



FEBRUARY, 1951

THE *Sylvania* BEAM



A miniature fire truck was part of the fun of the "quality" contest in Buffalo. See story on page 4.

The Sylvania BEAM

1740 Broadway • New York 19, N. Y.

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"Good Morning, —Sylvania"

While we were working on the layout for the Communications story that starts on page 6, we began to realize how many Sylvanians were responsible for making a first good impression for the Company, and without even being seen doing it. When you figure that the telephone operators alone say "good morning" or "good afternoon" to strangers more than 20,000 times a day throughout the Company, it's easy to see how important it is for all of us to back up this first impression that they create.

But that isn't the end of our story. All of these calls are from potential customers for our products—and many of them are making their first contact with our Company. Sylvania has a reputation throughout the industries it serves for being friendly, for never being too busy to be nice to people. It could be that no small part of that reputation comes from the friendly way our first contacts are made—through the "Good Morning—Sylvania".

And even though they're calling the purchasing department, the employment office, or placing a big order, let's also remember that they all buy light bulbs—and we make light bulbs.

Talking It Over

by Don G. Mitchell

President



they are located and no matter what method is employed, are equally sincere in wanting to keep waste down.

IN ADDITION to saving critical and hard-to-get materials at a time when they are so badly needed there is another side to waste reduction that should interest all of us. By reducing waste or rejects we help to keep costs down and prices from rising.

It has been proved time and time again that high quality and low shrinkage go hand in hand. It has been the policy of the Company from the time it was founded to maintain a high quality for its products. Now that we are getting into national defense work it is more important than ever that our quality be of the highest. The ships and planes and guns that use our equipment must not fail because of faulty parts.

But it isn't enough just to turn out quality products. The armed forces' needs will be tremendous and the rate of production that is demanded of us will go higher and higher. The only way we can meet those demands, and still turn out the quality that is needed, is by making the best use of every pound of material and every hour of work.

FOR that reason we have started on a company-wide program to reduce shrinkage, or rejects, or scrap, or waste, or whatever you want to call it. You will see on page 4 what we have been able to accomplish in a very short time at the Buffalo radio and television plant where the new program was first tried out. I want to say that we are all very much pleased with the spirit and enthusiasm with which our Buffalo men and women have entered into this program. The results are splendid.

Because the manufacturing processes are not the same in all of our plants, it is unlikely that we shall be able to use the same waste-reduction methods everywhere. The end result that we are looking for, however, is the same. I feel sure that all of our employees, no matter where

YES, less shrinkage means not only reduced waste of materials but also reduced waste of manpower. It means reduced waste of machine time and other factory facilities. It means reduced waste all along the line.

Sylvania intends to maintain quality and, with the help of all of our men and women, we intend to lick this shrinkage problem so we can serve our government to the limit of our ability in this national emergency.

The SYLVANIA Scene

PEOPLE • PLANTS • PRODUCTS

Sylvania TV Awards Foundation Formed



Deems Taylor, author, composer, critic and commentator.

Believing that the most effective way to improve the quality of television programs is by positive action rather than by destructive criticism, our Company has decided to do something about it in a constructive way. It has established the Sylvania Television Awards Foundation as a

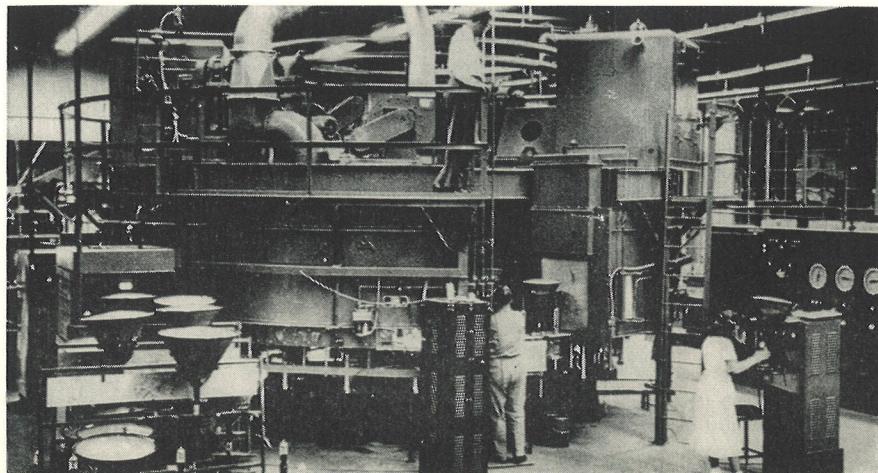
means of coordinating ideas of leaders in American thought in many walks of life.

