

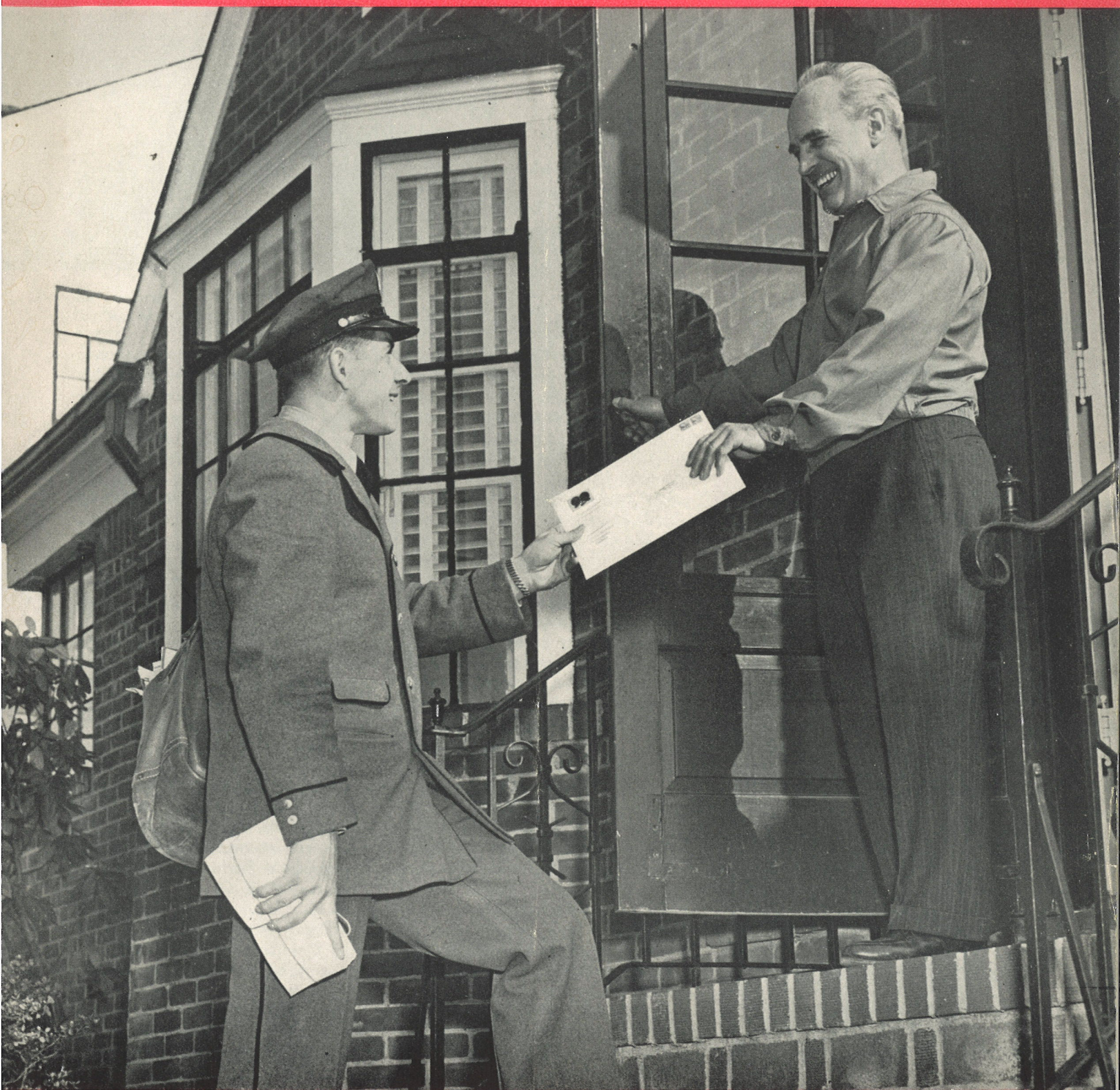


THE

Sylvania

APRIL, 1951

BEAM



A Sylvania employee-stockholder receives his copy of the 1950 Annual Report. See story on page 6.

PUBLISHED MONTHLY FOR EMPLOYEES OF SYLVANIA ELECTRIC PRODUCTS INC.

The Sylvania BEAM

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The Cover



The Annual Report goes to all employees and stockholders. Here the postman delivers the 1950 Report to Herman Leuthner who is both a stockholder and an employee. Leuthner supervises Glass Department at Mineola branch of Kew Gardens Lab.

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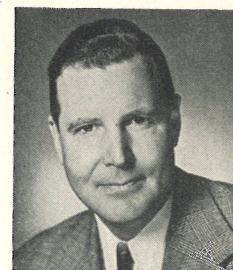
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Talking It Over

by Don G. Mitchell

President



EACH year we address our Annual Report to our stockholders and our employees. The report for 1950, which was distributed last month, showed that last year was the biggest and best year the Company ever had.

