ) 3. \$350,000 ( )  
2. \$35,000 ( ) 4. \$3,500,000 ( )

3. Compare Sylvania's profit percentage on sales in 1946 with 1931. Was it—

1. 1/5 as much ( ) 3. 5 times as much ( )  
2. The same ( ) 4. 50 times as much ( )



4. This executive in the New York office was elected a Vice President last year. What is his name?

1. Max F. Balcom ( )  
2. Greenville Holden ( )  
3. Robert H. Bishop ( )  
4. Conda P. Boggs ( )

5. What officer of the Company is responsible for gathering and interpreting financial reports on operations?

1. Treasurer ( ) 3. Controller ( )  
2. Secretary ( ) 4. Director of Manufacturing ( )

6. In addition to tungsten rod and fluorescent powder, Sylvania's Towanda plant makes—

1. Sal Hepatica ( ) 3. Sodium Bicarbonate ( )  
2. Nitric Acid ( ) 4. Sodium tungstate ( )

7. For the first ten years of its history, the total federal income taxes paid by the Company amounted to—

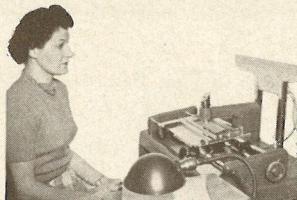
1. \$1,183,000 ( ) 3. 0 ( )  
2. \$1,217 ( ) 4. \$27,000,000 ( )

8. Sylvania today has a broad employee benefit program. How many of these features does it offer?

1. Cafeteria operated at cost ( ) 3. Hospital Benefits ( )  
2. Group Life Insurance ( ) 4. Paid vacations ( )  
5. Savings and Retirement Plan ( )

9. How many of the policies in Question 8 were in effect 20 years ago?

1. None ( ) 3. Two ( )  
2. All five ( ) 4. Four ( )



10. This instrument measures the amount of different elements present in samples of metal. It is called a—

1. Stethoscope ( )  
2. Stroboscope ( )  
3. Speedometer ( )  
4. Densitometer ( )



11. Miss Sylvania for 1945 was—

1. Gene Tierney ( )  
2. Rena Fossa ( )  
3. Virginia Brown ( )  
4. Lucille Ball ( )

12. The world's largest manufacturer of fluorescent lighting fixtures is—

1. Phillips Gloe-lampken Gesell Shaft ( ) 2. Miller Company ( )  
3. Raytheon Co. ( ) 4. Sylvania Electric ( )

13. Counting as a plant each major production activity having a plant manager or superintendent in charge, how many plants does Sylvania (Consolidated) have today?

1. 13 ( ) 3. 26 ( )  
2. 21 ( ) 4. 33 ( )

14. The plant having the largest number of weddings per employee for the 12 months ending May 1947 is—

1. Altoona ( ) 3. Brookville ( )  
2. Emporium ( ) 4. Danvers ( )

15. The title of a famous song about bells contains the name of a Sylvania plant. What plant?



16. What's the trade name for this famous type of Sylvania radio tube?

1. Lock-ette ( ) 3. Lock-In ( )  
2. Loktal ( ) 4. Lookout ( )

17. If names of the communities where the plants of Sylvania and its subsidiaries are located were listed alphabetically, under which letter would you find the most plants?

1. W ( ) 3. D ( )  
2. S ( ) 4. B ( )

18. If you're husband hunting, the best plant to work in is Sylvania's plant in..... 70% of the workers there are MEN!

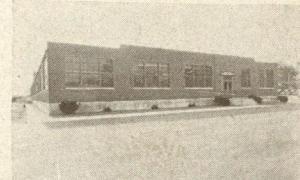
1. Towanda, Pa. ( ) 3. Danvers, Mass. ( )  
2. Jamestown, N. Y. ( ) 4. Ipswich, Mass. ( )

19. If you like to ski or eat oranges during your lunch hour, you should work in what Sylvania location?

1. Flushing, N. Y. Laboratory ( ) 3. Bayside, N. Y. Laboratory ( )  
2. Williamsport, Pa. ( ) 4. Riverside, Calif. ( )

20. Bet you can't guess where this plant is. Only clue: the manager was once a county school teacher.

1. Salem, Mass. ( )  
2. St. Marys, Pa. ( )  
3. Williamsport, Pa. ( )  
4. Bloomington, Ill. ( )



(Answers on Page 17)

# The Controller's Department



Noel E. Keeler

## HELPS MANAGEMENT CONTROL COMPANY OPERATIONS

**N**OW that Sylvania is shooting for annual sales of \$100,000,000, it needs more than ever in its history a careful check and control of all its operations.

The Controller's Department, under Vice President Noel E. Keeler, has the job of seeing that the facts reflecting all the activities of the Company are recorded, reported and interpreted to management. In a sense, the stream of monthly reports from each location to divisional headquarters and general headquarters serve as the Company's nervous system. By means of it, Sylvania's division management and top management and its Board of Directors can judge how well operations are going and sense the weak spots when and where they develop.

The familiar budgets of what each division and department within the Company plans to spend for the year

are set up under the coordination of the Controller's Department. These budgets predict each year's sales and profits for the Company for a year in advance and also how much is to be spent for property, plants and machinery.

### Check This Prediction

The prediction for 1947 is that Sylvania's sales will be between \$95,000,000 and \$100,000,000. Last year Mr. Keeler hit sales and profits on the nose with a prediction of \$70,000,000 sales and \$2,352,000 profits. Actuals were sales of \$69,000,000 and profits of \$2,384,000. This, he admits, is unusual since the expected margin of error is up to 10%.

Of course, the Controller's Department does not pick its figures out of the air. Every prediction originates in the plants and divisions and is checked and re-checked by the Sales Department and other executives before it is finally coordinated by the various controllers for presentation to the management and Board of Directors.

### Controller's Duties

The Vice President and Controller is

the chief accounting officer of the Company. He reports the results of operations to management and the Board of Directors and is responsible for accounting systems, preparation and interpretation of financial statements, internal audit, tax returns, insurance and office methods. Each division and subsidiary Company controller has the same basic responsibilities in his division as the corporate controller has on the overall level.

### Makes Assets "Sweat"

One task of a controller is to give management the facts about company assets, its cash, receivables and inventories of raw materials and finished goods so that management can get the most out of them. Such assets must not be allowed to sleep but must be "turned over" rapidly.

"Cash should work hard. Don't let it lie in the bank; make it sweat," is Mr. Keeler's motto. The same goes for inventories and other assets.

To aid in improving turn-over of Company assets, the Controller's Department maintains a handy chart book. Among other things, these charts show:

Noel E. Keeler, Vice President and Controller of Sylvania, joined the Company in June, 1941 as Controller and in 1944 was elected Vice President and Controller, heading up this broad activity throughout the Company. He has had a previous background in management engineering, worked for Armstrong Cork and for several years was Treasurer and Controller of American Blower Corp. Saw considerable action in World War I as a Second Lieutenant of Artillery.



*Tungsten & Chemical*  
David L. Jones



*Radio Tubes*  
J. Clement Farley



*Lighting Fixtures*  
Roy E. Drew



*Lamps*  
John Wooldridge



*Colonial*  
Howard E. Riordon



*Engineering*  
Fred E. Russell



*Electronics*  
James J. Sutherland



*Wabash*  
Frank M. Mitchell

### Divisional and Subsidiary Controllers

*Each division and subsidiary controller has the same basic responsibilities in his division or Company as the corporate controller has on the over-all level.*

*Division controllers also have other duties assigned to them by the general managers of the divisions where they work.*

- 1—How quickly Sylvania's customers are paying their bills.
- 2—The size of inventories in relation to annual sales.
- 3—The size of our investments in plant and equipment in relation to our annual sales.

It is part of the Company's never-ending effort to use everything efficiently, make sure that our plants are being used to capacity as much as possible, that raw material stocks are not lying around idle but are being used and that our cash is being worked to the best possible advantage.

"You must keep an eye upon the things that are soaking up money," Keeler points out.

#### Government Watching

Accuracy goes without saying in the Controller's Department. In order to

#### DEFINITION OF A CONTROLLER

A good controller is fundamentally two things: (1) a businessman whose influence, advice and judgment is valuable in operating a business at a satisfactory profit, and (2) a good reporter and interpreter. His department throws a floodlight over all activities and functions of the business so that nothing is concealed. Then he distills and condenses the facts of the business for the information and guidance of management at all levels.

In his reportorial responsibility he must be sure to paint the picture in language that everybody understands, and he must interpret the significance of what he is reporting.

make doubly sure of the accuracy of its accounting records and published reports, the Company hires a firm of certified public accountants to check these records and reports.

Not only is it necessary for management to have accurate figures if its decisions are to be right, but the Internal Revenue Bureau studies Sylvania's tax returns and all its published reports and would require an explanation of any differences in figures. The Company must also make reports to the New York Stock Exchange since Sylvania stock is listed there, and also to the Securities and Exchange Commission, an agency of the United States government. False or inaccurate reports to stockholders, the Securities and Exchange Commission or Bureau of Internal Revenue would subject the Controller and other officers and directors of the Company to severe penalties.

From the purchase of a postage stamp to a \$3,000,000 investment in new plants is the range of transactions of which the Company must have a record. The result is an immense amount of detail and reports covering all types of activities.