With the top Award going to the program best illustrating Creative Television Technique, other Awards will be given to individuals on the same or any other TV program—to a writer, a producer, a director, an actor or actress, a camera man, a scene designer, a lighting expert and a make-up man, considered to have made the greatest contribution in the period from January 1 to June 30, 1951 in each of these departments. The winners will be honored at a dinner next August.

Duplicate Awards will be given to the network or station on which the winning program is seen and, if sponsored, to the sponsor and to his advertising agency.

Leaders in the field of entertainment, educators, group officials, critics, business men, and specialists in various phases of Television Production will serve as the judges. Deems Taylor will serve as Chairman of our Committee of Judges.

World's Largest Sealing Machine Now In Use

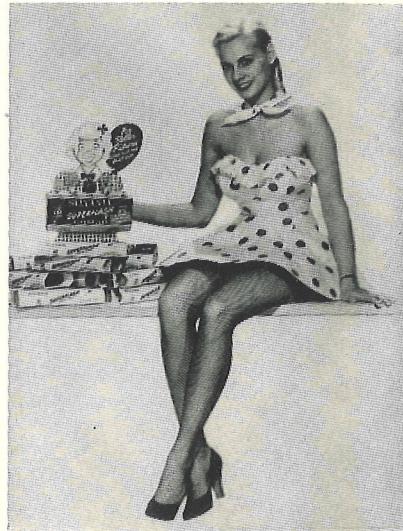


Huge automatic machines are now used in the daily production of the larger sizes of TV picture tubes at Seneca Falls. These rotary exhaust machines are only a part of the Company's multi-million dollar expansion in the TV tube field.

New Carton, Display Spur Superflash Sales

A completely new carton for our Superflash midgets—the POCKET-PAK—is currently making its appearance on dealer shelves. Redesigned as a better selling, easier-to-use package, it is yellow, black, and white, and much more attractive than the old carton.

Customers like it because it is easier to use—they don't have to



Roxanne, beautiful assistant of Bud Collyer on our TV show "Beat the Clock", shown with superflash carton and "Gingham Girl" display. TV's first official photographer, she was chosen to have most photogenic figure in TV by a recent nationwide poll of editors.

bother with individual bulb wrappers anymore—and it offers a handy place for carrying used bulbs.

To aid dealers in presenting this new carton to the public, an attractive "Gingham Girl" counter display has been prepared. It is four-colored and holds samples of the more popular Superflash bulbs.

A small sticker has been attached to the first million new cartons to explain that they are replacing the old cartons.



Every "reject" on this line meant bursting one of the balloons to make a "beard".

Quality

A company-wide program to make everyone "quality conscious" received its kickoff from the Radio and Television Division in Buffalo.

Fanfare and fun were used to get the Buffalo program off to a flying start. Three contests were run at the same time—an assembly line quality contest, a suggestion contest, and a slogan contest—each lasting for six weeks.

Inter-department conferences developed the idea of the series of contests to achieve the goal of making everyone in the division conscious of the immediate urgent need to reduce waste by improving quality. It was decided that the three different types of contests should be run in order to gain complete participation of the entire personnel of the division. Each Sylvanian was eligible to enter two of the contests.

Assembly Quality Contest

The Assembly Quality Contest was open to the personnel of all assembly lines. Each line was considered as a team, to develop a feeling of team spirit, and sponsored by one of the division executives. The sponsors kept interest high by presenting small prizes to members of their team. Prizes ranged from stockings to tickets for local sports events. Scoring was based on such factors as workmanship defects per unit at initial inspection and at later sampling inspections, the relative complexity of the chassis assembly, and the amount of improvement made by the team. In addition to the prizes given out to members of the team by the team sponsors, additional prizes were given to the win-

ning team; in this case, a personalized model #510 AC-DC radio receiver for each member. Also, each member of the winning team was eligible to "draw" for a television set.