Everyone in the Company can take a lot of pride in what was accomplished in 1950. Together we made and sold \$162,500,000 worth of our products, which was \$60,000,000 or 58 per cent more than we made and sold the year before.

At the same time, our profits after paying federal taxes on income, were considerably more than doubled. In fact, our profits last year, for the first time since the war, were close to the desired return on our investment.

You may well say, "That's fine so far as the Company is concerned, but what does it mean to me?" If you will study your copy of the 1950 Annual Report, you will find that each employee's share of Sylvania's prosperity was considerable.

IN the first place, our larger volume of business enabled us to employ nearly half again as many people as we did in 1949. The records show that the number of people on our payroll at the beginning of the year was 13,500. At the end of the year this number had increased to 19,600 people.

This larger number of employees and the wage and salary adjustments made during the year boosted our payroll from \$38,400,000 to \$51,900,000, an increase of \$13,500,000. The average amount for all Sylvania employees went from \$2,992 to \$3,224.

To this, however, must be added a number of benefits that do not ap-

pear on the pay check but which, nevertheless, cost \$4,200,000. I refer, of course, to such things as workmen's compensation benefits, unemployment insurance, social security taxes, Savings and Retirement Plan payments, etc.

THESE perhaps are hard to appreciate because you do not get anything from them immediately. Then when you need them most they become very real.

There is one item among the benefits that can be appreciated now, as well as in the future, and that is the sharing in profits by those who belong to the S & R Plan. Six per cent of the 1949 profits before federal taxes amounted to around \$300,000. For 1950 the amount is close to \$1,200,000 or four times as much.

Two things should interest S & R members. In the first place, their participation in profits for the year will amount to about \$1.44 for each \$1.00 they paid into the plan during the year.

IN the second place, I would like to point out that the share of the 1950 profits which the S & R members will receive is more than 40 per cent of the dividends paid to the owners of the Company's common stock.

These are some of the things that the Company's record year means to employees. Individually and collectively they have shared in the Company's prosperity.

May I take this opportunity to say that we can do even better year after year if we will continue to work together as a team. As the Company prospers everyone in the Company benefits.



Ljudmilla Faulkner, a Russian war bride, works in Montoursville. She was a featured soloist with the Ballet Russe.

"WHAT I like best about the United States," said Ljudmilla in a voice heavy with accent, "is the fact that you can walk down the street and there's no policeman to stop you and ask for your papers. And you can say what you want—even if you don't like the president. It is wonderful. Isn't it so?"

Ljudmilla Knar Faulkner, one-time soloist with the Ballet Russe and later a captive of the Nazis for five years, can tell you all about life behind the Iron Curtain and the frustrated feeling of voting in a mock election. A sealex operator, third shift, in Montoursville, she wants no part of Russia—ever.

Known to her co-workers as Millie, this Russian refugee's life has been a turbulent one. In 1940 she left school to become a solo dancer with the Ballet Russe and a great future seemed about to unfold for her. One year later there was war and she found herself working in a Russian army hospital in Kiev, where her sister was to die in a bombing raid. When the city fell to the Germans, Millie was sent to a Nazi prison camp in Magdeburg, where she spent five agonizing years.

Those were years that she would like to forget. There was no 40-hour week, no respectable pay check. Millie worked from 4:30 a.m. to 7 p.m. each day. Her monthly pay was 150 rubles, (about \$7.50).

In the meantime, Millie's ill

mother was in a DP camp in Poland. Millie never did learn what became of her mother, although she tried frantically to locate her. Today the Montoursville woman feels certain that her mother must have died, but she can only guess at this.

In May, 1945, the prisoners at the camp were liberated by the on-rushing Americans. Soon afterwards, Russian troops entered Magdeburg and the Yanks evacuated. Millie was faced with two choices. She could return to Russia or she could go west with the Americans. She never hesitated. Packing her two suitcases, she moved westward to Bremerhaven, where she got a job in the U. S. Army officers' mess.

Why did Millie choose to flee rather than return to her home?

"I was afraid," she says. "Do you know why? The Communists threatened to kill Russians who had surrendered to the Germans."

As it turned out, Millie's migration to Bremerhaven turned out to be the wisest move of her life. There she met Kenneth M. Faulkner, of Hughesville, Pa. Six months later they were married after a courtship carried on in the few words of German that they both understood. Shortly thereafter Faulkner brought his bride back to the United States.

"My heart jumped out when I first saw America," Millie recalls. "My first night here I sat by the window of a Harrisburg hotel, and

watched the cars, lights and people."

Today Millie is happy working in Montoursville. The war, the Nazis and the Iron Curtain are harrowing experiences that, for the most part, she has managed to forget. She enjoys life, the American way, with her husband and her young son.