### Is This Report Necessary?

The type of reports used by the Company never stay the same but are being continually adapted to current conditions and needs. The Controller's Department is constantly fighting to make sure that only the most essential reports are kept. They constantly strive to keep the information vital and condensed. It is mighty easy to accumulate a lot of barnacles, Mr. Keeler points out, so that the first question is, "Is this report necessary?"

In a broad sense, the Controller's duty is to protect the Company, its stockholders and job holders from inefficiency, misuse or possible dishonesty in the management of its assets. For example, inventories are counted pe-

### CIVIC AND INDUSTRY ACTIVITIES

Charles H. Goddard, General Manager of Sylvania's Lighting Fixture Division of Ipswich, has been elected a Director of the Ipswich Chamber of Commerce.

\* \* \*

Samuel B. Williams, Manager of Customer Relations for Lighting Products Sales has been elected representative from the New York Section to the standing Committee on Legislation of the Technical Societies Council of New York by Chairman of the New York Section

of the Illuminating Engineering Society.

\* \* \*

Gerry E. Morse, General Manager of Industrial Relations, served as Conference Leader for one of the discussion groups in the National Association of Manufacturers' Institute on Industrial Relations held June 9th through June 13th at Saranac Inn, Saranac Lake, New York. The section took up the subject "Dynamics of Collective Bargaining."

riodically to make sure that the goods which our statements show are in our warehouses and stock piles are actually there.

Essentially, the Controller's Department assembles the facts, analyzes them, reports them and interprets them to the

line management in the divisions and at the top level of the Company. He calls attention to the various situations that his studies have brought to light and thus provides the line management with the facts, figures and recommendations on which action can be taken.



Morris B. Chesney



Othmar F. Landkamer



Edward J. Lynch



Philip P. Borden

### THE CONTROLLER'S STAFF

*Cost systems and management control reports are the major concern of Assistant to the Vice President and Controller Morris B. Chesney.*

*Insurance—all kinds from casualty to crime are handled by Othmar F. Landkamer, Manager of Insurance.*

*Office methods and planning and survey of various routines and methods come under Edward J. Lynch, Manager of Office Methods and Planning.*

*Accounting and budgets and five-year plans for the Company are the province of Philip P. Borden, Manager of Accounting and Budgets.*

*Two tax returns every working day is the average output by the Tax Dept., John H. Maxwell, Manager.*

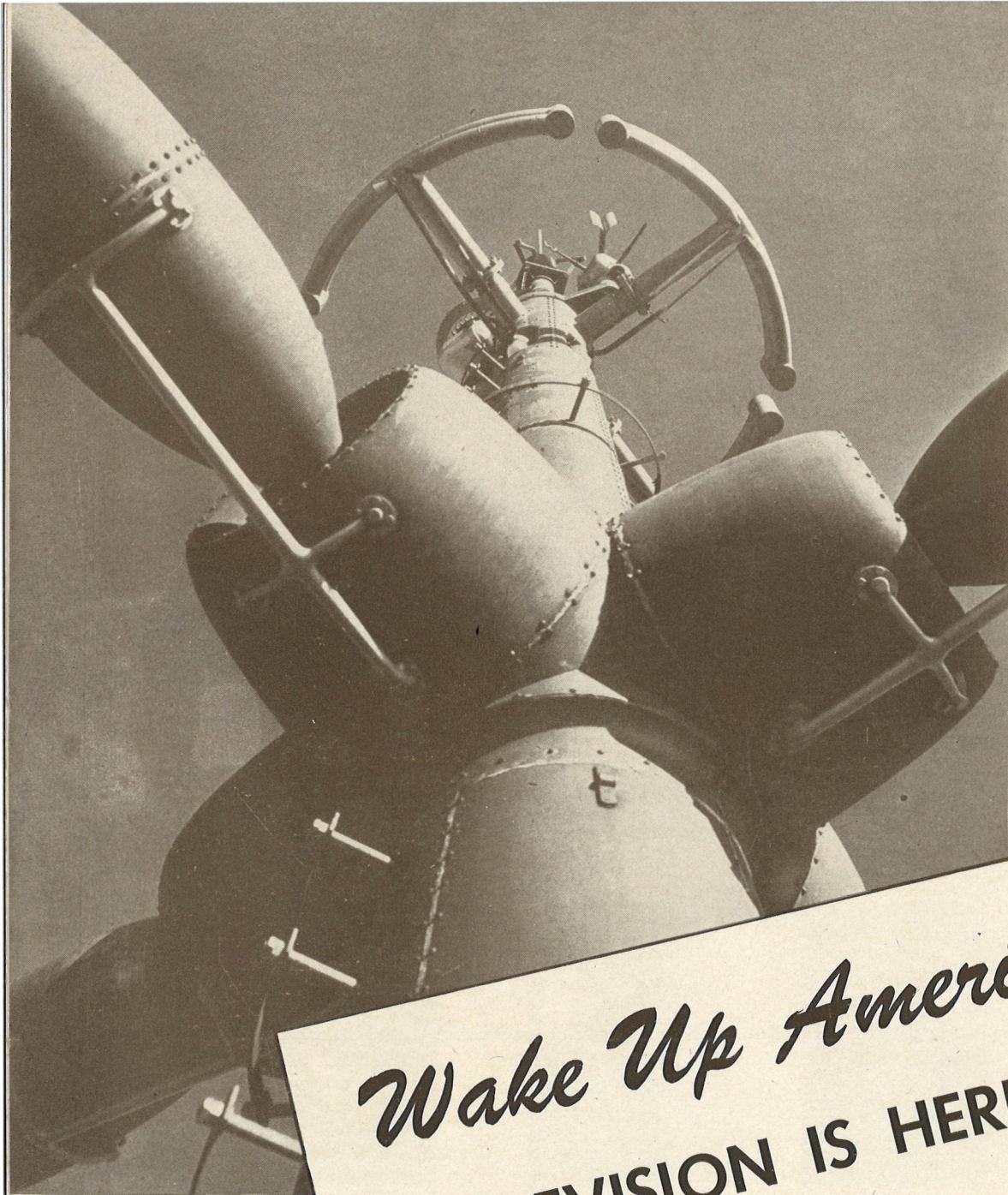
*The financial and accounting of the Company are audited by the Internal Audit Dept. under the direction of Walter R. Seibert, Manager.*



John H. Maxwell



Walter R. Seibert



**TELEVISION ANTENNA**  
Atop Empire State Building  
New York City

# *Wake Up America* **TELEVISION IS HERE!!**

*By The Beam Reporter*

ONE evening recently I sat spellbound for 2½ hours in front of a 30-tube television set in the home of a friend. I saw a thrilling series of fights—knockouts and close decisions coming from New York's St. Nicholas Arena. My view was better than that from most ring-side seats. You could see the fighters' muscles strain, see the welts raised by the blows and hear the whispered warnings of the referee. I saw blows that I would never have seen had I been in the arena itself. I could tell whether the punches landed or were deflected by the defensive fighters' elbows and arms. Other nights feature basketball games where the closeups give a better picture of strategy and the tactics of individual players than is possible for the normal spectator.

### Best Seat in House

Remember, the television audience always has the best seat in the house. On fights from Madison Square Garden, the camera is so placed that the ropes do not get between the television audience and the fighters.

The fights coming over the 6 x 8" screen were so realistic that I found myself yelling at the fighters. My friend says he hates to leave home some nights for fear of missing a good broadcast.

In the baseball game that I saw the next afternoon, I could see the curve the Yankee pitcher, Allie Reynolds, tossed up to Ted Williams of the Red Sox.

Television programs have commercial sponsors, just like radio. Among the present sponsors are Gillette Razor, Bristol-Myers, Gulf Oil, General Motors, Ford, U. S. Rubber and others.

Programs are telecast approximately five hours a day in New York City where there are three stations: DuMont's WABD, National Broadcasting's WNBT, and Columbia Broadcasting's WCBT.

The evening's program began with a film on farming and industrial scenes in Scotland. Television's efforts seem to be to make their broadcasts educational as well as interesting. A later broadcast over WABD was Artie Shaw's dance band, including an analysis of swing music. Shakespeare's comedy, "Twelfth Night," was scheduled for the coming weekend. At 8:30, General Motors sponsored a film for housewives, "How to Freeze Foods at Home," over WNBT.

Standard Oil of New Jersey followed with its Esso Television Reporter, newsreels of the day's events.

While the fights were on, WABD broadcast a comedy, "Crazy Inventions." There was a "double image" on this one station because of an obstruction between the transmitter and my friend's aerial.

Thus, despite the important limiting factor that television programs are available in only a few United States cities, one fact stands out:

Television is here! Technically and program-wise, the industry is ready.

