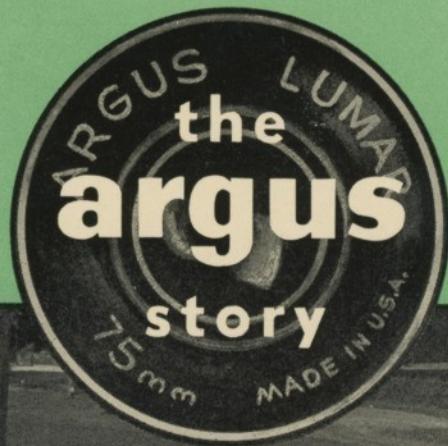


SYLVANIA

b e a m

NOV.-DEC. 1956

IN THIS ISSUE



\$ 3,000,000
FOR CARS



SYLVANIA



NOV. - DEC. 1956

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PHOTO CREDITS

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Names in italics denote *Sylvanians*.

THE COVER

This display of cars shows only a few of the 1956 models of many makes owned by *Sylvanians* in the Montoursville-Williamsport area. This photo was taken by Montoursville's Bernie Welteroth from a dike along the Susquehanna River in Williamsport. Many *Sylvanians* at other locations are driving 1956 cars, as a visit to any company parking lot will prove. These range from four-door sedans and station wagons to convertibles and the smaller foreign-make sports cars. For more about the automobiles of *Sylvanians* see "\$3,000,000 For Cars" beginning on page 8.



editor
ROBERT H. RICHELSON

assistant editor
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assistant editor
GLORIA COLUCCI,

Following the Beam

11 Much has been written about the company's Group Insurance Program, which gives each *Sylvanian* and his family greater protection than ever before and is considered to be one of the best programs of its kind in industry. However, the true value of the program can best be measured from the testimony of someone who has benefited from it.

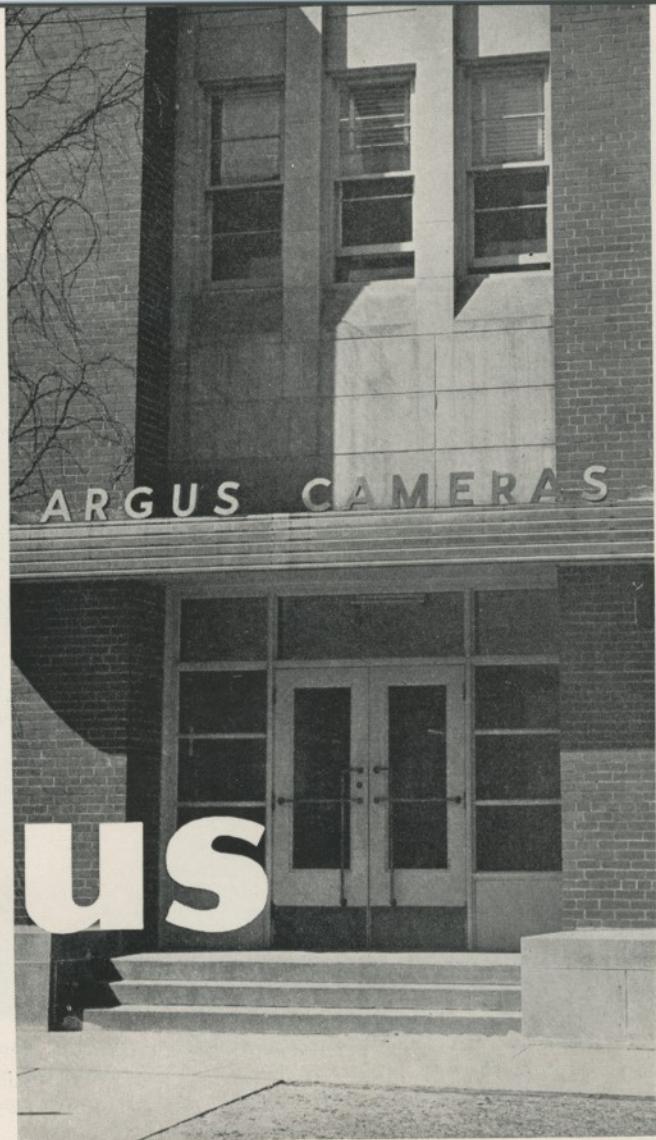
23 Such a testimonial is offered by Guy Warren, of the Cleveland parts plant, in an open letter to *The BEAM*. Mr. Warren was hospitalized for 38 days, during which time his total bill came to \$1,081.80. Of this, only \$56 came out of his pocket. The remainder was covered by the company-paid insurance provided for him and every other *Sylvanian*.

Summarizing his situation, Mr. Warren says: "There are many good companies in this old world, but to me there couldn't be any better than *Sylvania*."

What's ahead: Next issue you will see an up-to-date rendition of "Sylvania City," the artist's version of how the company would appear if all its plants were in one central geographical location. You'll also be taken on a tour of the company's western-most plant town, Fullerton, Calif. And for those proud new owners of Argus cameras, there will be a story on how to take good pictures easily.

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this
is
argus



Purchase of Michigan company, world's leading manufacturer of 35mm cameras, gives Sylvania a varied photographic line

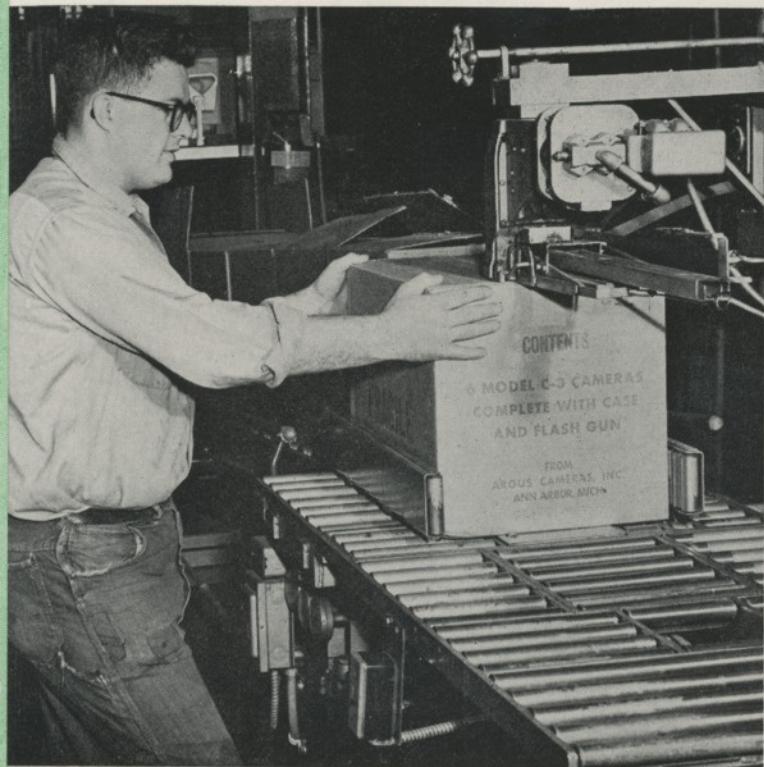
BEGINNING

Jan. 2, 1957, Sylvania will offer American camera enthusiasts a photographic product line unique for a single company. On that date, the company, already the world's leading manufacturer of flashbulbs, as well as a major producer of flood and projector lamps, will acquire the interests of Argus Cameras, Inc., the world's largest manufacturer of 35 mm cameras and a leader in the sales of various other photographic equipment.

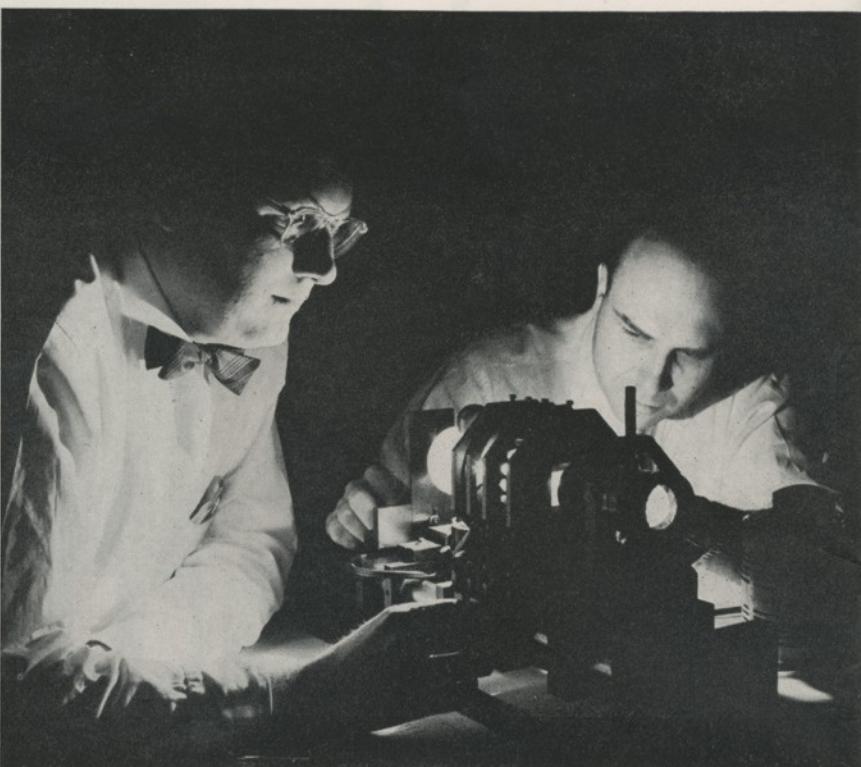
The purchase of Argus, approved by the latter's shareholders at their Nov. 21 annual meeting, means that Sylvania's photographic products will be the second most diversified line available to camera fans throughout the country.

In addition to the aforementioned products, the Sylvania-Argus line will include still projectors, reflex cameras, auxiliary lenses, exposure meters, and pre-

(Continued on page 4)



At Argus warehouse, Tom Bates carefully performs one phase in packaging of cameras and projectors to assure delivery in perfect order to all parts of the world.



Walter Root (left) and Jim Meldrum perform one phase in complete manufacturing process, which starts with designing of cameras and parts, and ends with finished products.

(Continued from page 3)

viewers. It should also be mentioned that Argus has one of the most modern optical plants in the country. Here lenses are made for both cameras and projectors. Argus consumer products that are now available to Sylvanians at discounts amounting to approximately 33% are described on pages 6 and 7. All employee prices are F.O.B. Ann Arbor, Mich.