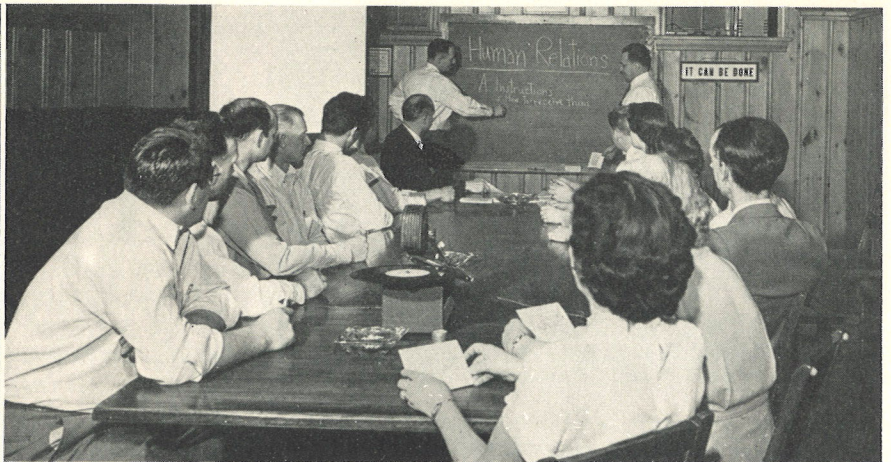
Mrs. Faulkner in costume for a dance specialty.



Job Opportunities



INTELLIGENT SELECTION of employees is based on applicant's training, experience. Interviewer is Ruth Whiteside.



CAPABLE SUPERVISION provides plant with good leadership. Here Personnel Specialist Arch McCann (left), assisted by Gilbert Herbstritt, Design Supervisor, conducts a training class for supervisory personnel in the Emporium plant.

No matter where you work in Sylvania you are constantly seeing new faces. There are two reasons for this. First, the Company has been growing at a rapid rate. Secondly, it is normal to have some job turnover in any industry.

Since about 70 per cent of Sylvania's employees are women, the

Company's total turnover is higher than might be the case in an industry employing a larger percentage of men. Marriage and babies are two of the most important causes of turnover. New employees must be found to replace those who leave. They must be trained and made to feel at home and secure in their

jobs as rapidly as possible.

While there is constant turnover, there are also many long-service employees in the ranks. Records show that 122 Sylvanians have been employed with the Company for 25 years or more.

These pictures, taken at Emporium, are typical of all our plants.



BENEFIT PLANS help meet emergencies. Nurse Janet Witham looks at fractured arm of Marion Hickoff, who temporarily switched jobs while injured. Had she been unable to work, she would have received disability benefits.



GOOD PAY has been a basic principle for many years in the employee relations program at Sylvania plants and offices. Lena Kifer, who has been with the Company for 22 years, smiles as she gets weekly pay check from foreman Jim Zwald.



STEADY JOBS attract people who want security. Marie Boutain receives a watch for 25 years service from Plant Manager Walt Weiss, as other employees look on.



EXPANDING OPPORTUNITY is found when new construction takes place. Electricians Marshall Fowler and Sam Bundy (on ladder) make installations in new offices.

TWO WHO JOINED



MOUNTER
Philomena VanBergen



KEY PUNCH OPERATOR
Betty Kim

TWO WHO LEFT

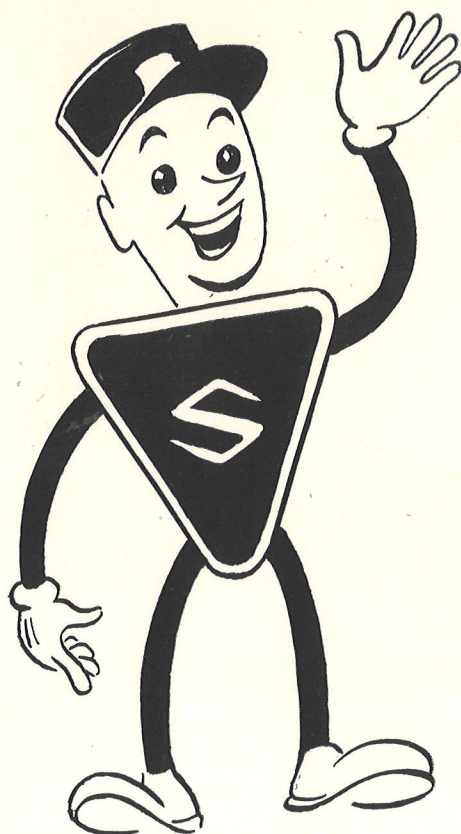


MATERNITY LEAVE—Jean Cessna was a tube-tester when she met Tom Balizet, maintenance man. Married in 1950, Jean was on maternity leave when their baby was born.



RETIRED—Ed Zwald, with his wife, Rose. A Sylvania employee for 14 years prior to retirement recently, he is an accomplished carpenter, has a woodworking shop in his cellar.

THE STORY *Behind*



MR. SYLVANIA REPORTS ON SOME OF THE HIGHLIGHTS OF THE 1950 ANNUAL REPORT

That little fellow in the upper left is Mr. Sylvania. If you study him carefully you'll realize that, contrary to first impression, he really isn't so little. In fact, he's grown to be a pretty big boy, if that's what you'd call someone his age. Mr. Sylvania, you see, is no youngster. He'll be 50 in July.

