

SYLVANIA

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JAN. - FEB. 1959



THE LEWIS FAMILY

IN THIS ISSUE

THE NEW HOME

Your Pay

Results From Research

# SYLVANIA

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## PHOTO CREDITS

Larry Ankersen, Carl Blair, Camera Associates, Inc., Albert Carline, Archie Cassingham, Ted Davis Studio, Herbert Detrich, Jim Epperson, Gruber Studio, Karsh of Ottawa, Hal King, Carl Krieger, Marshall Kulberg, Tom Lynam, G. R. McFadden, John Miller, Eric Muller, Don Neiser, Bill Plante, Photography, Ralph Reichhold, Robert Studio, Mario Rotondi, Dan Scheeser, Richard Snyder, Thaddeus Suwinski, Bernard Welteroth.

Names in italics denote *Sylvanians*.

## THE COVER

Robert E. Lewis, who became President of Sylvania on Jan. 1, is shown with his entire family. Reading counter-clockwise from lower right, the Lewis family consists of: 1. Debbie, 2. Betty, 3. Nancy, 4. Ginny, 5. Mrs. Lewis, 6. Bob, Jr., 7. Linda, 8. Barbara, 9. Billie, 10. Mr. Lewis. Photo was taken by Karsh of Ottawa, world renowned photographer who once did 75 portraits of outstanding Americans for *Life* and was featured on Ed Murrow's Jan. 9 "Person to Person" telecast. We think you will agree that he has done another superb job of photographing the Lewis family. For Mr. Lewis' story, turn to page 14.



editor

ROBERT H. RICHELSON

assistant editor

JOHN J. BURKE, JR.

assistant editor

GLORIA COLUCCI

## Following the Beam

*The front cover picture of Mr. Lewis and his family, taken by Jousuf Karsh of Ottawa, brings to mind two stories concerning this famous Armenian photographer who migrated to Canada by way of Boston.*

*The picture that brought him worldly acclaim was a portrait of Winston Churchill. Given but a short time to take the picture, Mr. Karsh studied his subject, who sat in what would have been majestic fashion if it hadn't been for the cigar he clenched firmly between his teeth. Dissatisfied, Karsh approached the then British Prime Minister and yanked the stogie from its moorings. Almost as quickly he snapped the lens. The result was a remarkable picture of Mr. Churchill.*

*On another occasion, Mr. Karsh was called upon to photograph John L. Lewis. The assignment proved difficult as Mr. Lewis persisted in arising from his chair at frequent intervals. During one of these intervals, the somewhat exasperated Karsh took a picture of the empty chair. The move did not go unnoticed by the labor leader. Catching its significance, he sat down until the assignment was completed.*

*Most recently Mr. Karsh photographed Pope John XXIII and Britain's Prime Minister Harold Macmillan.*

*What's ahead: As is the yearly custom, next issue will interpret the company's annual financial report in terms of what it means to you. Sylvania City, the composite drawing of all the company's plants and laboratories, will be recreated. You'll also read of some interesting Sylvanians, including a fellow who built his own home and another who once held a national boxing championship. There will be other features, too, in the March-April issue.*

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Dorothy Rhodes  
Altoona

Doris Fink  
Williamsport E. 3rd St.



Pete O'Malley  
Waltham

# TYPICAL



Loren Koenig  
Burlington



Wiley Crow  
Wheeling

# SYLVANIANS

THE typical Sylvanian, it was reported last issue, really is two people: 1. A 36-year-old man who has been with the company over seven years; 2. A woman, also 36, with nearly eight years' service. Each has a high school diploma, a mate, two children, a home valued at \$14,000, a savings account and a life insurance policy (in addition to company-paid insurance). Each is a steady church-goer and gives over \$100 to charity annually.

Do two such people really exist? Response to a company-wide search reveals several people who come close to fitting the above descriptions.

Typical male Sylvanians are three tool and die makers—Altoona's Bill Brown, Jr., Wheeling's Wiley Crow and Burlington's Loren Koenig—and a Waltham supervisor, Pete O'Malley. Each has most of the necessary qualifications. Brown's employment falls short by six months, while Crow and Koenig each has three children. Koenig is expecting a fourth, the number O'Malley currently has.

Typical female Sylvanians are Dorothy Rhodes, second shift bridge operator at Altoona, and Doris Fink, packer at Williamsport East 3rd St. Dorothy over-qualifies because of her three children while Doris has but one child. Otherwise they match the typical description to a "T."

Know of any other typical Sylvanians? If so, send in their photos and the necessary information.

Bill Brown  
Altoona



In the living room of his Cape Cod home, Thaddeus Suwinski of Salem Boston St. tries out a new fishing pole. Exterior views of his \$19,500 home (below) show it in two seasons. Five-room house is located on a heavily wooded two-thirds-acre plot.



# THE NEW HOME

Mankind's greatest housing boom has given hundreds of Sylvania families good, comfortable living for prices that they can meet



This \$16,500 Towanda house was purchased by Sylvanian Walt Smith. The house consists of five rooms, two baths and has a full-sized cellar. It is situated on a quarter-acre plot.