Argus Cameras is located in the university town of Ann Arbor, some 40 miles west of Detroit. It is a depression baby, having been organized by a group of local civic leaders intent on creating new jobs in 1931, the same year that the Hygrade Lamp and Sylvania Products-Nilco Lamp interests were merged to form the nucleus of Sylvania as it is today.

Originally the company was known as International Industries and it manufactured radios rather than cameras. In 1932, it placed on the market the first AC-DC table model radio ever produced. Coincidentally, the company was a Sylvania customer in those days, purchasing radio tubes. Four years later the company, having changed its product line, introduced the first popular-priced 35 mm camera ever made available to the American public.

From a small operation employing 25 people, Argus

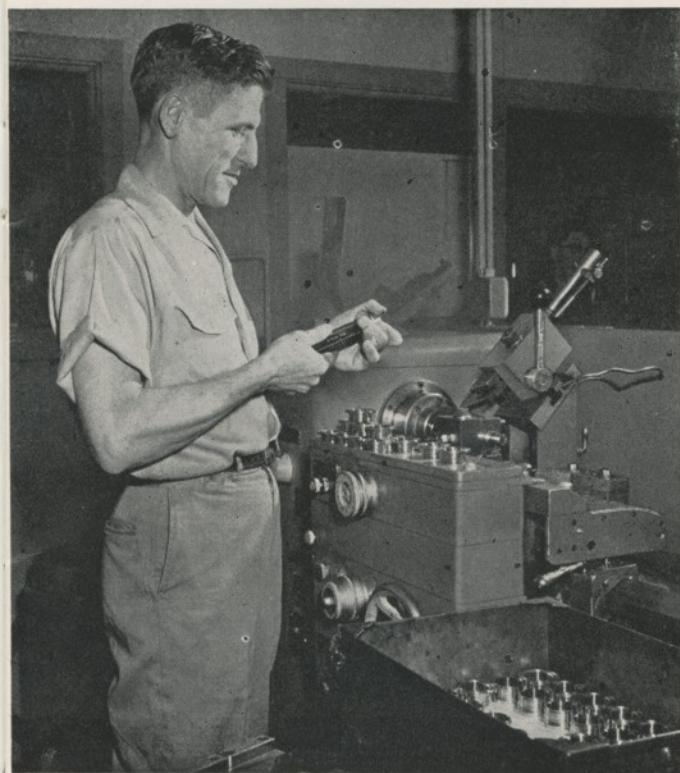
has expanded to three plants employing 1,100. In keeping with the city's campus tradition, these buildings are made of brick and covered with ivy. Ann Arbor, of course, is the home of the University of Michigan, which is one of the five largest universities in the United States.

The growth of Argus is due largely to the outstanding reputation of its products, a reputation earned by high quality and top value. An endless number of different kinds of skills, backed up by the most modern equipment, have made this reputation possible.

For example, the C-44 camera, pride of the Argus line, contains a total of 345 parts, ranging from tiny gears to polished lens elements. The production of these parts calls for carrying out some 1,108 different operations within the plants.

Now rounding out its 25th year, Argus is a company which in many respects parallels Sylvania. A recent tally shows that 545 Argusites have been with the company for five years or more. Two employees, Helen Breining and Merrill Rayment, have been on the payroll since the first day of business, which was August 8, 1931. Two others, Ozzie Hoeft and Ken Geiger, are now observing their 25th anniversary.

(Continued on page 6)



Like every production operator, Paul Higgins assumes a major responsibility for the precision of his own operation. Here he's shown checking his workmanship.



Florence Carman checks materials from suppliers, one of the more than 1,100 operations needed for the production of camera parts.



Matta Maynard, Barbara Sibert and Mary Ruth Yates (l. to r.) master delicate task of assembling finished products from many parts.

(Continued from page 4)

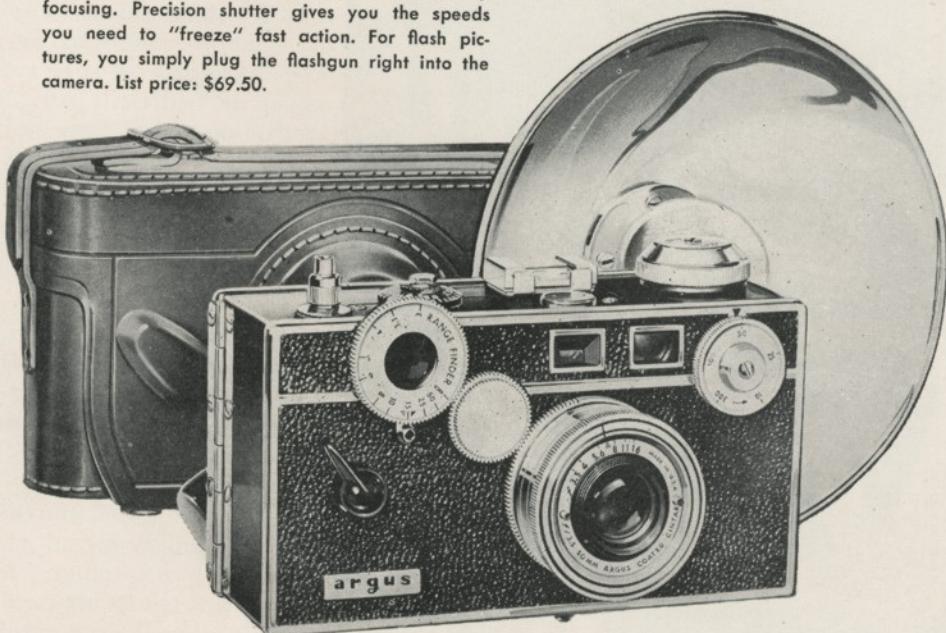
Like Sylvania, Argus has a Suggestion System that pays employees for usable ideas. In the past three years alone, the Plan has paid out over \$22,000.

The company derives its name, which means sharp-eyed and watchful, from ancient Greek mythology. The original Argus was a vigilant guardian of goddesses who never closed all of his hundred eyes at once.

Argus has long been a successful and growing company. For the 12 months ending July 31, its commercial sales (cameras, projectors and accessories) were \$19,557,000—an all-time high. Total sales during the year were \$20,860,000, as compared with \$20,729,407 during the previous 12-month period. Net income was \$1,146,000, slightly below the record \$1,292,792 for the previous year. As a result of the purchase of Argus, it is expected that Sylvania's net sales will increase to an annual rate approaching \$350,000,000.

For Sylvania and Argus, the joining of forces is a natural. Distribution channels and selling techniques of the two companies are similar in many respects. The combined facilities of the two will afford an excellent basis for the development of new opportunities in the photographic field.

ARGUS C-3 (complete with case and flash). The world's favorite 35 mm camera because it takes the complications out of color-slide photography. With this camera, beautiful color slides are as easy to make as black-and-white pictures. The Argus C-3 comes with a fast f:3.5 lens which is coupled to the rangefinder for quick, sharp focusing. Precision shutter gives you the speeds you need to "freeze" fast action. For flash pictures, you simply plug the flashgun right into the camera. List price: \$69.50.



ARGUS 75 PORTRAIT ALBUM KIT. If you want snapshots the easiest way, this camera is just for you. Lens is fixed-focused, so there's nothing to adjust. Exclusive Argus Red-i-dot prevents wasted double exposures. Kit includes carrying case, flash unit, flash guard, bulbs, batteries, film, close-up portrait lens and pocket-size picture album. List price: \$23.50.

ARGUS SUPER 75 COLOR KIT. This camera has all the features of the Argus 75 plus extra versatility for only a few dollars more. A choice of lens openings assures good pictures even on dull days. It focuses from 3½ feet to infinity. With a plug-in flash unit, the Super 75 features Color-matic flash settings for easy exposure adjustment without calculations. Kit includes carrying case, flash unit, flash guard, color film, bulbs and batteries. List price: \$31.95.

ARGUS 300 PROJECTORS. Complete line of projectors includes the Standard, Automatic and Remote Control Models. Standard comes with a single slide editor. Automatic (shown here) includes editor, automatic slide editor and carrying case. Automatic Remote Control models include all these, plus the remote control power unit. List prices: Standard, \$39.50; Automatic, \$62.50; Remote Control, \$85.00. Automatic slide changer can be bought separate. List price: \$14.95.

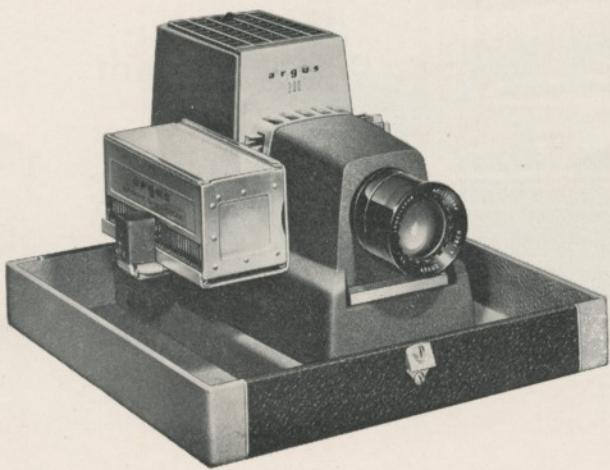
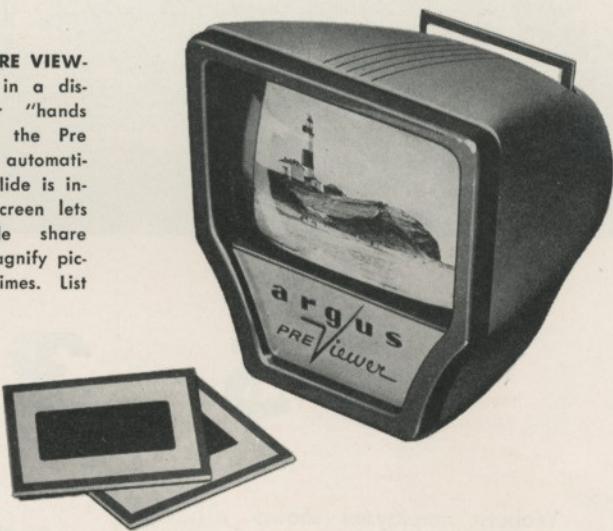


ARGUS MAGAZINES

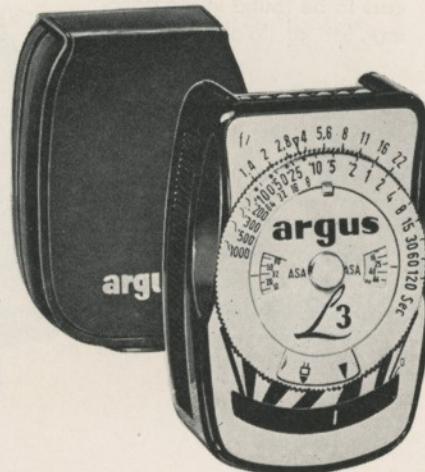
(for Automatic Slide Changers). Extra magazines are packaged for convenient carrying and storing in carton of six with folding handle. List price: \$2.25.



