



THE *Sylvania*

NOVEMBER • 1950

BEAM



Cycling employees suggest the atmosphere of Quebec where our Drummondville, Canada, plant is located. See story page 6.

PUBLISHED MONTHLY FOR EMPLOYEES OF SYLVANIA ELECTRIC PRODUCTS INC.

The Sylvania BEAM

1740 Broadway • New York 19, N. Y.

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Employees on Military Leave Will Receive The BEAM

At the time this issue of The BEAM went to press, nearly one hundred employees of the Company were on "Military Leave". Some had volunteered, some had been recalled as reserves, and some had been drafted.

As these and other employees take leave, the job of The BEAM will increase in importance. Where we have been trying to keep Sylvanians informed on what the Company was doing, we also hope to help out men and women who go into the Services keep a closer contact with the Company. During the last war, our first plant newspaper, THE SYLVAN CORPS, was started at Danvers in 1942 for the specific purpose of keeping our employees in the Service in touch with the folks back home.

Undoubtedly the various plants will again arrange for these men and women to keep in touch with the local plant news. The BEAM will also be sent to any employee on military leave who would like to receive it.

The name and military address should be given to the Personnel Department. Any future change of address may either be sent there, or directly to the BEAM office in New York.

Talking It Over

by Don G. Mitchell

President



assets are now over twice what they were at the end of the war.

OBVIOUSLY, it takes considerable time to design and construct new equipment, to get it into operation, and then to bring it to full efficiency. It was not until the middle of 1950 that these four steps in our program had reached a point where the planned economies could be reflected in any substantial manner. This five-year program of capital investment has placed the Company in a position where it can produce a much larger volume and at a more favorable cost.

Difficulties in obtaining raw materials have caused some interruptions to production and may be expected to become more serious as more material is diverted to defense requirements.

No restriction has as yet been placed on production for civilian needs but some reduction in the going rate of production of radio and television sets is foreseen.

A number of war orders have been taken by the Company but so far the aggregate of this class of business is not large, although it is anticipated that the volume of government orders will increase at a much faster rate.

ALTHOUGH several divisions of the Company have been allocating their output and have not been accepting, for some time, any orders above these allocations, the volume of unfilled orders increased throughout the third quarter.

I sincerely believe that we will continue to enjoy a much larger volume of business than ever before. I also believe that an improved earnings situation will continue, perhaps not to the degree shown in the third quarter, but certainly on a more satisfactory basis as compared with previous years.

The SYLVANIA Scene

PEOPLE • PLANTS • PRODUCTS



Fluorescent Maintenance Service of New Orleans Expands Again

Pat Bordelon of New Orleans is doing big things with the Fluorescent Service and Maintenance plan developed by Sylvania's Lighting Sales Department at the close of World War II. Under this plan he contracts with users of fluorescent lamps to keep their lights in tip-top operating condition by making replacements, repairs, and cleanings.

Starting operations four years ago, Bordelon chose Salem Fluorescent Maintenance Company as an appropriate name since Sylvania's Lighting Division Headquarters are located in Salem. From a humble beginning, his business



Part of the fleet of 6 trucks and 2 automobiles which Salem Maintenance operates to assure quick, efficient service to its customers. Insert shows Pat Bordelon, owner.

has grown steadily until today it has over seven hundred active service contracts. Salem's most recent sign of progress is its move to a new

four thousand square foot plant. A huge cake in the shape of the Sylvania insignia was made to celebrate the opening of the new plant, attended by over a thousand guests.



Twenty-two men of the Photo-flash Plant and Mechanical Development Shop of Montoursville successfully completed a seventeen-week First Aid Training Course. Certificates were granted by the American Red Cross for the Standard and Advanced First Aid Training. Russell Berry, Chairman of First Aid Training, Lycoming County, Pa., was instructor for the course.



The first place trophy of the Radio and Television Division Softball League at Buffalo, N. Y. is awarded to J. Kelly, left, Captain of the winning Larkin team by Jerry Mooney, President of Local

501, U. E. W., while Harold F. Clark of the Personnel Department looks on at the presentation. The League consisted of six teams and second place was won by the Assembly team.



Annabelle Lang, crowned Queen and named "Miss Sylvanian" of the Huntington, West Virginia, plant, won her title during a recent competition among 18 contestants chosen for their charm and personality. The Beauty Contest, sponsored by the Huntington Sylvanian Employees Association, was attended by over 400 Sylvanians.

TV Sets Sell-Out

Within one hour, an entire allocation of Sylvania television sets was sold out by our distributor in Minneapolis.

The occasion was a dealer showing by the Sterling Electric Co., which held an "open house" for dealers in the Twin Cities. Within a matter of minutes, dealers flocked to place their orders.

Lamp Prices Increase

An increase in the price of incandescent light bulbs and fluorescent tubes, effective Sept. 29, has been announced by the Lighting Sales Division to its dealers and distributors, because of rising costs. Prices have been advanced one to two cents on popular size incandescent bulbs and from five to ten cents on standard sizes of fluorescent lamps.