York's Dan Scheeser purchased this home for \$21,000. It has six rooms, one and a half baths, two-car garage, a patio and two fireplaces and is on a tract that measures 100x150 ft.

**SINCE** the end of World War II, U.S. builders have put up 13 million new homes. This is enough to house the combined populations of New York, Berlin, Buenos Aires, London, Paris, Rio de Janeiro, Rome and Tokyo.

Included among the 13 million Americans who have spent upwards of \$130 billion for these new homes are hundreds of Sylvanians from every community in which the company is located.

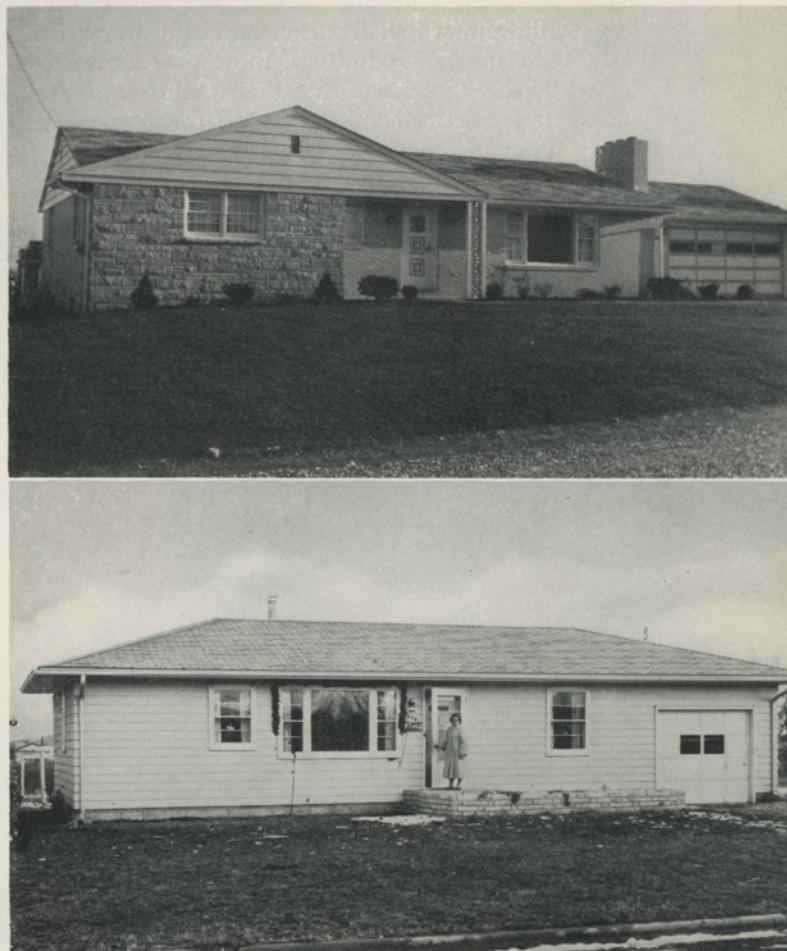
This mass building program has raised housing standards to new levels and given the average working person and his family a comfortable, roomy home at a price they can afford.

While some will argue the latter point on grounds that real estate prices are higher than ever, it is a fact that the average American wage earner has seen his income increase much faster than prices on homes. This is particularly true in the case of Sylvania employees. In 1913, for example, the average Sylvanian paid the equivalent of his total wages for 502 weeks for a single-family, six-room frame house. Today he can buy a house the same size for 225 weeks of work.

Owners have come to recognize their homes as one of the best investments they could have made. Through

*(Continued on page 6)*

Burlington's Dorothy Baker is shown in front of her new five-room, single story home. Situated on a lot measuring 60x120 ft., the house has three bedrooms, cost \$13,500.





This \$21,000 house (left) has five rooms and bath on the ground floor plus playroom in basement and two-car garage. It is the home of Ardelle Gesin, Titusville employee shown serving her husband and son (below). The Gesins own three acres of woody land.

(Continued from page 5)

the years, real estate values have increased so much that any owner of a desirable residence can expect to sell it for substantially more than he paid.