Suggestion Contest

The Suggestion Contest was open to all those not engaged in the Assembly Quality Contest. The plant was divided into teams of 50, by grouping various departments. Credits were awarded to each team for the number of suggestions submitted and the value. Each member of the winning team received a turkey, and the high scorer received an additional cash award of \$25.00.

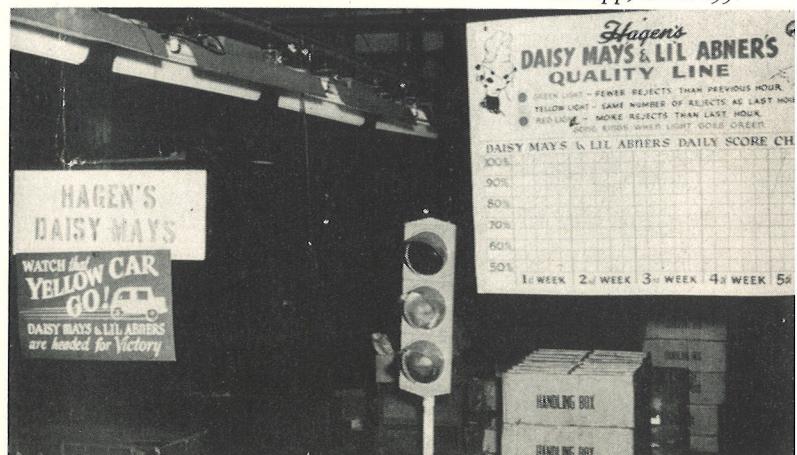
Slogan Contest

The Slogan Contest was open to all plant personnel and was operated on an individual basis. Slogans were judged weekly, and the winning one was posted throughout the plant. The weekly winner received a portable radio. The writer of the best slogan of all received a TV set.

Results

At the conclusion of the contest, individual plant supervisors said that in certain instances defect levels had been cut as much as 90%, habits of good workmanship had been developed, quality consciousness had been increased and labor-management relationships had been greatly improved.

Quality Slogan of the Week
**"SYLVANIA SIGHT, SYLVANIA SOUND,
 BETTER PERFORMANCE ALL AROUND"**
 JOHN KLAIBER, Chair



Typical chart used to show weekly quality standing of an assembly line. Charts show percentage comparison.

Posters announcing the contests, and also the winning "Quality Slogan of the Week" were placed in prominent locations.



COOKING with

LIGHT

Within the next few years you may be saying "cooking with light" instead of "cooking with gas." That's what the people of our Lighting Division in Salem are talking about now, for they have developed an infrared lamp to be used as the cooking unit of an electric range.

Behind this simple statement is a story of Sylvania research going back several years when the Company decided to investigate the possibility of using the heat from an incandescent bulb for home cooking purposes. The engineers in the Applications Lab under the direction of R. G. Slauer, thought that a 1250 watt lamp about six inches deep and six inches across would do the trick, and bulbs of that size were made for experimental use. These bulbs were of Vycor glass, tough enough so that it won't melt under 3000°F. Even iron gives up sooner—it melts at 2800°. In the months that followed, the lamp itself was tested; its

efficiency and life were shown to be comparable with the metal coil of the conventional electric stove. Then several ranges were "converted" by removing the coils and putting the new lamps in their place. To cover and protect the bulbs, a red Vycor glass plate was secured from the Corning Glass Company and installed almost flush with the stove top.

At right, solder held by Clarence B. Stiles, Engineer, is melted by intense heat of infrared lamp. At far right, ice cube melts and steams on tough Vycor glass plate without cracking it. Life magazine featured our new cooking lamp.

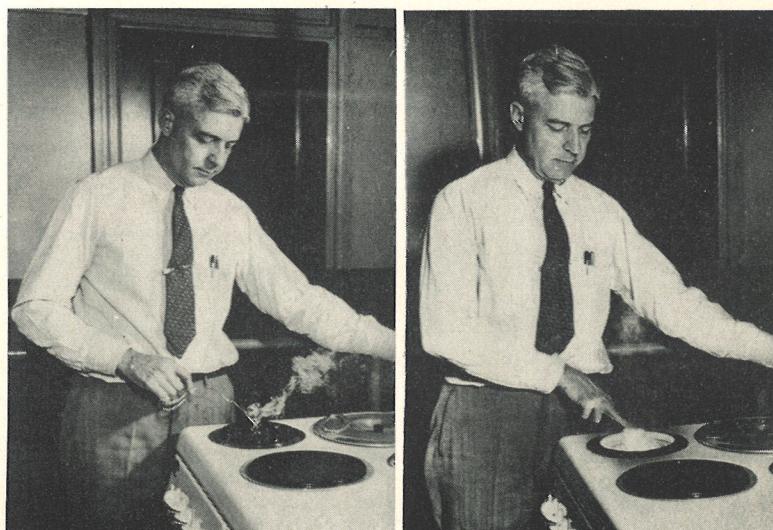
The bulb and plate had to be tested for actual cooking performance. The engineers shifted their attention from protons to proteins, from ergs to eggs. After hurried instructions from their wives, they began to practice *culinary* science.