Right now Mr. Sylvania is in the best health of his life. Take a look at some of his accomplishments of 1950. He set an all-time high in sales, in earnings, in dividends to stockholders and in wages to employees. He also set a new high for peacetime employment.

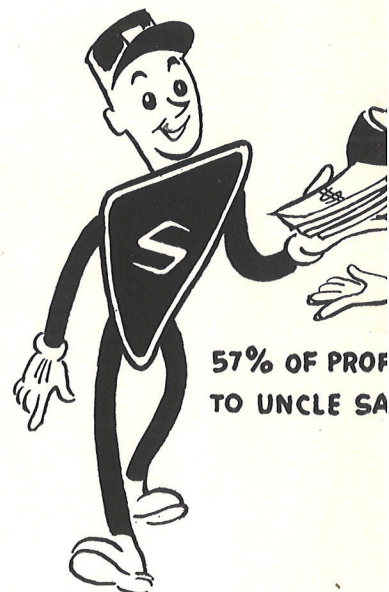
No question about it, Mr. Sylvania's muscles were bulging all over in 1950. His net sales soared to \$162 million and his net income,

after payment of taxes, amounted to \$8 million. At the start of the year he had 13,500 employees. At the year's conclusion he had 19,600 on his payroll.

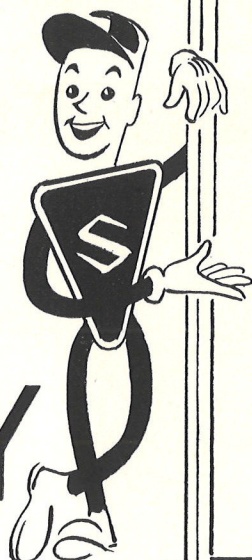
Mr. Sylvania has grown since 1901 when, as a little shaver, he had 15 people working for him in a small factory in Middleton, Mass. Amazingly enough, most of his growth can be traced directly to product development rather than the acquisition of other companies.

Like everyone else, Mr. Sylvania felt the effects of the high taxes. In 1950 he paid Federal income taxes amounting to 57 per cent of his profits. That was quite a hike over the previous year, when he was taxed 39 per cent.

Take a look at that billboard that



THE STORY



The Sylvania Sales Dollar and how it was distributed

SYLVANIA TOOK IN

From sale of products \$162,514,814 100%

IT COST SYLVANIA

For raw materials of many kinds 65,585,754
For manufacturing, selling and other expenses 16,914,449
For new machinery as old wears out 2,654,920
For taxes (exclusive of social security taxes) 12,482,201
For interest on loans 527,038
For wages, salaries and non-wage labor costs (including social security taxes, contributions to Savings and Retirement Plan, insurance and other benefits) 56,129,267

These items total 154,293,629 95%

Leaving as Net Income 8,221,185 5%

SYLVANIA DISTRIBUTED

To stockholders for use of their money 3,305,380 2%

THERE REMAINED

To be reinvested in the business \$ 4,915,805 3%

Mr. Sylvania is giving the once over. It shows how he made out in 1950. The figures are taken from the Annual Report, a copy of which was sent to every employee and stockholder. Those figures are the most impressive seen around these parts since Roxanne made her television debut.

As previously stated, Mr. Sylvania sold like never before in 1950. In the cases of several of his products, production was unable to keep up with demand. In part, this was due to the largest advertising and promotion program of his life.

Our well-knit friend doesn't believe his responsibility to employees stops with wages. As evidence of this, consider the Savings and Retirement Plan, to which he gives 6

per cent of his profits before Federal taxes. In 1949, this contribution amounted to \$300,000. Last year it came to \$1,200,000, or four times as much as in the previous year. Do Sylvanians go for the Plan? At the end of 1950, 9,229 employees, or 98 per cent of those eligible to join, were in on it.

Does Mr. Sylvania appreciate the efforts of all his employees who helped make 1950 the greatest year the company has ever known? Take a look at that scroll he's displaying.

Mr. Sylvania professes to be no fortune-teller. He is prepared, however, to make a prediction for the future based on what he knows of the situation. His prediction is that 1951 may very well turn out to be his greatest year ever.

**\$1,200,000 - OR 6%
OF PROFITS TO S & R**



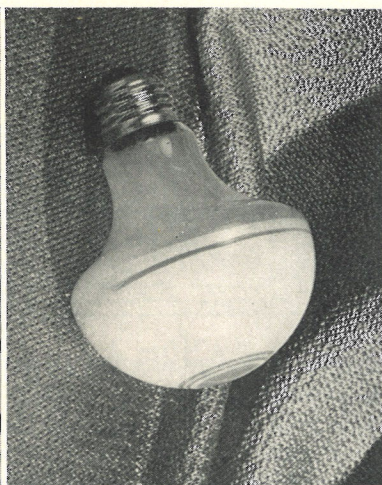
during 1950 the employees were called on to handle a volume of business far beyond anything the Company had previously enjoyed. That they did so more efficiently than ever before is further evidence of the team-work that has characterized the Company's operations from its beginning. On behalf of the Board of Directors we wish to acknowledge the contributions the employees have made to the Company's greatly improved showing for the year.