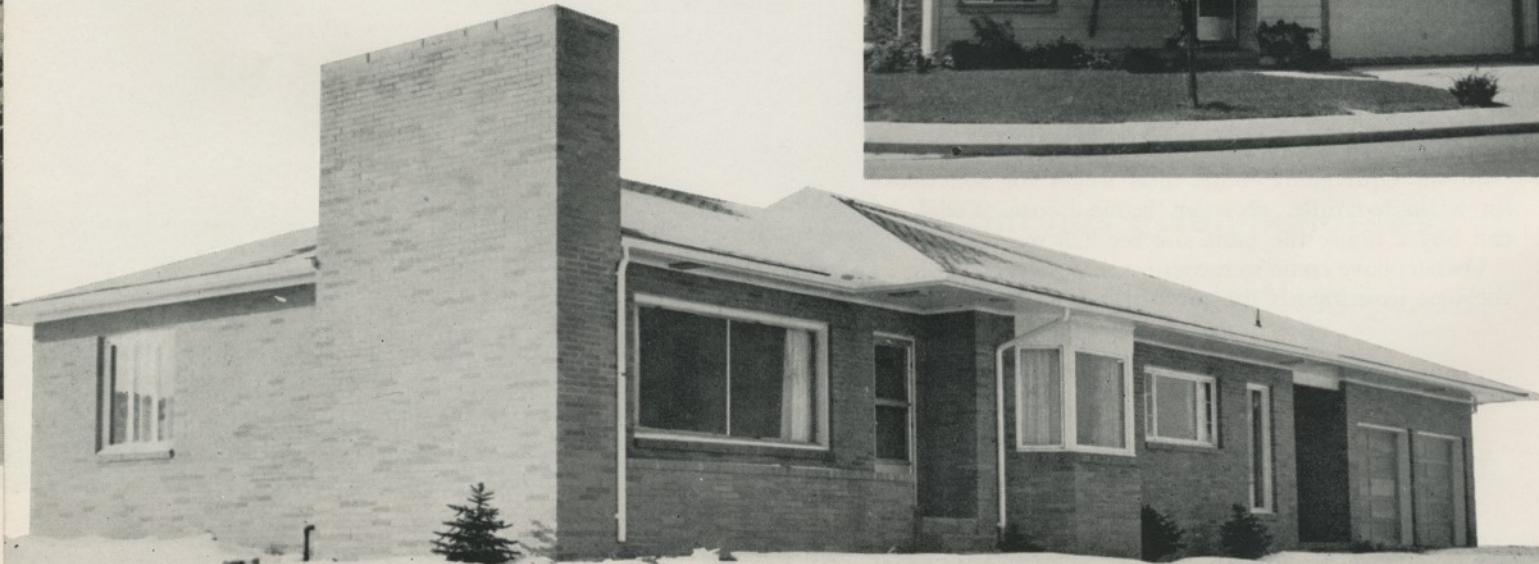
For the most part, the Sylvanians whose homes are shown on these pages moved for one of two reasons or a combination of both: 1. They were tired of paying rent; 2. They needed larger quarters.

Underlying the decision, in many cases, was a growing family. (An estimated 2,900 babies were born to Sylvania parents in 1958.) In seeking homes that would be right for their children, these home owners asked searching questions about the neighborhood, other children, school facilities and safe play areas.

In their new surroundings, most parents are comforted by the knowledge that their children are being raised under better conditions than they experienced.

Mountain View EDL's Ralph Reichhold paid \$17,400 to buy this split level house in Santa Clara, Calif. Located on a corner, it has six rooms, two baths.

This brick home is owned by Altoona's Lila Marks and her husband. It has five rooms, bath, two-car garage and is on a 200x120-ft. lot. It cost them \$25,000.





John Lang points out the air conditioner on his railroad home to Roberta Biggins (left) and Beverly Burnett, while Anna Hansberry, standing near the car, takes a closer look.

# RAILROAD RESIDENCE

An old commuter car is converted into a cozy home-on-wheels by two clever Waltham engineers

TO most people, private railroad cars bring to mind the era of the great railroad tycoons such as Jay Gould or Cornelius Vanderbilt, a Presidential Special, or Lucius Beebe's private car. John Lang and Jon Bateman of the Waltham laboratories can show that such opulence is not reserved for railroad executives. Until recently their railroad home, a self-propelled, gas-electric interurban car that once ran between New York and Yonkers, sat on a siding near Concord, Mass.

(Continued on page 8)

At the top of the wooden steps that provide an entrance at the kitchen end of the car, Jon Bateman welcomes Angie Beninati aboard.





It is obvious that the car's living room provides enough space for entertaining as hosts Bateman and Lang enjoy a cup of coffee with four attractive fellow Walthamites (l. to r.) Angie Beninati, Roberta Biggins, Anna Hansberry and Beverly Burnett.

*(Continued from page 7)*

Measuring 84 feet in length and weighing more than 90 tons, the car-turned-home has a living room and two bedrooms. A modern workshop occupies what was once the baggage area. The former engine room houses a kitchen and the generator room has been converted into a bath with modern fixtures.

The car is equipped with gas and electricity. It is heated by an oil burner located in the workshop with oil tanks beneath the undercarriage of the car. Water comes from a well near the track, pumped into tanks beneath the car by an automatic electric pump. Compressed air tanks supply water pressure.

Lang and Bateman have done much to improve the car including adding all the plumbing, wall-papering one bedroom and adding a distinctive

decorative touch throughout. A Hi-Fi unit is located in the living room and additional speakers are situated elsewhere so that records or radio can be piped throughout the car. There's also a speaker outside one end of the car where summer entertaining is done near the combination flower and vegetable garden. Other unusual features of this railroad residence are a woodburning fireplace, an air conditioning unit and a piano which had to be completely disassembled to be brought in through the narrow doorway.

Although this home-on-wheels provides comfortable bachelor quarters, its charm never fails to catch the fancy of lady visitors. Had either Bateman or Lang gotten married and brought his bride home, what would have followed would have been one of the most unusual threshold scenes in the history of matrimony.