ARGUS 660 PRE VIEWER. Packaged in a display box for "hands free" viewing, the Pre Viewer lights automatically when a slide is inserted. Wide screen lets several people share view. Lenses magnify picture several times. List price: \$7.95.



ARGUS L-3 METER (complete with case). This meter tells you swiftly and surely how to set your camera for perfectly exposed pictures. You can read aperture and shutter speed almost instantly. List price: \$16.95.

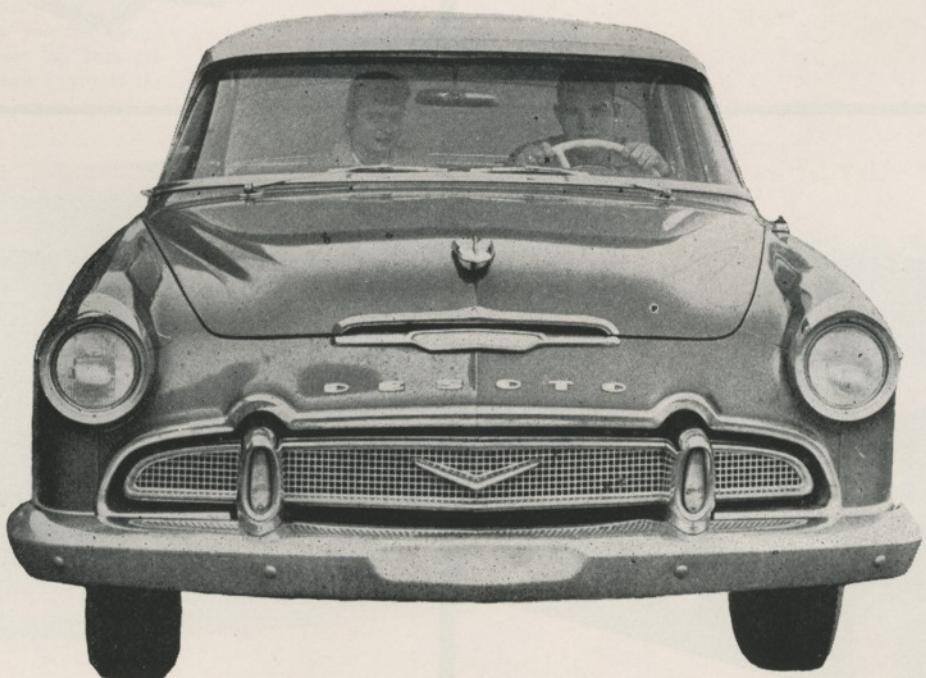




\$ 3,000,000

Woburn employees shown above with their new cars are (l. to r.) Helen Murray, Oldsmobile; Ashley Thomas, Pontiac; Mike Imparato, Studebaker; Raymond D'Auteuil, Chrysler; Alfred Birch, Nash. These are but a few of 1956 cars to be found in the parking lot at Woburn plant.

Shirley and Howard Acla, Towanda plant husband and wife team, drive to work in 1956 De Soto.





FOR CARS

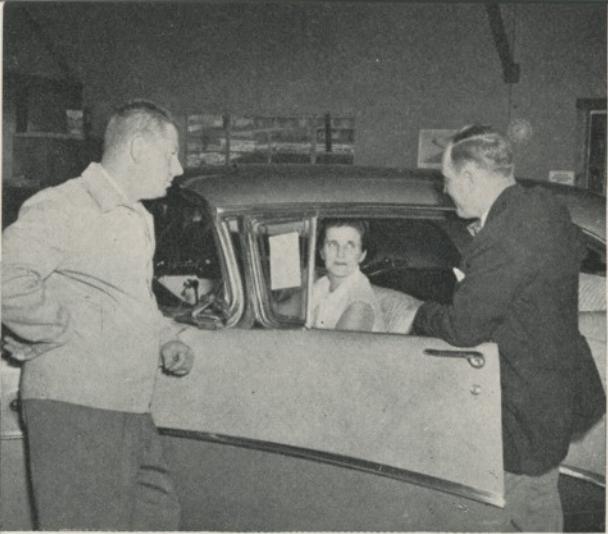
Last year Sylvanians spent
this amount on new cars as
the U. S. continued to rule
as the most automobile-mad
nation the world has known

IN 1955, Sylvania employees were paid \$110,204,316. Of this, they spent some \$3,000,000 on new cars. This figure is based on the company's portion of the nation's total expenditure for 1956 model autos. If anything, it is a conservative estimate because the average Sylvanian earns more than the average working person in the United States and, presumably, spends more for automobiles.

Add to this the \$12,000,000 they spent for fun and recreation (July-August BEAM) and the \$6,300,000 they spent on travel (September-October BEAM) and it becomes apparent that for Sylvanians and their families it was, in all probability, the greatest year ever.

Compare the situation in the U. S. with that which exists in other societies and you get an idea of the high standard of living that American industrial employees and their families enjoy. Here nearly three families in every four own an automobile. In Russia, for example, only three families in 500 own a car.

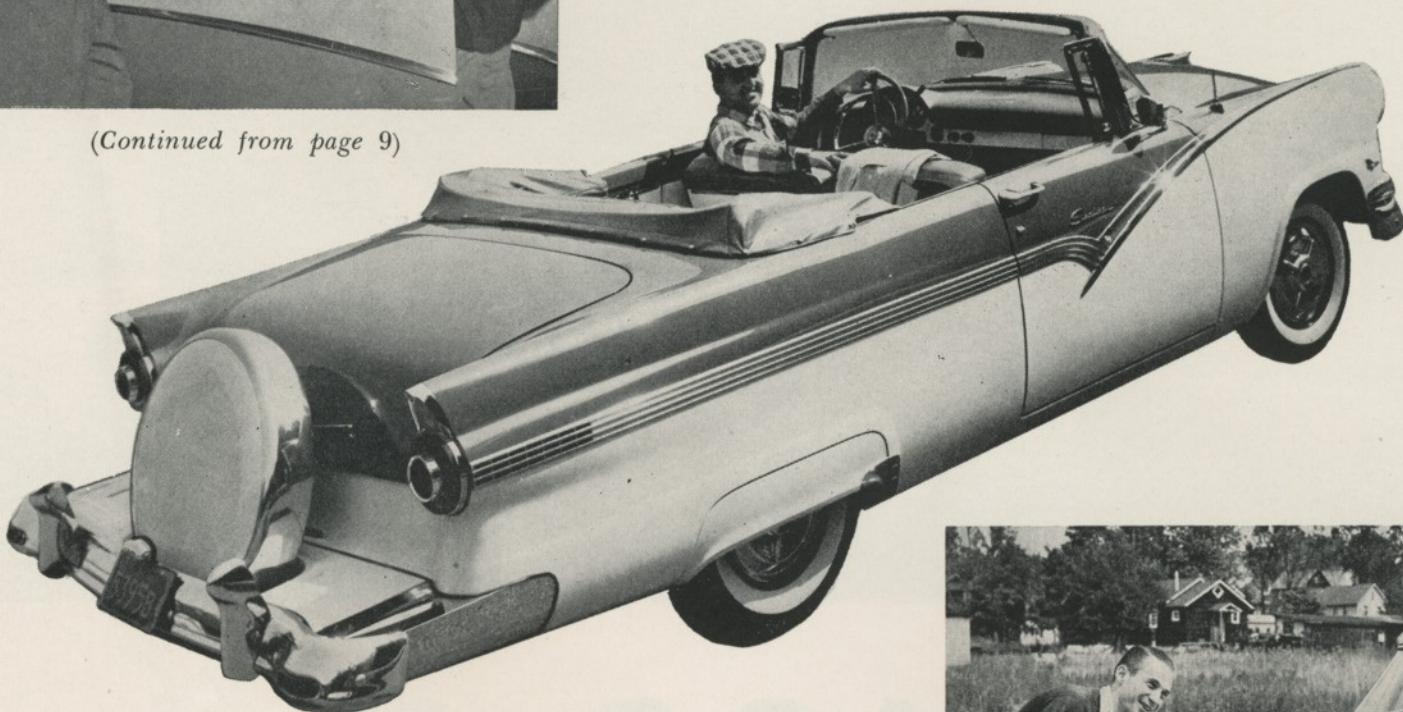
(Continued on page 10)



Laura and Bill Kennedy, both employed at Brookville plant, look over a new Buick. Salesman is Glenn Sibley (right), whose wife, Shirley, also works for Sylvania.

Paul Schade, of St. Marys, beams from behind the wheel of his snappy Ford convertible before going for a drive.

(Continued from page 9)



DuBois' Francis Baker (left) points out features of his 1956 Plymouth to fellow Sylvanian Keith Marshall.