New Fixture For Drafting Department



Sylvania fluorescent fixtures, properly installed, provide levels of general illumination which make individual lamps unnecessary even for such exacting visual work as drafting. This is illustrated by a recent installation in the 3100 square foot drafting department in the New England Electrical Power Company in Boston, which furnishes approximately 100 foot-candles of illumination at desk level, uniformly distributed over the area.

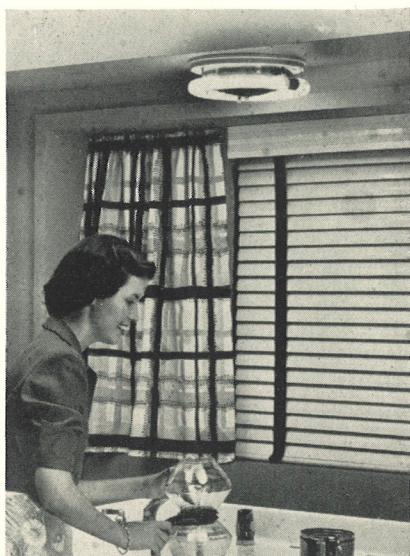
The installation consists of continuous rows of Sylvania CL-296 eight-foot louver-shielded fluorescent fixtures, suspended 12 inches from an acoustical ceiling. Installed 4½ feet apart and running parallel with the ceiling beams, each row of lighting consists of six Slimline-type fixtures with two 75-watt T12 96 inch Warmtone fluorescent lamps per fixture. Other fixtures perpendicular to the rows intensify wall lighting and give light uniformity.

New Loring Avenue Warehouse Building

A new storage warehouse will be erected at the Loring Avenue plant, Salem, in order to meet demands for service, and to create savings through greater efficiency, according to an announcement by F. J. Healy, Vice President in charge of the Lighting Division.

The structure will be one story high, 120,000 square feet in area, and of reinforced cement slab construction. Plans call for the warehouse to be on the further end of the present lamp warehouse which is at the end of the manufacturing plant. Completion will depend upon the delivery of steel and other construction details, but it is expected to be finished by spring.

New Circular Type Fluorescent Fixture



A new compact circular fluorescent lighting fixture is now available from our fixture plant in Ipswich. It starts instantly, contains a long-life circular fluorescent lamp, 12 inches in diameter, is easy to install, and fits into any type outlet box. The fixture is equally suitable in kitchenettes or dinettes, bathrooms, sewing rooms and sun porches, or over stairway landings. The list price of this fixture is \$7.45, and it may be ordered through employee stores at the usual discount.

Sales Promotion Opens New Markets



A new campaign, making use of a kitchen knife set as a premium to spur sales of our incandescent bulbs, has been launched by our Lighting Sales Division. This new promotion utilizes distribution directly through grocery wholesalers, its primary aim being to speed the sale of Sylvania bulbs by winning new customers.

The 5-piece *Ecko* cutlery set was adopted by Sylvania as the most

popular sales stimulant as a result of premium tests. Valued at \$2.50, it is mailed upon receipt of \$1.00 when accompanied by the outside carton from our 4-pack bulb package and a coupon supplied by the dealer. The Lighting Sales Division has selected 18 cities in which they plan to concentrate this promotion.

Employees may use the coupon below to take advantage of this special knife offer.

SPECIAL EMPLOYEE COUPON

Mail to: SYLVANIA ELECTRIC PRODUCTS INC.
87 Union Street, Salem, Mass.

I am a Sylvania employee. Enclosed is \$1.00 and one outside carton of a Sylvania 4-pack for my 5-piece *Ecko* cutlery set.

Name: (Please Print):

Address:

City: Zone: State:

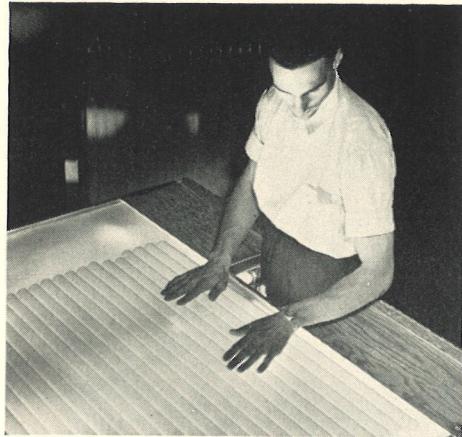
Place of Sylvania employment:

OFFER EXPIRES March 1, 1951

SYLVANIA IN CANADA



Marcel Gaudette (center), an engineer at the Drummondville plant, reads The BEAM in French to Martha Traversy, Gaby Corbeil, Lilly Senecal, and Jeannine Nolet, while Armel Chalifoux, a plant foreman, looks on.



Marcel Bourbeau inspects coated and baked fluorescent tubes.