### Surveys Radio Stores

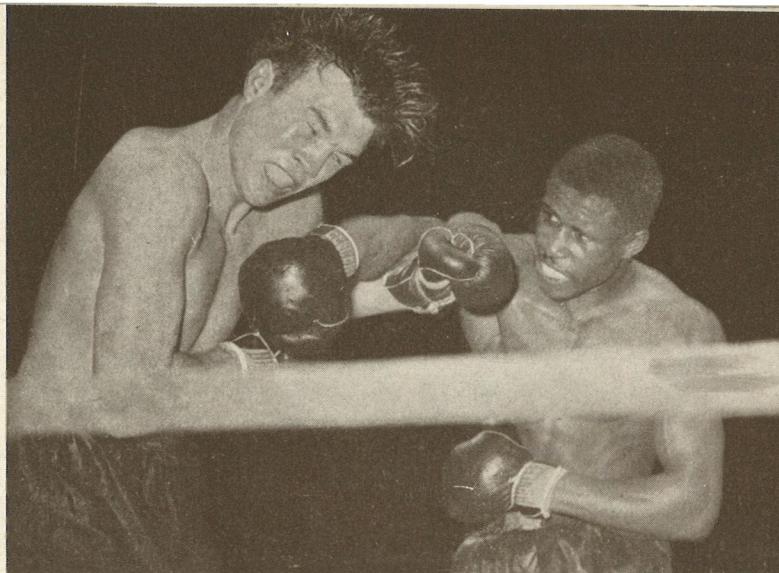
But does the general public realize television is here? And just as important, can people buy television sets if they want them? Next day, I visited 20 radio dealers in New York City, all the way from Flushing to Manhattan's downtown "Radio Row" on Cortlandt Street to find out what sets are available, what they cost and what dealers are doing to merchandise them.

People want television. But the supply of television receivers on the market today does not anywhere nearly satisfy the demand for them! Supply is so far below demand that dealers may get as few as two sets a month from manufacturers. Larger dealers say they get forty or fifty sets, though all the figures quoted were vague.

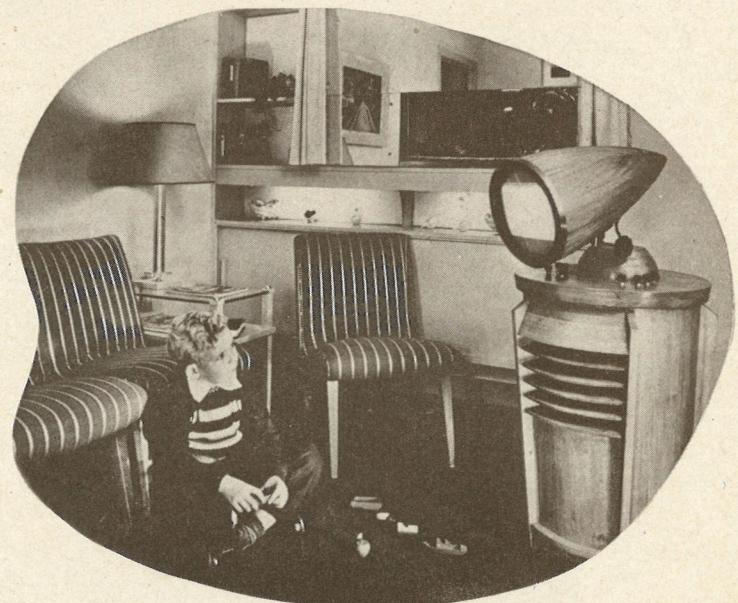
Demand is so far ahead of the supply of television sets that some dealers don't even bother to uncrate the sets that they do get . . . they're sold months before they arrive!

One dealer propositioned me. "Bring me all the sets that you can get your hands on and I'll sell them without bothering to put them on display!"

Of the twenty radio stores that I visited, four had no



**TELEVISION WILL TAKE YOU TO WITHIN AN UPPERCUT'S DISTANCE** of fights like this one between Coley Welch (left) and Joe Blackwood in the Boston Garden. Unlike ringside, your television view won't be impaired by the ropes.

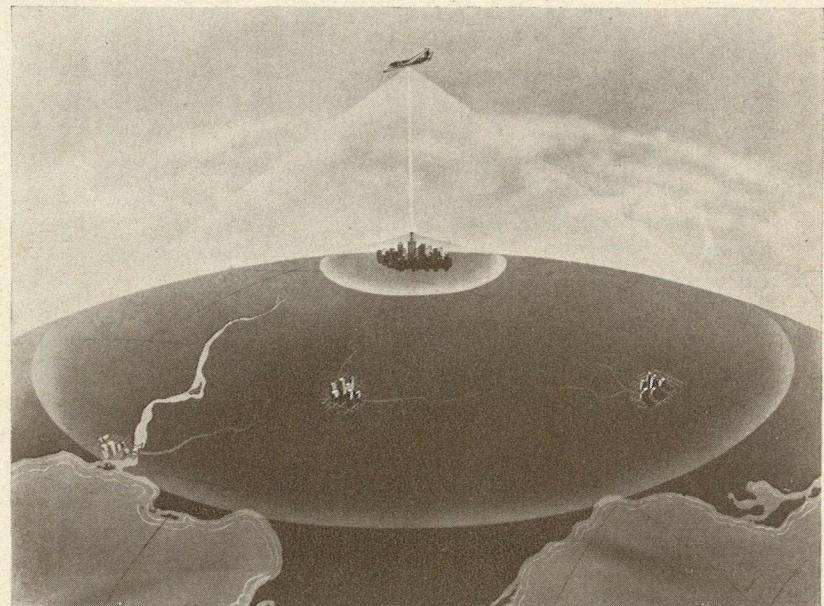


**SYLVANIA'S TELEVISION-LIVING-ROOM** permits a video show and card game to go on simultaneously, thanks to specialized lighting.

**BASEBALL GAMES IN YOUR LIVING ROOM** are an everyday occurrence, thanks to television's remarkable coverage of the American sports scene. Below, Del Ennis, Philly outfielder, fails to get by Walker Cooper, Giant catcher in early game of the '47 season.



**STRATOVISION** may make coast-to-coast television broadcasts a reality; available to even isolated farm houses at a reasonable cost. Antenna and transmitter are put in an aeroplane, 30,000 feet up, blanketing the earth's surface like an inverted ice cream cone.



sets at all. Of the sixteen that did have sets, many had models for demonstration only.

Of the fourteen stores that actually had sets on display, six had shoved them into a side room. Walk in the front door and there wasn't a television set in sight.

Four of the fourteen stores with sets on display had not bothered to plug them in for demonstration. "Why push sales," dealers exclaimed. "There are not enough sets to go around. The sets we can get from manufacturers are sold before they arrive at the store." One dealer claims to have hundreds of sets on order since last August, paid for in advance.

Prices of sets range from \$250 to a set suitable for a restaurant at \$2,630. Installation charges range from \$45 to \$85.

There are various types of models, including combina-

tion television, radio and phonograph. Screens vary from  $3\frac{1}{2} \times 5\frac{1}{2}$ " to  $2 \times 1\frac{1}{2}$  ft.

Is television here to stay? Ask the Dynamic Radio Store on 65th Street and Broadway. They have a set in the window that broadcasts baseball games every afternoon. They say four to five hundred people gather outside the store every day to see the games. The Good Humor men do a bang-up business! The store is becoming virtually a public utility . . . and a menace to traffic in that section of town.

A great industry is starting to go. It is one in which Sylvania has a vital interest. Our cathode ray tubes are the heart of the television receiver and a television set has four times the number of tubes found in an average radio. A great new business opportunity is developing and before long will make its presence felt throughout the radio tube business.



**NEWS BROADCASTS WERE VOTED THIRD MOST POPULAR** television program by people interviewed by Sylvania regarding the urban market for television. Sports broadcasts were voted most popular by 33% of the people interviewed.

# ORGANIZATION ANNOUNCEMENTS

MR. ROBERT B. FRANKLIN has recently been appointed Plant Manager at the Ipswich Fixture Plant.

Bob Franklin was previously Manufacturing Superintendent at the plant and came to Sylvania from the Dennison Paper Company in Framingham.



Robert B. Franklin

MR. ASHER C. JONES who has been with the Company for a number of years has retired. He held the position of Southwestern Divisional Sales Manager. His retirement was effective April 15th.

MR. JESSE C. HICKS has been transferred from the California Division to succeed Mr. Jones as Southwestern Divisional Sales Manager in the Kansas City office. Mr. Hicks was a Major in the United States Army during the war.

MR. ROBERT RINEHULS has been placed in charge of the Cost Accounting Department of the Mechanical Development Plant in Emporium, according to an announcement by Mr. Herman Melzer, Manager.

MR. ALLAN H. BENJAMIN, Manager of Accounting, Lamp Division, Salem, has announced the following supervisors reporting to him:

MR. CHARLES G. CORSE, Supervisor Sales Accounting

MR. JAMES E. MCGARR, Supervisor General Accounting

MR. EDSON COOPER, Supervisor Payroll Accounting

Reporting to Mr. Corse will be:

MISS FLORENCE A. SMALL

MR. ROGER A. MORSE

MR. BENJAMIN F. WHITMORE

MR. EDWARD E. PETERSON

Reporting to Mr. McGarr will be:

MR. ROLAND H. ELLIS

MR. FREDERICK J. MACQUARIE

MR. TERRY CUNNINGHAM, formerly Manager of Commercial Department, Home Sets, at Colonial Radio in Buffalo, has been appointed Advertising Manager of the Radio, Electronics and International Divisions. Mr. Cunningham succeeds Mr. Henry C. L. Johnson who resigned to take a position with the Rheem Manufacturing Company.

MR. CHARLES W. HOSTERMAN has recently been appointed Factory Superintendent of the Huntington Tube Plant. He succeeds Mr. Eugene J. Hoffman who has resigned.