Waltham has more than its share of sports car enthusiasts, as picture below shows. Shown here are (l. to r.) Ronald Day, Jaguar; Bruce Harvey, Mercedes; Howard Sklar, Karmen-Ghia (with Volkswagen engine); and Shirley Palmaccio, with Ford.



television desert

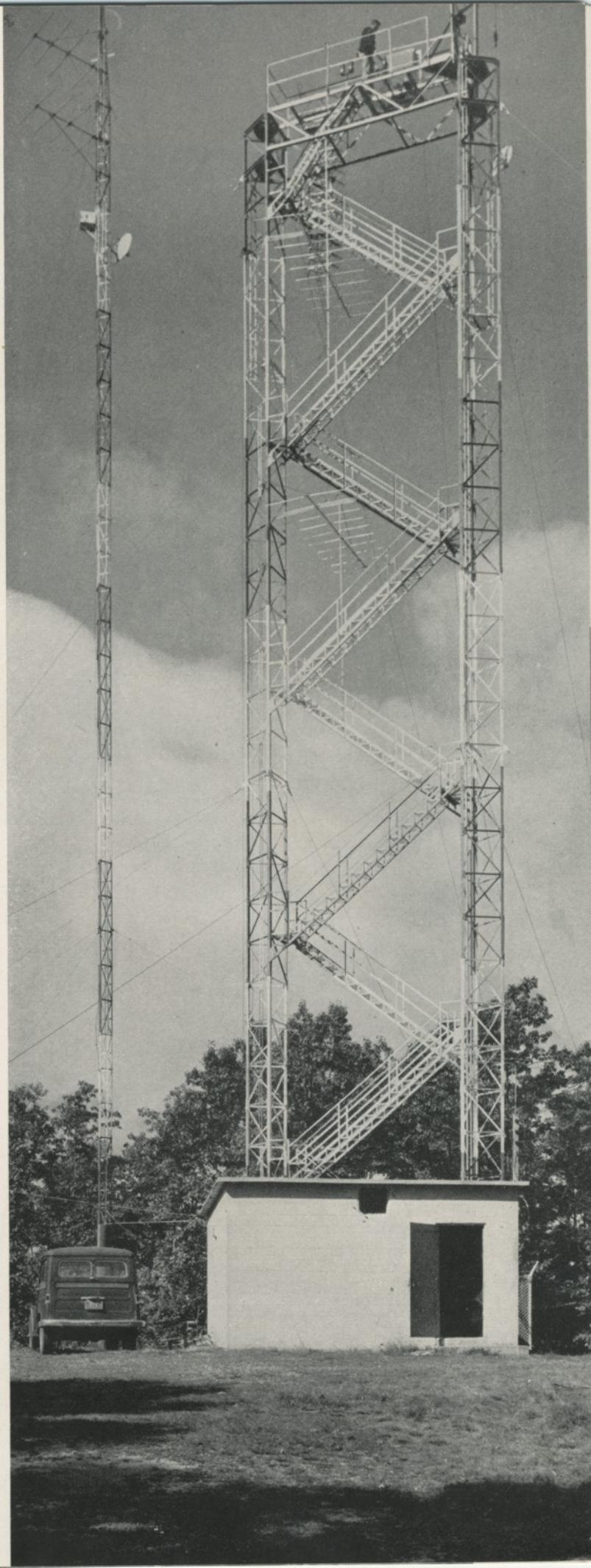
Once blacked out, residents
of northwestern Pennsylvania
rely on ingenious antennas to
see their favorite TV shows

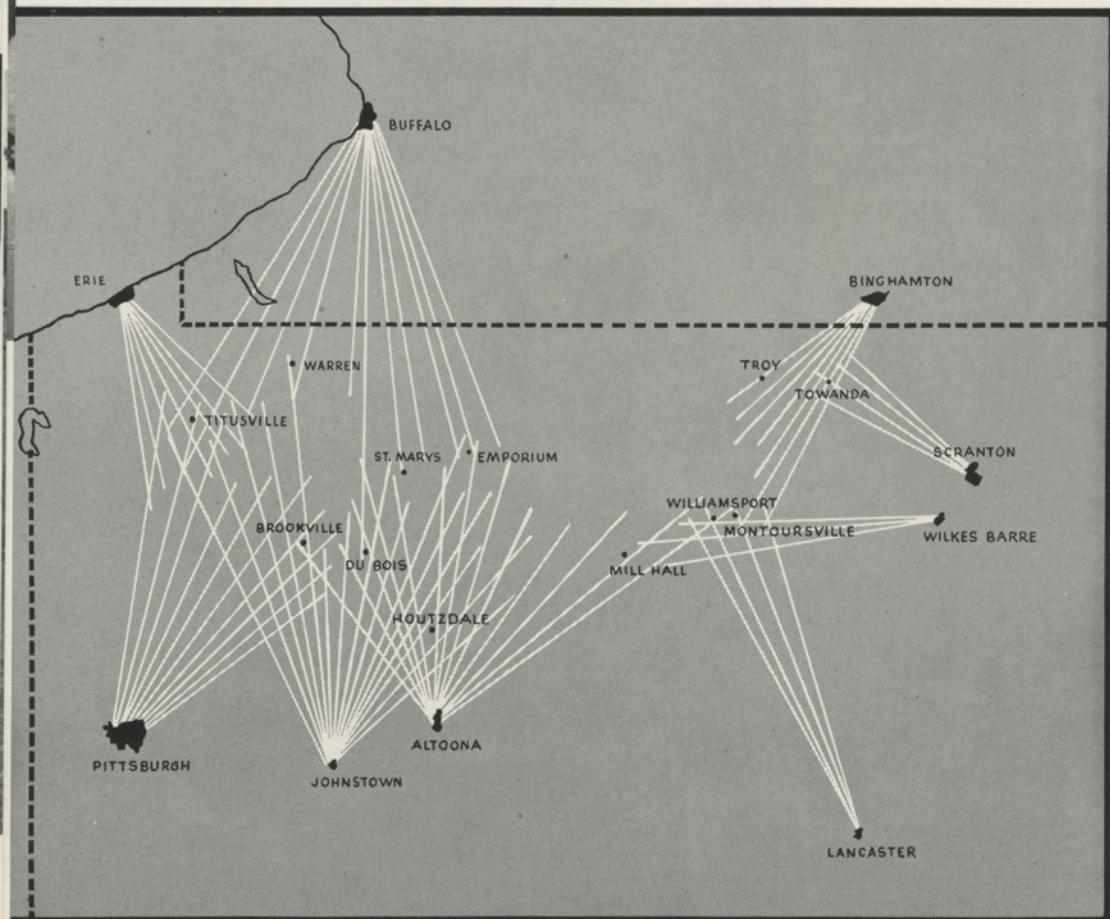
TO people living there, the northwest section of Pennsylvania is sometimes known as the "Television Desert." While this is a reference to the relatively poor video reception that exists there, it is also something of a misnomer. Far from being a desert, the area, which embraces some ten Sylvania plant towns, is, for the most part, one of the most rugged and heavily wooded sectors of the United States. Its mountains cause the horizontal traveling TV waves to bounce before they reach such Sylvania towns as Emporium, St. Marys, Mill Hall, Brookville, DuBois, Titusville, Houtzdale, Warren, Williamsport and Montoursville.

Despite this relatively poor reception, more than 71 per cent of the households in the so-called "Television Desert" have sets. With the nearest TV station more than 65 miles from some of the aforementioned towns, many families have had to rig some rather ingenious antennas in order to receive signals. Masts containing a strange assortment of crosspieces can be seen in some of the more rural areas. In some cases, families have gotten together to erect an antenna equidistant from their respective homes.

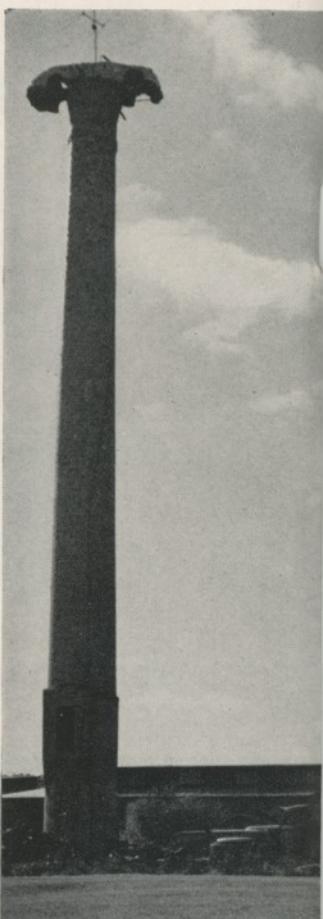
(Continued on page 12)

The towers of Sylvania's satellite station KG2XDU are on Whittlemore Mountain near Emporium.





Although this area appears to be surrounded with cities in which television stations are located, the heavily forested mountains prevent good TV reception in towns in the valleys.



Dorothy Boner (left) the Titusville plant a nearby smokestack

(Continued from page 11)

In other locales, like Mill Hall, St. Marys, Titusville, Warren and Williamsport, a private or community-owned company has come to the rescue by setting up an antenna tower on a nearby hill and running a cable through the town. Subscribers to this service pay anywhere from \$1.25 to \$4 a month, plus installation charges, to have their sets connected to the cable. While this service has proved valuable, it can have its disadvantages. For example, last fall some 500 families in the St. Marys area suffered a temporary television blackout when an errant hunter sent a bullet through the main cable.

Probably the best method of reception is that which serves the people of Emporium. In 1948, Sylvania erected a tower on Whittlemore Mountain, near Emporium, in order to bring in signals for experimental

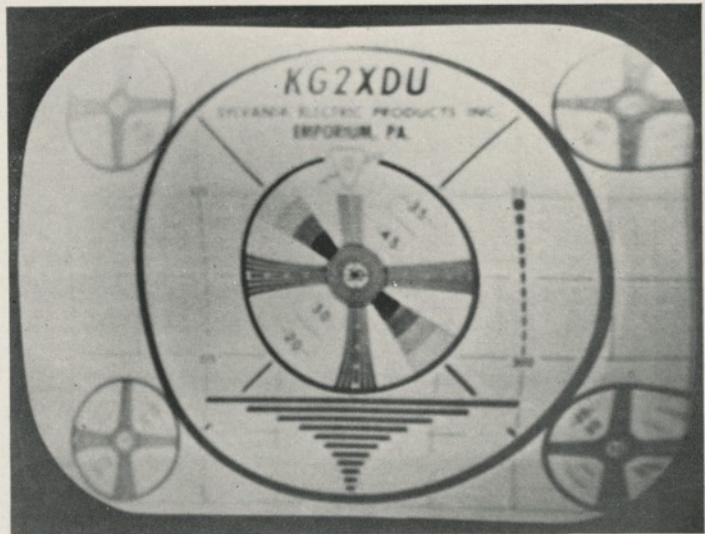
purposes. The tower is able to retransmit programs from stations in Johnstown, Pa., 65 miles away, and Altoona and Buffalo, both 90 miles distant.

Although the tower, retransmitting on UHF Channel 22, is 1,200 feet above the floor of the valley in which Emporium is situated, intervening hills prevent transmission to a considerable part of the town. To alleviate this situation, another tower stands close by the Radio Tube Division's headquarters. This tower retransmits on UHF Channel 82. A picture of the tower appears on the opposite page.