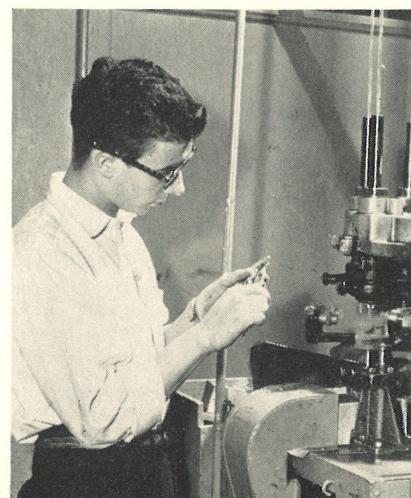
Pete Guillmette and Maurice Gagnon, rear, discuss production with Fernand Frechette and Robert Soucy.

Gaston Lamothe checking a Flare machine.

La Cité de Drummondville, in the heart of Canada's French-speaking *Province de Québec*, is the location of Sylvania's northernmost plant, just a little more than a year old.

French is the common language of communication, and the French storefront signs, posters, road signs, and hotel menus—coupled with the fact that nearly everyone owns and rides a bicycle—provide a certain quaintness and background for the manufacture of our fluorescent lamps and Christmas tree bulbs. As an example, more than 45 of our 65 employees working there in two shifts ride to and from work on their bicycles.

Sylvania decided to produce lamps and bulbs in Canada because of the severe import restrictions on finished products made in the U. S. Certain raw materials, not produced in Canada, can be more



readily imported for lamp manufacturing, and our plant operation there is enabling us to learn how to "do business" in the expanding Canadian market.

New Company Formed

A wholly-owned subsidiary company was formed in 1949, known as Sylvania Electric (Canada) Ltd., with F. J. Healy, Vice President of the Lighting Division (in the U.S.), as President. We moved into the present Drummondville plant—formerly used by the Provincial Government as a trade school—in May with W. B. O'Keefe as Plant Manager. Production was under way by August 1949.

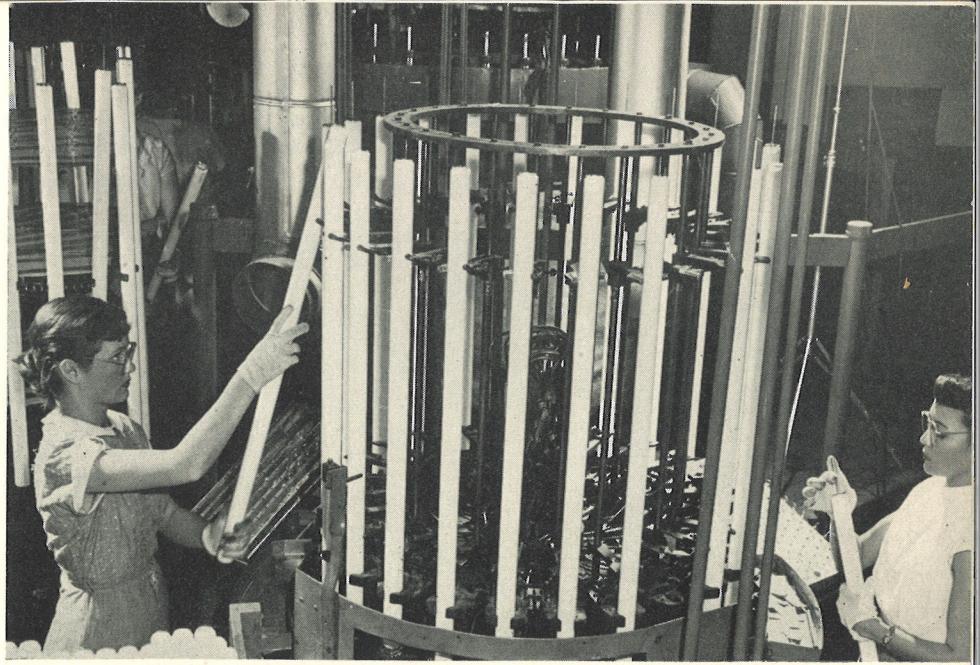
Complete Lamp Factory

Although the plant is small, it includes all the processes of a complete fluorescent lamp factory. Standard 40 or 20 watt T-12 Fluorescent Lamps in all colors are manufactured here, and, in addition, some special order colors and sizes. Christmas tree bulbs comprise the present incandescent bulb production.

In addition to the Drummondville plant, Sylvania Electric (Canada) Ltd., has its own sales staff and office in Montreal, headed by J. C. Hicks as General Sales Manager. Sylvania's name is both well-known and highly respected throughout the Canadian provinces.



Gaby Rene reads lamp characteristics at the photometer bench.



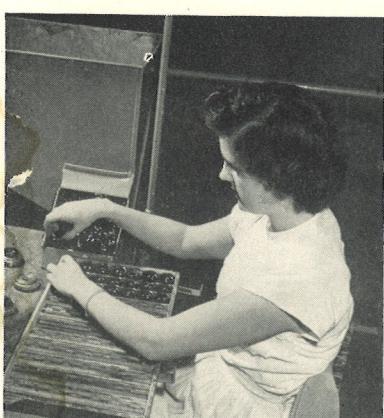
Denise Savoie (left) and Therese Sevigny reversing fluorescent tubes on the Sealing machine.



