

# The BEAM

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of Sylvania Electric Products Inc.

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1947





# CALLING ALL SALESMEN!

(The following are quotations from talks given at the Lighting Sales Conference held early in the summer, that seem especially timely as we approach the fall season.)

## INCANDESCENT LAMPS

"Average list price on incandescent lamps has decreased 1.2% since 1941. However, it is interesting to note that the largest single volume item, the 60-watt lamp, had a list of 13¢ in 1941 as compared with 11¢ today.

—F. J. Healy,  
Vice-President in Charge of the Lamp Division.

## FLUORESCENT LAMPS

"Because both life and light output of our fluorescent lamps have increased, the customer now gets nine times more light and life combined than he got in 1939 for each dollar."

"Our production at the present time is averaging almost three times the average daily rate of 1945."

—Henry F. Callahan,  
General Manufacturing Manager, Lamps.

## FLUORESCENT FIXTURES

"We are faced with the biggest selling job on fixtures that we have ever been faced with since we began business in 1939. We all expected that the day would come when we would no longer be able to *take* orders and would have to start *selling*. However, I don't believe that any of us thought that it would hit us quite as fast and as hard as it has."

—Gordon Hughes,  
Merchandising Manager, Fixtures.

## CONCLUSION

"I cannot help but feel that right now is the most crucial period that our Sales Dept. has ever faced. We have plant capacity far in excess of anything we had prewar. We have the finest machinery, the finest engineering talent, the finest products, I believe one of the most aggressive managements of any corporation in the country—but all that isn't worth a tinker's damn unless you guys move the merchandise. No longer is PRODUCTION the major problem; the problem is SALES and you're the guys to whom the ball is being passed."

—Barton K. Wickstrum,  
General Sales Manager, Lighting Products.



# On the Beam

## SYLVANIA NEWS LETTER

W. Herbert Lamb, formerly manager of the Mill Hall Tube Plant, has been given responsibility for the Cathode Ray Tube program and will be located at Emporium, Pa.

Henry Hartwell becomes Manager at Mill Hall. (Page 7)

The Electronics Division is engaged in about 15 different businesses. Some are relatively small, others offer the possibility of great future growth. (Pages 3 to 6)

A sharp summer seasonal drop in incandescent lamp sales has taken place at Sylvania. Company production, however, is more than double the 1941 rate.

Strobeacons made by the Sylvania Electronics Division are now in operation at the monster Newark Airport. (See back cover)

Safety records show that in some Company plants employees have been less careful than they should be. This is a matter of vital importance to every individual. Plant management also needs to keep a more watchful eye out for the individual's protection. (Page 10)

Attendance at Sylvania plants has shown real improvement since the war. An interesting fact is that usually (but not always!) the smaller the plant, the better the record. Figures on back inside cover.

## THE SYLVANIA BEAM





# OUTINGS

## TOWANDA.

**1. PICNICKERS** at the S. E. A. Outing at Towanda sun themselves while watching some of the events of the day.

**2. MISS AND MR. S. E. A. OF 1947,** Marjory Goodwin and Henry Frailey, hold the "Gold Cups" they won.

## MONTOURSVILLE.

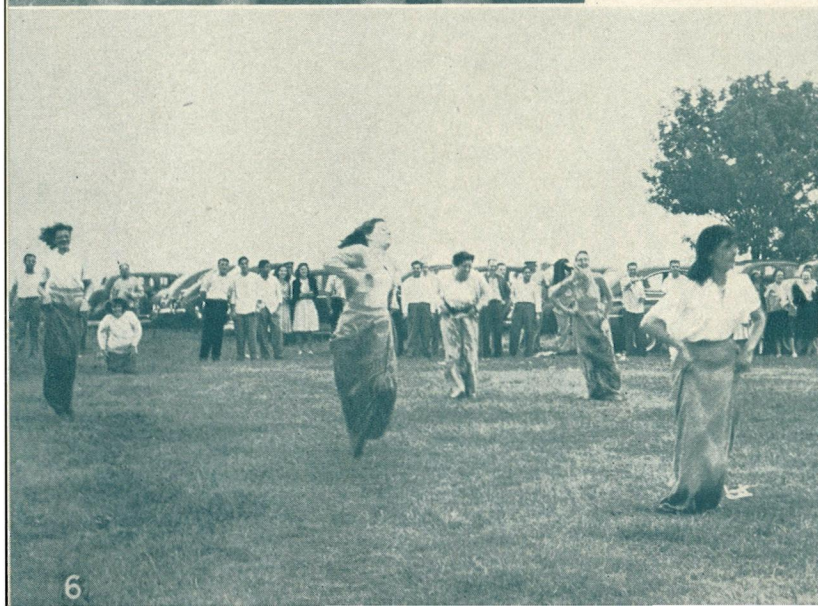
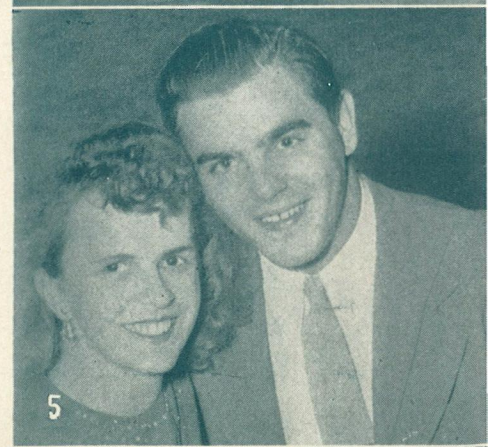
**3. SOME OF THE MEN** of the Mechanical Development Section at Montoursville husk corn. Anxiously awaiting the serving (4) are Floyd Welshans (left) and Harry Featherstone.

## DANVERS.

**5. MR. AND MRS. ED WILCHINSKI** smile after winning the waltz contest at the Danvers picnic which was forced indoors by bad weather.

## BOSTON ELECTRONICS.

**6. THE GIRLS' SACK RACE** provided many a spill for the entertainment of those watching at the Boston Electronics Outing. Pretty spectators (7) included: Mrs. J. Sanchez, Margaret Chase, Mary Barney, Lydia Shipione and Virginia Bennett.



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# Sylvania's Electronics Division

## HAS GREAT CHANCE TO GROW

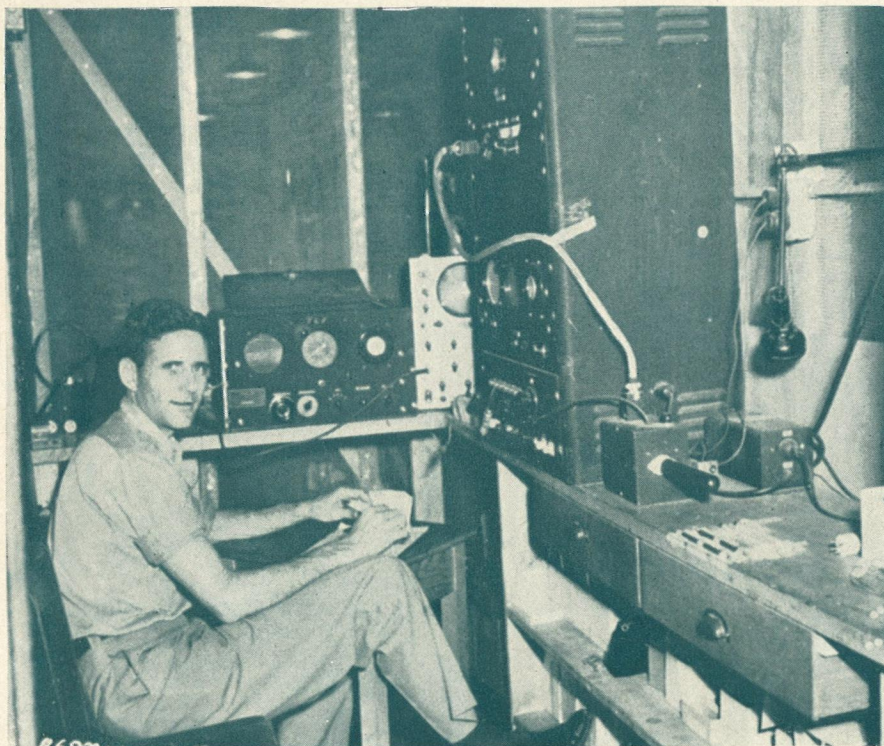
**A**RE YOU an airplane executive who wants his pilots to be able to bring passenger planes down out of a fog by contact flying?