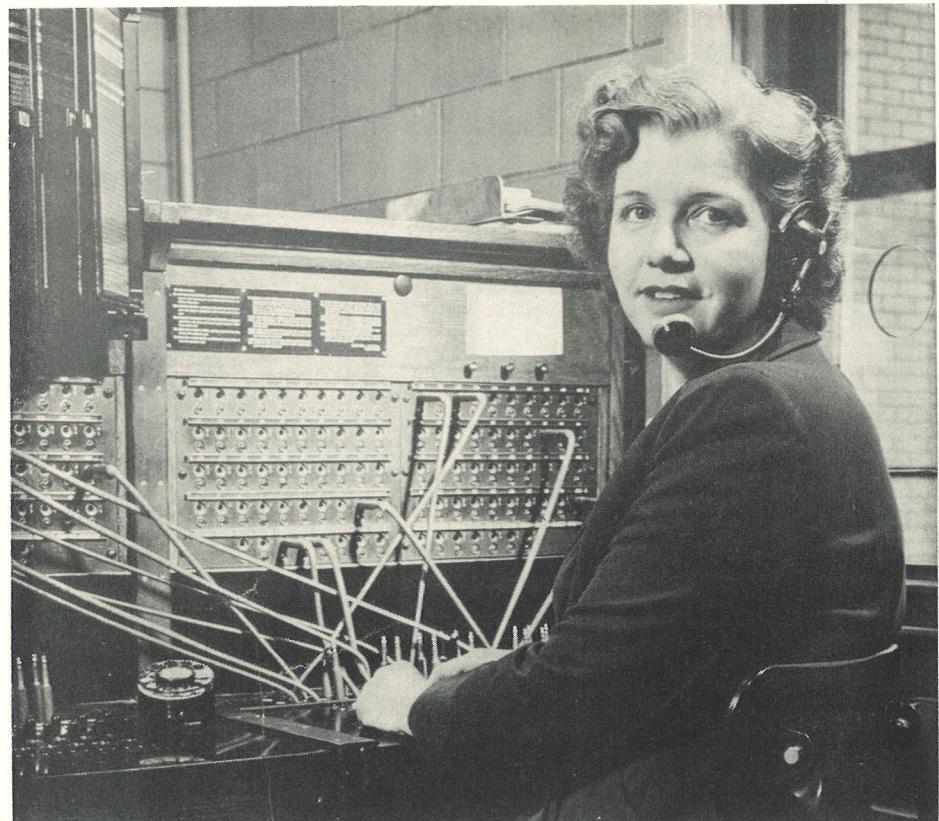
By now you're probably wondering why anyone should want to use an electric light for cooking. You may be worried that the Vycor plate will break. Actually, the qualities of the glass are remarkable. An ice cube can be placed on this plate when heated to the highest temperature needed for cooking, and the plate will not be damaged. About the only way to break the plate would be to slam it with a heavy pan or to pound it with a hammer. The surface of the glass is not smooth, but slightly roughened so cooking utensils will not slide any more than they do on metal.

The new lamp seems to be better than the coil in a number of respects. In the first place, it gives *instant* heat—you don't have to wait for the unit to warm up. And the heat is *visible*—the red light shining through the plate tells you at a glance if the stove is on. Then too, the plate is heated evenly throughout.

This instant, even heat, of course, means faster cooking of small quantities of food. Whether the plate is hot or cool, you can wipe off the top of the stove with a damp rag, and that's all the cleaning that's necessary.

So, because of the engineers and production people at the Salem plant, you may soon be "cooking with light."





Ethel Pritchard, Physics and Metallurgy Laboratories, Bayside.