Lang plays on the piano while Anna Hansberry (left) and Angie Beninati look on. The piano had to be entirely taken apart to fit through the car's narrow doors.



Lang is working on the power grinder in the well equipped workshop, formerly the baggage compartment of the car. Heat for the car is provided by the oil burner in the background.



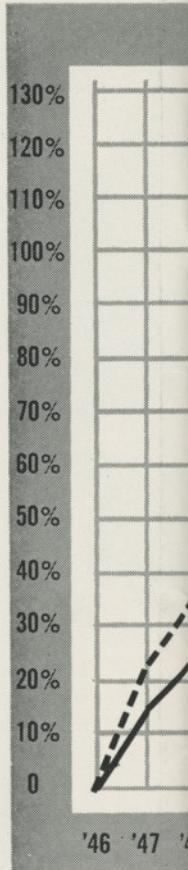
Bateman chats with Beverly Burnett in front of the car's woodburning fireplace, which he and Lang installed. The cat is one of three cats living there.

Here Bateman shaves in the car's bathroom, formerly generator room, in which completely up-to-date fixtures have been installed. Water is pumped automatically from a nearby well.





Meg and Marcel Fraser, Waltham husband-and-wife team, shop in a local food store. While food prices have jumped, Sylvanians' pay has gone up much more.



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# YOUR P

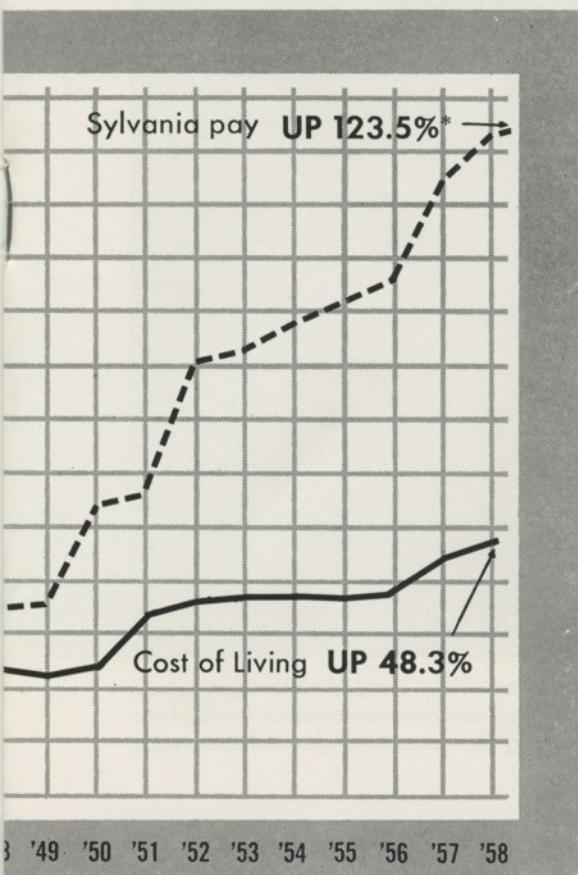
**Costs are at an all-time high,  
yet Sylvania employees have  
a better way of life due to  
improved pay and benefits**

**SINCE** the end of World War II, prices on everything have gone up. It follows that unless a working person's wages have increased proportionately, he would have less to show for his efforts today than he did 13 years ago.

How have Sylvanians fared as wage-earners? Have they kept pace with the ever-rising cost of living? The answers are best supplied by official statistics, which show that since 1946 the cost of living has gone up 48.3%. During the same period, the average Sylvanian has seen his earnings increase 123.5%.

It has often been said that because the average Sylvanian earns more than the average U.S. working person, he and his family enjoy a higher standard of

These ads show how food prices have changed.  
Top ad was run by an Altoona store in 1946.  
Bottom ad was run by the same store in 1958.



\*This does not include fringe benefits  
re valued at approximately 51 cents an hour.

# AY

living. This has been borne out in several employee studies. The most recent survey, made late last year, showed 73% of Sylvania's employees owning homes, as compared with a national figure of 54%.

Other statistics suggest that this progress is continuous. For example, a study made in 1956 showed 84.9% of Sylvania's employees owning cars. The latest survey shows the figure up to 89% (the national figure is 73%).

Presumably similar gains have been made in other areas, which show 87% of the employees with savings accounts (the national figure here is under 50%) and 88% with life insurance policies (national figure for working people: 79%), the latter being in addition to the group insurance each Sylvanian has at no cost to

himself. It is paid for entirely by the company.

Group insurance, of course, is one of many benefits each Sylvanian has. The value of these benefits is estimated at \$1,060 annually. This is \$79 more than the average of 1,020 companies participating in a recent study made by the Chamber of Commerce of the U.S.

Sylvania's benefits program is valued at 51 cents an hour per employee (in 1946 it was 17 cents). Comparable figure for all industry is 47.4 cents, and for electrical manufacturing companies 43.4 cents.

With higher pay than that received by the average American working person, and greater benefits, it is easy to see why the average Sylvanian and his family enjoy a higher standard of living.