Are you a surgeon anxious to learn the extent of an ingrowing goiter through the use of newly discovered Isotopes, so an operation may be per-

formed with maximum safety for your patient?

Do you need a converter to provide current so a motor can revolve 100,000 times a minute and so grind the cylinder wall of an airplane motor to a mirror finish and to millionth of an inch accuracy?

**RADIOACTIVE SENSITIVE TUBES.** One is seen in socket at right. Tested in a wire cage by Jack Kiernan. He is figuring out the number of pulses per minute with a slide rule. An ampule of native radium is used in the test.



**MARTHA JACKSON** is the phone operator and receptionist at Sylvania's Williamsport Electronics Plant.

Are you a ballistics expert anxious to study a bullet in flight?

If you are, Sylvania's Electronics Division, at its plants in Boston, Mass. and Williamsport, Penn. can answer your problem with its fog-piercing airport lights, atomic Isotope tracer, thyatron tube current converters, and instantaneous photoflash equipment.

... And these are but samples of new electronic tools for modern living and industry that men and women of the Electronics Division are developing and manufacturing.

Electronics, one of Sylvania's youngest and most fascinating divisions, is equipped with the "know-how" and man and woman power to excel in this growing and varied field.

It has hung up its sign offering to handle special electronic jobs for consumers and for industry. It is essential, not alone from the profit standpoint, but from the standpoint of service to the public, that the Company continually develop new products. In this way its business can grow as it contributes to a better world through material as well as sociological progress.

The Electronics Division manufactures for the public such products as electroflash kits used by professional and amateur photographers, test equipment used by radio servicemen, special test apparatus used by research laboratories, and production equipment for manufacturers of radio, etc.

The Division is also a manufacturer's manufacturer that makes specialized component parts, such as the selenium





**TESTING SELENIUM RECTIFIERS.** Helen LeMay (right) testing and Helen Dealy painting. The selenium rectifier can be seen at the right. — BOSTON ELECTRONICS.



**TR BOXES** tested in hot and cold water. Cold water at right is kept near freezing point with dry ice. Left to right, Rose Cangiano, John Higgins and Nellie Goodman. — BOSTON ELECTRONICS.

rectifier which changes AC to DC current for powering radio receivers; germanium diodes for FM and television receivers, and many other parts which manufacturers buy to put in equipment that they will sell to the public.

In fact it is almost inevitable that you will meet up with some product of the Electronics Division in your everyday life—in the factory, in the home and in the laboratory.

"The Electronics Division is Sylvania's right arm, getting into these new industrial opportunities while they are still in their infancy," says Ed Butler, General Manager of the Division.

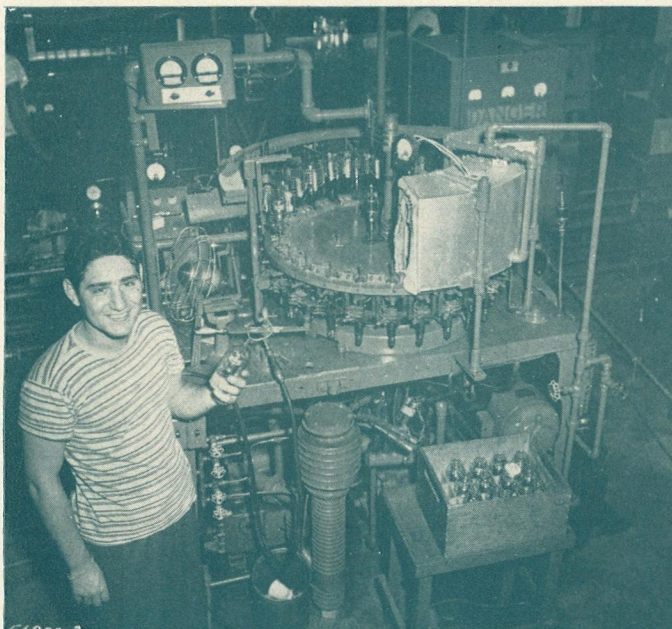
"By serving industry and the professions we can serve millions of people indirectly. And the wider our base, the more stable our business will be," he adds.

Just as in the last postwar era, new

industries that may be the giants of tomorrow are starting up in many places. Electronics has a large part to play in many of them. Sylvania's Electronics Division is in the field to see that Sylvania gets the business. Many of the products that are made on a small basis today may some day require an entire plant.

It is a fascinating field that Sylvania's Electronics Division covers. Through

**AN EXHAUST MACHINE** for hydrogen thyratrons. Tony Abbondanza is the operator. — BOSTON ELECTRONICS.



**SOLDERING WHISKERS** in the Crystal Dept., Audrey Broderick (left) and Catherine Finnegan. — BOSTON ELECTRONICS.







**INSTALLING AND TESTING VIDEO STRIPS** on a synchroscope—*Sam Maiolo.*——**WILLIAMSPORT PLANT.**



**TUBE CHECKER PANELS** painted by silk screen method with *James Tunney* screening and *Virginia Pekarski* inspecting. ——**WILLIAMSPORT.**

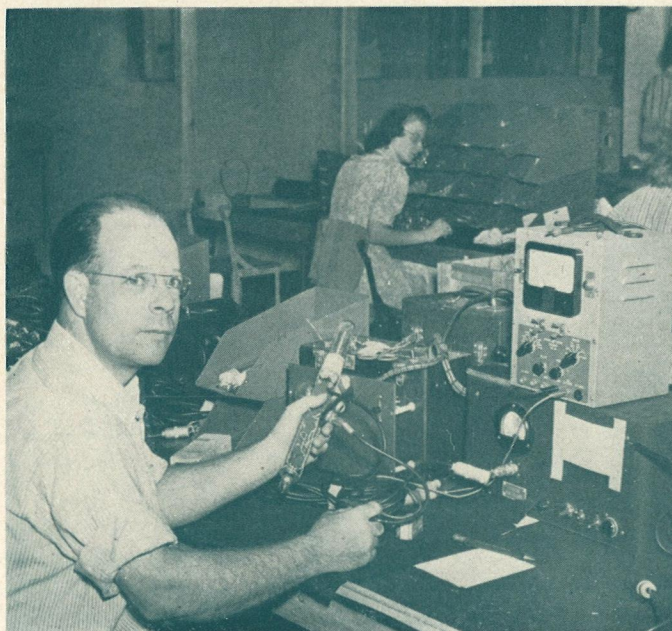
the Division, Sylvania is playing a part in the government's guided missile program; it aids in building giant electronic computers. It is hitting mass production in crystals and diodes. It constructs radar sets for special military applications. It will make equipment for an automatic sound slide film projector. In many research laboratories of the nation, Sylvania's special test equipment is now finding a place.

One of its products is the radioactivity sensitive tube such as was used in the Atomic Bomb Test at Bikini Atoll. This tube reacts instantly to the presence of radioactive matter. It can find lost radium and can perform such tasks as tracing the location of a subterranean oil pool. Radioactive material is forced down the shaft of the oil well for hundreds of feet and by flowing into the oil pool enables engineers

to chart the pool's location. It also makes a device that warns when atomic energy radiation reaches harmful levels in a work area.

If a scientist wants to learn the depth of the ocean or measure the change in a wire's diameter when room temperature goes up a few degrees, the Electronics Division, with its tubes for sonar equipment and its dilatometer, is at his service.

**ELECTROFLASH GUN** tested and inspected. *Electroflash bulb is at top and tiny strobotron tube at bottom—Eugene Magargel.* *Electroflash is made at Williamsport.*



**WILLIAMSPORT S. E. A. BOARD**—*Emmabelle Wood, Secretary-Treasurer; Marion Welter, Chairman. Back row, James Heberling; Luther Henrichs, Assistant Chairman; and George Follmer.*







**SYLVANIA'S ELECTRONICS PLANT IN BOSTON.**

Sylvania's manufacture of electronic products is divided fairly evenly between the Boston and Williamsport plants. At Boston, major attention is given to such products as germanium crystals, magnetrons, thyratrons, radar and other microwave equipment, radiation sensitive devices and similar tubes and apparatus. The Electronics Division is undoubtedly one of the leaders in the development and manufacture of TR radar tubes including types for the most advanced radar developments.

At Williamsport, dollar volume is

concentrated in test sets, custom built test and production apparatus and electroflash equipment.

And Conda Boggs, Vice President in charge of the Lighting Fixture, Electronics and Tungsten & Chemical Divisions is another of those who see the potential opportunities of electronics.