Phones . . . Phones . . . Phones . . .

Ever try saying "good morning" or "good afternoon" 20,000 times a day? That's what happens throughout our Company every day in the year that we're open. Our switchboard operators are doing a vital job and doing it well—to the extent of handling over 6,550,000 calls in the last year.

The switchboard operators are the first contact of an incoming call.

Their courtesy and efficiency is often the first impression that remains with the outsider as a reflection of the Company.

The number of calls handled range from an average of 41 per day at one plant to 246 per hour at another plant. In one plant, someone is being paged every 80 seconds, at another—11,250 long distance calls per year are processed.

Top to bottom: Virginia Strickland, Boston Electronics; Romona Scott, Mill Hall; June Seymour, Warren; Mary Callahan, Ipswich; Bette Summerson, and Caroline Shaffer, Mill Hall. Bottom row: Dorothy Leach, Amelia Kusek, Shirley Matthews, Elizabeth Hatt, and Phyllis King, all of Danvers; Aletta Carrier, Brookville; Mary Ellen Gesler, Montoursville.





Mildred McElhinney and Gladys Harrison of Buffalo Radio and TV Division.



Below: Mary Ann Stefanic, Louise M. Schmuck and Rose E. Bannon, supervisor, of New York.



Left: Irene McNarney, supervisor, and Ethel Larson of Emporium.

Right, top to bottom: Helen Wittman, St. Marys; Mary Jane Walsh, Towanda; Frieda Miller, Lawrence St., Flushing; Phyllis Seeley, Seneca Falls; Tommy Annesser, Ottawa; Annabelle Lang, Huntington. Bottom row: Valerie Charlton, Montoursville; Betty Cunningham, Kew Gardens; Regina Kowalski, Salem; Mary Ferreira, Jean Desjardines, Bessie McHugh, Boston St., Salem.





Gerry Benjamin at the TWX machine in Ipswich Fixture Plant.

Teletype . . .

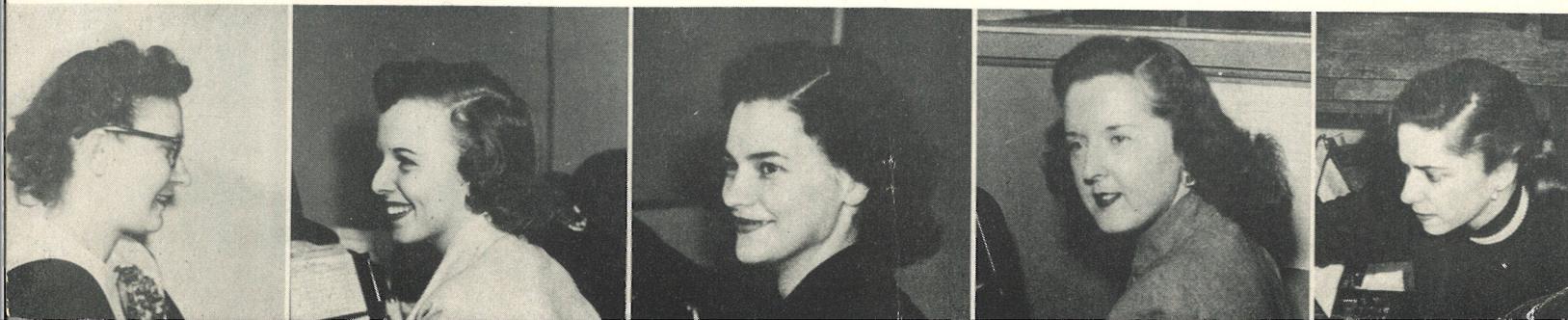


Jane Fenstermacher at Bayside.

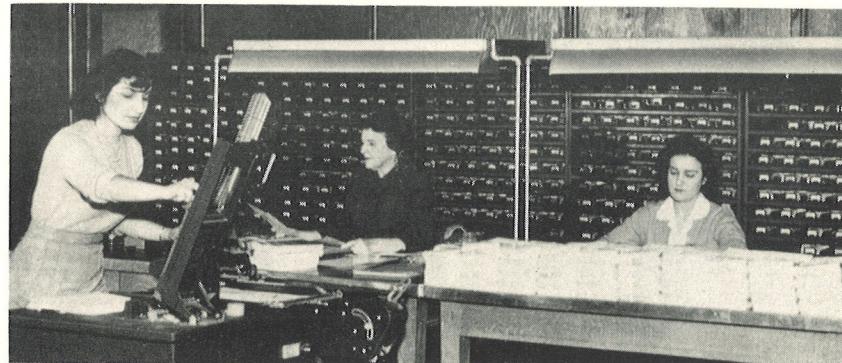
The teletype operators use teleprinters (for telegrams) as well as teletypewriters, and work with speed and accuracy. A total of 48,280 teletypes and telegrams were handled last year at one plant, and the over-all total for the Company was well over 255,000 for both types of messages.