By Order of the Board of Directors
MAX F. BALCOM, Chairman
DON G. MITCHELL, President

The SYLVANIA Scene

PEOPLE • PLANTS • PRODUCTS

New Decorator Bulb Proving Popularity



Left, attractive Annette Davis, an inspector in the Sealex Finishing Department at Salem, inserts new "Decorator Lamp" into ceiling fixture of her home. Above, a close-up of the new semi-indirect lighting bulb.

Gaining in popularity is the new Sylvania "Decorator Lamp," a bulb designed particularly for use in ceiling fixtures.

Entirely different in size, shape and appearance from other conventional bulbs in the Sylvania line, this new 50-watt bulb is proving itself the solution to the housewife's bare lamp problem. Acting as its own reflector, the bulb, known as the GA-25, provides semi-indirect lighting. It has an enamel finish on the lower half of the bulb, distributing two-thirds of the light upward and one-third downward.

The bowl part of the bulb is decorated, having a small, clear circle at the bottom of the bulb and decorative rings to enhance its appearance. It provides comfortable brightness without harsh glare. It harmonizes with furnishings and

flatters rooms. It is also flattering to the complexion.

The decorator lamp, which is made in Salem, is a natural for homes, hotels, clubrooms and apartments—wherever unshaded bulbs are now being used.

Can't Keep Larry Down

You can't keep a good man down. Larry McEvoy, a supervisor at Altoona, only recently returned to work after spending several weeks in the hospital with a broken leg. Yet he found things almost the same as if he had been there every day.

McEvoy had only himself to thank for this happy situation. He had a phone connected from his bed to the plant, so he could run his department from a hospital.

There's No Slip Showing In Hub Shrinkage Plan

Noon-time in the cafeteria at Boston Electronics is not unlike that time at any other plant. The clatter of dishes and the hum of luncheon chatter are prevalent, as well they should be. It is a newsworthy occasion, however, when these modified forms of pandemonium are eliminated.

This strange event actually took place at Boston recently when winners of the plant's first Shrinkage Reduction Slogan Contest received their awards, which were made by Division General Manager Jim Sutherland before a capacity crowd.

First prize, a Sylvania clock radio, went to Arvey Linda for his slogan: "Pardon me lady, your slip is costly!" There was a deadlock for second prize with both Dick Turner and Jack Twomey suggesting the slogan: "More thinkage: less shrinkage." Each received an engraved Parker 51 fountain pen. Third prize, an engraved automatic four-color Norma pencil, went to Mae Young for her suggestion: "Reduce that wasteline!"

The judges were literally "snowed under" by a total of 1440 entries submitted by the approximately 840 people employed by the Division, and the judges reported much difficulty in reaching a decision. To stimulate interest in the contest, all supervisors made bets on which department would record the highest percentage of entries. This honor went to the department run by Frank Becker, who also happens to be Shrinkage Reduction coordinator. As a result, Becker won a large assortment of neckties. Lone stipulation was that Becker wear one of the ties on consecutive days until the supply had been exhausted.

Henry F. Callahan Joins Quarter Century Ranks

Henry F. Callahan, General Manufacturing Manager of all Sylvania lamp plants, is the latest addition to the Quarter Century Club.

With one exception, Henry has been on the Sylvania scene since September, 1923, when, as a 17-year-old sophomore at Northeastern University in Boston, he joined the Company as a cooperative student. The lone exception was the few years he worked for other companies before rejoining Sylvania in November, 1926.

Callahan, who is 44, holds patents on several electron tube devices and lighting fixtures. He was responsible for setting up fixture manufacturing operations at Ipswich, and later fluorescent lamp manufacturing at Danvers. He assumed his present position in August, 1947. He is a past president of the Danvers Rotary Club and holds membership in several engineering societies.

It is interesting to note that Mrs. Callahan, the former Greta Johnson, is a former Sylvanian, having worked in the Credit Union office at Boston Street, Salem. The Callahans have three girls, Jeana, Janet, and Susan Jane. Henry likes golf, ice skating, and swimming.



Henry F. Callahan looks forward to his second 25 years with the Company.

Company Acquires Three New Locations

Continuing its growth, Sylvania has announced plans for operations in three new locations—Wheeling, W. Va.; Woburn, Mass.; and Burlington, Ia.

The Company has acquired a 17-acre site in Burlington, where it will start construction at once on a \$1,500,000 one-story factory to manufacture radio receiving tubes. In Wheeling, it has obtained an option to purchase the Continental Can Co. building, where it will make fluorescent lighting fixtures. A new factory site has been purchased at Woburn, where electronic tubes and equipment for national defense will be produced.