"Some of these products," he declares, "could easily go to \$20,000,000 sales."

That could mean a lot of jobs and a lot of promotions for people in the Division. Now the trick is to make it come true.

**POLISHING A MAGNETRON.** Ruth Gudautis is sprucing it up at her bench in the Boston Electronics plant.



**SYLVANIA EMPLOYEES ASSOCIATION BOARD** at Boston. Irene Williams, Director; Arthur Glackin, Jr., Vice President; Margie Irish, Director; and Georgia Stathopoulos.



## INQUIRING REPORTER

**The Question: What's wrong with the Boston Red Sox?**

**The Place: Boston Electronics.**

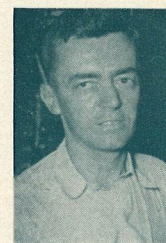
### The Answers



**RITA SNOW:** "They're just starting to warm up. You can't win every year—you've got to give someone else a chance. There is still hope for them the way they are going now."



**ELMER GUSTAFSON:** "They haven't had any decent pitching and I have been to just about every Sunday game this year. It doesn't look like the same team. When they do get the pitching, they win."



**ORILL ARENS:** "They haven't got enough pitchers—that's one thing. Their pitchers have fallen down on them and I think night baseball is affecting them adversely."

**The Place: Williamsport Electronics.**

### The Answers



**ANDREW J. PROCIO:** "Their pitching is no good. The batting isn't what it should be and Williams isn't what he was last year. Why, the Red Sox aren't even in the running."



**ROBERT E. GINGRICH:** "I think their pitching fell down. Yes, I would recommend Yawkey get some more pitchers. Cronin's all right. He's getting a little old but Yawkey needs more hitters."



# ORGANIZATION ANNOUNCEMENTS

## LAMB, HARTWELL PROMOTED



W. Herbert Lamb.



Henry G. Hartwell.

MR. W. HERBERT LAMB has been given responsibility for the cathode ray tube program, including manufacturing, engineering, commercial engineering, etc. For the present, his headquarters will be in Emporium, Pa. Herb Lamb joined the Company in 1933 in the Boston Street Plant, handling various manufacturing processes on radio tubes. With the construction of the Loring Avenue Tube Plant, he was transferred to there, going into factory engineering. In April 1942 he was sent to Mill Hall as Manufacturing Superintendent of the new SN tube plant. Two years later, he was appointed Plant Manager of the Huntington, W. Va. plant and also had charge of other SN tube locations. With the end of the war he returned to Mill Hall as Manager of that plant. Before coming with Sylvania, he conducted a radio and repair shop in Beverly, Mass., and was an assistant engineer with the Champion Lamp Co. Married, he is a graduate of Northeastern University.

MR. HENRY HARTWELL has been appointed Plant Manager of the Mill Hall Tube Plant, reporting to Mr. M. D. Burns, General Manufacturing Manager of the Radio Tube Division. He came with the Company in 1935 at Boston St., Salem, as a factory engineer on radio tubes. He transferred to the new Loring Avenue plant in 1936. When the war came, he became Quality Supervisor at the Huntington, W. Va. plant, and later became Supervisor of Quality at Mill Hall. Since the first of this year, he has been Supervisor of Product Engineering there. He is a graduate of Massachusetts Institute of Technology in 1931. He is married and has two girls and a boy.

MR. G. L. LOOMIS has been appointed Supervisor of Product Engineering at the Mill Hall Plant, reporting to Mr. Hartwell.

MR. ROBERT P. NEUSCHEL has joined the Industrial Engineering Dept. in the New York Office. He is a graduate of the Denison University in Ohio, was a Captain in the U. S. Army and is a graduate of the Harvard Business School.

MR. ROBERT C. HARPER transferred from the Industrial Engineering Dept. in the New York Office to the Boston Electronics Division August 11.

MR. MERRITT C. CHANDLER has been appointed a Staff Supervisor of Industrial Engineering Dept. in New York to work on materials flow and materials handling. He attended Rensselaer Polytechnic Institute,

graduated Syracuse University in 1941, served with RCA and Eastern Aircraft before joining the U. S. Navy in November 1943, where he served as a Lieutenant, receiving his discharge in May 1946. He reports to Mr. Nathan W. Gillette.

MR. ROBERT L. BEGLEY has been placed in charge of the Tuner Assembly Dept. at the Jamestown, N. Y. Plant.

MR. JAMES L. GREEN will take Mr. Begley's place as Foreman in charge of Mica and Punch Press Operations. Both Mr. Begley and Mr. Green report to Mr. Regis A. Vogt, Superintendent of the plant.

## Flash

### GENERAL MANUFACTURING MANAGER—LAMPS

Mr. HENRY F. CALLAHAN, formerly Manufacturing Manager of fluorescent lamps, became General Manufacturing Manager of all lamps (fluorescent and incandescent), effective August 20. All those people formerly reporting to Mr. Chester F. Horne, who has taken a leave of absence for reasons of health, will report to Mr. Callahan unless otherwise advised.

Mr. Callahan will report to Mr. F. J. Healy, Vice President in charge of the Lamp Division.

MR. GORDON KLOCK, formerly Supervisor of Production Control, has been appointed Manufacturing Superintendent of the Emporium Receiving Tube Plant. He will be responsible for the operation of the Stem, Grid, Units, Base & Bulb, Mounting, Filament and Mechanical Maintenance Depts. Mr. Klock will report to Mr. John J. Gresko, Plant Manager.

MR. PAUL FELT has been appointed Supervisor of Production Control at the Emporium Receiving Tube Plant. For the present, he will continue his direct responsibilities of the Material Stock Room. He reports to Mr. John J. Gresko, Manager.

\* \* \*

MR. HOWARD S. HAGEN, formerly with General Motors, has been appointed Manager of Industrial Relations at Colonial Radio. His responsibilities will also relate to other Colonial plants. Mr. Hagen succeeds Mr. Charles J. Kolb who for many years headed that company's industrial relations activities and whose resignation Sept. 1 was accepted by the Company with regret.

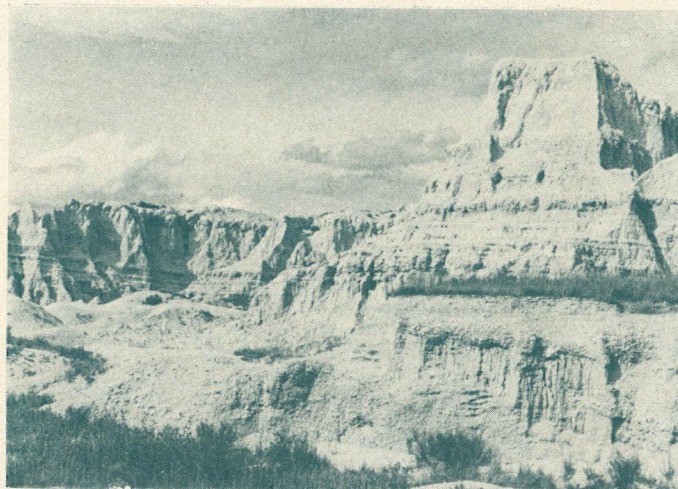
\* \* \*

MR. RALPH BREED, for 3½ years with the Design Dept. at the Salem Mechanical Development Plant and at Ipswich, has been appointed Supervisor of Quality Control at the Salem Mechanical Development Plant. He succeeds the late Mr. Cecil B. Almy who died last July. Mr. Breed reports to Mr. Roland M. Gardner, Manager of the Plant.

## HOLE-IN-ONE

Entrance into the charmed circle of golf was granted Stuart Magnuson, Foreman of Plant Maintenance at Emporium, when he scored a hole-in-one at the Pinecrest Country Club near Brookville. Stuart dropped in his shot on the 4th hole, a distance of 177 yards, while playing a round with Carl McManigle, Brookville Stem Dept. Foreman and John Minno, Brookville Plant Manager.





## SYLVANIA TOURISTS

A total of 5,628 miles was put on the speedometer as Russell G. Small and Channing M. Day, of the Boston Electronics Research Laboratory, spent their vacation on an automobile tour that carried them to Yellowstone Park. The seventeen-day trip took them through New York, Ohio, Indiana, North and South Dakota, Illinois, Wisconsin, Minnesota, Montana, Pennsylvania, Connecticut and Rhode Island. Russell and Channing spent two days camping in Yellowstone Park and explored the "Bad Lands," "Old Faithful," Yellowstone's famous geyser, and the statues of the Presidents at Mount Rushmore were part of the scenes that they enjoyed. These Sylvaniaans have already picked Montana as the state they want to visit on their next trip.