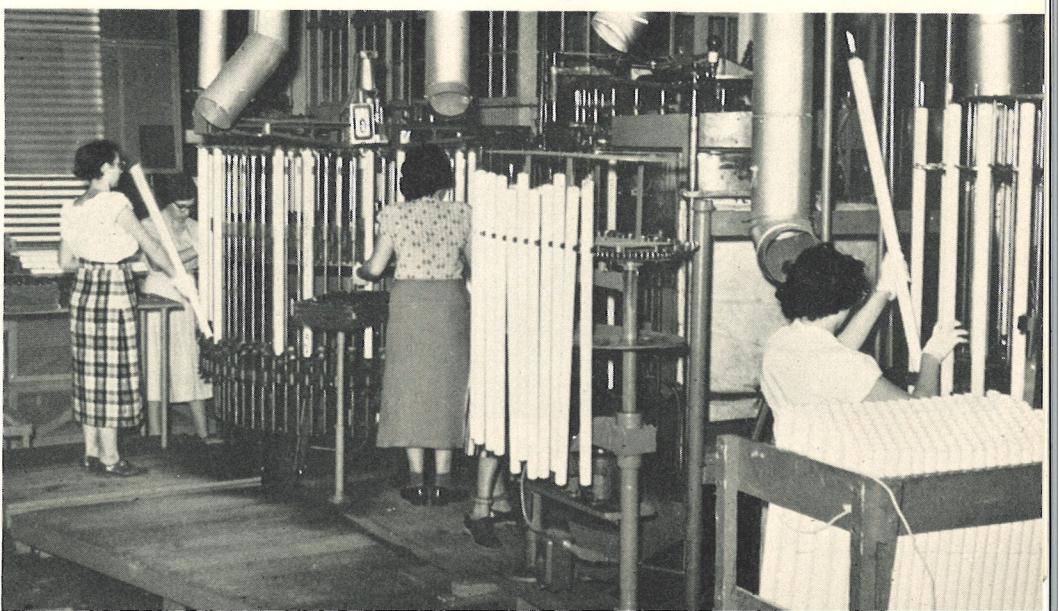
Francoise Cote, Therese Rousseau and Emma Gariepy process tubes on the Finishing Unit.



Imelda Dionne (foreground) packs fluorescent lamps while Madeline Plante tests similar lamps.

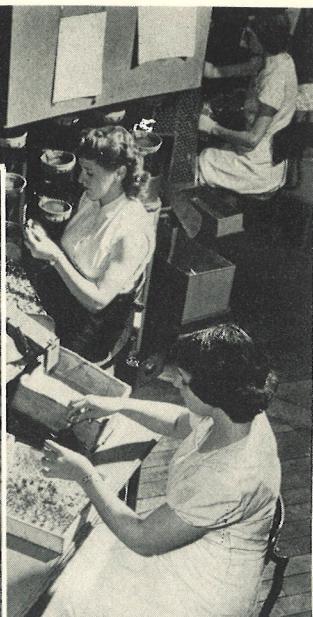
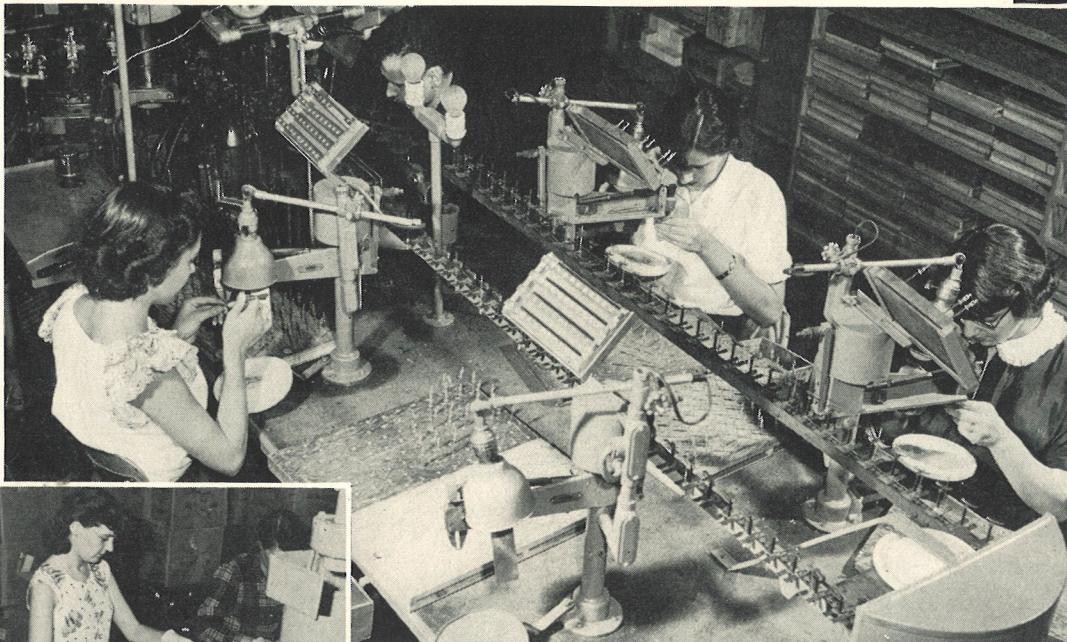


Suzanne Vincent operates the Base-filling machine.