"Woody" Hosterman joined the Company at the Altoona Plant as Supervisor of Personnel and later assisted in setting up the Huntington Plant, taking charge of personnel work there and later adding additional responsibilities. He now reports to Mr. M. D. Burns, General Manufacturing Manager of Receiving Tubes.



Charles W. Hosterman

MR. GORDON S. HUGHES has been appointed Merchandising Manager of the Lighting Fixture Division at Ipswich. In this capacity, Mr. Hughes will handle merchandising of all lighting fixtures manufactured by the Company. He joined Sylvania in 1940 as a Sales Correspondent, later becoming Supervisor of Sales Service and then Merchandising Supervisor.

MR. RAY ARCHER, formerly Merchandising Supervisor, Fluorescent Tubing has been appointed Merchandising Supervisor on Fixtures reporting to Mr. Hughes.

MR. AVERELL H. PETTENGILL, Manager of the Salem Special Lamp Plant, has announced the following organization changes:

MR. STANLEY M. DUNN has been appointed Foreman of the sealex and finishing machines of the third and fourth floors for the first shift.

MR. GEORGE O'BRIEN has been appointed Production Supervisor in charge of finishing machines of the third floor reporting to Mr. Dunn.

MR. HERBERT ROODE has been appointed Production Supervisor of the sealex and finishing machines of the fourth floor reporting to Mr. Dunn.

MR. ELMER MORRILL has been appointed Foreman of the stem and mount sections of the third and fourth floors, first shift.

MR. ROGER HARTMAN has been placed in charge of the second shift and has the responsibility for safety, housekeeping, production and shrinkage for the entire second shift and general conditions throughout the plant.

MR. ALFRED GAUTHIER, now Foreman in charge of Mechanical Maintenance, will be responsible for all machine maintenance and the mechanical parts.

MR. RAYMOND MORRISSEY has been appointed Foreman of the first shift of the Globottle Department at the Salem Special Lamp Plant.

MR. JOHN SMITH will be in charge of the second shift of the Globottle Department.

MR. GRENVILLE R. HOLDEN, Assistant to the President, was elected a Vice President by the Directors of the Company on April 30.

He joined Sylvania in 1943 as Executive Secretary of the Management Committee, reporting to Mr. Walter E. Poor. Experience before coming with Sylvania included two years with Lybrand, Ross Bros. & Montgomery, accountants. Taught economics at Harvard University; and from 1940 to 1943 held various executive positions in the Office of Production Management and the State Department in Washington.



Grenville R. Holden

MR. PHILIP L. SHACKETT has been appointed Supervisor of the Order Department of the Radio Tube Division at Emporium.

MR. CHARLES A. BURTON, formerly Central Division Sales Manager of Lighting in Chicago, has been appointed Assistant General Sales Manager of the Lighting Division with headquarters in New York. Mr. Burton reports to the General Sales Manager and has supervision over: National Accounts, Commercial Engineering, United States Government Sales and the Lighting Center.

The following men will report directly to Mr. Burton:

MR. BEN A. DAHLIN, Special Representative, Chain Store Sales

MR. BEN A. COTHARIN, Special Representative, National Accounts, Eastern U. S.

MR. WILLIAM A. HANNA, Special Representative, Sales to U. S. Government

MR. STUART GOODWILLIE, Manager Central Station Sales

MR. DON P. CAVERLY, Manager of Sylvania Lighting Center

MR. HARRIS REINHARDT, Manager Commercial Engineering

MR. THOMAS A. McCANN has been appointed General Foreman of the Finishing, Shipping, Tube Stock, Trucking, Warehouses, W.A.A. Tubes and R.T.R. at Emporium Radio Tube Plant.

MR. RAY SOUTHWORTH, formerly in merchandising work, has been assigned to the Advertising Department to work on Fixture Advertising and Sales Promotion at Salem.

MR. PHILIP BLANCHARD is taking over merchandising responsibility on sign tubing in addition to his work on wiring devices.

MR. WILLIAM CHILDS, a member of the Sales Training Course at Salem, and formerly the Sales Service Supervisor on Incandescent Lamps, has been appointed Field Representative in Central Pennsylvania, reporting to Mr. Howard Martin.

MR. BEN A. COTHARIN, for many years Manager of the East Central Division Sales with headquarters in Cleveland, has been appointed Special Representative, National Accounts, Eastern U. S. A.

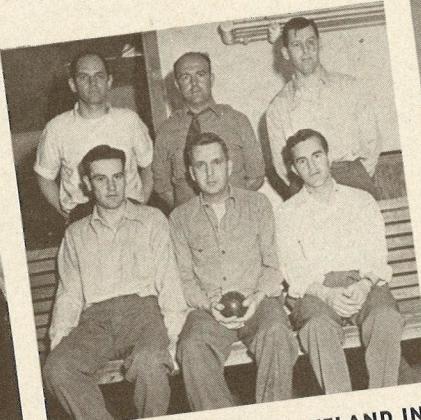
# PEOPLE...

... And their hobbies



**THERE IS SUCH AN INTEREST** in such interesting hobbies in the Ipswich Fixture Plant that a Hobby Show was held this month. Preview of subject matter the BEAM received last month looked interesting. Above, Dora Marks spends her spare time knitting suits, sweaters, cardigans, mittens, socks. **HANS THOMSEN**, newcomer to Sylvania, is a woodcarver. He is following in the footsteps of his

Dad, Max Thomsen, who is a designer with Product Engineering. Besides the candlesticks and lamp bracket showing in the picture, Hans makes book ends and all kinds of Christmas toys for his brothers and sister. **MRS. STEPHEN E. SMITH** makes crocheting look simple but making six bedspreads is no easy matter. Mrs. Smith has been with Sylvania since 1944.



**THESE GAL KEGLERS** from Emporium are 1947 women champs. They received their prizes at a banquet given for all the girls of the Women's Bowling League. Left to right: Vicki Gruda, Frances Puhl (captain), Gen Valeria, Esther Brenton and Ruth Ingram.

**IPSWICH FIXTURE'S CLEVELAND INDIANS** war-whooped their way to the plant's bowling honors amid a flurry of feathers and good scores. Standing, L to R: Tony Conte, Dick Roode and Phil McCraven. Seated, L to R: Carl Swanson, Harlan Durkee, Captain Dick Tache. Carl Swanson won \$5 for season's highest single score; Phil McCraven for season's highest triple score.

**THESE LADS** from Loring Avenue, Salem, won the Chamber of Commerce Bowling League Championship for the second consecutive year. The Chamber League consists of 24 industrial teams—is considered to be the best of the bowling leagues in Essex County. Standing, L to R: Joe Liberti, George Holloran, Frank Sheldon. Sitting, L to R: Bunny Conroy, Captain Paul Cameron. Coincidentally, four members of the losing team were brothers of Frankie Sheldon.

**MONTOURSVILLE'S FEMININE BOWLERS** get together to "divvy up" \$90 in prizes. Winning team, "The Bowlerettes," also had high team single and double score. Ellen Weber and Elsie Zerbe marched home with prize money for high single and high double score respectively. Team Captains, starting 3rd from left, front row: Blanche Compton, Kathryn Soar, League President Sarah Martinozzi, Elsie Zerbe, Norma Weaver. Captains Rose Seese, Lulu Shick missed the picture.



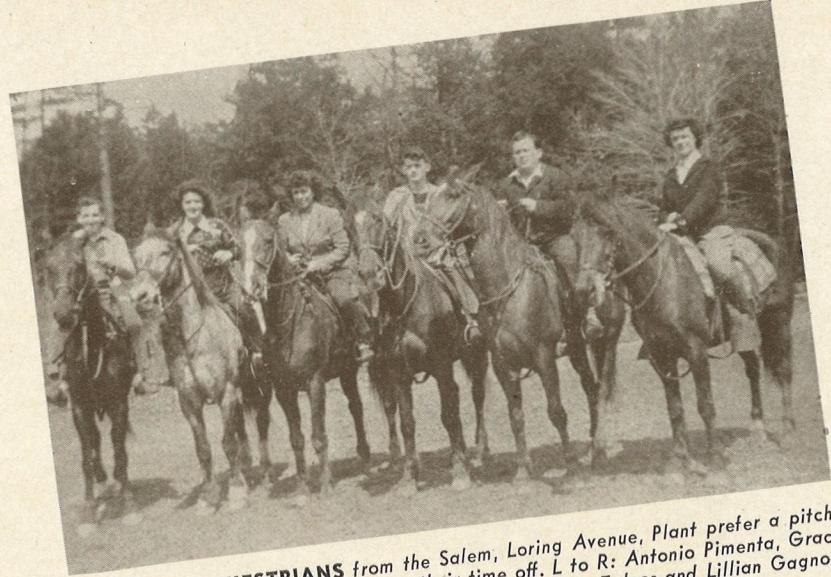


**RITA LEE**, girl with the highest bowling average for the Danvers season, receives trophy from Henry Callahan, Plant Manager. Kaz Dombrowski's 107.7 won the high average trophy in the Men's Division.

**DANVERS BOWLING LEAGUE** gets together for dinner, trophies and a song or two by Paul Crowley, Robert Betts and Richard Ingraham.



**FRIEND** to Sylvanians at the Boston Street, Salem Plant, is kind, thoughtful Jim Buckley. When the war came, Jim was a retired Deputy Fire Chief of Salem. Wanting to have a part in things, he applied to Sylvania for a position—was hired—was happy to think he could do his part. Now Jim delivers mail, afternoon snacks and good cheer to the varied corners of Sylvania's Special Lamp Plant.