The equipment which they say is the minimum of essentials for such a trip includes sleeping bags, mosquito netting, food, gasoline, cook stove and

spare parts for the car. They also took summer and winter clothing in case of snow at the higher altitudes in the mountains.

## WARREN M.I.D. OUTING

Fifteen members of the M.I.D. Dept. of Warren enjoyed a wiener roast at the camp of Helen Juliano on the Allegheny river during August.

## SALEM BOWLING STARTS ROLLING

The Men's Incandescent Bowling League of Salem is starting another season. This year it will consist of twelve teams from the Boston Street and Loring Avenue plants. Thus far, only one team has decided on a name. That is Phil Smith's gang who are calling themselves the "Braves." Last year they were the league's "House of David" team due to the fact Phil and Al Richards were then sporting mustaches.

## GLIMPSES OF AMERICA

By Robert Bastian

*The BEAM presents some photos taken by Robert Bastian, Kew Gardens, whose prize-winning photo was used on last month's cover. They were taken by him on his trip out West while on vacation.*

*Wheat fields in Oklahoma (left), Bad Lands in South Dakota (upper left), mountains in Yellowstone Park (upper right).*

## SYLVANIAN RECEIVES CROIX DE GUERRE

For his part in the freeing of France, Leonard Taggart, who is working in Production Planning at Emporium, recently received the Croix de Guerre with Etoile de Vermeil from the French Government by General De Gaulle. The award was made for outstanding service in the liberation of France. A Colonel, Leonard served with the 9th Air Force as a Battalion Commander hauling supplies through France, Belgium, Holland and Germany. He landed on Utah Beach a few days after D-Day. He received five battle stars and was in the service 5½ years.

Leonard has a continuous service record with Sylvania since May, 1933. (Picture on Page 12.)

## ON PLANNING COMMITTEE

Matt D. Burns, General Manufacturing Manager of the Receiving Tube Division, has been appointed a member of the Northwest Regional Hospital Planning Committee of Pennsylvania.



## THEY STILL MAKE TUBES AT MONTOURSVILLE!

Radio tube production continues in Sylvania's modern Montoursville, Pa. plant, as these pictures show. Wabash flash bulbs as yet occupy only a small section of the floor space. By the way, girls now handling operations in the flash bulb section were all on radio tubes before. These pictures were all taken with the aid of a photoflash kit made for Wabash at the nearby Sylvania Williamsport Electronics Plant.



**BENDING AND PAINTING STEMS** are Eunice Bennett and Ida Harstead.



**MOUNTING TUBES**, left to right, are Lucille Colley, Eleanor Confer and Jean More.



**WELDING FILAMENTS** are Mary Bonnell and Pearl Iseley, while Betty Yarrison, Monitor and Inspector, looks on.

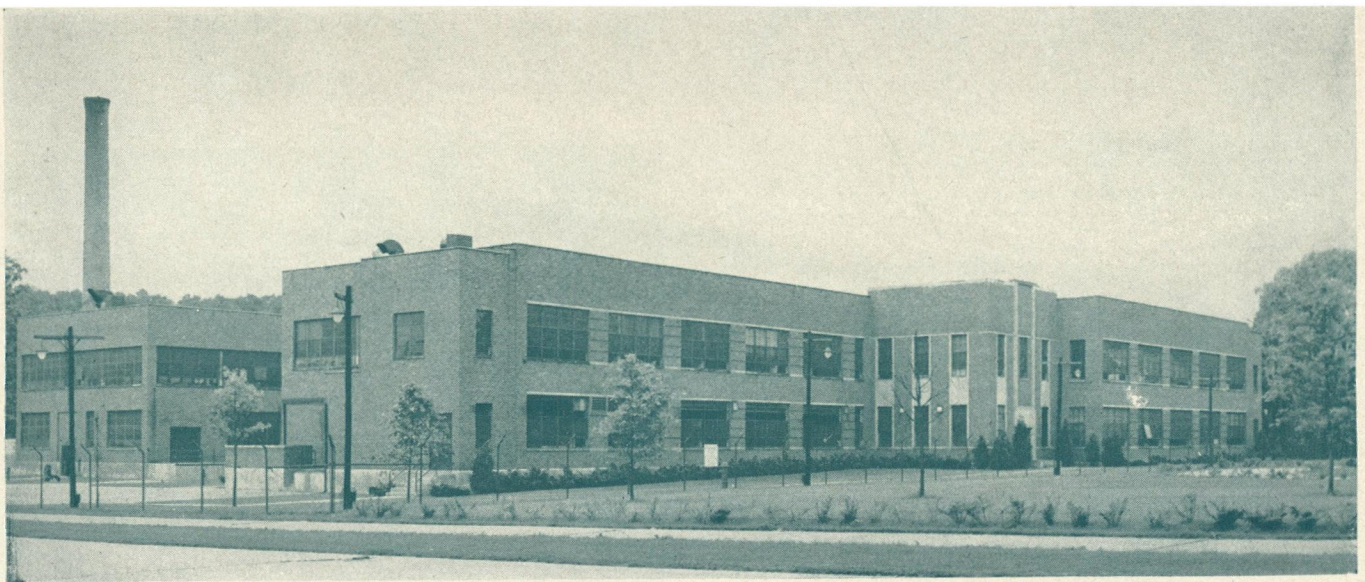


**THREADING BASES** (in clockwise direction beginning at right) are: Helen Roman, Lois DeWald, Mildred Ritter and Mary Corcoran.



**WELDING 6V6 MOUNTS ARE:** Bertha Lisowski and Jean Howard. Larry Blaser, welder mechanic, stands ready to help.





**SYLVANIA'S PLANT** at Huntington, W. Va., is of efficient design and well landscaped. Charles W. Hosterman is Manufacturing Superintendent.

## HERE'S EXTRA MONEY

Need money for a new fall outfit, girls . . . or maybe it's a new hunting jacket that the men have their eye on . . . Anyway, why not pick up some extra money for it through the suggestion system. An idea slipped into the box can pay nice dividends as Betty Lapolt, Emporium, found out when she received \$72 for recommending an improvement in equipment. Betty paced twelve winners who took home a total of \$159.

**RICHER.** Kenneth Cleaveland of Montoursville increased his taxable income for the year by \$28 with two suggestions. Here, Kenneth watches Evelyn Sage using the steel pick he suggested to replace the tweezers for flaring round cathodes. Ken also suggested a better method of marking mount on type 6X5GT after heater welds instead of after getter assembly.



**BROOKVILLE.** Joseph Emerick, IM, \$5, AA.

**EMPORIUM.** Betty Lapolt, IE, \$72, AA; Claude Miller, I, \$20; Norma Hickoff, I, \$5; Charlotte Butler, IC, \$3; George English, IC, \$3; Beatrice Pierce, IC, \$3; Sherman

Allman, IC, \$3; Minta Dempsey, IC, \$3.

**MONTOURSVILLE.** K. L. Cleaveland, IE, \$25; IM, \$3; Frank Villella, ID, \$5; Robert M. Hutchison, IE, \$3; SA, \$3; Doris Shook, IM, \$3.

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

## SAFETY RECORD

### MASSACHUSETTS AREA

	No. of Lost Time Accidents	No. of Days Lost	Frequency	Severity
Boston Ind. Electronics	2	292	4.35	.635
Danvers Fluorescent	2	8	2.49	.010
Ipswich Fixture	1	61	1.18	.076
Lawrence St., Flushing	1	1	20.0	.020
Long Island Area	1	41	1.87	.077
Lowell	2	166	7.18	.600
New York Offices	1	5	7.06	.035
Salem Gen. Eng.	1	12	5.04	.060
Salem Mech. Dev.	2	21	9.92	.104
Salem, Main Office	0	0	0	0
Salem, Boston St.	1	20	1.80	.036
Salem, Loring Ave.	3	49	4.49	.073
Consolidated Figure	17	676	3.35	.133

### PENNSYLVANIA AREA

	No. of Lost Time Accidents	No. of Days Lost	Frequency	Severity
Altoona	1	1	1.32	.001
Brookville	4	25	4.97	.031
Emporium	4	154	2.57	.099
Huntington	2	76	5.45	.207
Jamestown	5	41	12.83	.105
Mill Hall	0	0	0	0
Montoursville Tube	3	66	3.43	.075
Montoursville Mech. Dev.	0	0	0	0
St. Marys	4	118	10.40	.307
Towanda	1	16	4.31	.069
Warren	6	54	14.18	.128
Williamsport	0	0	0	0
Consolidated Figure	30	551	4.26	.078

## SUGGESTION WINNERS





**HOW TO PUT OUT A GASOLINE FIRE.** Joe Latham, Jr., demonstrating a CO<sub>2</sub> extinguisher outside the Equipment Development Plant at Salem. Also in the picture are: Russell C. Tirrell, Area Safety Engineer; Willard Dodge, Joe Hawryluk, Wilfred Flint, Frank Hartley, John Chadderton, Don Kingston, Arthur Johnson, Walter Yelinski, Robert Lilly and Norman Bishop.