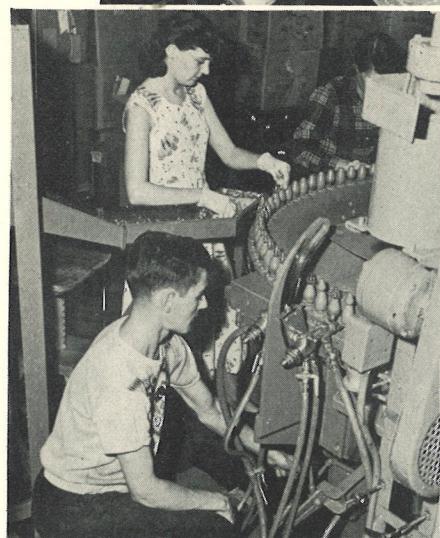


Part of the night shift working at the Finishing Unit.

SYLVANIA IN CANADA *continued*



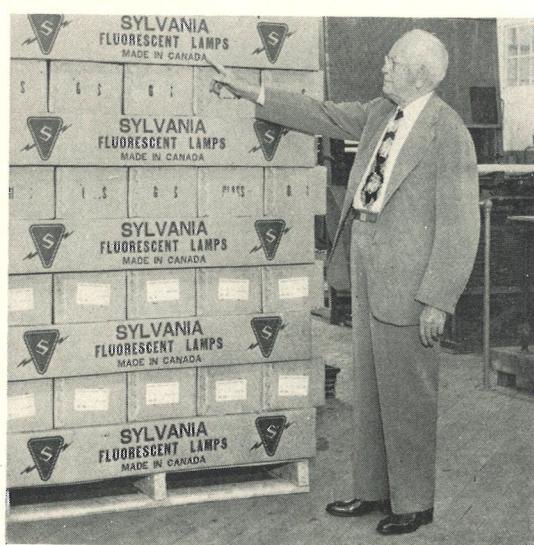
Christmas Tree bulbs are fed through the Sealex machine by Rita Robitaille (rear) to Georgette Houle and Florence Gauthier for finishing and inspection.



Denise Corriveau feeds the Christmas tree bulb-spraying machine while Hugh Dube checks adjustments.



F. J. Healy, President of Sylvania Electric (Canada) Ltd., W. B. O'Keefe, Plant Manager, C. A. Haines, General Manager of Operations, and R. M. Gardner, Division Manager, Mechanical Equipment Development, watch bulb spraying operations.



F. A. Poor, Vice Chairman of the Board of Directors and founder of the Company, points with pride to products of the Drummondville plant.



Sales Increase 91% For Third Quarter

Third quarter sales of \$44,692,219 were 91% greater than the 1949 third quarter sales, and sales for the first nine months of \$105,778,320 were 45% greater than sales in the same period of last year.

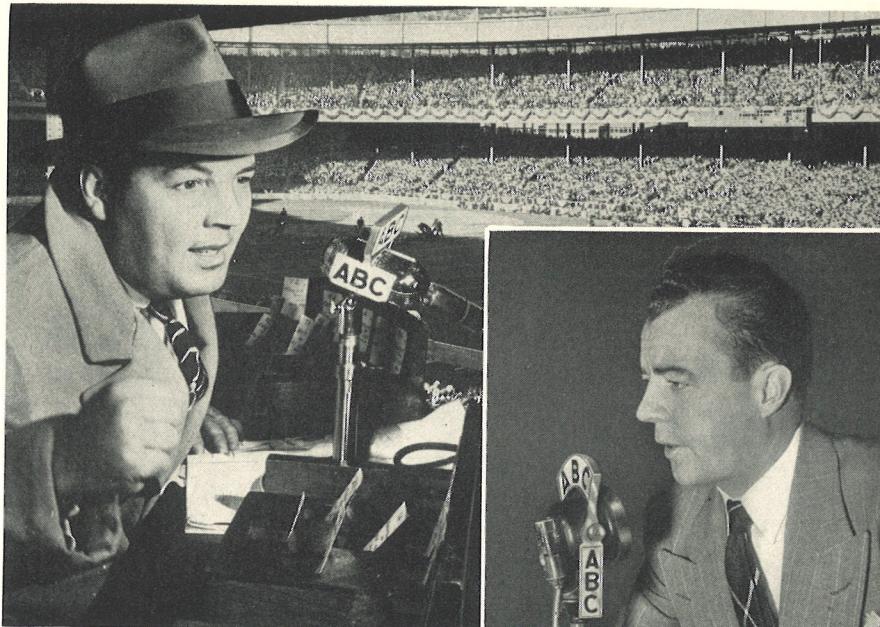
These are new all-time records and so are the net earnings — \$2,869,627 in the third quarter this year, as compared with \$356,530 last year and \$5,129,080 for the first nine months, compared with \$1,911,597 a year ago.