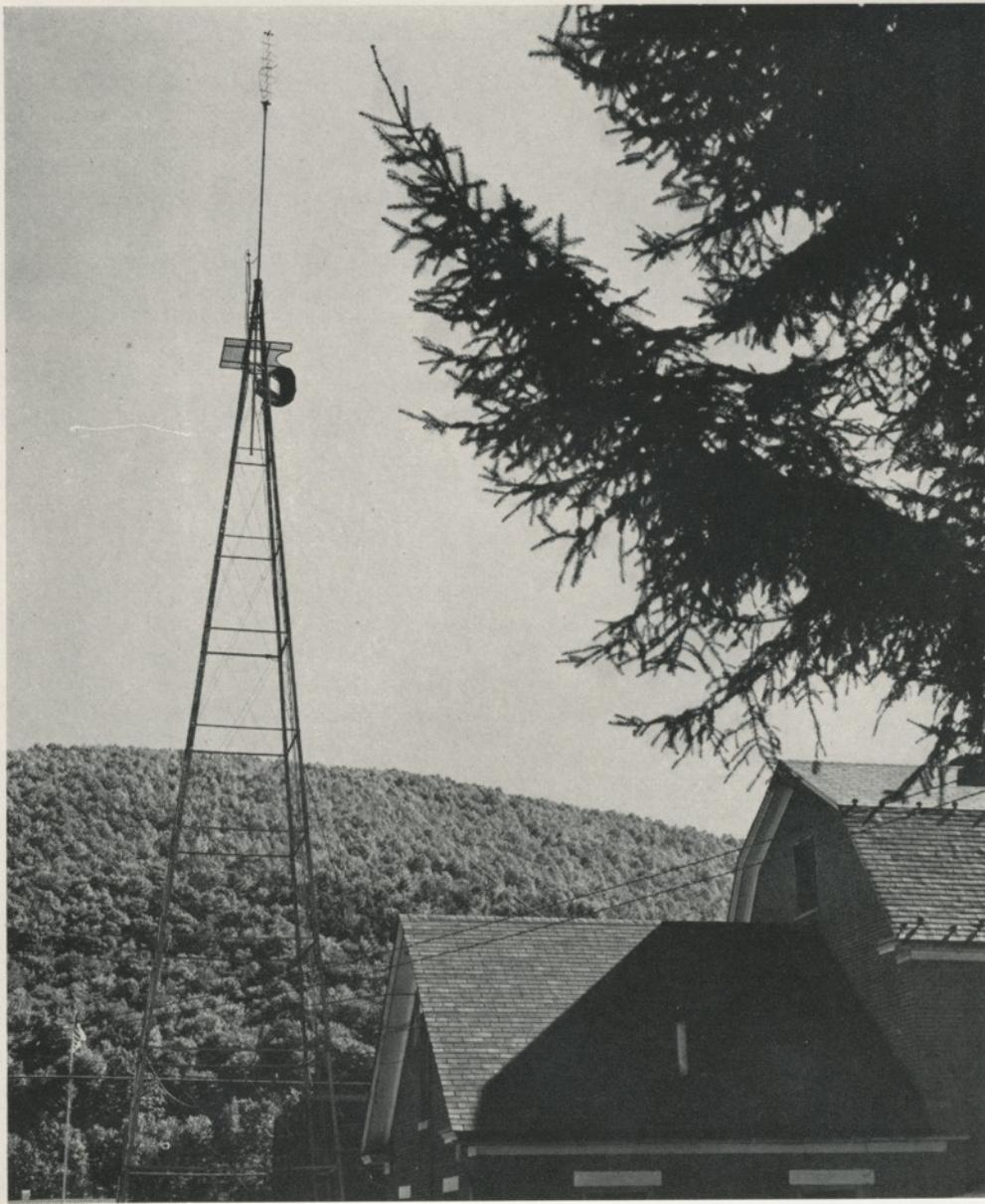
Sylvania's pioneering in the operation of satellite stations in cooperation with the Federal Communications Commission will provide the know-how for the operation of similar stations throughout the country. At the same time, this permits the residents of the area to sit back and enjoy their favorite television programs.



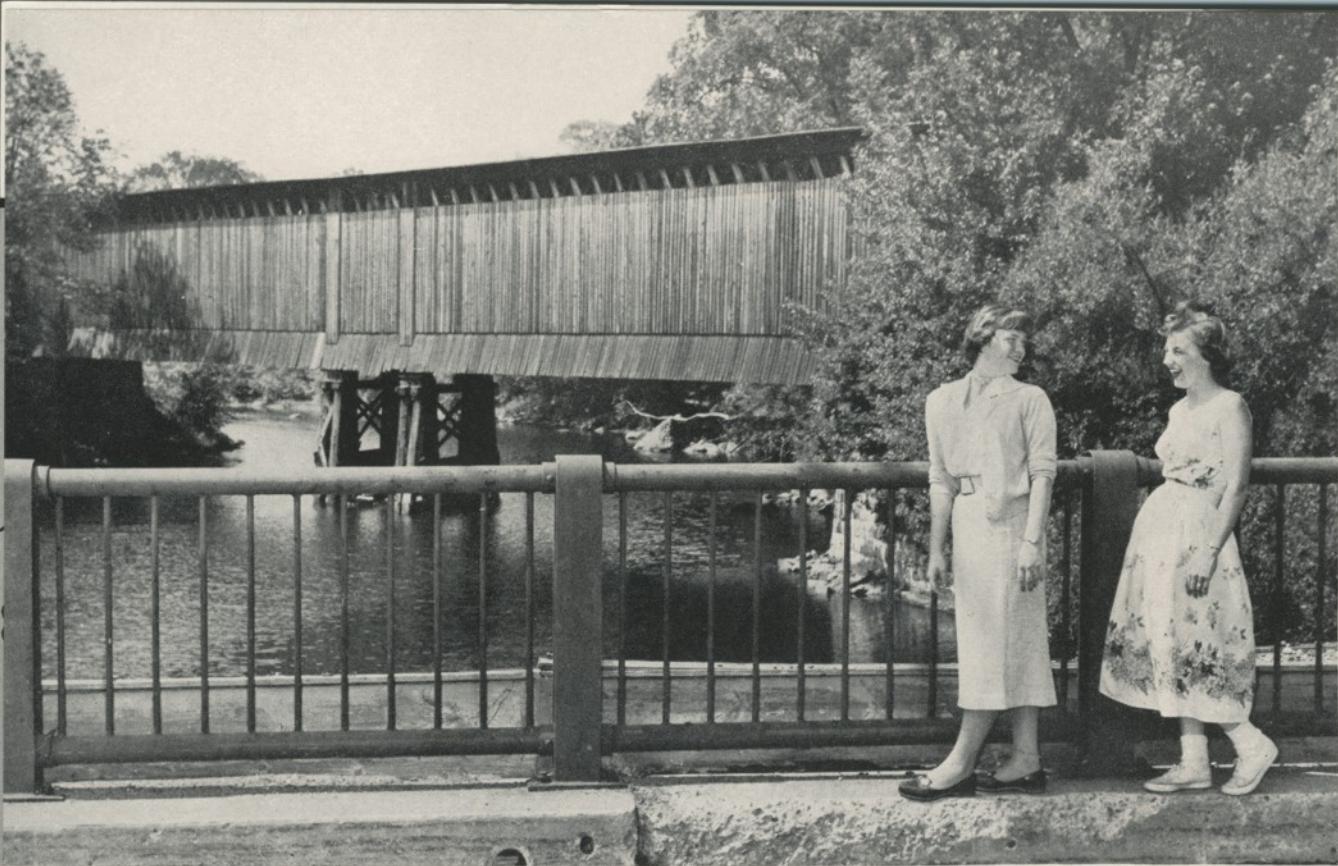
Helen and Eileen Boddorf, both of Emporium, look at a TV antenna atop the utility pole. Note old car on the stack.



A familiar sight to the residents of Emporium is the KG2XDU test pattern which appears on their TV screens at periodic intervals.



The tower for KG2XEL, a part of Sylvania's satellite relay station at Emporium, is near the receiving tube plant and retransmits into the town.



In summertime, Sylvanians Faith Owen (left) and Sally French stroll over bridge spanning Contoocook River. In background is covered wooden bridge through which railroad trains pass.

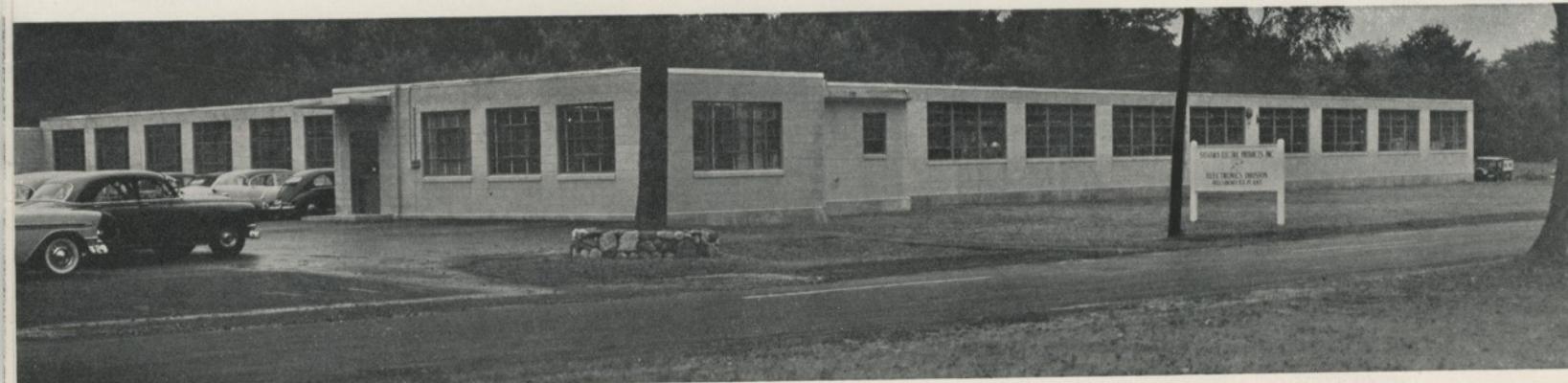
Sylvania plant, located on U. S. Route 202, is seen by all passers-by. Plant was opened in June, now employs 240 people. It makes transistors and diodes.

Sylvanians (l. to r.) Beverly Gordon, Peggy Grund and Norm Bosse exchange greetings as they cross Main Street in main shopping area of Hillsboro. Town's population is now 1,700.



HILLSBORO

Birthplace of the 14th President of the nation, this new Sylvania town, with year-round sports facilities, is enjoying its greatest prosperity



TWO of the best showcases Sylvania has are its buildings at Waltham and Woburn, Mass., for both overlook Route 128, which conveniently by-passes Boston, and are seen daily by thousands of travelers. Now a third location has come along to help keep the company's name in the public eye, although to a somewhat lesser extent. It is the new Electronics Division plant at Hillsboro, N. H. Situated directly alongside scenic U.S. Route 202, which leads to Concord, the state capital located 24 miles away, the plant is seen by all passing motorists.