The Burlington plant will be a 100,000 square foot brick and steel structure. When in full operation, it will employ approximately 800 people. It is expected that the plant will begin operations by early fall. Burlington thus becomes the second Sylvania location west of the Mississippi River. The other, located in Shawnee, Okla., started production in February.

The two-story Wheeling plant, situated on the east bank of the Ohio River, contains over 100,000

square feet of manufacturing space. It was due to begin operations around April 1. Wheeling is the second Sylvania plant location in West Virginia. The first, established at Huntington in 1944, produces special radio tubes and electrical equipment.

The Company expects to start construction on the Woburn plant within the next month and complete it by fall. The one-story factory will contain 100,000 square feet of floor space, will be of brick and steel construction and will be air conditioned. It will cost approximately \$1,000,000 and, when completed, will employ about 600 people. Woburn will be the fifth Sylvania plant community in Massachusetts. The others are Boston, Salem, Danvers and Ipswich.

When these three newest acquisitions are in operation, the total number of communities in which Sylvania has plants will be increased to 20. This is a far cry from 1901, when the Company first went into business in Middleton, Mass. At that time there were 15 employees engaged in the refilling of burned-out carbon filament lamps.

She Builds Pocket-Size Dream Houses

By day, Isabelle French is a junior engineer in charge of Shrinkage Analysis at Boston Electronics. By night, Isabelle is an architect, draftsman, interior decorator and furniture designer. As such, she builds miniature doll houses and furniture that are complete in every detail. Her doll houses have been known to have sun decks, terraces and sliding panels between rooms.

This French gal is no ordinary hobbyist. She is a professional in the strictest sense of the word. She plans and constructs these small houses and furnishings from start to finish in her fully-equipped workshop.

Building miniature items is not Isabelle's only hobby. She is also an expert at designing and refinishing man-sized furniture.



Isabelle French puts final touches to a tiny bureau for one of her doll houses.

Grandmother Wins Suggestion Sweepstakes



Joseph Eaton



Rose Farnum



Lorraine McAuley

The matter of which sex is the smarter has been a topic of heated discussion almost since the advent of mankind. While it's doubtful that this question will ever be settled to anyone's satisfaction, present indications are that the male gender had better get busy. Either that, or put on a dunce cap.

Basis for this profound statement is the monopolistic grip the gals have exercised on suggestion awards in recent months. Last month you read about versatile Ruth Ferguson, Boston Electronics mother of seven who has submitted and been rewarded for five different suggestions. This month the top award stays on the distaff side and in Boston, too.

Heading the current crop of suggestion award winners is Rose Farnum, a solderer in Boston's Transmitter Receiver Department. For her suggestion of an easier way to

solder gaskets to transmitter receiver tubes, Mrs. Farnum, mother of two married daughters and a one-time grandmother, received \$132. She promptly converted this cash into Defense Bonds. This marks the third time Mrs. Farnum has hit the suggestion jackpot.

Right behind Mrs. Farnum in the April suggestion sweepstakes is Lorraine McAuley, of Mill Hall's Stem Department. She won \$120 for discovering that excess solder could be tapped from bases after demounting and before boring.

Joe Eaton, a consistent winner at Boston Electronics, raised his total suggestion award cash to \$1,152 by winning \$102 for an idea for removing excess solder on transmitter receiver tubes. His latest effort brought a television set into the Eaton household.

Other recent winners are:
Boston: Paul Ransom, \$55; Flor-

Brady Plant Manager At Williamsport

The Williamsport plant, formerly a part of the Radio Tube Division, has been made part of the Radio and Television Division. Patrick J. Brady has been appointed Plant Manager, reporting to Howard E. Riordon, General Manufacturing Manager of the Division. In his new position, Brady is responsible for all the operations at Williamsport, which include the manufacture of specialized test sets for repairmen and of radios and component parts for Buffalo.



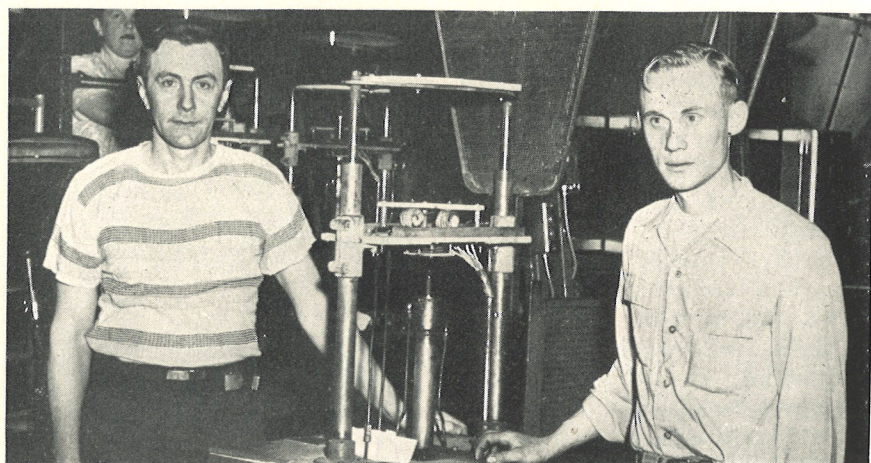
Brady joined the Company in May 1948 as a supervisor of Time Study Engineering. His first assignment included instructing a group of engineers in Work Factor Time Study. In April 1949, he was made Chief Industrial Engineer, responsible for tool design, time study, methods, and plant layout.