The largest contribution to improved sales was television components, but all products of the Lighting Division—incandescent, fluorescent and photoflash lamps and fixtures—had an especially strong market during the quarter. Shortages of raw materials were an ever-increasing problem during the quarter and may be expected to become more serious as more material is diverted to defense requirements.

No restriction has as yet been placed on production for civilian needs but some reduction in the production of radio and television sets is anticipated in the early part of next year.

A number of war orders have been undertaken by the Company, and, although the total is not large, it is expected that the volume of war orders will increase at a much faster rate.

"Game of the Week" Spurs Fall Sales



Harry Wismer, left, ABC Director of Sports and veteran play-by-play broadcaster, describes "Game of the Week" from his vantage point above the gridiron. Jim Gibbons, right, Director of Sports of WMAL, Washington, D. C.—Wismer's partner—furnishes background information on broadcasts to heighten interest.

USING radio to sell television receivers, Sylvania television is sponsoring the "Game of the Week" program over 95 specially-selected stations of the American Broadcasting Company. The schedule, which calls for seven games — six consecutive Saturday broadcasts and a Thanksgiving Day broadcast — started with the North Carolina vs. Notre Dame game of Saturday, Sept. 30.

It is believed that this is the largest radio network show ever used specifically for the selling of television receivers. The stations broadcasting "Game of the Week" cover not only cities where a television station is located, but also the so-called "fringe" areas wherever a TV signal can possibly be received. Every Sylvania retailer, regardless of location, should receive support from this radio show.

CONDENSED CONSOLIDATED SUMMARY OF OPERATIONS

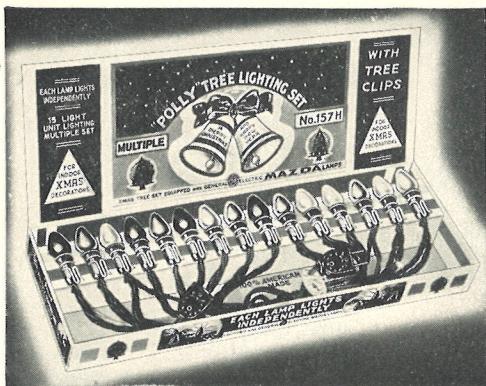
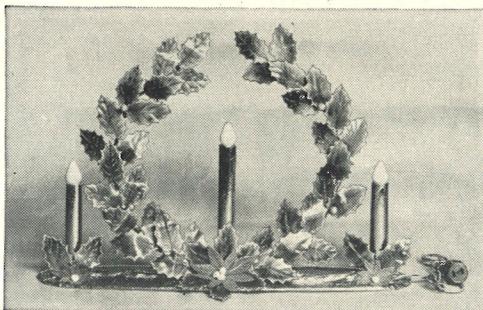
For First Nine Months of 1950

	3rd Quarter 1950	3rd Quarter 1949	9 Mos. Ended Sept. 30, 1950	9 Mos. Ended Sept. 30, 1949
Net Sales	\$44,692,219	\$23,375,692	\$105,778,320	\$73,041,240
Income before federal taxes on income	\$ 5,559,907	\$ 582,190	\$ 9,248,410	\$ 3,188,127
Provision for federal taxes on income	2,690,280	225,660	4,119,330	1,276,530
Net income	\$ 2,869,627	\$ 356,530	\$ 5,129,080	\$ 1,911,597
Dividends on \$4 cumulative preferred stock	97,929	98,396	294,351	295,608
Earned on common stock	\$ 2,771,698	\$ 258,134	\$ 4,834,729	\$ 1,615,989
Earnings per share on 1,456,550 shares outstanding on Sept. 30.....	\$1.90	\$.18	\$3.31	\$1.10*

*Last year the earnings per share based on the average number of common shares outstanding during the 9 months (1,381,458) were reported as \$1.17.

Christmas Items Available To Employees

A variety of Christmas holiday decorations using Sylvania lamps is being made available to employees at reduced prices through our employee stores. Arrangements with several of the distributors of our Christmas tree lamps to supply these products have been made by Jack Steeves, who is responsible for the sale of Christmas tree lamps. Christmas tree