Many members of the mailroom staffs double in brass on the switchboard or teletype as relief operators, and some as receptionists. The mail department is the first to receive orders, letters, checks, and — bills. Through their efforts, these get to the right people in the right places. One mail department handles 592,800 *pieces* of mail yearly, while another plant estimates 78,000 *pounds* of first class mail handled.

Top to bottom: Rose Marie Flannery, Montoursville; Casmira Currie, Boston St., Salem; Mary Shockey, Huntington; Margaret Crawford, Seneca Falls; Faye McClarren and Betty Liebel, Emporium. Bottom row, left to right: Florence Whais, Buffalo; Doris Edgar and Evelyn McMahon, New York; Irene McLeod, Ipswich; Jaynne Bowkett, Boston Electronics.



... Mail



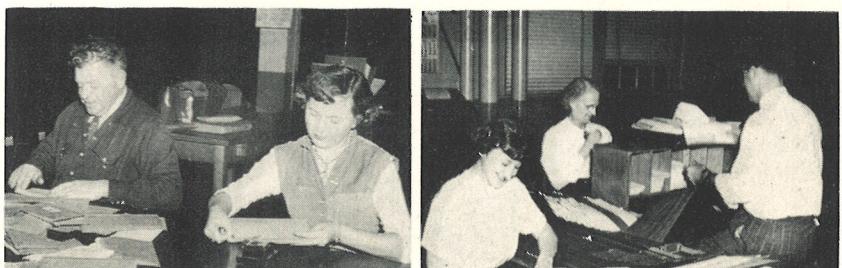
Betty Gunshore, Helen Van Wert, Doris Krug, Advertising, Emporium.



June Shoup, Bob Park and Grover Reed of Emporium.



Kenneth Will, John Hughes, Gabriel Chiroux, Thomas Fitzgerald and William Milbury, supervisor, New York.



John Fraser and Casmira Currie, Boston St., Salem.

Virginia Paul, Florence Meaney and John Woodbury, Boston St., Salem.

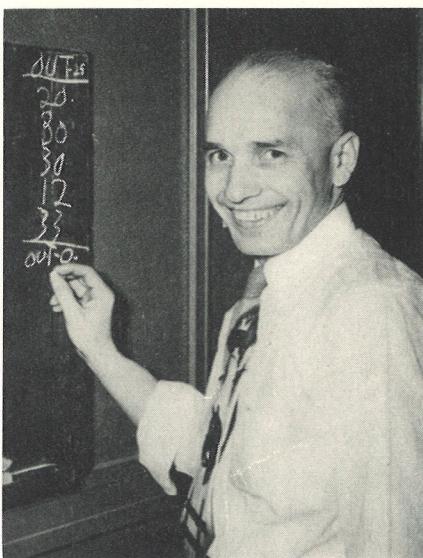
Left, top to bottom: Robert Parsons, Salem; Helen Mitchell, Brookville; Andrew Patane, Flushing; Jo Ann Booth, Huntington; Robert Smith, Kew Gardens; Gert-rude Bowles, Towanda; James McAdam, Advertising, Emporium; Yola D'Ercole, Boston Electronics; George Albert, Kew Gardens.

Right, top to bottom: William Feeney, Flushing; Shirley Denoskey, Montoursville; Bernadine Cusac, Ottawa; Shirley Colbert, Seneca Falls; Rita Mahler, Buffalo; Janice Finch, Warren; Anna Mae Fritz, St. Marys; Blanche Baird, Mill Hall; Ellen Daugherty, Brookville.

Suggestion Winners Reap High Awards



Herman Ludwig of Montoursville won \$100 for his suggestion of a new way to get waste glass into the hopper. He is an Electrician, Plant Maintenance.