**PUMPERNICKEL!** Ronald McKenzie, left, Assistant Manager of Engineering Services, and Paul Hagelston, Chemical Engineer, both of General Engineering at Salem, laugh at the loaf of pumpernickel that Ronald got as a gag at the "going away" party for both men held at the Sylvania Country Club.

**HOWARD S. ACKLEY**, Chemical Production Dept., Towanda, was instantly killed in a racing car accident on August 10 at the age of 24. Mr. Ackley was a veteran of World War 2, having served in the Medical Corps as a Surgical Technician. His army service extended from January, 1943 to March, 1946. He began work with Sylvania in September, 1946.

**GERALD C. KEEGAN** died suddenly at his home on August 1. Mr. Keegan, who was employed in the Coating Department at the Danvers Plant as a Baker Attendant, is survived by his wife Martha.

**JAMES SMALL** died August 4th due to a heart condition which had forced him to give up his work as a watchman-fireman at the Boston Street Plant in August, 1946. He had been employed there since January, 1943. Mr. Small is survived by his wife, three daughters, one of whom works for the Fluorescent

Division at Danvers, three sons, a brother and a sister.

## SALEM SOFTBALL TEAM FIRST HALF WINNER

The Sylvania softball team competing in the Salem Chamber of Commerce League captured the first half championship recently. They will compete for the championship against the second half winners at the end of the season, providing they don't automatically take the title by winning that half too.

## REVEALING HOBBY

Merrill C. Jones, Engineering Technician at Williamsport Electronics, has an interesting hobby—graphoanalysis—a method of determining personality and character traits by examining handwriting. Merrill breaks down the subject's

handwriting into strokes which result from mental habits. Considering these mental habits, first separately, and then noting the interaction on one another, he gets his analysis.

Merrill has a large collection of handwriting specimens. One of his most interesting is the footwriting of Joan Beach, the armless wonder girl of Oklahoma. Merrill will welcome any specimens that The BEAM readers care to send him.

A rather interesting experience occurred to Merrill in connection with his hobby. He stopped to have his handwriting analyzed in an amusement park. After his own was analyzed, he, in turn, analyzed that of the girl running the concession. She was so impressed she asked if he wanted to take over the concession.



**FEMININITY AT FLUSHING.** Sunning themselves on the lawn of the Lawrence Street building are, left to right: Doris Breusch, Central Engineering; Ruth Forrester, Industrial Relations Dept., and Veronica Newman, Controller's Dept.



**INDICATOR.** Merrill Jones analyzes the handwriting of Beam reporter Arlene Kuhns. Both are of Williamsport Electronics.



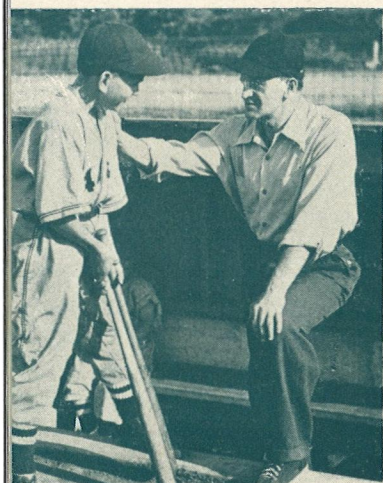


**TINY CHAMPS.** Like Sylvania's midget tubes, these little Sylvanians are tops. Club took the championship in the Montoursville Little League. On the team, sponsored by the Montoursville Tube Plant, were: First row (L to R), R. Lyons, D. Raymond, A. Gilbert, W. Lyons, J. Barbour and R. Nevell. Second row (L to R) J. Moser, W. Campbell, J. Leathers, J. Burfield, Manager; E. Van Dine, D. Leathers, H. Ritter. R. Carr was absent when the photo was taken.



**LEONARD TAGGART**, Emporium, who recently received the Croix de Guerre from the French Government for his part in the liberation of France.

# SYLV SNAP



**FATHERLY ADVICE.** James S. Sughrue, Sheet Metal Foreman of the Williamsport Electronics Plant, gives his son, Jim, a few instructions before he goes to bat in one of the Midget League ball games. The elder Jim, who played ball back at the time when Sylvania had a team at Emporium, has been giving young Jim some of the benefit of his experience. Young Jim pitches and plays third base.



**VISITOR.** Mr. Amarjit Singh, Punjab, India, on a recent visit to the Flushing Laboratory. With him on his right is R. K. McClintock, Field Engineer, International Division, and on his left, Dr. R. M. Bowie, Manager of the Research Laboratory. Mr. Singh is studying for his Ph.D. at Harvard University, and will set up an electronics laboratory on his return to India.



**SYLVANIA'S DIRECTORS AND RADIO TUBE DIVISION MEN**

**THE REBS.** Confederate General Julius F. Howell, 101, spins tales of the Civil War for the children of William H. Hanna of the Washington Sales Office. Grouped around the General are: Back row, L to R, Stanton and Martha. Front row, L to R, William Henry, Jr., Scott and David, twins, and Patricia. The General was visiting the Hannas at Leesburg, Va.

**MOUNTING TEAM** of Brookville which recently made top rate working on type 7H7 tubes includes Anna Belle Osborne, Betty Carey, Helen Steiner, Molly Munro, Opal Simpson, Laura Sharp, Mary Agnes Meisenger, Martha Doran, Monitor.





# ANIA SHOTS



**TERESA C. MEIER**, St. Marys, who recently became a member of the Quarter Century Club.



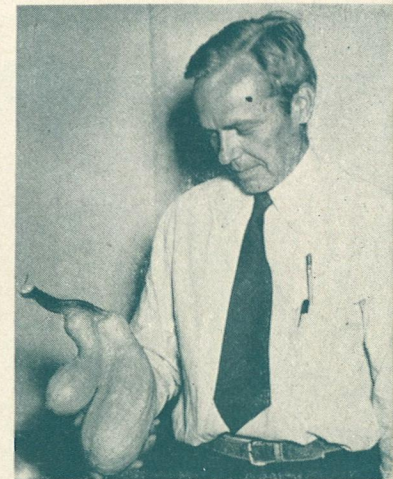
**MACHINE SHOP.** One of the largest groups of men working in a single department at Emporium is in the Machine Shop. Some of the 70 men in the Department are pictured above.



at picnic at George Erskine's camp in Sizerville Park near Emporium.



**BEAT THESE BEETS**, if you can. Walter Schlieff, of the Sheet Metal Dept. at Williamsport Electronics, holds beets that he and his two boys, Archie, 14 (left) and Edward, 12 (right), raised at their Jersey Shore home this summer. The amateur gardeners are proud of their plants which are the envy of the neighborhood.

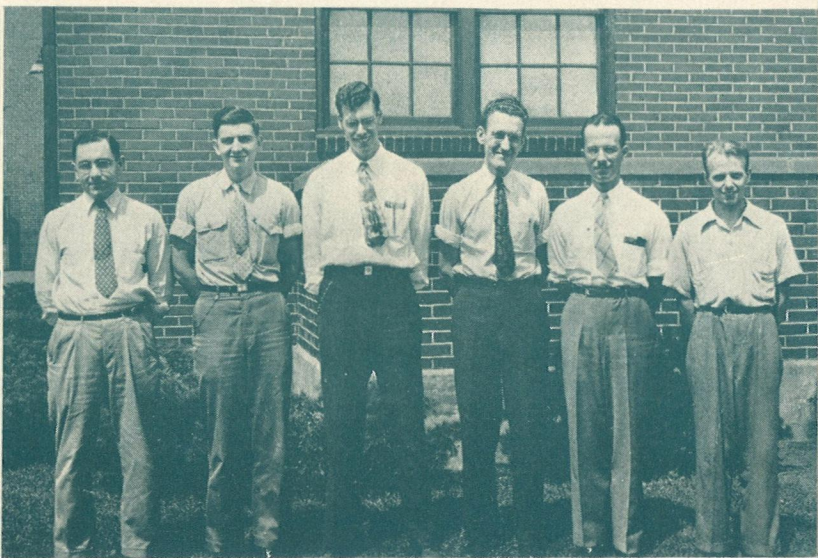


**SIAMESE TWINS** of the squash family are held by John Jepsen, Ipswich Fixture Buyer and amateur musician (August BEAM), who grew them in his garden. It is the sixth such squash that has turned up on Jepsen's vines.