# Results Through Research

The Research Laboratories are  
developing new products which  
will mean much in our future

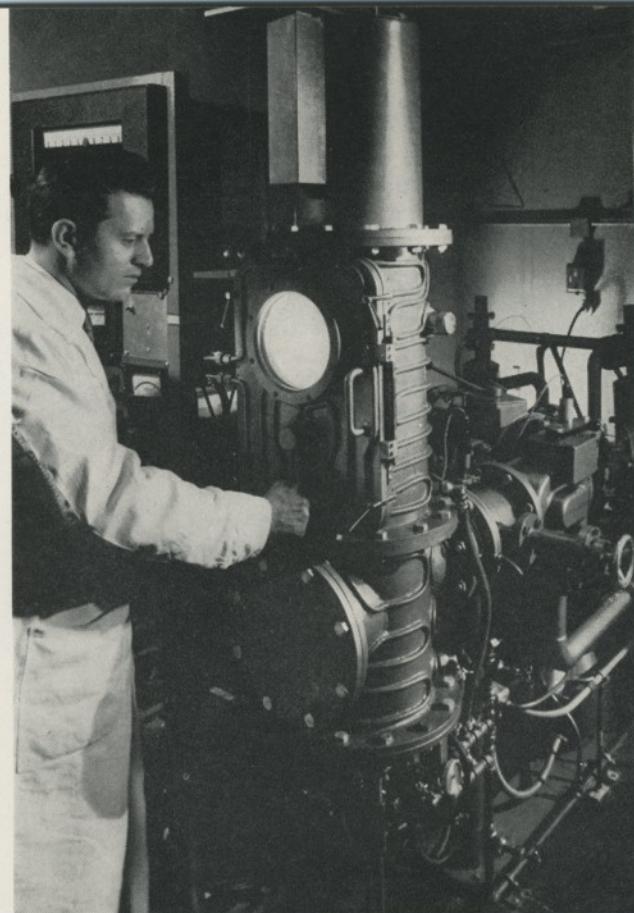
**WERE** it not for research, people still would be driving the ungainly, bouncy Model T's that were so popular in the Roaring Twenties. Instead, Americans annually look forward to improvements that bring them better, more attractive cars.

The progress that research has brought to the auto industry is also evident in other industries, for research is the life blood without which few businesses can survive. How important this is to American industry is evidenced by the \$7 billion it annually spends on research and development.

Research means new and better products and therefore more jobs and higher pay. It is one of the major contributors to the job security of every Sylvania. Through its research facilities, the company is able to improve its products and develop new and better products and thereby keep up with and often surpass its competitors in similar fields.

Divisional and plant laboratories throughout the country carry on design, development and research work with the products of the division concerned. The focal point of the company's more advanced research activities is the Sylvania Research Laboratories Division at Bayside, L. I., composed of Chemistry, Metallurgy, Physical Electronics, Solid State, and Systems and Circuits Labs.

About one-third of the work of the laboratories is for the government, much of which cannot be discussed because of security regulations. Research in



High speed vacuum pumps keep air and other contaminating gases out of the high temperature furnace as Karl Arnold of Research Labs grows a purified germanium crystal.

traveling wave tubes, begun at Bayside many years ago, provided the basis for operation of the Hustler electronic defense system now under production by Sylvania Electronic Systems. Other major projects being carried on include mica research to determine if mica made synthetically can be processed for electronic use, research on new alloys for base material in cathodes, experimental work for assembly and processing of microwave tubes. The laboratories are engaged in work on the maser which, like tubes and transistors, can produce oscillations and amplify signals, but operates on entirely different principles. Because they can amplify extremely weak signals with very little increase in noise, maser devices will mean much to the future of electronics, especially in extending the range of radar and communications equipment.

Examples of research work being done on products already in production is afforded in the fields of electroluminescence and solid state physics.

The best known example of electroluminescence in action is the "Panelescent" lamp used to light up the faces of Sylvania clock-radios. This lamp, first introduced to the world by Sylvania Lighting Products in 1950, is composed of layers of ceramic materials containing electroluminescent phosphors fired onto a metal plate. Besides clock-radios, it has been used for telephone dials, night lights, clocks and more recently for highway signs. Through the work of the Research Laboratories, in the past two years phosphors have



This ceiling is lighted by many "Panelescent" lamps. Through research, the company's laboratories have developed phosphors which increase lamp brightness using same power.