Two suggestions brought \$190 in awards to Herbert Robbins, a Utility Operator at Montoursville. His idea for a way to salvage lacquer won \$185.

Since the last round-up of suggestion award winners in The BEAM, 12 employees have won a total of \$1,983.75 in \$100-or-more awards for their suggestions of ways to provide Company savings.

These recent high winners at Sylvania plants are:

Brookville: Sylvester Neil, \$200.

Emporium: Charles Leavitt, \$250; Ned Orchard, \$112; Arthur

N. Miller, \$100.

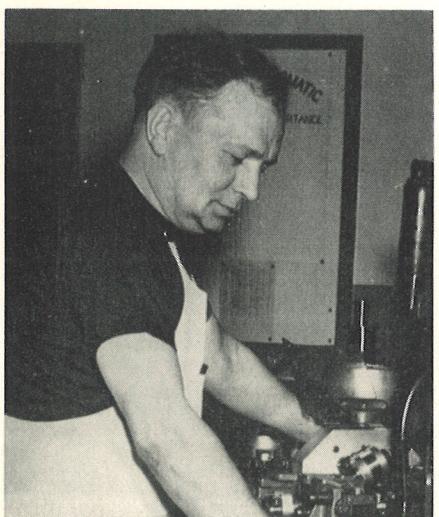
Huntington: James Sims, \$150.

Ipswich: Elaine Kokinacis, \$156.75.

Montoursville: Herbert Robbins, \$190; Robert N. Campbell, \$100; Herman Ludwig, \$100.

Ottawa: Quimby Peck, \$325; Paul O. Missler, \$200.

Towanda: Neva McPherson, \$100.



Sylvester Neil of Brookville won \$200 for his idea for adopting a newly designed Automatic Grid notching machine. His awards now total \$300.



Robert N. Campbell received \$100 for his suggestion to quench flare cutters. He is a Maintenance Mechanic at the Montoursville plant.

On Military Leave

The following employees have been called to active duty with the Armed Forces since the publication of the last list in The BEAM.

Bayside

Boettner, Raymond C.

Boston

Duff, Robert E.
MacDonald, Alexander
Vincent, Charles J.

Buffalo

Arnbruster, Donald
Bessinger, Hugo A.
Bidell, Robert N.
Chodrow, Sherman G.
Flanagan, Sheridan R.
Gallant, John H.
Kuczewski, Chester J.
Magrum, Joseph
Metro, Robert M.
Middleton, Richard
Perrone, Russell G.

Brookville

Hornung, Harold J.

Danvers

Dullea, Edward, Jr.
McCormack, Martin J.

Emeryville

Medina, John D.

Flushing

Woodbridge, Francis

Ipswich

Gallant, J. R. Edward

Kew Gardens

Arnold, Joseph B.

Montoursville

Glidewell, Arthur B.
Seitzer, W. Robert

Ottawa

Loman, James A.
Rosengarten, Bernard J.

St. Marys

Friedl, Clyde J.

Salem

Hanson, Charles D., Jr.
Redican, Robert J.
Walsh, John J.

Towanda

Acla, Howard L.
Bennett, Donald E.
Betts, Harry P.
Dunklee, Dale E.
Hall, Theodore C.
Johns, James F.
Kring, Lewis J.
Moshier, Ralph M.

Williamsport

Barner, James L.

Organization

Announcements

W. J. Parker Director of Personnel Administration

W. JAMES PARKER has been appointed Director of Personnel Administration reporting to Howard L. Richardson, Vice President in charge of Industrial Relations. Mr. Parker will be responsible for coordinating the work of the Industrial Relations Department with the Division and Plant Personnel Departments.

Mr. Parker joined the Company in April 1944 at Salem to assist in Labor Relations. After special assignments at Danvers Special Products and at the Boston Street Lamp Plant observing plant operations, he was assigned to the Industrial Relations Department in New York as Supervisor of Labor Negotiations. In this capacity he assisted in grievance settlement work and in the negotiating of Union-Company Contracts. He became Area Manager of Industrial Relations in New England, with headquarters in Salem, in August 1947.