**ANOTHER TEAM** which also attained top rate at Brookville working on type 7F8 tubes includes Josephine Bullers, Beatrice Byerly, Hazel Johnson, Lois Moore, Mary Matulas, Betty Truitt, Helen Sharp, Helen Williams, Monitor.



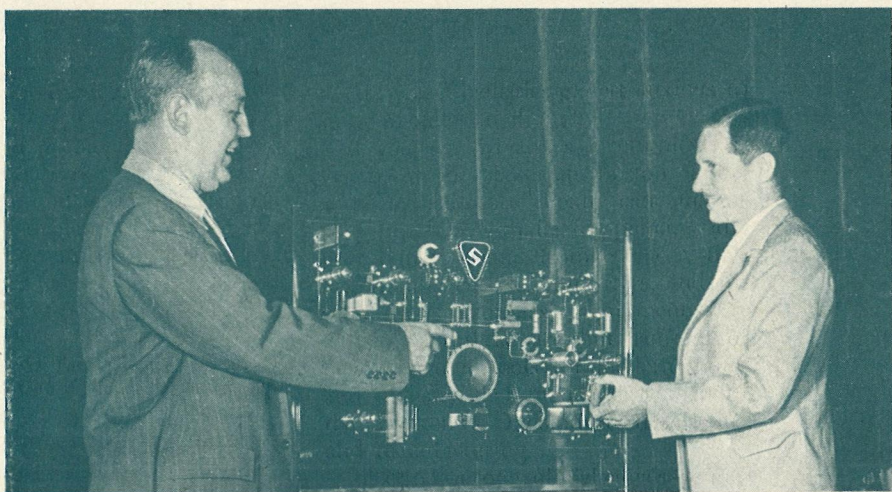
**ALTOONA PRODUCT ENGINEERS** pictured below are (left to right): Paul C. Shaffer, Richard J. Zeh, Charles F. Douglass, Walter F. Bosse, John T. Lucas, Gene A. Coltrin. Carryl C. Hendrickson, also of the Dept., was not present when the picture was taken.







**BULL'S-EYE.** Max Balcom, Vice President and Treasurer, joins in the pistol shooting competition at the I. R. E. Seminar picnic at Erskine's Grove. Close observers are, left to right, John Reid of Crosley, Ross Gesford, Television Engineering Specialist, Emporium, and Lew Clement of Crosley. Reid and Clement were guests at the meeting.



**DEMONSTRATION SET.** Gene Overmier, Manager of Commercial Engineering Dept. at Emporium, and Jim Canning discuss a radio receiver built on a lucite panel to show wiring schematically and actually. Set has plug-in components for demonstration to service men and was shown at the I. R. E. Seminar.

## Weddings

### ALTOONA

Miss Joyce Watts, Units Dept., to Mr. Gerald Steiger, on July 10.  
Miss Margaret Fiore, Units Dept., to Mr. Kenneth John, on June 7.  
Miss Mary Zavalanski, Filament Dept., to Mr. Stanley J. Klisiewicz, on July 26.

### BOSTON ELECTRONICS

Miss Terry Leavitt to Mr. Robert K. Misner, Tube Development Dept., on June 4. Groom is a cooperative student at Northeastern University.  
Miss Barbara Sweet to Mr. Charles S. Purinton, Machinist, on July 5.  
Miss Irene P. Beaupre to Mr. Rudy V. Marcucci, Exhaust Operator, on July 6. Bride was formerly employed at Salem, Loring Ave. Plant.

Miss Mary Shea, Crystal Dept., to Mr. Norman Brown, on July 5.  
Miss Jeanne Balfour to Mr. Herbert T. Hatch, Engineer, Tube Division, on July 6.  
Miss Mary Patricia Lennon, Secretary to Supervision Dept. Manager, to Mr. Edmund A. Healey on June 21.  
Miss Alice MacDonald to Mr. Evans W. Waldron, Order and Billing Dept., on June 28.  
Miss Edith Abrams, Accounting Dept., to Mr. Alfred Rick, on June 15.

### BROOKVILLE

Miss Jeanne Weaver, Stem Dept., to Mr. Ira Shovestull, on July 26.  
Miss Josephine Voyten, Mounting Dept., to Mr. Walter J. Jasulevich, Punxsutawney, Pa., on July 12.

## RADIO ENGINEERS STUDY AND RELAX AT EMPORIUM

The Emporium Section of the Institute of Radio Engineers held its eighth summer seminar the first of last month and its outing at B. J. Erskine's Grove in Rich Valley. There was swimming, softball, trap shooting and eats. Sound movies of the proximity fuze were shown, Mr. R. Beardsley Graham of Bendix Aviation discussed "Guided Missiles" and Dr. George R. Town of Stromberg Carlson gave an address on "Television Today." M. G. Nicholson of Colonial Radio Corp. demonstrated Micro Micro Wave Radar and V. W. Wiley of Colonial demonstrated a Signal Seeking Receiver.

Miss Violet Gaudino, Mounting Dept., to Mr. Sandy M. Torretti, Sykesville, Pa., on June 28.  
Mrs. Winona Cable, Units Dept., to Mr. Miles Miller, Summerville, Pa., on July 5.  
Mrs. Jean Weaver, Mounting Dept., to Mr. Dwight Armour on July 11.  
Miss Isabelle Stewart, Mounting Dept., to Mr. Joseph Green, Knoxdale, Pa., on August 9.  
Miss Josephine Funair, Mounting Dept., to Mr. Frank White, Punxsutawney, Pa., on June 28.  
Miss Mary Lou Mitchell, Mounting Dept., to Mr. James Haney on July 11.  
Miss Pauline Galbraith, Grid Dept., to Mr. Carl H. Kroh, on July 3.  
Miss Arlene Vandervort, Grid Dept., to Mr. Clifford Burl Jones, on July 17.

### DANVERS

Miss Eilene Putnam to Mr. Warren H. Blackler on July 5. Groom is employed at the Veterans' Administration office in Boston.  
Miss Areti Zachariou, Finishing Dept., to Mr. George Christ, on July 27.

### EMPORIUM

Miss Thora E. Wheeler, Grid Dept., to Mr. Robert Dill, on July 10.  
Miss Rebecca Whiting, Parts Office, to Mr. John A. Barr, Sterling Run, Pa., on July 11.  
Miss Eleanor J. Bailey, Parts Factory, to Mr. Donald F. Kerr, on July 5.  
Miss Llavonne Snyder, Machine Shop office, to Mr. Claude Oerman, Punxsutawney, Pa., on August 10.  
Miss Ellen Troncone, Finishing Dept., to Mr. William Roach, and Miss Joilet Troncone, Finishing Dept., to Mr. Arthur Harpster, Jr., Finishing Dept., on July 5.

### FLUSHING—LAWRENCE ST.

Miss Virginia W. Binford of Indianapolis to Mr. Harold M. Turner, Jr., News Editor of The BEAM, on September 12.

### HUNTINGTON

Miss Virginia Dennison to Mr. Thomas Whitehead on June 17. Groom is employed by Leo Dunfee of Dobbstown, Ohio.



Miss Faith Morris, Units Dept., to Mr. Walter Amos on June 21.  
Miss Betty Walker, Units Dept., to Mr. Hubert Davis on June 18.  
Miss Eleanora Johnson, Units Dept., to Mr. Joseph W. Kossman, Emporium Plant, on July 5. Groom was formerly a Supervisor in Huntington Plant.  
Miss Erma Lee Watts, Grid Dept., to Mr. Vernon Smith on June 28.

#### IPSWICH

Miss Alice Galanis, Secretary to the Personnel Supervisor, to Mr. Bryce Homans on August 17. Groom is employed as an electrician.  
Miss Constance Pappas to Mr. Ernest Econ, on July 27. Groom is employed by the Telephone Company of Brooklyn, N. Y.