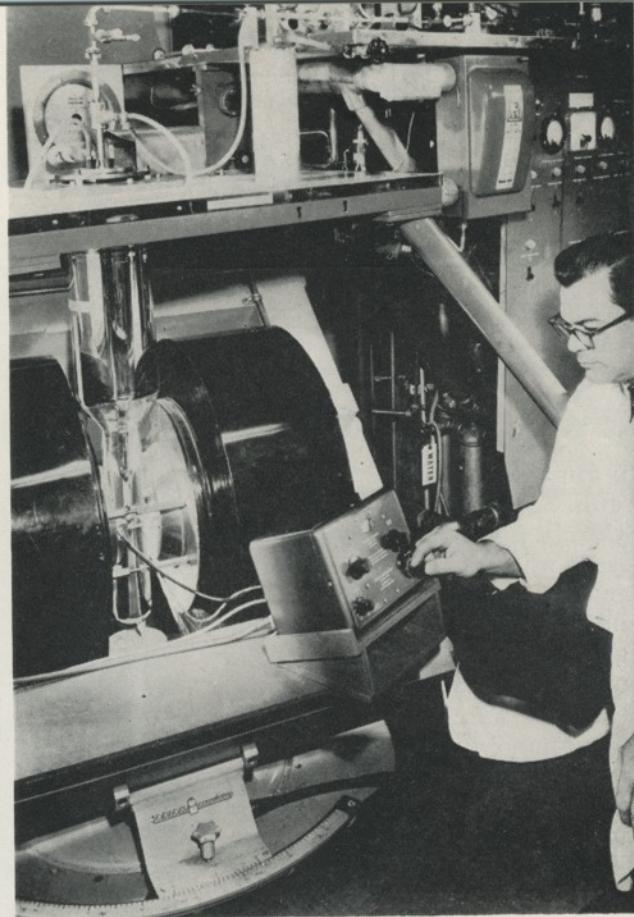
been developed to make this lamp three times as bright without any additional electric power.

Soon after the development of the Panelescent lamp, it was recognized that this new light source could be used to make flat panel display devices which would show fixed or moving images from electrical impulses. This possibility has been suggested as the basis for "picture on the wall" television. Although it will be some time before this is a commercial product, research is already providing systems that are stepping stones to the ultimate goal. These uses include such things as radar displays and other national defense applications. Research work concentrated toward national defense often enables commercial products to be developed sooner than they would otherwise.

Solid state physics, which includes semiconductors, is another area in which Sylvania research is being concentrated. Semiconductors are solid materials whose electrical properties class them between metals, which are highly conductive, and insulators, which are non-conductive.

Probably the best known of devices based on semiconductor materials is the transistor. In comparison with receiving tubes, it is smaller, has no filament, can be operated in any position and uses very little electrical power.

Sylvania transistors, produced by the Semiconductor Division, are used in control equipment and computers and have a number of industrial and military



Bayside's Chuck Fallier measures the magnetic field being applied to a maser crystal cooled in a flask containing liquid helium at a temperature near 460 degrees below zero.

applications, but are best known for their use in radio and television sets. Portable radios, due to the increasing development of the transistor, have become lighter, more sturdy, require less battery power and yet have stronger reception than previous models.

Transistors will be a major factor in reducing the size of the TV chassis and will also play an important part in leading the way toward an entirely portable battery operated TV set as well as the future "picture on the wall" TV. Effective as transistors and other semiconductor devices are in certain applications, however, they do not equal the performance of receiving tubes in many uses. The two devices actually complement each other, and the receiving tube business will be a sizeable portion of Sylvania's volume for a long time to come.

The element most commonly used in the transistor today is germanium. Sylvania was one of the pioneers in germanium crystal diodes, predecessors of the transistor. The Research Laboratories today continue to investigate the uses of germanium, silicon and other elements and alloys for more improved semiconductor devices which will continue to keep the company as one of their major producers.

As the above examples show, Sylvania Research Laboratories are coming forth with results that will some day mean new products which will make things in common use today as different as the Model T is in comparison with today's car.

# THE SYLVANIA SCENE

people      plants  
products

## Lewis, New President, Is Father of Eight

IN THE business world, Robert E. Lewis, 52-year-old new President of Sylvania, is well known as a capable leader who has made many important contributions to the science and philosophy of industrial management. In private life, he is an equally solid family man.

Married since 1935 to the former Alice Imholz, Mr. Lewis is the father of eight children ranging in age from five to 21. The entire family is shown on the front cover. The Lewises live in Darien, Conn.

Mr. Lewis was President of Argus Cameras, an independent company before its combination with Sylvania two years ago and one of the world's largest producers of 35-millimeter cameras. He joined Argus as Vice President and General Manager in the fall of 1949, and was named President the following year. He was elected a Vice President and Director of Sylvania, respectively, in January and April, 1957, and a Senior Vice President in January, 1958. He has been responsible for Argus and the Semiconductor Division. He is also a Director of the American Management Association, an organization in which he has played a major part over the last several years.

Prior to joining Argus, Mr. Lewis was a consulting management engineer with Sanderson & Porter, world-wide engineering firm. He was in charge of an engineering mission to Germany in 1948 on reparations for the U.S. government. Earlier, he had been treasurer and a director of American Steel & Wire Co., a U.S. Steel subsidiary; president of Cleveland Wire Spring Co.; and controller and assistant to the president of Batten, Barton, Durstine and Osborn, advertising agency.

Born in Flushing, N. Y. on Sept.



Mr. Lewis in the midst of a typical day.

5, 1906, Lewis studied accounting at Columbia University's Graduate School of Business and holds a Certified Public Accountant certificate for the states of New York and Ohio.