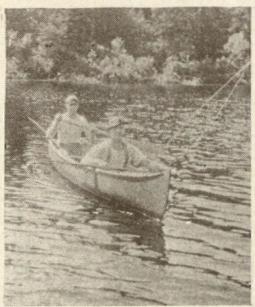


**THESE SIX EQUESTRIANS** from the Salem, Loring Avenue, Plant prefer a pitching saddle to a soft rocking chair in their time off. L to R: Antonio Pimenta, Grace Lablanc, Rosamond Abraham, Edward Holleran, Charles Toleas and Lillian Gagnon.

*... Sportin'*



**MARGUERITE JOHNSTON AND HELEN CIRAFICE** of the Salem Special Lamp Plant spent their vacation in Havana, Cuba. They spent most of their time with Mr. and Mrs. McMasters, Sylvania's representative in Cuba.



**C'MON, PADDLE,** moans Gerry Curry to Jim Cranny of the Emporium Plant as they make their way across Lake Morgan in Canada. Paul Cummings and Frank Grimone stayed on shore to guard the food.



**CAN YOU TOP THIS?** Ray Walrod (Jamestown Plant) who brought home this 24", 4 lb. 14 oz. brown trout. What about it—is there a Sylvania angler who can top this?

**FIRST RATERS** on Type 7H7 in Brookville. L to R: Josephine Marshall, Wilma Garvey, Eva Marchiori, Teresa Gagliardi, Lenore Wilson, Mary Kurpis, Violet Meachem, Kathleen McKendree, Helen Lanzoni. **MORE TOP RATERS:** Mary Ellen Baughman, Evelyn Bundy, Ann Zipfel, Esther McAninch, Agnes Wilson, Joyce Rawan, Althea Cook.





**MAY QUEEN**, Rita Mae Simbeck, poses with her court, standing, L to R: Inez Segalla, Kay Murphy. Seated, L to R: Grace Taylor, Rita Mae, and Loretta Assalone. Rita works in the Starter Switch Department at St. Mary's—was elected Queen at plant's S.E.A. party.



**ANALYTICAL CHEMISTRY** contributes to the quality and improvement of Company products. Nearly every product Sylvania makes has been checked and improved on at one time or another by its Analytical Chemical Group: From L to R: M. J. Rafale, Senior Engineer from Kew Gardens; W. Fink of Wabash; T. Organ, Research Engineer from Flushing; R. Lambert, Section Head (Services Dept.) of Emporium; W. Plummer, Engineer (Chemical Lab.) located in Towanda; R. E. Palmateer, Engineering Specialist (Services) in Emporium; G. Kielholtz, Senior Engineer at Salem and G. Davis, Section Head, (Metallurgy Dept.) of Bayside.

## WANTED! PICTURES OF YOUR VACATION

IT'S VACATION TIME! Whatever your plans are for your vacation, don't leave your camera at home. For the BEAM will devote two to four pages in August to the best photos you take on your vacation, pay you \$2 for each picture used—and \$10 if it's the best picture we receive. There will be special prizes for pictures of special merit.

What kind of pictures do we want? First of all, pictures of you

or other Sylvanians—on Pike's Peak, sailing, deep sea fishing. Make them action shots. As soon as you get back, send us pictures of the places you have been—youself perched on the throne of an ancient Incan Emperor or on a Mexican donkey. And you in your sombrero.

It's going to be a wonderful vacation you'll want to remember. Make a picture record of it—the best of those pictures belong in the BEAM.

## AROUND THE WORLD BY T-3

Sylvania's tiny T-3 radio tubes guided Milton Reynolds over the Burma "Hump" in the millionaire pen manufacturer's recent round-the-world-hop. The tubes were used in Mr. Reynolds' Gyrosyn Compass that guided him from Burma to the Aleutians.

As originally planned, the plane was to rely on the conventional direction-finding procedure of "homing" on individual broadcasting stations along each leg of the journey, and it was to depend on a Gyrosyn Compass during the hop from Tokyo to the Aleutians. However,

during the night flight over the "Hump," broadcasting stations were off the air, and the Gyrosyn Compass was the sole direction indicator during the Asiatic trip.

Two separate Gyrosyns were used as a precautionary check on accuracy. The C-1 model, employing Sylvania Lock-In tubes, was used in conjunction with the C-2 which uses T-3's. The operational variation between the two was negligible, indicating the excellent reliability of the T-3's. The C-2 contains five T-3 Sylvania tubes.

**FOR PUTTING OUT A BETTER PRODUCT**, these two groups from the Danvers Finishing Dept. were given gifts and a special dinner. Quality Contest was based on vital defects found at relighting. Unit 2 (below, left) won contest in first shift. Seated, L to R: Kay Taragano, Nadia Manson, Shirley Smith, Dorothy LaBorde, Thelma Panzero. Standing, L to R: Theresa Dumas, Alice Wisnewska, Robert Preston, Unit Supervisor; Alice Staniszewska, Hannah Donovan, Stacia Grabowska, Instructress, and Roland Caron, who was Unit Supervisor the last few weeks of the contest, were not present when picture was taken. **WINNERS OF THE SECOND SHIFT**, Quality Contest, Danvers, were: Seated, L to R: Areti Zachariou, Marie Casey, Dorothy Parsons, Grace Ward, Ernestine Houghton. Standing, L to R: Roland Fitz, Unit Supervisor; Helen Summit, Frances Sylvester, Mary Mandano, Elizabeth Burgess, Helen Durkin, Lucy Czernawski, Ed Sauer, Quality Supervisor.



## SYLVANIA MAKES FORTUNE

FORTUNE Magazine spotlights Sylvania as the only company besides General Electric and Westinghouse to flourish and grow in the tough competitive electric lamp and radio tube field. In the May issue, a seven-page story, spotted with full-page color photographs, traces the birth and growth of Sylvania and reveals the 100 million

dollar sales goal it is aiming at this year.

"Sylvania is reaping the reward of productive proficiency and financial restraint," states the article in picturing its emergence from licensed existence under operating patents of RCA and GE to a self-sufficient, full-time competitor in the field.

but expects to get in a good bit of swimming.

## SON OF COSTA RICA'S PRESIDENT PLAYS FOR DANVERITES

Fifteen students, representing six countries of Central and South America, recently paid a visit to the Danvers Plant.

The boys, who are attending St. John's Preparatory School, were taken on a tour of the plant and then attended a dinner. Entertainment was supplied during the dinner hour but it was not a one-sided affair as the boys joined in with songs and music for the amusement of the Danvers employees. The stepson of the President of Costa Rica drew applause with several classical selections on the piano.

The employees of the Danvers Plant were very appreciative of the friendliness of the students and their willingness to entertain.

## SYLVANIA WITHHOLDING TAXES HIT \$2,508,000 IN '46

Sylvania employees paid over two and a half million dollars in income taxes withheld from their pay for the federal government last year. In addition, many made additional payments when they filed tax returns in March. The amount employees paid in state income taxes is not known.

## Civic-Minded Electric Shop

It's an extroverted group of people that make up Number 2 Electric Shop at the Emporium Plant. They are well represented in the town's civic affairs.

Francis Smith, Foreman, is active in the Bicktail Rod and Gun Club.

Harbey Tompkins, Supervisor, is a state official of the Independent Order of Odd Fellows, Secretary of the Emporium Fire Department and a Committee Chairman for the Emporium Home Coming Celebration.

Frank Ellis is Treasurer of the Fire Department and past President of the S.E.A.

Joe Freindel is S.E.A. representative for Number 2 Plant and is active in the affairs of the U. S. Naval Reserve.

John Fields (lately transferred to Mechanical Development) and Mac McNarney are officials in the Loyal Order of Moose.

Tal Hallinen is also on the staff of that organization.

Clarence Sebring is a member of the school board at Driftwood, Pa.

## SYLVANIA OFFERS \$1100 TO IMPROVE SCHOOL LIGHTING

Sylvania presented \$1100 in cash prizes to four men, winners of Sylvania's Third Annual Fluorescent Fixture Design Competition. This year's contest was aimed at hastening the development of efficient lighting to protect the eyes of school children. The contest, which was limited to engineers of public and private utilities, drew over 300 entries from all parts of the country.

In addition to the first four prizes, eighteen additional prizes of \$50 each were awarded to meritorious designs.

## RADIO "HAMS" TO AID U.N.

The United Nations has made arrangements with the International Amateur Radio Union for its 100,000 members to relay weekly and, eventually, daily U. N. bulletins to hams all over the world. Hams who join the system (to be licensed as United Nations Amateur Radio Aides) will also gather information for the U. N. that would be of value to it.

Periodic U. N. news bulletins will be turned over to three outstanding international amateurs in New York, relayed to amateurs in the United States—and from there, abroad.

The plan, devised by General Frank Stoner, Chief Communications Engineer for the United Nations, has the approval of the Federal Communications Commission.

Inauguration of the network took place in New York's Grand Central Palace on May 20. The release of bulletins began at that time.

Applications for membership may be addressed to General Stoner, Lake Success, Flushing, N. Y.

There will be a general release on the subject in "Q.S.T."