As with the Waltham and Woburn locations, the Hillsboro plant's closeness to a main artery of travel is only coincidental. The chief concern of the 240 people employed at the company's only New Hampshire location is to turn out the best transistors and crystal diodes possible.

In writing of Hillsboro, one must make mention of Woburn. Both, of course, are Electronics Division plant towns. Whereas descendants of Franklin Pierce lived in both communities, Hillsboro's greatest claim to fame is that the 14th President of the United States was born here on Nov. 23, 1804. The original Pierce homestead is maintained by the state as a historic landmark and is open to the public from mid-May to mid-October of each year. Visitors to the charming house, which is located but a mile from the company's plant here, are greeted and taken through the 200-year-old structure by Miss Mary K. Pierce, personable grandniece of President Pierce.

Pierce, whose father had been Governor of New Hampshire, won the Democratic nomination for President in 1852 and then defeated the Whig candidate,

(Continued on page 16)



(Continued from page 15)

Gen. Winfield Scott. He died in Concord in 1869, shortly before his 65th birthday.

While Pierce remains its most famous son, the town is named after its founder, Col. John Hill, a Bostonian of considerable wealth and influence. This is not generally known to the casual passer-by, who usually imagines that the town's name is in reference to its uneven surface. Actually Hillsboro has no more hills than any of its neighboring communities. Its highest point is Stowe Mountain, which rises 1,200 feet above sea level and affords an excellent view of the surrounding countryside.

Hillsboro is a peaceful community of 1,700 inhabitants whose ranks are swelled by out-of-towners during the summer months. The town is currently in the midst of a boom, due to the opening of the Sylvania plant here and, more recently, the reopening of the old woolen mill alongside the Contoocook River.

The Sylvania plant, which is the town's largest employer, and anticipates having 350 employees in the months ahead, was built in 1954 and occupied by a container manufacturer. It is a tidy one-story structure situated on a nine-acre tract of land. A feature of the formal opening of the plant, which was attended by many dignitaries, including Gov. Lane Dwinell, was the electronic unveiling of the sign in front of the plant. This was accomplished by utilizing the 23,000,000th diode produced at the Woburn plant and the

first diode and first transistor made at Hillsboro.

The heart of Hillsboro is known to old-timers as Bridge Village. It is an intersection with stores on both sides of Route 202, which becomes Main Street as it passes through town. On the east side of the thoroughfare is the Valley Hotel, a century-old inn which recently was renovated. The hotel was opened a year after the railroad tracks were laid here in 1849.

A short block from the shopping area is the railroad crossing, then a bridge spanning the Contoocook. On the far side of the bridge is the mill, which first began operations in 1828. Plainly visible from the bridge is one of those covered bridges for which New Hampshire is famous. This one covers the tracks as they cross the Contoocook. The latter, incidentally, is an Indian term meaning "Great Place for Crows."

Although it is not a famous winter resort, like Franconia or North Conway to the north, Hillsboro does have a ski lift that annually attracts a number of outsiders. This, plus the other facilities available here, makes Hillsboro a year-round recreational spot, though not in a commercialized fashion.

With industry flourishing and employment at an all-time high, Hillsboro is looking toward the future with renewed confidence. This confidence is based upon the realization that, far from being the ghost town skeptics had once predicted it would become, it has the facilities for growth. Now, as never before in the town's history, these facilities are being utilized.

Sylvanians are invited into the Pierce homestead by Miss Mary Pierce, grandniece of the 14th President of the United States.

Hillsboro offers year-round fun for the sports-minded. Here a Sunday crowd enjoys facilities offered at Overlook Ski Tow.

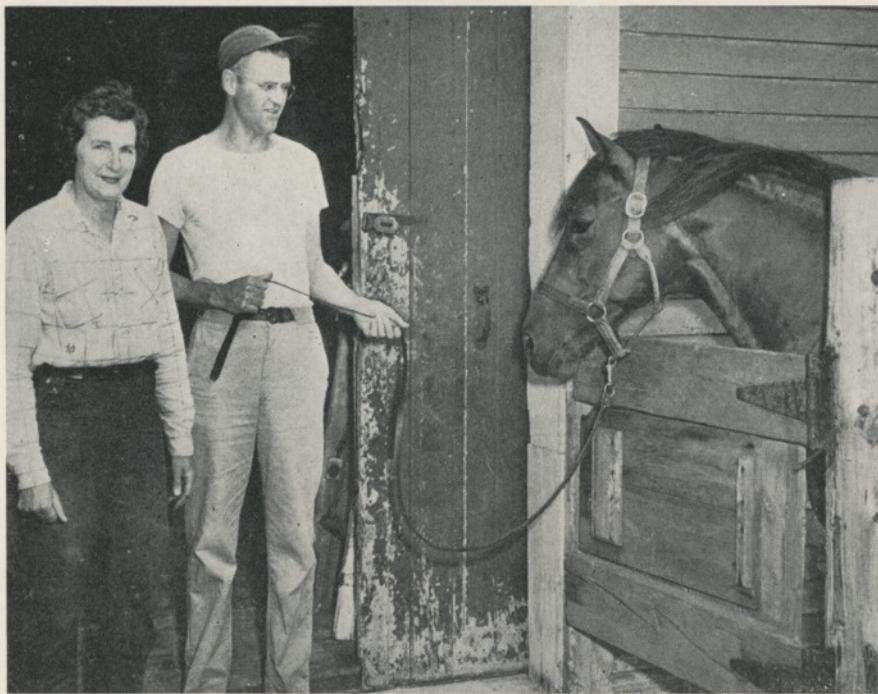
Town's main attraction is the home of Franklin Pierce. Here (l. to r.) Ella Grimes, Shirley Wilson and Elaine Novak, all of Sylvania, pass the landmark.



THE SYLVANIA SCENE

people
plants
products

Poor Family Rich in Joy That Horses Give



Keystone of stud farm owned by Dan and Betty Poor is stallion, Kudos, once doomed to death for broken bone, but nursed back to health to make a good sire for racers.

FARMING is literally a family affair at the home of Mr. and Mrs. Dan Poor. Dan, supervisor of financial analysis for the Lighting Division, runs a farm in his spare hours off the job. But this is not the usual corn-and-cabbage-type farm — that's too simple. Instead, the Poor family runs a stud farm for race horses.

A cousin of the Poor brothers, the founders of the company, Dan lives at Candlewood, a handsome red Colonial home in nearby Ipswich, surrounded by almost 20 acres of land, with his wife, Betty, and children, Dick, 13, and Judy, 11. While Dan is working at the Salem Boston St. plant, Betty is busy working on the farm. After school, she is joined by the children, who take care of the stalls, sweep the floors and do other odd jobs. When Dan comes home from work, he

heads for the barn or fields, and starts his chores. Betty, who is a veteran with a shovel and pitchfork, carries a full share of the workload.

The pride and joy of the Poors is an eight-year-old stallion named Kudos, a high-spirited animal who spends much of his time on his hind legs. Kudos has been at Candlewood since February, although the Poors had bred their mares to him when he was under another owner. Recently, one of Kudos' colts won at Narragansett. Betty Poor says, "All of his horses are nice, and he's had a number of good show horses and hunters. He is a nice, intelligent horse, and being a stallion, is not adverse to biting you."

All the Poors are horse enthusiasts. Dan says that the children first sat upon horses before they could sit up unaided.

Sylvania, Corning To Form Atomic Energy Corporation

SYLVANIA and Corning Glass Works will form a jointly-owned company for the purposes of expanded research, development, and production activities in the atomic energy field, to be known as the "Sylvania-Corning Nuclear Corporation." The new organization will take over the two companies' atomic energy businesses.

Sylvania has been active in atomic energy work for nearly 10 years and our Atomic Energy Division is one of the leaders in the fields of fuel elements, reactor components and materials.

Corning, a recognized leader in the development and manufacture of glass and refractory products, is engaged in applying high temperature ceramic techniques to the manufacture of nuclear fuel elements and related components.

Except for the Hicksville plant, which will continue in operation as a part of the new organization, all activities of the new company will be located in extensive new facilities to be constructed in the near future at one of several sites now under consideration in the Northeast. The Bayside building, now used by the Atomic Energy Division, will become part of the company's Research Laboratories following the move of the atomic energy activity to the new site.

Canada To Purchase A-Fuel

THE ATOMIC ENERGY Division has contracted with Canada to provide it with atomic fuel for a new test reactor at Chalk River, Ontario. This will be the first time U. S. private industry has provided atomic fuel to another nation under the "atoms for peace" program.

New Towanda Laboratory To Open In Middle Of '57

A NEW ENGINEERING and pilot production building for the Tungsten and Chemical Division is now under construction in Towanda. It is to be completed by mid-1957.

A three-story structure of 48,000 sq. ft., the new building will house engineering offices, laboratories and pilot plant facilities for more than 100 scientists, engineers and technicians. It will help meet requirements of the division's expanding activity in semiconductors, phosphors, chemicals and metallurgy.

When completed, the new building will increase the space covered by the Tungsten and Chemical Division to more than 300,000 sq. ft. The division is a major producer of germanium and silicon, key materials in the manufacture of transistors and other electronic devices. In the tungsten field, the division produces metal powder, rod, welding electrodes, and wire for light bulbs and electron tubes. It also is one of the top producers of phosphors for both fluorescent lamps and television picture tubes.

Sylvania Helps With B-58

SYLVANIA is supplying the passive defense system for America's first supersonic bomber, the B-58 Hustler, being produced for the Air Force by the Convair Division of General Dynamics. Sylvania's part of the Hustler program is being carried out in divisional facilities and laboratories at Buffalo, Waltham, Mountain View and at the Bayside Research Center. The company is one of six firms developing major subsystems for the plane.

Designed for supersonic speeds and altitudes above 50,000 feet, the delta-wing B-58 is powered with four turbo-jet engines. It is about 95 feet long, with a wing span of approximately 55 feet, and its crew consists of a pilot, navigator-bombardier, and defense systems operator. Including its own defense systems, it has 16 major subsystems which are virtually automatic and operate with a minimum of supervision from the three-man crew.

Nine-Month Report Best Ever For Sylvania

THE RECORD \$110,204,316 Sylvania employees received last year is almost certain to be topped this year. This is indicated by the latest company report, which shows that sales and earnings for the third quarter and first nine months of 1956 exceeded any comparable periods in the company's history.

Net sales of \$77,574,569 for the third quarter were slightly above a year ago. The nine months' total was \$232,691,245, or about 8% greater than the comparable period in 1955. Net income for the quarter was \$3,635,102, against \$3,468,191 a year ago.