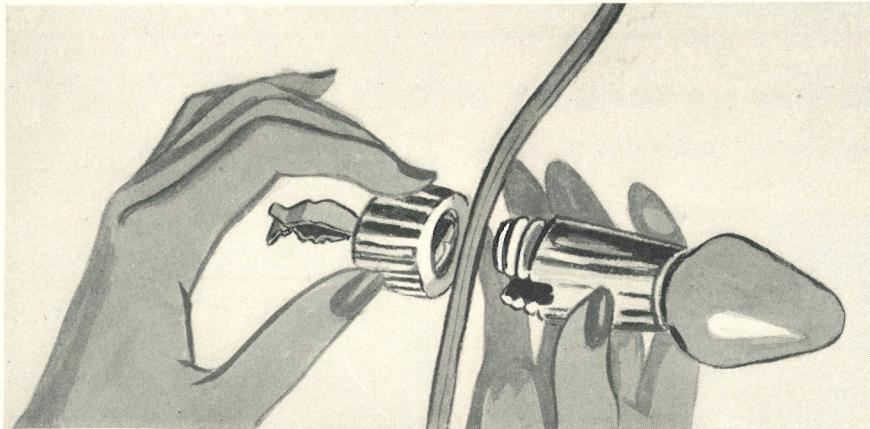
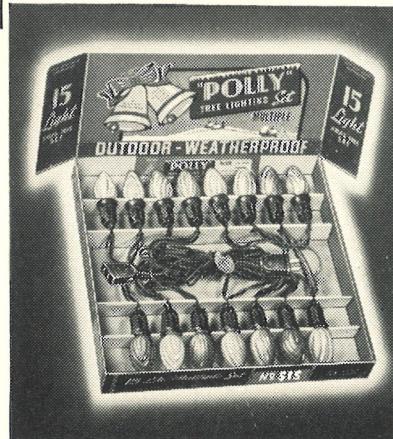


incandescent and fluorescent bulbs will also be available to employees at the usual lamp discounts.

Yuletide electric candles, hanging and standing wreaths, and a 6-lamp decoration are among the products available from Mirostar Products. Multiple Christmas tree sets and tree-top stars for indoor and outdoor use will be available through Leo Pollack Company. ON-A-LITE tree light sets, for in-

door and outdoor use, will also be featured. Lamps on these sets have specially designed sockets that can be attached to the cord at any point.

To take advantage of these special offers, the plant must order well in advance in wholesale quantities. Orders should be placed as soon as possible with your employee store or Personnel Department.



Tree trimming becomes fun with ON-A-LITE—the modern Christmas tree light. Just string the cord on the tree, place the lights where you want them, and clip the sockets to the branches.

Quarter Century Club Gains New Member

Rose Williams was presented with the traditional wrist watch, extra wrist band and a copy of the Quarter Century Club by-laws, by G. L. Rishell, Vice-President of the Pennsylvania Division of the Club, when she became eligible for membership in that organization on September 21, 1950, at Emporium.



In 1925 Rose joined the Company as a mail carrier in the Mailing Department, later working in the Order Department. She was then transferred to her present job as a multigraph operator in the Advertising Department.

A native of Emporium, Rose was graduated from the Emporium High School, attended the Lock Haven Normal College, and taught in a rural school for one year before joining Sylvania.

Formed in 1941, the Pennsylvania Division of the Quarter Century Club now boasts a membership of 45. Most of the members at Emporium started working there when it was known as the Nilco Lamp Works.

NEW S.E.A. PROGRAM

The constitution and by-laws of the Sylvania Employees Association are being revised to expand its social and athletic program. More attention can now be given to these activities because the former S.E.A. sickness, hospital and insurance benefits have been discontinued. In many locations, a broader Company employee benefit program has replaced them.

The goal is 100% employee participation, and S.E.A. will have the income from existing funds to use for increasing and improving its employee activities, such as bowling, softball, dances and various hobby clubs.

Organization Announcements

New Appointments at Shawnee

A list of the men now working on the program for Sylvania's new Radio Tube plant at Shawnee, Oklahoma has been released by C. W. Hosterman, Plant Manager of the Shawnee operations. The building at Shawnee is now under construction and present plans are for production to get under way in the near future.

O. W. BIERLY has been transferred from his position as General Foreman at Huntington to become Manufacturing Superintendent at the new plant.

D. W. FREED, formerly Staff Supervisor of Industrial Engineering in the Headquarters Division, New York City, will be responsible for Industrial Engineering, Purchasing, Production Control, Safety and Transportation at Shawnee.

J. S. KOLP, previously an engineer at Kew Gardens, will be responsible for Product Engineering and Quality at the new plant.

C. A. BURCH will be in charge of Plant and Electrical Maintenance at Shawnee. He was formerly Supervisor of Maintenance at the Montoursville plant.

C. L. ORCUTT, previously Cost Accounting Analyst at Emporium, will be the Plant Accountant at Shawnee.

C. W. HOSTERMAN, Plant Manager of the new Radio Tube plant at Shawnee, began his career with Sylvania in 1943 as Assistant Supervisor of Personnel at the Altoona Receiving Tube plant. In 1944 he was transferred to the Huntington Receiving Tube plant, where he held the positions of Supervisor of Personnel, Plant Office Manager, and Manufacturing Superintendent. In June of this year



C. W. HOSTERMAN

he was appointed the Plant Manager at the Shawnee Radio Tube plant. He will report to the General Manufacturing Manager of the Radio Tube Division, M. D. Burns.