## MILL HALL HAS 5TH ANNIVERSARY

May 15th marked the 5th anniversary of radio tube production at the Mill Hall Plant. In that time, the number of employees has varied from the 126 that were at work when the first tube was made to a high of over 2,600 at the wartime peak. 40 of the original people who worked that day are still with the Company in Mill Hall. Others have been transferred to other Company locations.

Mill Hall was the parent plant of the VT Fuze radio tube program, and for many months finished all VT fuze tubes made by Sylvania. For its service in the VT Fuze program, Mill Hall was the only plant that received the Army Ordnance "E" with five stars at the close of the war.

## FREE QSL CARDS FOR SYLVANIA "HAMS"

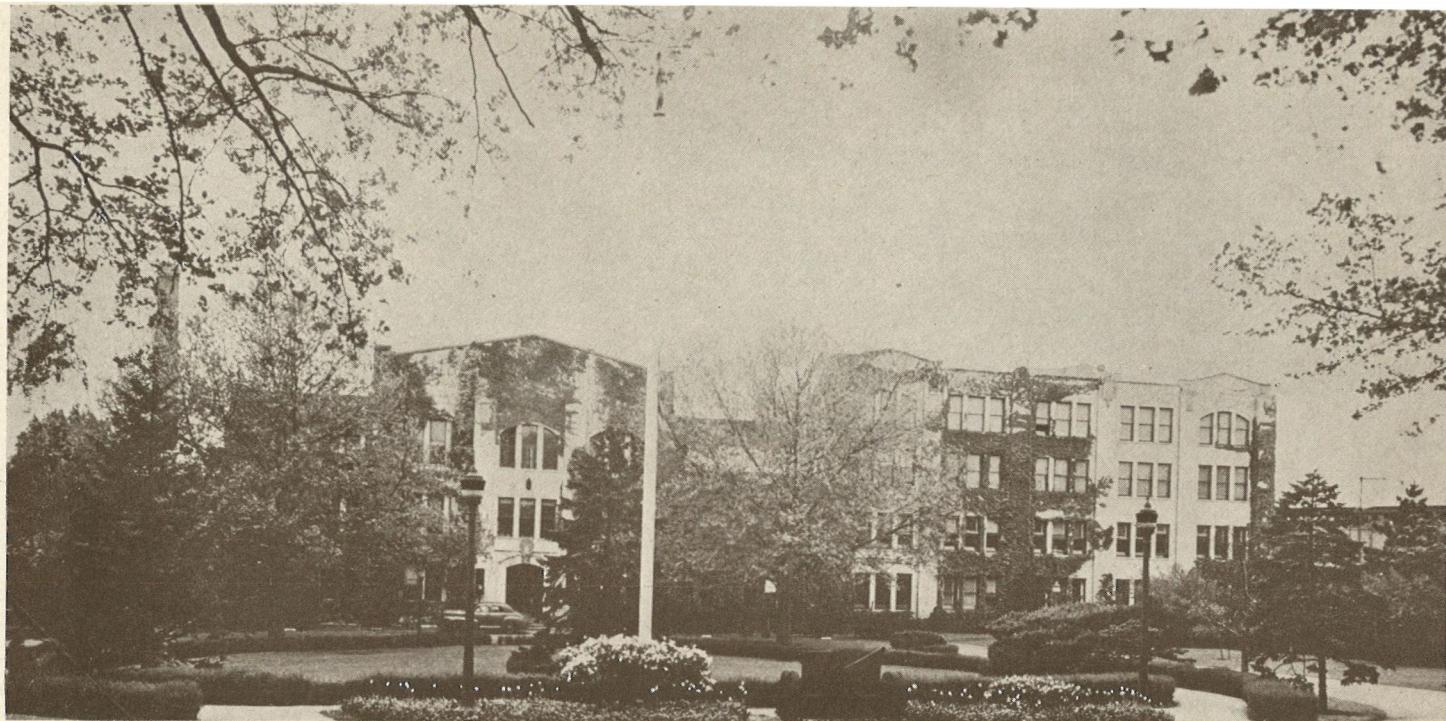
Free QSL cards are available to "hams" employed by Sylvania. The cards, used by amateur radio operators to confirm contacts made on the air, can be obtained from Harold G. Kronenwetter, Advertising Dept., Emporium.

The name, complete address and assigned call letters will be printed on the card, which will also contain a phantom imprint of the Sylvania trademark. Additional space is provided for other information that the "ham" may care to write in when sending his cards.

Mr. Kronenwetter is accepting orders now and when a sufficient number have been obtained, a mass printing job will be done.

## MILL HALL VACATION PLANS

Stem Department girls at Mill Hall have varied plans for vacation. Margaret Smith's daughter will graduate from high school and Margaret expects to take her on a visit to Pittsburgh. Sally Linsenbiger plans to go to Canada and Betty Cox is going to stay close to home



**NEW HOME** for Sylvania's Industrial Relations Department, Controller's Department, parts of Central Engineering is Consolidated Edison building in Flushing, L. I. Site overlooks the home of the United Nations.

### SEALING IN LOOSE ENDS

The Red Cross Drive in the Long Island area netted a total of \$335.55. Kew Gardens led with \$156.25 . . .

. . . The National Safety Council reports that the Filament Department of the Loring Avenue Plant in Salem was nearing an award of the National Safety Congress. On its record of the first eight months, this plant is in first place in group C Light Fabricating Division of the Metal Section Safety Contest. If the Department can go until June 30th without a lost time accident, they will win the award . . .

. . . Plants in the Salem area have entered a team in the Salem Chamber of Commerce Softball League. Twelve clubs are in the loop this season and all games will be played at the Sylvania Country Club.

### THE LAST FRAME

The last ball has gone skidding down the alleys, the totals have been tallied and the trophies tucked away for another season as the bowling loops in several locations closed last month. All clubs were scrambling for first place down to the final night of competition in the Boston Street Men's League before the Ramblers won the race for the title. The Ramblers downed the House of David Club on the last night of competition to beat out four teams that were vying for the crown.

For the second consecutive year, Quay Rhodes, Stem Department Supervisor, topped the 200 club of the Brookville Y. M. C. A. Bowling League. Quay hit for a high total of 631 for three games to take the trophy. Mounting Department Foreman, Tony Serafini, qualified

for the finals in the 200 and scored a 608 total.

In the Kew Gardens Bowling Loop, the Mechanical Team which grabbed the league lead at the halfway mark, successfully turned back bids of the other clubs and took the title. Some of the members of this circuit formed teams and entered the Queens Industrial League. Two clubs entered and team "A" finished in sixth place rolling a high three-game series while Art Cohen captured first prize for individual high series with a 627 count.

The season at the Lowell Plant was concluded with a banquet held at Marty's Penthouse which the members of the various teams attended. Election of officers for 1947-48 season was held and the prizes for this season awarded.

### GIRL HOOPSTERS SUCCESSFUL IN FIRST SEASON

Organized for the first time this year, the Johnstown Plant Girls' Basketball Team turned in an enviable season record of nine wins against one loss. The group of comparative "greenhorns" that turned out for the first practice quickly developed into a smooth, winning combination as they rode to nine victories over independent city teams. Pat Coyle paced the team's scoring with a ten point per game average with Isabel McKenzie a close second with a nine point average per game.

### 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: Elliot W. Robbins, News Editor: Austin Heywood. Corresponding Editors: Margaret Bradstreet, John A. Gilmore, George Manolakis, Viola Johnson. Material may be reprinted with credit to "The Sylvania Beam."

### NEXT BEAM IN AUGUST

The next issue of The BEAM will be in August. Due to vacation, there will be no BEAM issued for July.

### DID YOU KNOW . . .

. . . The pay increase granted by Sylvania early in May will increase the annual Company payroll by \$3,200,000 — this increase alone is more than double the total amount paid to common stockholders last year.

## Are You Interested in Photography?

Sylvania is planning to organize a Camera Club! Fred Parker of the Advertising Department is arranging for periodic photographic exhibits, contests among members, etc. No dues will be required for membership.

Are you interested? If so, fill out this questionnaire and return it to The BEAM, 500 Fifth Avenue, New York City.

Name .....

Address .....

1. Are you interested in photography? .....
2. Would you be interested in a Sylvania Employees Camera Club? .....
3. Do you own a camera? .....
4. If so, what type? .....
5. Do you have any flash equipment? .....
6. If so, what type? .....

Fred will answer all questionnaires with more information about the Club as soon as plans are definitely formulated.

## SPRING FROLICS

Testimonial dinners and S.E.A. parties blossomed out like flowers in the warm spring sun recently and were just as plentiful and colorful. Friends of Mr. Howard Biggs gathered at the Hotel Edison for a dinner and dance in his honor. Mr. Biggs, Chief Engineer of the Electronics Division, who leaves that position to take over duties in the General Engineering Group of the Lamp Division, was presented with a solid gold wrist watch and an ash tray made by his friends in the Electronics Division. It contained parts of electronic tubes set in transparent lucite. . . .

The Danvers Group was dancing on clouds of joy as their favorite band of the same name provided music for their Danvers Night Cabaret Party at the Sylvania Country Club. More than 300 attended and got a big kick out of the entertainment which was provided by members of the audience. This is the first party of this type and the Danvers Plant hopes to make it a periodic affair. . . .