ence Bilmer, \$40; Hubert Ramsey, \$30; Arthur Bourbeau, \$25; Donald Hodges, \$25; Arthur Glackin, \$15; Donald MacLeod, \$15; Grace McMahon, \$15; Irene Griffin, \$10; Jean Nicholson, \$10; Edward Assante, \$5; Alfred Birch, \$5; James Clayman, \$5; Florence Tseko, \$5; Jean Smith, \$5; Helen Bontorno, \$3; George Rossi, \$3.

Danvers: George LeCain, \$10; James McDermott, \$10; Frank Anderson, \$7.50; Raymond Bick, \$5; Robert Little, \$5; Lena Pare, \$3.

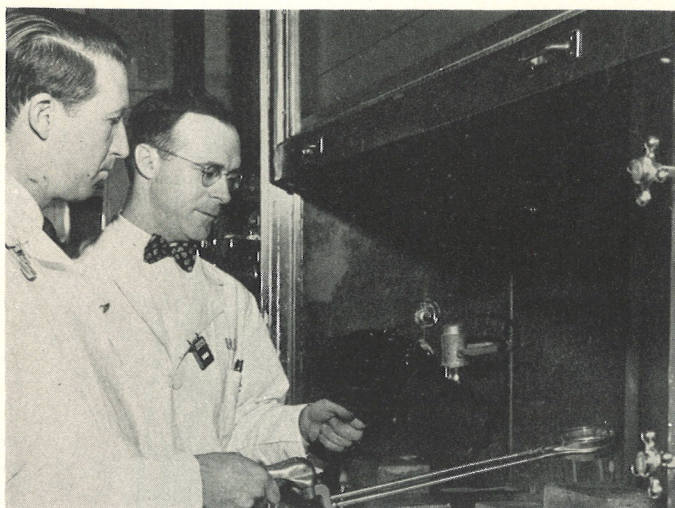
Emporium: Carl Houser, \$35; Nicholas Botera, \$25; Donald Crawford, \$25; Irene Grasser, \$5; Nathan Osminski, \$5; Bertha Shillinger, \$5. *Mill Hall:* Doyle Brickley, \$47.50; Blair Shope, \$12.50; Harold Barner, \$10; Clair Herman, \$10; Charles E. Bechdel, \$7.50; Gerald Smith, \$5.

Ottawa: Dick Moening, \$110; Quimby Peck, \$110; Peter Bruins, \$20; Frances Lackey, \$20; Clark Wells, \$20; C. R. Wolfe, \$10; Frank Kelly, \$5; Krist Wagler, \$5.



Quimby Peck and Dick Moening

PICTORIALLY SPEAKING . . .



Bob Gleason (right), Sylvania industrial hygiene engineer, operates Company's radiation measuring instrument while attending Institute of Nuclear Studies at Oak Ridge, Tenn.



French war bride Denise Martin (left) and Ella Koronowski, a displaced German, both work in Emporium. Denise's husband, Ed, whom she met in France, is a stock clerk at plant.



Communications at Altoona plant of the Radio Tube Division are handled efficiently by teletype operator Betty Smith (left) and Arletta "Skippye" Hildabrand, switchboard operator.



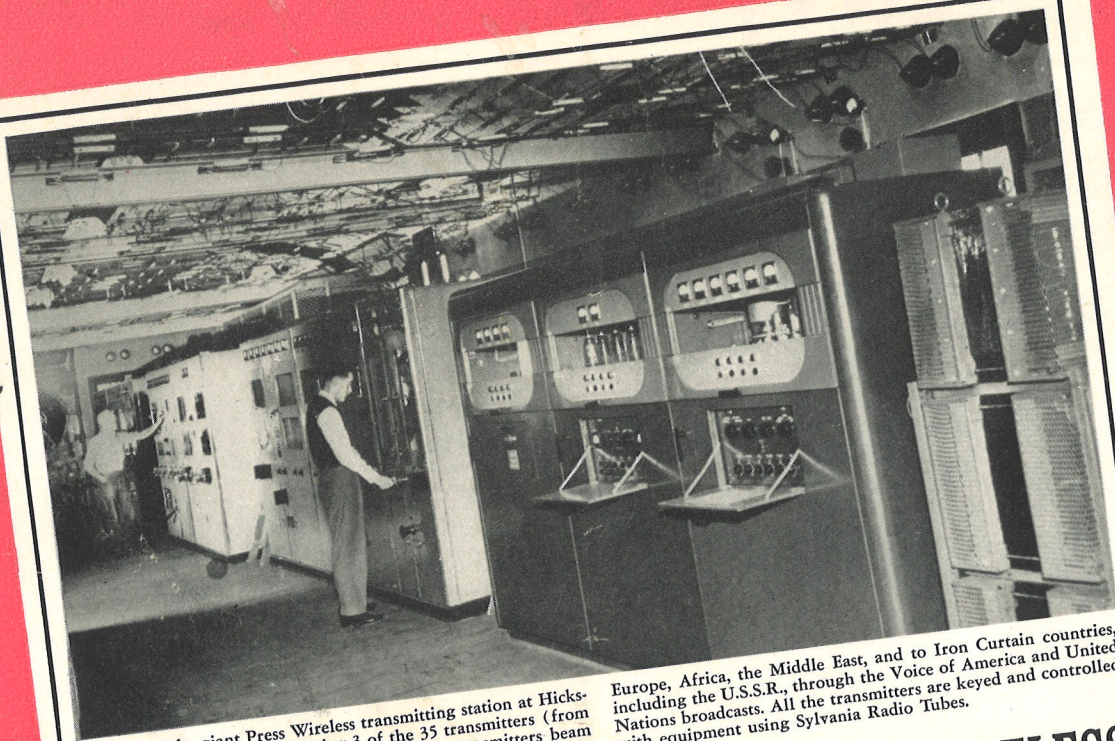
Among Boston Electronics girls who took part in Cancer Society fund-raising campaign at Boston Gardens were (l. to r.) Dorothy Shea, Evanthea Koukias, Barbara Caverly.