#### JAMESTOWN

Miss Lillian Lundy, Receiving Dept., to Mr. Wallace Keefe, Machine Shop, on July 4.  
Miss Beverly Spelling, Payroll Dept., to Mr. Victor (Bud) Anderson, Machine Shop, on July 8.  
Miss Constance Ripley to Mr. Kenneth Vincent, Machine Shop, on July 5.

#### MILL HALL

Miss Freda Lange, Mounting Dept., to Mr. Dean Boone, on July 8. Groom is employed by Piper Aircraft Corp. in Lock Haven, Pa.  
Miss Dorothy Hicks, Mounting Dept., to Mr. Edward Fry on June 27. Groom is employed by General Armature Corp.  
Miss Mary Boccarato, Mounting Dept., to Mr. Roy Heaton, on June 14. Groom is employed by the New York Central Railroad.  
Miss Vivian Eminhizer, Mounting Dept., to Mr. Robert Boob, on June 6. Groom is employed by the W. O. Houtz Lumber Co., Woodward, Pa.  
Miss Jane Confer, Filament Dept., to Mr. Thompson Bechdel on June 20. Groom is employed by Winner's Packing Plant, Lock Haven, Pa.  
Miss Evelyn Watkins, Filament Dept., to Mr. Henry McKinley, Jr., on June 27. Groom is employed by Claster Lumber Co., Bellefonte, Pa.  
Miss Pearl Mann, Grid Dept., to Mr. Fred Meckley, on June 28. Groom operates a service station in Bellefonte, Pa.  
Miss Elizabeth Carper, Grid Dept., to Mr. Hugh Confer, on June 27. Groom works at the Brick Yards in Orviston, Pa.  
Miss Mary Herman, Grid Dept., to Mr. Elwood Mesmer, on July 12. Groom is employed by the Valley Oil and Gas Co.  
Miss Marilyn Grimm, Plant Accounting, to Mr. Edwin Renner, on July 18. Groom is employed by the Atlantic & Pacific Stores in State College, Pa.  
Miss Kathryn Herr, Plant Accounting, to Mr. Max Winter, on July 3. Groom is a contractor.

#### MONTOURSVILLE

Miss Mary Mitchell, Mounting Dept., to Mr. James Marino, on July 12.  
Miss Ida Musheno, Mounting Dept., to Mr. Francis Alberts, on July 12.  
Miss Evelyn Brown, Mounting Dept., to Mr. Donald Minier, on July 5.  
Miss Helen Brass, Mounting Dept., to Mr. Richard Hill, on July 10.  
Miss Hazel Hubler, Mounting Dept., to Mr. Kenneth Kurtz, on July 14.



Mr. and Mrs. Claude Oerman. She was Miss Lavonne Snyder, Emporium Machine Shop Office.

Miss Betty Getgen, Mounting Dept., to Mr. Floyd Welshans, Machine Shop, on July 15.  
Miss Rhea Lundy, Units Dept., to Mr. Mark Brelsford, on June 6.  
Miss Shirley Fazler, Units Dept., to Mr. Danny Shaffer, on July 14.  
Miss Eleanor Callahan, Cost Accounting, to Mr. Gene Desaulnier, on July 4.  
Miss Marie N. Evans to Mr. Edward P. Hudson, Jr., Endicott, N. Y., on August 1.

#### NEW YORK OFFICE

Miss Doris Lee Gramlich, Secretary, to Mr. George Patrick Colgan, on August 2. Groom is attending Wagner College.  
Miss Emmy Lou Butler to Mr. Robert Allen Penfield, Advertising Dept. and Editor of Sylvania News, on August 2.  
Miss Katrina Ann Judson to Mr. Robert Carl Harper, Junior Industrial Engineer, on July 26.

#### WARREN

Miss Doris Crane, Clarendon Plant, to Mr. Thomas Lore, on July 14.  
Miss Betty Merritt, M.I.D., to Mr. Claude Roush, on August 9.  
Miss Jean Turner to Mr. Robert Engle, Clarendon Plant, on June 20.  
Miss Mary Pellegrino, Clarendon Plant, to Mr. Arthur Spadifor, on July 15.

## Births

#### ALTOONA

To Mr. and Mrs. Ralph Pounds, a daughter, Darlene, on June 6. Father is a mechanic in the Grid Dept.

#### BOSTON ELECTRONICS

To Mr. and Mrs. William Stanney, a daughter, Gayle Elaine, on June 4. Father is a Production Engineer.

#### BROOKVILLE

To Mr. and Mrs. Earl Himes, a son, Earl,

Jr. (5 lbs. 3 oz.) on July 18. Father is a mechanic in the Grid Dept.

#### DANVERS

To Mr. and Mrs. George E. Stephens, twins—a daughter, Celia (5 lbs. 10 oz.) and a son, Thomas (5 lbs. 5 oz.)—on July 23. Father is employed in the Shipping Dept.  
To Mr. and Mrs. H. C. Clark, a son, Harry C., Jr. (7 lbs. 14 oz.) on July 28. Father is a member of the second shift. Mother, the former Rena Duest, was formerly of the Base Crimping Dept.  
To Mr. and Mrs. William J. Ring, a daughter, Virginia Walsh (7 lbs.) on August 1. Father is a Foreman in the Finishing Dept.

#### EMPORIUM

To Mr. and Mrs. C. Wilson Hudson, a son, Craig Wilson (7 lbs. 14 oz.), on Sept. 3. Father is Area Manager of Industrial Relations for the Pennsylvania Area and mother is the former Esther Edelman of Emporium and Brookville.  
To Mr. and Mrs. Rufus Schager, a daughter, Linda Marie (6 lbs. 9 oz.) on July 22.  
To Mr. and Mrs. Ben Olson, a daughter, Camilla Ann (7 lbs. 1 oz.) on July 27. Father is employed in Product Engineering. Mother, Hazel Olson, was formerly of the Order Dept.  
To Mr. and Mrs. Vincent J. Frank, a daughter, Patricia Ann, on July 6. Father is Test Equipment Technician of the Process Quality Control Dept.  
To Mr. and Mrs. James Ostrum, a daughter, Sandra Lee, on July 6. Father is Stock Clerk of the Product Engineering and Test Dept.  
To Mr. and Mrs. Al Putnam, a daughter, Susan, on June 1. Father is Supervisor of Quality Control in No. 1 Receiving Tube Plant.

#### JAMESTOWN

To Mr. and Mrs. Walter Bixler, a son, on July 4. Father is employed in the Machine Shop.  
To Mr. and Mrs. Richard Johnson, a son, on July 25. Father is employed in the Machine Shop.

#### MILL HALL

To Mr. and Mrs. Harry Williams, a son, on June 24. Mother was formerly of the Grid Dept.  
To Mr. and Mrs. Harry Walker, a son, on July 24. Mother was formerly of the Filament Dept.

#### SALEM—BOSTON ST.

To Mr. and Mrs. Clifton Durkee, a daughter, on August 3. Father is connected with the Advertising Dept.

#### SALEM MECHANICAL DEVELOPMENT

To Mr. and Mrs. William Davison, a daughter, on July 17. Father is employed as a Draftsman.

#### WARREN

To Mr. and Mrs. Charles Blackman, a son (8 lbs.) on July 31. Father is Supervisor of Production Control.  
To Mr. and Mrs. Charles Warriner, a son (8 lbs.) on July 31. Father is employed in the Wire Dept.  
To Mr. and Mrs. John Chiodo, a daughter (7 lbs.) on August 5. Father is employed in the Wire Dept.



## EDITORIAL

### FOREIGN SALES BREAK RECORD FOR FIRST HALF OF YEAR

Sales of Sylvania's International Division of Sylvania and allied products to foreign nations broke all records for the first half of 1947, reaching \$4,100,000 in the first six months of this year.

Heavy dollar volume was in radio tubes with fluorescent lamps, fluorescent fixtures, sockets and starters following in that order.

From a percentage standpoint, International Division sales equalled 8% of the Company's overall sales during the first six months of \$47,000,000.

The large domestic demand for both incandescent and fluorescent lamps kept the percentage of Sylvania production available for overseas markets at a comparatively low point.

The International Division made around 45% of its sales in Europe, 35% in Latin America and 20% in Asia and Australasia. The greatest number of customers, however, was in Latin-American countries.