Florence Boyd was probably the happiest of the jolly group that attended the Warren S. E. A. Spring Frolic held at the Marconi Outing Club. Florence, who works in the Weld Dept., was the lucky gal that took home the combination radio and phonograph that was the top prize in a raffle for Sylvania employees only. The cast of the floor show presented as part of the evening's entertainment was composed of employees of the Warren Plant. . . .

Forty members of the office staff of the Boston Electronics Division were on hand at a farewell party held for Wal-

lace B. Baylies, Factory Cost Accountant, held at the Fox and Hound's Club. Wallace was presented with a matched tan pigskin traveling bag and brief case.

## ALTOONA ACTIVITIES

Altoona employees are in the middle of a busy planning session with two events coming up in the near future.

The S. E. A. Board in this plant is completing plans for the Annual Picnic to be held at Lakemont Park. Softball matches and picnic games have been planned for the afternoon with a dance set to wind up the day's frolic.

The Men's Bowling Teams are getting set for a season's end party to be held in the near future. Cash prizes to the top men in the Leagues, will be made at this affair. . . .

## Weddings

### ALTOONA

Miss Betty Burkhart, Units Dept., to Mr. Paul C. Stalter, on May 5.

Miss Phyllis Chamberlain, Filament Dept., to Mr. Palmer W. Shatzer, Jr., on May 3.

Miss Mae Rose Chapman, Mounting Dept., to Mr. Hildebert Lance, on April 26.

Miss June Worrell, Filament Dept., to Mr. William C. Moore, on April 19.

Miss Rita Pennington, M.I.D. Dept., to Mr. James Callahan, on May 3.

### BOSTON ELECTRONICS

Miss Frances Doreé Majors of Jackson, Miss. to Mr. William A. Browne, Sales Dept., Equipment Service, on April 22.

Miss Mary A. Kazaka to Mr. Sheffield Haddad, Production Engineer, on May 4.

Miss Inez M. Cillo, Order and Billing Dept., to Mr. Michael R. DeFronte of McKesson and Robbins Drug Concern, on May 11.

### BROOKVILLE

Miss Leona Blachier, Filament Dept., to Mr. Paul Lewis, Strattonville, Pa., on May 10.

Miss Nina Bisch, Filament Dept., to Mr. Marlin Neel, Brookville, Pa., on May 12.

Miss Mary Bussard, Mounting Dept., to Mr. Raymond Steel, Brookville, Pa., on May 9.

Miss Nicola Leke, Mounting Dept., to Mr. Howard Pennington, Gypsy, Pa., on May 5.

Miss Dorothy Gilnette, Mounting Dept., to Mr. John Reinard, Center Hill, Pa., on April 15.

Miss Janice L. McCreight, Employment Interviewer, to Mr. Ralph S. McClure, Reynoldsville, Pa., on April 25.

Miss Marie K. Fulton, Filament Dept., Supervisor, to Mr. Daniel C. Smith, Units Dept. Mechanic, on April 28.

Miss Josephine Gondolfi, Grid Dept., to Mr. Anthony Duganier, Punxsutawney, Pa., on May 3. Groom is attending Merchants School of Music in Cleveland, Ohio.

Miss Jean Park, Mounting Dept., to Mr. Bob Martin, Summerville, Pa., on May 16.

### DANVERS

Miss Jane Levesque, Mount. Dept., to Mr. Gerard Tassinari, Salem, Mass., on April 19.

Miss Alice Lawnsby, Mount. Dept., to Mr. Francis Feener, Finishing Dept., on April 26.

### EMPORIUM

Miss Anna Grande, Special Tube Plant, to Mr. Robert Ramarge, Parts Dept., on May 3.

Miss Jennie Cataldi, Cathode Ray Units Dept., to Mr. William Emmert, St. Marys, Pa., on April 19.

Miss Elizabeth Leonard, Production Development, to Mr. Charles Eberl, St. Marys, Pa., on May 10.

Miss Norma Van Why, Stem Dept., to Mr. Tony Roseman, Austin, Pa., on April 19.

Miss Lucy Grimone, Finishing Dept., to Mr. Virgil Chambers, Cannonsburg, Pa., on April 12. Groom is employed at American Cyanide Co., Pittsburgh, Pa.

### HUNTINGTON

Miss Delphia Byington, Stem Dept., to Mr. Harold W. Hull on April 11. Bride served 19 months as Surgical Technician in the WAC.

Miss Ruth Edwards, Filament Dept., to Herman Bloss on April 6.

### IPSWICH

Miss Irene Hamilton, Mailing and Filing Dept., to Mr. Edward MacLeod, Salem, Mass., on May 11.

Miss Marguerite Cross, Ballast Dept., to Mr. Andrew Gallant, on May 3.

### JAMESTOWN

Miss Betty Jane Abbey, member of Sorting Dept., to Mr. John Turzillo, Cherry Creek, N. Y., on June 7. Groom is associated with his father on farm trucking.

Miss Helen Tordoff, Slitting Dept., to Mr. Edwin Frederickson on May 15.

### JOHNSTOWN

Miss Margie Post, Mounting Dept., to Mr. George E. Bracken on April 17. Groom is attending Johnstown Center, Pittsburgh University.

Miss Catherine Webb, Mounting Dept., to Mr. Kenneth W. Hetz on April 26. Groom is employed at the Aspinwall Tree Company.

Miss Shirley Wagner, Mounting Dept., to Anthony J. Taormina on April 19. Groom is employed at the Conemaugh-Blacklick Railroad.

## KEW GARDENS

Miss Shirley Schoonmaker, Engineer in Power Tube Section, to Mr. Frank Goetz on April 12.

## LOWELL

Miss Marilyn Frances Mullin to Mr. Walter J. Reynolds, Lynn, Mass.

## MILL HALL

Miss Lois Runkle, Mounting Dept., to Mr. Harry Kelley, Jr., on April 26. Groom is employed by Markle's Block Plant in Pleasant Gap, Pa.

Miss Margaret Lynch, Mounting Dept., to Mr. Michael Donovan on May 1. Mr. Donovan is employed at the Garden Theater, Lock Haven, Pa.

Mrs. Margaret Aikey, Units Dept., to Mr. Lester A. Caris on April 19. Mr. Caris is a carpenter.

Miss Marian Hardy, Units Dept., to Mr. Samuel R. Bechtol, Jr., on April 3. Mr. Bechtol is employed by the Paper Mill in Lock Haven, Pa.

## MONTOURSVILLE

Miss June Wagner, Units Dept., to Mr. Charles Kuhns on April 18.

Miss Lois DeWald, Units Dept., to Mr. Alvin Smith, on May 9.

Miss Marietta Stroble, Mounting Dept., to Mr. Merlin Johnson on April 19.

Miss Eudora Fry, Mounting Dept., to Mr. Max Bubb on April 18.

Miss Earnestine Gortner, Mounting Dept., to Mr. George Hill on June 7.

Miss Esther Lundy, Units Dept., to Romaine Gleckner on April 3.

Miss Edna Cordy, Filament Dept., to Mr. Elwood Jacoby on April 5.

Miss Edith Yocom, Filament Dept., to Mr. Robert Howard on April 6.

Miss Helen Hurne, Filament Dept., to Mr. Donald Park on April 12.

Miss Betty Reigle to Mr. Richard Knecht on April 26.

Miss Eleanor Heinze, Filament Dept., to Mr. Gerald Reed on May 10.

## SALEM—BOSTON ST.

Miss Esther Brady, Glosstat, to Mr. James Leahy, leather worker in Peabody, Mass., on April 20.

Miss Florence Baker, Inspector on R-40 Second Shift, to Stanley Lavoie.

Miss Elizabeth T. Standley to Mr. Charles W. Wallis, Cost Accountant, on April 12.

## SALEM—LORING AVE.

Miss Bettina Serra, Wire Dept., to Mr. Victor Sienkiewicz on April 20.

Miss Gisele Jean, Wire Dept., to Mr. Arthur Boucher, Electrical Maintenance, on April 6.

Miss Margaret Jodoin, Hand Winding, to Mr. Alton Fowler on April 20.

Miss Phyllis Gallo, Hand Winding, to Mr. Alfred Buccigraso on April 19.

Miss Jeanette Cormier, Sealex Stems, to Mr. Lucien Beaulieu on April 6.

## WARREN

Miss Gloria Carter, Small Parts Dept., to Mr. Merton T. Wood, Weld Dept., on April 26.

Miss Mary Blackwell to Mr. Lawrence Bancroft, M.I.D. Dept., on April 18.

Miss Sue McGarry to Mr. Gerald Camp on April 26. Bride is employed in Assembly.



Ruth and Herman Bloss

To Mr. and Mrs. J. Fred Larson, a daughter, Robin Lynne (9 lbs. 10 oz.) on April 10. Father is a member of the Cathode Ray Development Section.

To Mr. and Mrs. Dominic E. Mira, a son, Allan Joseph, on April 26. Father is Supervisor of Industrial Engineering.

To Mr. and Mrs. John J. Gresko, a son, John Joseph, on May 7. Father is Plant Manager.

To Mr. and Mrs. Weltsch, a daughter, Kathleen Ann, on May 12. Mother, Genevieve Kerr Weltsch was formerly of General Engineering. Grandmother, Anna Kerr, is at present working in Units Dept.

To Mr. and Mrs. Eben Tompkins, a daughter, on April 23. Mother, Delores Reed Tompkins, formerly of Grid Dept. Father is with Base and Bulb Dept.