Net income for nine months was \$10,958,617, 15% ahead of a year ago when earnings for the same period were \$9,556,210. Despite these record-breaking figures, Syl-

vania's net profit for the first nine months of this year was approximately 4.7%.

These new records in sales and earnings reflected continued strong markets in virtually all of the company's products lines. Chairman and President Don G. Mitchell said this was especially true in the wide range of lighting products and electronic tubes, including receiving tubes and television picture tubes. He pointed out, however, that unusually intensive competition in the television set market affected both dollar and unit volume.

"The overall situation in the company's many and diversified markets is very favorable," Mr. Mitchell concluded, "and there is every indication this will be a good year for the company."

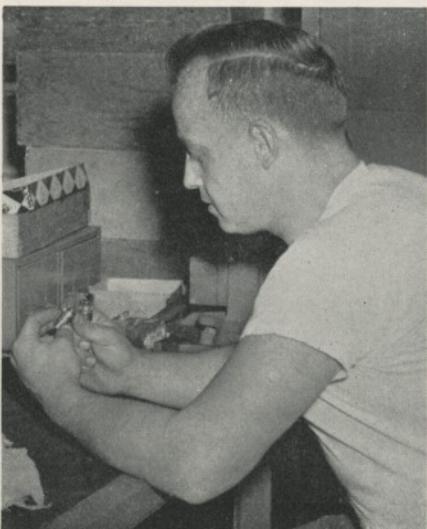
Lyle, Brookville, Collects \$894 For An Idea

LEADING THE FIELD into the home-stretch in the 1956 Suggestion Sweepstakes is Brookville's Bob Lyle, who recently came up with an idea worth \$894. At this writing, Lyle's award is the year's high, supplanting the previous mark of \$784 won by Bill Weaver, of Burlington.

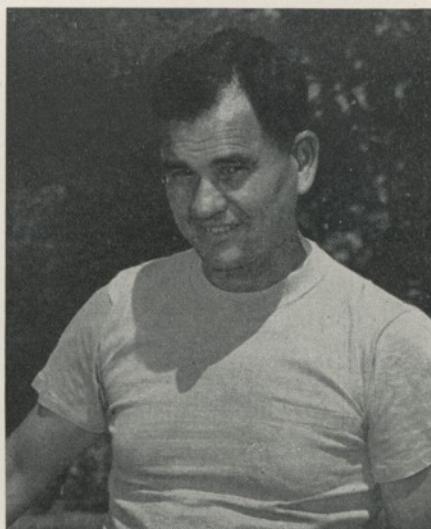
Lyle, who suggested a new type cutter for the stem machines that resulted in appreciable savings, plans to put his winnings toward a new home he and his family intend to build in the spring.

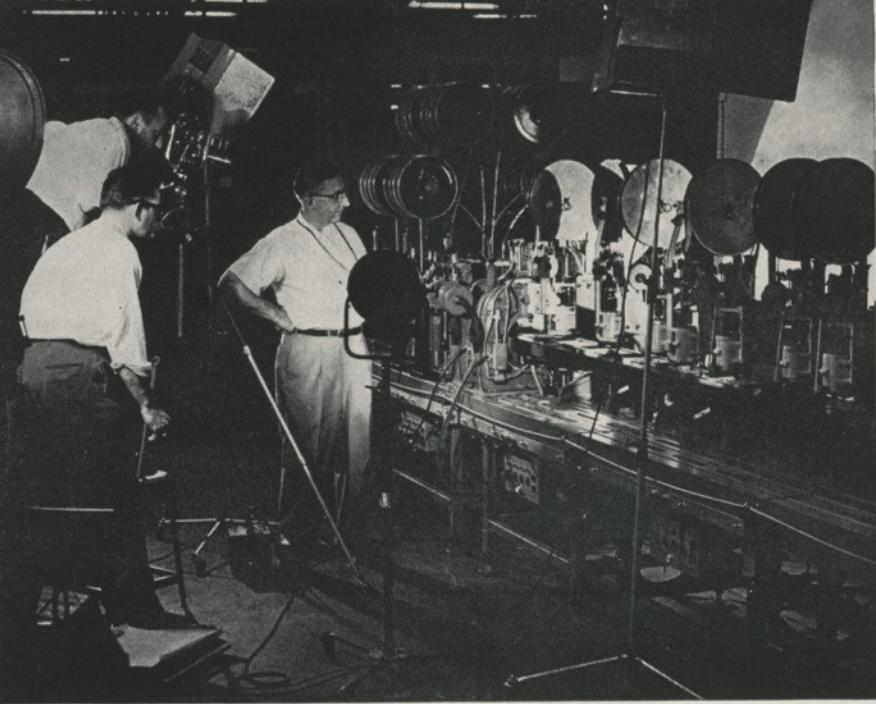
In Shawnee, Bill Wiley, who makes a hobby of trapping gophers, snared an award of \$675 to go into a three-way deadlock with Burlingtonians Bill Hyslop and George Schuff for third place among this year's suggestion winners.

Other recent winners of \$100 or more are Adam Zicardi, Batavia, \$273; Jerry Inda, Buffalo Great Arrow, \$150; Mary Foster, Salem Loring Ave., \$125; Tony DeRose, Batavia, \$118; and Frank Zoschg, Mill Hall, \$100.

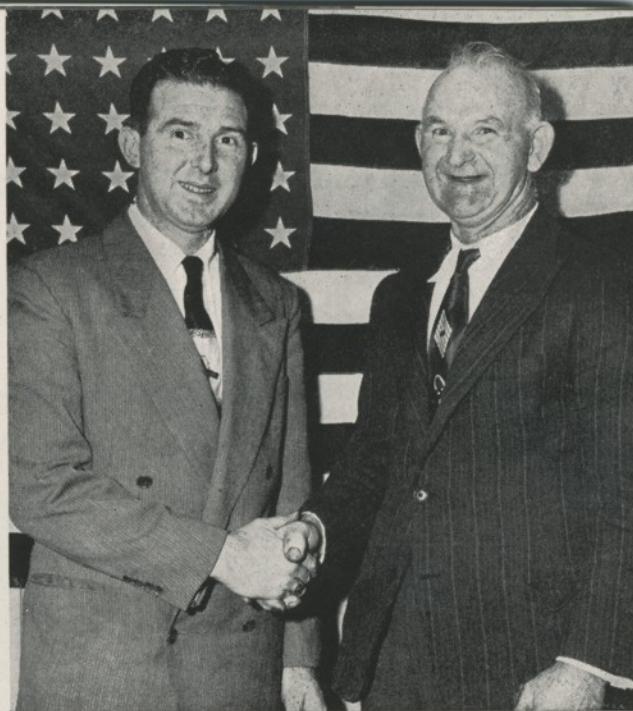


Brookville's Bob Lyle (left) won \$894 while Shawnee's Bill Wiley collected \$675.





Carl Krieger (behind the camera) and Ed Gensler (right), both of the Radio and Television Division's photographic department, are shown with an outside photographer making a movie of new automation line.



Herbert Smith (left) and his dad, Arthur, both employed at the Seneca Falls plant, recently became naturalized citizens. They're from England.

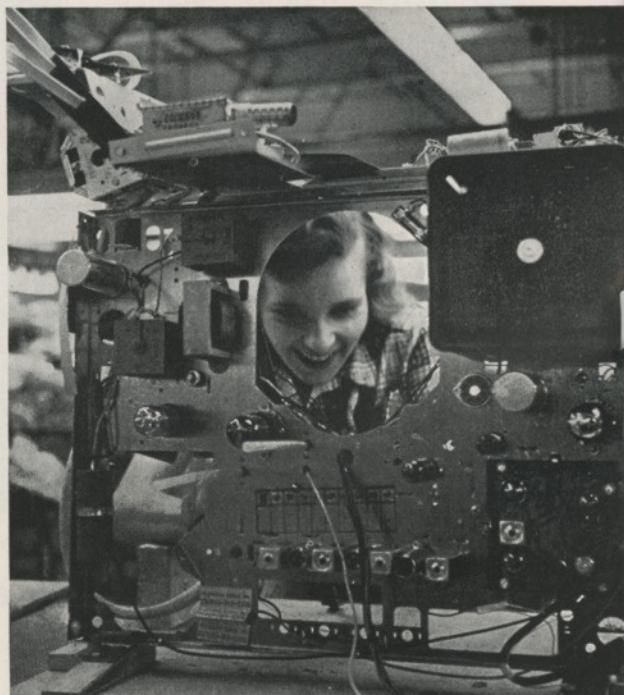
p i c t o r i a l l y

Speaking

At groundbreaking for new Altoona plant are (l. to r.) Plant Manager Bill Bowes, longest service employee Les Tremmel, Vice President Matthew Burns, Mike DeVoorhis of Altoona Chamber of Commerce.



Working on the television assembly line at the Batavia plant, Sally Burns is performing the initial wiring tying the tuner to the chassis.



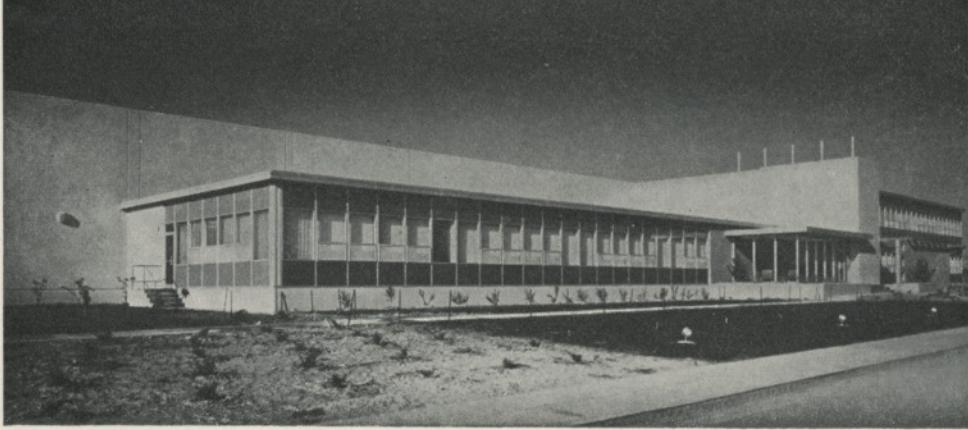
Sylvania amateur Thespians were in the majority when "The Tender Trap" was presented recently in Emporium.