### CREATIVE SELLING—AND MANUFACTURING

Just as the public's abnormal postwar demand for radio tubes was pretty well taken care of by the first part of this year, so the pent-up demand for incandescent light bulbs appears to have been largely satisfied. The sharp drop-off in radio tube sales was followed by a slow but steady increase and sales right now are greatly above prewar figures. In light bulbs, sales estimates have been revised downward but they are still *far higher than prewar*.

Now is the time for creative selling to take hold. Our salesmen must find new customers, new products for old customers and new uses for established products. In the plants, it is time to come forward with new products and new designs. Our Bolite lamp, special new fluorescent fixtures, television tubes, radio parts and electronic devices are the kind of products which can show new sales increases. In the plants, there is the opportunity for Sylvania people to think up new improvements—in products and in processes—to make the usefulness, value and sales appeal of our products greater. Particularly important are short cuts, time savers and improvements that bring costs down and make our customers' dollars worth more.

We are interested in building sales on the firm foundation of regular customer demand. Improved product quality and new products intelligently sold can help lead the way.

### TELEVISION SET IS MOVIE ATTRACTION

A television set installed in the St. James Theatre, Asbury Park, N. J., has resulted in wide interest on the part of the theatre's patrons, according to RADIO AND TELEVISION WEEKLY. Walter Reade Theatres, operator of the St. James, estimates that about 200 persons gather to watch night baseball and the fights and that the receiver has proved an extra added attraction for their enjoyment. In addition, there are about 125 persons each week who buy admittance tickets to watch television programs only. The St. James is the first theatre to install television in the Asbury Park area.

### THE SYLVANIA BEAM

Published monthly by and 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. Material may be reprinted with credit to "The Sylvania Beam."

Editor-in-Chief: Elliott W. Robbins.

News Editor: Harold M. Turner, Jr.

Corresponding Editors: Margaret Bradstreet, John A. Gilmore, George Manolakis, Viola Johnson.

## LETTER TO THE EDITOR

### NAVY THANKS FOR STATISTICAL TRAINING

Gentlemen:

This letter is written to express the thanks and appreciation of this office for help received from Mr. J. R. Steen and Mr. Walter A. Weiss, who furnished information on the outstanding application of Quality Control statistics and procedures which your company has made, particularly in the Emporium plant.

The information furnished included carefully selected examples from a variety of manufacturing operations and showed that Mr. Steen and Mr. Weiss had made considerable effort to help us attain our objective, which was an introductory training in the use of statistics in industry. The trainees were a group of eight Navy officers who are located here while they do postgraduate work at Carnegie Institute of Technology. These officers displayed great interest in the inspection records and charts which your company generously provided for this project of the Navy Department.

Very truly yours,

M. C. BARRETT

Captain, United States Navy

Pittsburgh, Pa.

The Danvers Fluorescent Plant took first place in safety for the second quarter of this year in the radio appliances and lamp manufacturing group in Massachusetts. News was received from the Massachusetts Safety Council. In the small units group, Boston Electronics took second place.

Plant Picnics and Outings have been frequent in the last two months. Pictures are shown in this issue. Television sets are now being plugged hard by radio and electrical stores all around New York City. Why not more fluorescent lighting in new homes being built?



### ON THE COVER

**Electron Microscope:** This remarkable device of modern science is used at Sylvania's Bayside, Long Island, Metallurgical Research Laboratory. Used to study the crystal structure of tungsten and other materials, it magnifies up to 100,000 diameters.



# ATTENDANCE REPORTS SHOW IMPROVEMENT OVER WAR YEAR

## PENNSYLVANIA AREA

	Percent Absenteeism			Percent Absenteeism	
	July 1947	June 1943		July 1947	June 1943
Altoona .....	4.6	6.2	Montoursville .....	3.0	—
Brookville .....	5.8	3.3	St. Marys .....	3.2	7.3
Emporium .....	3.8	3.9	Towanda .....	2.0	3.2
Huntington .....	4.2	—	Warren .....	4.0	—
Jamestown .....	5.5	—	Clarendon .....	4.7	—
Mill Hall .....	3.9	5.7	Williamsport .....	0.9	4.6

## MASSACHUSETTS AREA

	Percent Absenteeism			Percent Absenteeism	
	June 1947	June 1943		June 1947	June 1943
Boston Electronics .....	3.0	—	Salem Boston St. ....	3.4	4.3
Danvers .....	2.3	4.6	Salem Equip. Devel. ....	1.7	—
Ipswich .....	5.2	4.0	Salem Gen. Eng. ....	4.3	—
Lowell .....	3.0	—	Salem Loring Ave. ....	4.5	5.7

# SYLVANIA POLICY FILE

**No. 319 (Revision 2)—A complete text from the Policy and Standard Practice Manual. These policies are formulated by Sylvania's Management, and issued by Industrial Relations.**

## REST PERIODS

1. It has long been the practice of the Company to provide sufficient utility operators to relieve hourly employees on machine operations as necessary. Provision has also been made for relief of employees on non-machine operations.

2. In addition to the above, a ten minute rest period will be provided for factory employees at approximately the middle of each of the two work periods in any work day of eight or

more hours. In shorter work days, a ten minute rest period will be provided at approximately the middle of any work period of four but less than six hours, and a fifteen minute rest period will be provided at approximately the middle of any work period of six but less than eight hours.

(Note: Whenever it is necessary to schedule a work period of more than five hours, care must be exercised to avoid violation of State Laws gov-

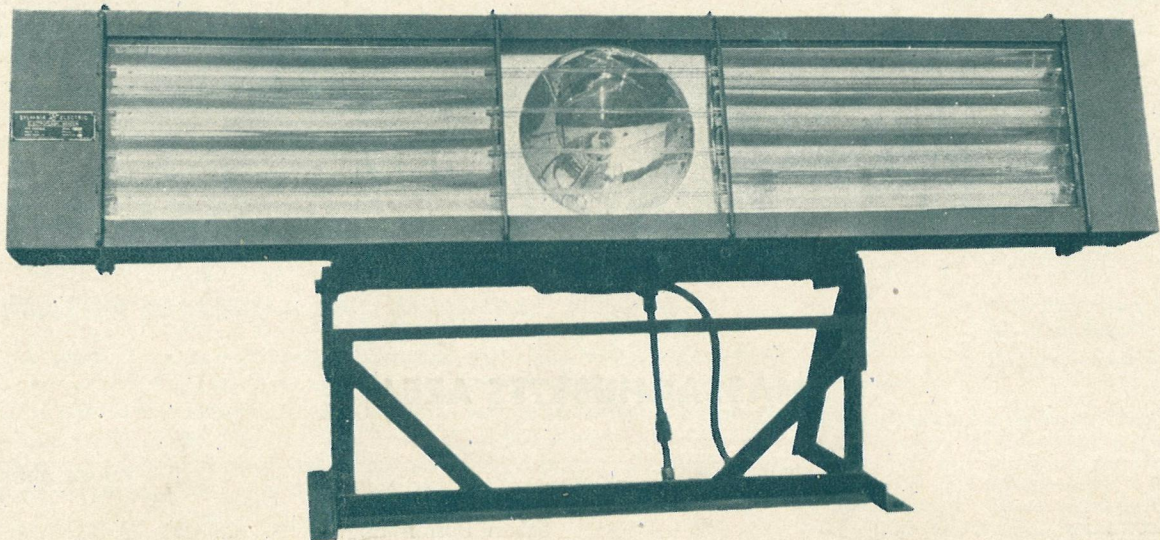
erning meal or rest periods.)

3. Because operations differ from plant to plant, the detailed methods of providing the rest period will be under the jurisdiction of the Plant Manager. In general, because the work of supervisory, office and engineering employees does not permit the scheduling of a specific rest period, other provisions must be made for such employees.



# STROBEACON —

## THE VICTOR OVER FOG



SYLVANIA is answering the challenge of fog with the strobeacon: These electronic lamps, the heart of which is the strobotron tube, give off brilliant flashes of fog-piercing light. Set up in rows, they illumine runways permitting pilots to see well enough to land when the weather is thick. Flash of the light generated by the strobeacon tube measures over 200,000,000 peak lumens. The light itself is a brilliant white, closely approximating daylight!

Both the intensity of the light and the duration of the flash are designed to give maximum penetration of the haze or overcast without blinding effect.

**SYLVANIA  
ELECTRIC PRODUCTS INC.**

**STROBEACONS  
at Newark Airport**