As President, Mr. Lewis succeeds Don G. Mitchell, who will continue as Chairman of the Board. Under the proposal to merge Sylvania with General Telephone, Mr. Mitchell will become President of "General Telephone & Electronics Corporation," the proposed name of the combined company.

## Sylvania, GT Share Owners To Vote On Proposed Merger

THE PROPOSAL to merge Sylvania with General Telephone will be voted on by share owners of both companies in special meetings to be held on Feb. 11. The Sylvania meeting will be held at the Sheraton Plaza Hotel in Boston, the General Telephone meeting at the Hotel Statler in New York.

Sylvania will continue to operate as a separate company. Its basic management philosophy will continue as it has in the past, as will its employee relations policies and practices. Sylvanians who are members of the Employees' Stock Purchase Plan will be entitled to purchase one share of General Telephone & Electronics Corporation (the name of the combined company) common stock in place of each share of Sylvania stock they have under option.

Advantages to Sylvania of the proposed merger include increased ability to finance future development; further diversification of Sylvania's products due to the research efforts of the two companies; availability of General's experience and background in foreign manufacturing and sales; the financial stability afforded by the telephone operations of General; and the ability to serve better the national defense effort.

From the point of view of General, the proposed merger will result in increased diversification of investment; increased research and development facilities; a source of know-how in areas of electronic development which may prove of importance to the telephone and communications industry generally and which will enable General to provide better telephone service; and the ability to serve better the national defense effort.

## Sylvania Presents Awards For Best TV Shows of '58

ON JAN. 22, the annual Sylvania Television Awards were presented for distinguished contributions to creative television techniques.

The award for the outstanding telecast of the year went to "Little Moon of Alban" on the "Hallmark Hall of Fame." This performance also received an award as the outstanding dramatic program and its author, James Costigan, also was honored for the outstanding original teleplay.

Awards for top actress and actor went to Julie Harris in "Little Moon of Alban" and Neville Brand in "All the King's Men."

Among other awards was one given to the Gillette Company for continuing to bring the best in sports to the American public.

## Danversite Leads Winners

LEADING the suggestion sweepstakes as 1958 drew to a close was Jon Humphreys of Danvers, who collected \$580 as

partial payment for an idea he submitted that called for saving basing cement on fluorescent lamps.

While Humphreys' award, about which more will be

said in a coming issue, led the way in the closing days of '58, there were others who cashed in their ideas for sizeable awards. Emporium's Frank Zoschg collected \$516, Brookville's Wayne Welsh received \$251 and Emporium's Jim Hornung was awarded \$250.

Other winners of \$100 or more were Jim Zwald, Emporium, \$195; John Worrell, Winchester, \$191; Harold Barner, Mill Hall, \$188; Ted Mohr, Warren, \$150; Byron Lindell, Warren, \$125; and Otis Rudd, Burlington, and Ken Spencer and Harold Kronenwetter, both of Emporium, \$100 apiece.

George Nixon of Winchester got \$168 for five suggestions.



Humphreys

## New Luxury Projector Introduced by Argus



Ann Arbor's Mary Lou Anderson shows slides on the new Argus President.

ARGUS HAS introduced a color-slide projector which is the most luxurious in its line.

Known as the "President," it features a slide tray for all standard size slides in cardboard, glass, metal or plastic mounts, an optical system permitting adjustment of screen brightness for individual slides, tilt adjustment for leveling the picture, power-operated elevation control, knob focusing for sharp, clear pictures and a viewing window for previewing as the slides are put in the tray.

A timer permits automatic operation of a 36-slide show by pre-adjustment to one of six slide showing intervals. Remote control is possible up to distances of 15 feet.

The list price of the President is \$149.95, but it is available to employees at a substantial discount.

## S&R Members Again Share Company Profits

AS THEIR share of the company's profit distribution, members of the Savings and Retirement Plan can expect to receive an additional 35 cents for every dollar they put into the Plan in 1958. This has been announced by the S&R Committee which, as is its annual custom, has prepared an advance estimate for the Plan's 20,100 members.

Official figures will not be available for another three months, or until after the company's year-end figures are released.

The preliminary report indicates that money in members' accounts on Dec. 31, 1957 earned the high

interest rate of 4.7% last year.

Total assets in the Fund, the report continues, were \$44,900,000 at the year's end. Company contributions last year totaled \$3,400,000 as compared with members' contributions of \$3,025,000. Payments to retired members and those who left the company totaled \$1,525,000.

The total membership of 20,100 at the end of the year represented about 99% of those eligible to join the Plan.

Members can get a good idea of the balance in their accounts at the conclusion of 1958 by using the form below.

### What's in Your S & R Account

1. Your earnings for 1958*	.....
2. Your contribution (3% of #1)	.....
3. Sylvania's contribution (35 cents for each dollar listed in #2)**	.....
4. Balance on your Dec. 31, 1957 statement	.....
5. Interest (4.7% of #4)**	.....
6. Your savings, profit distribution and interest for 1958 (total of #'s 2, 3 & 5)	.....
7. Balance in your account on Dec. 31, 1958 (total of #'s 4 & 6)	.....