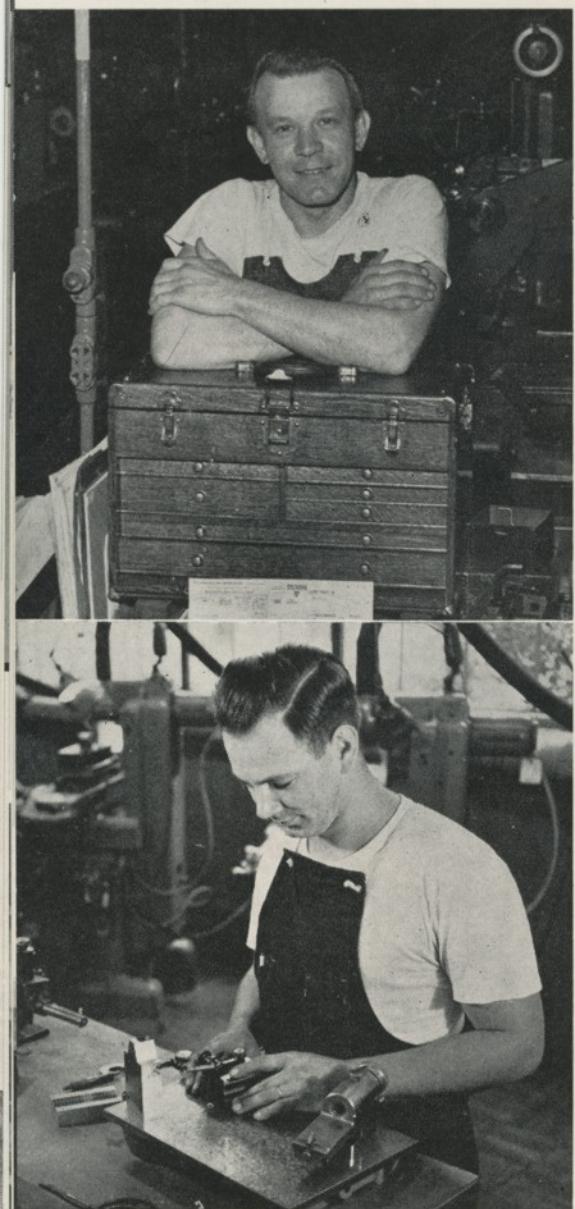
The 1957 radio and TV line was displayed for dealers in Massachusetts in a circus setting on the lawn of the Woburn plant.

Sylvanians-to-be Mary Edwards (left) and Millie Haynie, both Argus employees, were among the 101,000 who attended Michigan-Michigan State football game in Ann Arbor. Crowd was largest ever to see a game there.



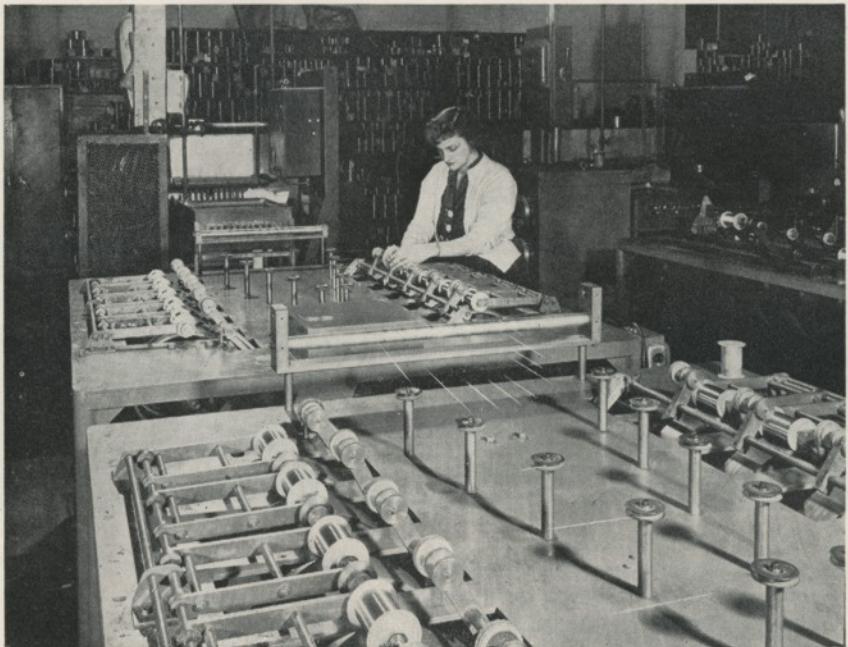


The new Burlingame, Calif. distribution center is 14 miles south of San Francisco in the Millsdale Industrial District. It replaces former offices in San Francisco and Emeryville.

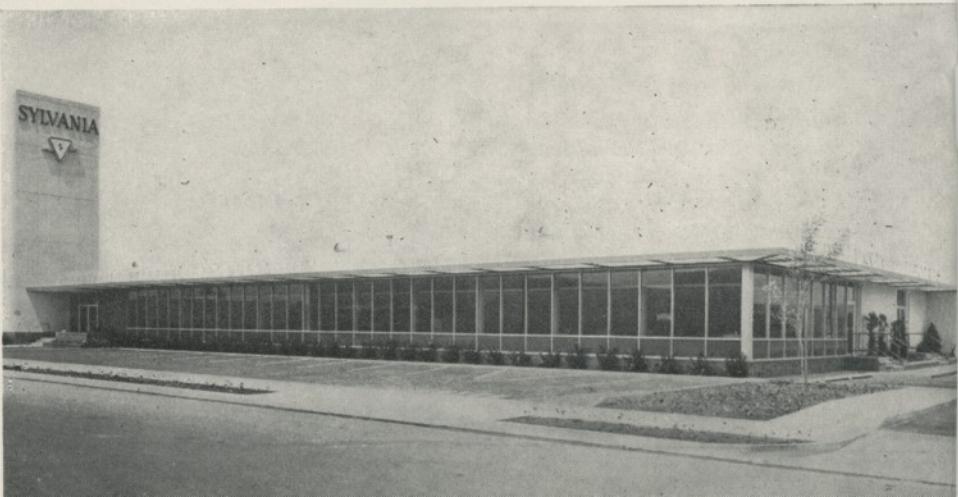


Following in his father's footsteps, Warren's Don Schager (bottom photo) has just completed his apprenticeship as a tool and die maker. His dad, Rufus (top), underwent same training years ago. Latter is company's top suggestion award winner of all time.

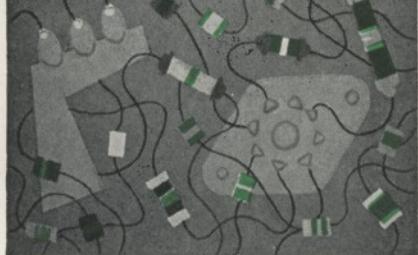
At Warren, Lucille Holmes operates the strand annealers and spooling equipment. The annealed strands are pulled through the furnace from racks to the reels shown in the foreground.



This modern 87,000-sq.-ft. building is the new home of the Los Angeles distribution center. Located in the central manufacturing district, it replaces previous location there.



SHORT Circuits



THE CLEVELAND Browns, until this year world's perennial football champions, have a record unmatched in the history of the game. In their ten years of existence prior to 1956, they had never won anything less than a divisional title and seven times they had been league champions. With such a record, one



might have expected them to adopt a "stand pat" attitude this season. Not so, however.

Early this season, the Browns, with Coach Paul Brown doing the masterminding, resorted to strategy never before used in football annals. They employed a two-way radio so that Brown could be in constant communication with his quarterback. The latter got his coach's messages by means of a rig inside his helmet. Helping to bring the signals through was a Sylvania product—a 1-N-82A UHF diode.

It wasn't long before other teams followed suit. To add to the confusion, the New York Giants came up with an electronic defense against Cleveland. They tuned into the frequency Brown was transmitting on and intercepted his orders,

Short Circuits

not to mention a couple of passes.

Realizing what was going on, league officials decided to return the game to the players. They outlawed the electronic devices for the remainder of the season.

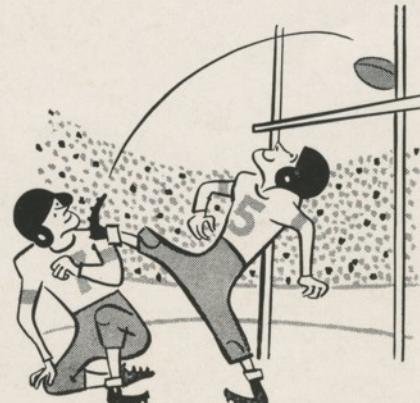
SPEAKING OF football, which team do you think will win the national collegiate championship this year? Will it be Amohalko or Nagihcim Etats, or possibly Esucarys?

Unless you are an iron lung patient watching TV, the above looks like a typesetting machine gone wild. But to iron lung patients, who watch TV through a mirror, that paragraph simply says:

Which team do you think will win the national collegiate football championship this year? Will it be Oklahoma or Michigan State, or possibly Syracuse?

When you view football on TV through a mirror — as iron lung patients do — everything is backwards. Oklahoma appears as Amohalko, Michigan State as Nagihcim Etats and Syracuse as Esucarys. Normally right-handed passers become left-handers, numbers are backwards and the score-board shows the game starting in the fourth quarter.

Now, however, iron lung patients in a New York hospital watch football and other televised events "normally" for the first time. This has been made possible through a "reversed" TV set that appears normal only when viewed through a



mirror. The set, a Sylvania model, was reversed by Sylvania engineer John Gerel, located at Bayside.

BY GIVING AWAY \$2 bills (2,000 of them), an Erie, Pa. appliance dealer staged a promotion so successful that he's planning to repeat it again next spring.

Here's how the dealer's plan works: He distributes \$2 bills throughout the city. Anyone getting one of the bills as change, by bringing it to his store, can buy any item in stock, including Sylvania TV sets, at substantial savings. Or, if the customer wants, he can get a discount on a service call.

While giving away \$2 bills is not normally regarded as a way to boost sales, the dealer did just that.



THE BURLINGTON (Ia.) Hawkeye Gazette carried a picture a while back of a painter atop the flagpole at the company's radio tube plant there. The picture created an interesting illusion, for the altitudinous painter seemed to be perched higher than a 698-foot radio tower shown in the background. Actually the pole at the Sylvania plant is only 55 feet tall.

The Beam will pay \$5 for each item accepted for use in this section. If you have any interesting items about Sylvania or its products, with emphasis on humor, send them to The Beam, Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.



SELLING SYLVANIA

Waltham's Marion Nelson displays two Christmas gifts that would be pleasing to any amateur photographer, an Argus C-3 camera and two sleeves of Sylvania flash bulbs in an attractive gift package.

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