Changes Announced At Ottawa Plant

Willis C. Toner, Plant Manager of the Ottawa Television Picture Tube plant, has announced changes in the Ottawa organization.

J. PAUL CIVITTS, formerly General Foreman, has been appointed Supervisor of Production Control. He joined Sylvania in 1942 at Emporium as a foreman in the Special Tube Section. Later he worked in Cathode Ray and in General Engineering at Emporium before being transferred to Ottawa in 1948.

GORDON L. FULLERTON, previously Supervisor of Industrial Engineering, is the new General Foreman at Ottawa. Originally hired at the Mill Hall plant in 1943, he later was promoted to the position of Supervisor of Industrial Engineering and was transferred to a similar post at Ottawa in 1948.

HENRY K. KINDIG is appointed Supervisor of Industrial Engineering at Ottawa. He came to

Idea For Brand Removing Makes Award Winner Tops

Recent top suggestion award winner of the Emporium plant was Clair Pye of the Commercial Engineering Department. Clair received an award of \$350 for his idea of using an automatic paint cleaning machine for the purpose of removing ink brands from return tubes. Considerable savings will be realized by the reduction of ink brand cleaning costs in the Emporium plant.

Gerald Rosenhover of the Machine Shop in Emporium, received \$50 on an improved design change for the glass feed on stem machines. As a result, machine equipment has been improved and production increased.

Other Emporium winners are:

Bernard Greene, \$15; James Umenhauer, \$15; June E. Lint, \$10; Clarence Colvin, \$6; Helena Raffaele, \$5; Al Malfer, \$5; Iva Donovan, \$5; \$3; Grace Hornung, \$5; Mamie Manfeda, \$5; Shirley Gee, \$3; Mary H. Zore, \$3; Mary Torcaso Harrison, \$3.

Daley Appointed Traffic Manager

FRANK DALEY has joined the Radio and Television Division, Buffalo, N. Y., as Traffic Manager, reporting to Edward L. Nung, Division Manager, Production Control. Daley has had many years of experience in the traffic field, having worked for the New York Central Railroad, Southern Pacific, and Western Electric Company. He will handle all problems relating to Traffic Department operations.

(Ottawa Changes, continued)

the Company in 1947 as an industrial engineer at Emporium. In 1949, he was transferred to a similar post in the Cathode Ray Section at Seneca Falls and was assigned to Ottawa on August 1 of that year.

Our Canadian advertisements feature the *Made in Canada* slogan for our products. Insert shows same ad in French.

**SAVE
66 $\frac{2}{3}\%$**

**ECONOMISEZ
66 $\frac{2}{3}\%$**

avec les nouvelles

SYLVANIA
fabriquées au Canada

Les toutes nouvelles lampes fluorescentes Sylvania durent 200% plus longtemps qu'aucupantes. Ces lampes de triple durée sont maintenant fabriquées ici au Canada, par des ouvriers canadiens spécialisés, dans les usines modernes de Sylvania à Drummondville, Qué. Ce sont les mêmes matières premières, les mêmes découvertes chimiques sensationnelles, les mêmes avantages scientifiques qui furent à l'origine des développements de l'éclairage aux Etats-Unis, qui contribuent aujourd'hui à vous apporter une lumière plus abondante et meilleure, sans qu'il vous en coûte davantage. Plus de 11 millions de lampes Sylvania, ex-

perimentées dans des magasins, bureaux et usines pendant deux ans, ont démontré que les lampes Sylvania d'aujourd'hui ne requièrent que le tiers des remplacements habituels.

On estime que la durée moyenne des lampes fluorescentes Sylvania de triple durée, est de 7,500 heures. Dans des conditions normales, on peut s'attendre à ce qu'elles durent 2½ ans dans les magasins . . . 3 ans dans les bureaux et . . . 5 ans dans les écoles . . . 7 ans dans les cuisines et salles de bains domestiques.

Pour avoir le meilleur éclairage fluorescent . . . laissez-vous guider par ce symbole

Si votre fournisseur n'a pas encore de stocks complets, écrivez directement à Sylvania Electric (Canada), Ltd., University Tower, Montréal, Qué., Dépt. F

SYLVANIA ELECTRIC
(CANADA) LTD.

SYLVANIA ELECTRIC
(CANADA) LTD.

with the new

Made-in-Canada

SYLVANIA
fluorescent Lamps!

west fluorescent lamps life than before. Life Lamps are now made in Canada, by skilled Canadian's modern plant due. The same mathematical discoveries, advantages that made United States now prefer lighting at no factories for two years, have proved that today Sylvania Lamps need be renewed only one-third as often.

Rated average life of Sylvania Triple-Life Fluorescent Lamps is 7500 hours. Under average conditions they can be expected to last 2½ years in stores . . . 3 years in offices and in factories on one-shift operation . . . 6 years in schools . . . 7 years in home kitchens and bathrooms.

For *Fluorescent at its Finest . . .* buy where you see this trade mark

SYLVANIA
NOW WHITE
MADE IN CANADA