Many Sylvania's will remember this 1922 St. Marys ball club. Asterisk indicates those still at St. Marys, double asterisk indicates those currently at Emporium. (L. to r.), Edward Foster,** Pat Razey, Charles Foster,** Red Normanly, John Creighton,** Charles Sassman, Matthew Burns,** Henry

Sassman, Hank Latuna, Joe Zimmet,** Charles Clark, Ben Erskine, Joe Wortman, Louis Bosnik,* Clarence Boland, Guy Carson, Harry Kraft, V. C. O'Sullivan,* Francis Eberl, George Imboden,** Mark Orr,** Romaine E. Schaut,* Claude Boyer. Seated are Red Williams and Harold Miller.

SELLING SYLVANIA

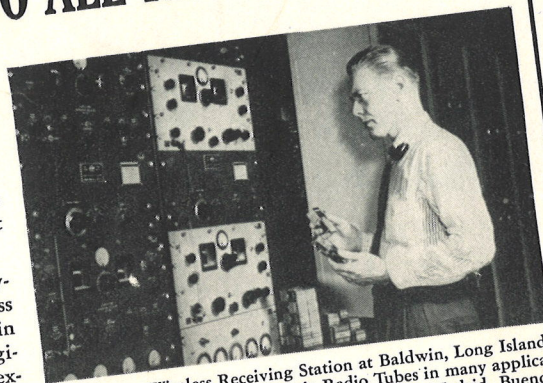


An aisle at the giant Press Wireless transmitting station at Hicksville, Long Island, N. Y., showing 3 of the 35 transmitters (from 2.5 to 50 kw output), in constant use. These transmitters beam news to North America, Central America, and South America, Europe, Africa, the Middle East, and to Iron Curtain countries, including the U.S.S.R., through the Voice of America and United Nations broadcasts. All the transmitters are keyed and controlled with equipment using Sylvania Radio Tubes.

SYLVANIA RADIO TUBES HELP PRESS WIRELESS CARRY THE NEWS TO ALL THE WORLD!

Voice of America broadcasts to Russia and the Iron Curtain countries . . . United Nations broadcasts to the world . . . news stories and pictures for the world's newspapers, magazines, and radio stations . . . this is the vital 24-hour-a-day task of the far-flung transmitters and receivers of Press Wireless, Inc. Jointly owned by leading newspapers and news services, Press Wireless is handling the biggest job of news transmission the world has ever known!

With such an urgent mission, dependability is the keynote. And naturally, to insure that dependability, Press Wireless uses Sylvania Radio Tubes by the thousands in its equipment. Like expert production and design engineers everywhere, Press Wireless' staff has found by experience that Sylvania precision, uniformity, and reliability add up to quality that can't be beat. For complete characteristics of radio tubes for every application, or for help on your special problems, write Sylvania Electric Products Inc., Dept. R-1103, Emporium, Pa.



At the Press Wireless Receiving Station at Baldwin, Long Island, N. Y., all 29 receivers use Sylvania Radio Tubes in many applications. Tuned to London, Paris, Rome, Moscow, Madrid, Buenos Aires, Mexico City, and many other news centers, they receive code and voice transmissions as well as teletype, and radio photos for dissemination to all America.



SYLVANIA ELECTRIC

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

These transmitters use Sylvania radio tubes to beam and receive news and pictures from correspondents in all parts of the world, and also beam Voice of America broadcasts. The ad appeared in the trade publications *Electronics*, *Radio Electronic Engineering*, *Tele-Tech*, *Television Engineering* and *Radio & Television Weekly*.