## FLUSHING—LINDEN PLACE

To Mr. and Mrs. Edwin R. Bowerman, a daughter, Susan Michele (6 lbs. 1 1/2 oz.) on April 26. Mother was formerly employed in the Standardizing Dept. of Emporium Plant.

## IPSWICH

To Mr. and Mrs. Arthur Cobb, a daughter, Linda Jean (6 lbs. 3/4 oz.) on May 13. Father is Production Supervisor in Ballast Dept.

To Mr. and Mrs. Gordon S. Hughes, a son, Steven Rolfe, on May 9. Father is Fixture Merchandising Manager.

## JOHNSTOWN

To Mr. and Mrs. Frank C. Forgacs, a son, Frank, Jr., (7 lbs. 6 oz.) on April 22. Father is employed in the Plant Maintenance Dept. and is a reporter for the BEAM.

## KEW GARDENS

To Mr. and Mrs. Reginald Young, a son, Ronald (9 lbs.) on April 7. Mother was formerly of the Engineering Dept. Father is Supervisor of Production Development Section.

To Mr. and Mrs. John Corl, a daughter, Sonne Patricia (9 lbs. 3 oz.) on April 12. Mother formerly worked in the Quality Dept. at Emporium. Father is an Engineer in the Advanced Development Section; Application Engineering.

## MILL HALL

To Mr. and Mrs. Ardell Kling, a daughter, Judith Lee, on April 15. Father is a Supervisor in the Units Department.

## MONTOURSVILLE

To Mr. and Mrs. Alex. Rutkowski, a daughter. Mother is Charlotte Rutkowski formerly of Units Dept.

To Mr. and Mrs. Von Mertz, a daughter, on April 8. Father is in mechanical maintenance, Stem Dept.

## SALEM LORING AVENUE

To Mr. and Mrs. Allen Aylward, a daughter, Jane Ellen, on April 20. Father is an assembly man.

To Mr. and Mrs. Ray Madore, a daughter, Marcia A. (6 lbs. 2 oz.) on April 21. Father is receiver.

To Mr. and Mrs. Costy S. Leszynski, a daughter, Theresa Josephine (6 lbs. 10 oz.). Father is employed in the Production Control Dept.

## WARREN

To Mr. and Mrs. Richard Schell, a daughter, Bernice Lynn, on April 22. Father is a machinist.

# RUHLMAN'S \$200 SUGGESTION HEADS RECORD '47 MONTH

**A**NYONE who claims that spring brings on day dreams won't be able to prove it by Glenn Ruhlmam of the Warren Plant. Glenn did some serious thinking on an idea for improving equipment and hit the sug-

## ANSWERS TO SYLVANIA QUIZ

(Questions on Page 2)

1. Salem
2. \$3,500
3. 1946 profit was 1/5 of margin in 1931
4. Vice President Robert H. Bishop
5. The Controller
6. Sodium tungstate
7. 0. There was no income tax in those days.
8. All
9. Four. S&R. Plan started in 1942
10. Densitometer
11. Virginia Brown, Bayside Lab. See cover August, 1945 BEAM
12. Sylvania
13. 26 plants
14. Brookville
15. The Bells of St. Marys
16. Sylvania's famous Lock-In tubes.
17. B. Bayside, Bloomington, Brookville, Boston, Buffalo, Brooklyn
18. Towanda Tungsten and Chemical Plant
19. The Riverside, California, Plant of Colonial Radio
20. Salem Mechanical Development Plant at Loring Avenue, Roland Gardner, Manager.

Each correct answer scores 5%  
Score yourself as follows:—  
40- 60%—New employee  
60- 70%—5 Year Member  
70- 80%—Foreman  
80-100%—Manager



**GLENN'S AIM IS IMPROVING** (left) brings down 200 bucks with a single idea—for improving equipment at the Warren Plant. **SALEM'S LORING AVENUE TRIO** (right) sings a happy song—Joe Jackman, Plant Manager, chimes in with

check for \$75—awarded to Joseph White (extreme right) for improving design. Smiling Genita Corraine (in left of picture) was in tune too—won \$50 for her idea. **ROBERT WHITEHILL'S** (center) (Warren again) idea was worth \$30.

gestion jackpot for \$200 to top the awards for the year.

Along with Glenn, seventy-three other winners took home a total of \$1,044 for the highest month's total of 1947. This pushed the amount paid in suggestion awards to \$3,353.82 for the year, a figure which passes the corresponding period of last year by \$167.07.

## SUGGESTION WINNERS

**BOSTON ELECTRONICS.** Herman Nowak, ID \$29; IM, \$5; Francis Candeas, IM, \$20, GI, \$3; Harry Stiddard, IM, \$10; Anthony Pisa, IM, \$10; Arthur J. Bourbeau, IM, \$5; Alvar Melin, IC, \$5; Carita Cushman, IM, \$5; Jennee Beauchimen, IM, \$5; Edward Doyle, IM, \$3; James Anderson, IM, \$3; Madeleine Gilligan, IM, \$3; Roger Sweetser, IM, \$3.

**DANVERS.** George LeCain, IE, \$10; IM, \$5; Walter Trask, IE, \$5; Charles Miller, IE, \$5; Margaret Phillips, IE, \$3; IE, \$3, IE, \$3.

**EMPORIUM.** George Zwald, I, \$15; Matthew Zoschg, IE, \$10; Francis Marshall, IE, \$10; John H. Smith, IE, \$5; Gladys Miller, IM, \$3.

**HUNTINGTON.** Bill Emert, IE, \$50; IE, \$8; Homer Marcum, IE, \$25; William Jackson, IE, \$25; Lacy Grimm, IE, \$15; Ray Glover, ID, \$5.

**IPSWICH.** James O'Rourke, IM, \$20; Stefanie Stafford, IE, \$15; Kenneth Maxwell, ID, \$5.

GI, \$15; Charles D. Bayley, ID, \$10; Angelo Geanopoulos, SA, \$5; Norman Hopping, IM, \$5; Thomas J. Walsh, SA, \$5; Marjorie Manthorne, GI, \$5; Cleon B. Johnson, IM, \$3; Napoleon Gagnon, GI, \$3.

**MONTOURSVILLE.** Aaron Taylor, IE, \$25; John Andrews, IE, \$15; Frank Villella, IE, \$10; IM, \$3; Von Mertz, IE, \$10; George Luckowicz, IM, \$10; Alvin Doebler, IM, \$5; Dorothy Hunter, I, \$3; Joan Gaglione, IM, \$3; Lester Neitz, IE, \$3; Mary E. Montague, IE, \$3; Charles Featherstone, I, \$3.

**SALEM, LORING AVE.** Joseph White, ID, \$75; Genita Corraine, IM, \$50; Genevieve Rybicki, IE, \$20; Robert Whalley, IE, \$20; IC, \$3; Francis Tyrell, I, \$15; Chester Hobbs, GI, \$15; Adam Raczkowski, IE, \$10; George Stanton, IM, \$10; Arthur Moisan, IE, \$10; IE, \$5; IE, \$5; Helen Mendalka, IE, \$5; Frances Landolfi, I, \$5; Averita Leyendecker, IE, \$5; John Bettencourt, IE, \$5; Lillian Kersis, IM, \$5; Albert Chalifour, IE, \$5; James Anderson, IE, \$5; GH, \$3; Frances McCarthy, I, \$3; John Eastman, GH, \$3; Wallace Lipsett, I, \$3; Author Unknown, GH, \$3; Arthur Pariseau, SA, \$3.

**WARREN.** Glenn Ruhlmam, IE, \$200; Robert Whitehill, IM, \$25; GI, \$5; Leona Schell, IM, \$10; Eugene Schuler, IE, \$10; Albert Watson, IM, \$10.

IC, Improved Conditions; IE, Improved Equipment; ID, Improved Design; IM, Improved Method; I, Improvement; GH, Good Housekeeping; SA, Safety; GI, General Improvement.

**No. 318 (Revision 1 of Supp. 2)—An excerpt from the Policy and Standard Practice Manual. These policies are formulated by Sylvania's Management and issued by Industrial Relations.**

## REQUISITE MILITARY RESERVE DUTY

1. Time off without pay will be granted hourly or salary employees by their department head for a period normally not exceeding two weeks during any twelve-month period for the purpose of attending Military Reserve

Camp for required military training.

2. Wherever possible such time off should be arranged to coincide with the employee's vacation time off, in which case he will receive any vacation pay

for which he is eligible.

3. Time off must be granted hourly or salary employees ordered out for emergency Military Reserve. Such time off shall be without pay.

# for fluorescent loveliness...



The "Soft Light" Fluorescent Wall Fixture is Sylvania's contribution to the charm and livableness of your home.

Its six-watt light provides a glare-free glow of color in your bedroom, hallway, stairway, near your telephone table, over the fireplace...

... RWC-160 is a pin-up fixture with a cord. It can be hung on a picture hook and plugged into the nearest outlet. Model RWC-160 is designed for permanent installation. The ten-inch fixture, shielded by a curved diffusing glass panel, comes in old ivory or light bronze finish.

Fluorescent lamps last approximately twice as long as incandescent bulbs and give several times as much light as an incandescent bulb of the same wattage.

*for extra light in dark corners...*



*for soft light in a breakfast nook...*