R. M. Bowie Appointed Director of Engineering

ROBERT M. BOWIE, Bayside, has been appointed Director of Engineering. In this new position he is a member of the staff of E. Finley Carter, Vice President in charge of Engineering. Dr. Bowie's assignment involves both assisting Mr. Carter in the over-all planning and programming of engineering, as well as working with the Division heads and their Chief Engineers on their respective engineering programs. He will continue tempora-



W. J. Parker

R. M. Bowie

rily as Manager of the Physics Laboratories until a successor is named.

Dr. Bowie joined the Company in 1933 to do physical research on radio tubes at Emporium. He was transferred to Flushing as Manager of Research when the Department was moved there in 1943. He was made Manager of the Bayside Physics Laboratories in 1949.

Glackemeyer Manager of Costs and Office Methods

EVERETT H. GLACKEMEYER was appointed Manager of Costs and Office Methods. He will report to W. R. Seibert, Corporate Controller. In this position, Mr. Glackemeyer is responsible for the Cost Analysis and Control (including both Manufacturing Costs and Distribution Costs), and Office Methods and Planning operations in the Corporate Controller's Department.

Mr. Glackemeyer joined the Company in April 1943 as a Methods Analyst in the Office Methods and Planning Department at Boston Street. In March 1944, he became Assistant Manager of that Department, and in 1945, began installation and survey work on the Standard Cost Program. In April 1947, he resigned from the Company, and returned in November 1948, as Manager of the Office Methods and Planning Department in New York.

L. J. Huking Boston Manufacturing Manager

LEONARD J. HUKING has been appointed Manufacturing Manager of the Electronics Division in Boston. He reports to J. J. Sutherland, Division General Manager, and is responsible for all manufacturing activities within the division.

Prior to his transfer, Mr. Huking was an Administrative Engineer in the Television Picture Tube Division.



E. H. Glackemeyer



L. J. Huking

Two New Members Join Quarter Century Club

The St. Marys Lamp Plant recently added the names of two employees—Severena A. Hackett and Martha A. Kneidel—to its list of Quarter Century Club members, and each received a wrist watch.



Severena Hackett



Martha Kneidel

Severena A. Hackett completed 25 years of service with the Company on October 19. She has worked as a clerk in the office at St. Marys and is in charge of Salary Payroll in addition to her work in the Cost Department. Born in nearby Driftwood, Pa., Miss Hackett moved to St. Marys when she started working there in 1925.

Martha A. Kneidel was eligible for membership in the Quarter Century Club on November 16. She started working for the Company in the Sealex Department but she was transferred soon to the Switchboard Lamp Department, where she is working now as a monitor. She is experienced in the various phases of making switchboard lamps, and is now able to capably fill any position on the production line.

Born in St. Marys, Miss Kneidel was one of ten children. She was educated in the St. Marys schools. Her hobbies are bowling, sewing, and collecting old coins and stamps.

J. M. Raymond Transferred To Ipswich Fixture Plant

JOHN M. RAYMOND, formerly General Foreman in the Starter Activity at Boston Street, has assumed responsibility for Accounting, Cost Analysis and Control at the Ipswich Fixture Plant, reporting to Arnold L. Peacock, Plant Manager. Mr. Raymond will be responsible for all contracts and correspondence pertaining to costs, pricing and general accounting procedures.

SELLING SYLVANIA

THESE LIFE LINES OF AMERICA . . .

use long life dependable Sylvania Tubes

Progressive railroads everywhere are now using Sylvania radio tubes for multiple communications systems.

In engine-caboose-signal-tower networks, where clear tone and unfailing dependability are of utmost importance, Sylvania tubes are winning increased acceptance. These tubes are designed, built and tested to take more than their share of vibration and rough treatment. Also, their clarity and freedom from internal noises make them ideal for critical transportation applications . . . in trains, buses, police cars, taxi cabs.

The Sylvania quality tube line is a complete line. Made in miniature and standard sizes. Also low-drain battery tubes for efficient, compact portable sets.

Get new listings

Call your distributor for new listings and full information. If he cannot serve all your needs immediately, please be patient. Remember, the tube situation is still tight and your distributor is doing his best to deal fairly with all his customers. For further information address: Sylvania Electric Products Inc., Dept. R-1302, Emporium, Pa. Sylvania representatives are located in all foreign countries. Names on request.

SYLVANIA ELECTRIC

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

One of our advertising campaigns to promote broader use of Sylvania tubes in two-way radio communications systems used by railroads. These ads are run in various technical and trade magazines.