\* For period you were a member.

\*\* Not to be included in 1958 income tax return.



Nine-year-old David Saraiwa, whose mother, Anne, works at Salem Boston St., was named Poster Child for Muscular Dystrophy for Salem and Peabody. Also shown are his father, Frank (left), and Ray Beaver of Essex County MD Association.



Bob O'Neil played Santa at Mountain View EDL's children's Christmas party, assisted by June Arnold, Marian Hiotelis (standing), Joanne Kurkowski, Evelyn Jacobson (kneeling).

**p i c t o r i a l l y**

# Speaking

Towandan Dean Pelton, his wife, Marge, and son, Bill, enjoy playing with their pet skunks. Dean started raising these unusual pets last year and has found them to be very tame.



While on vacation in New York City, Marge Wood (left) and Ellie Gaudette of Danvers passed by new General Telephone building (background), scheduled for May completion. Sylvania will occupy five floors encircled.



When hunting season opens, Rose Dunamon (Montoursville) is one wife who doesn't stay home. Instead, she accompanies husband, Bill, in quest for game.



At recent New York meeting, Sam McDonald awarded "Tycoon Toppers" to (l. to r.) Jim Durkin, Jim Gosnell, Gerry Schunder, Pete Covich and Charlie Edson, winners of a tube sales contest.



Sylvania players (white shirts) going for rebound in recent Winchester Industrial League game are Dan Baber and Jimmy Hall (55). Games attract up to 1,500 spectators. Sylvania team was close to .500 mark at this writing.

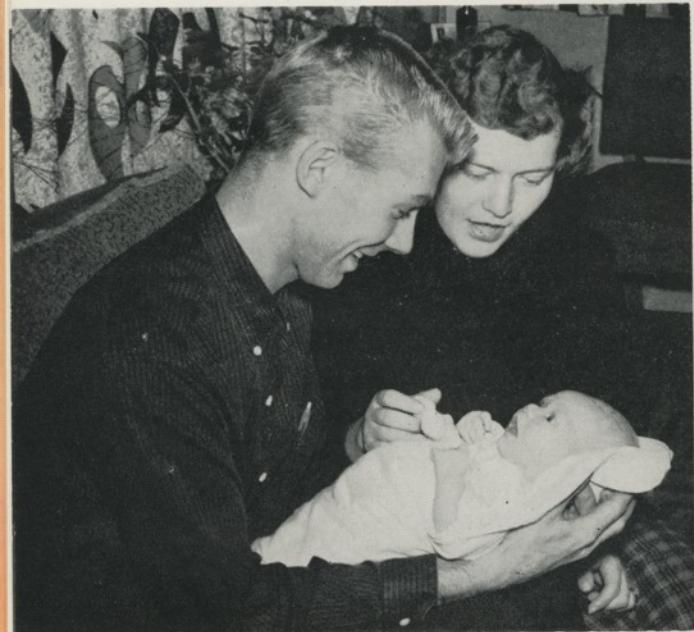


Walthamites concentrate on game "Diplomacy," invented by Allan Calhamer (upper right). Players "control" countries, plan military moves.



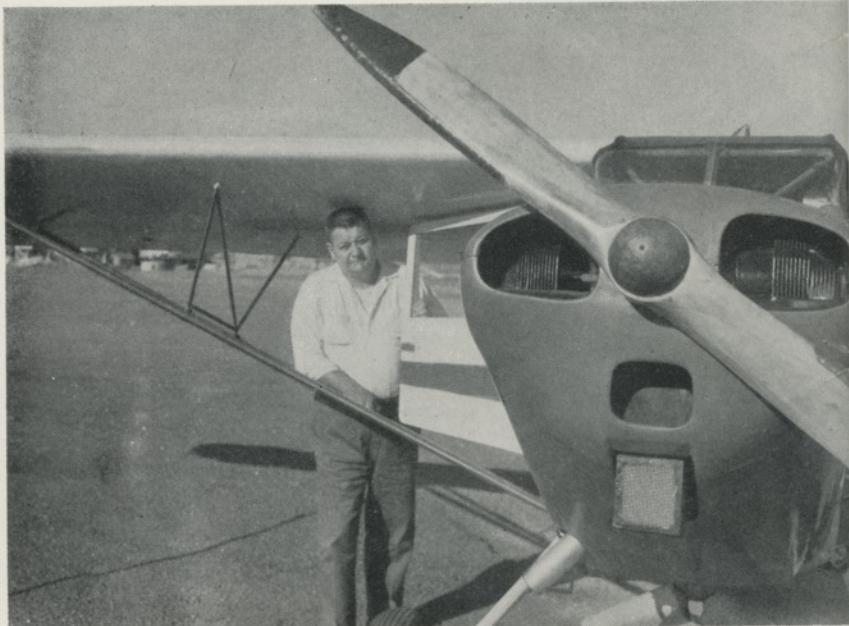
Senator John Kennedy visited the Woburn plant recently while on a political tour of the area. Here he is shown chatting with Eleanor Svetin, a second shift employee.

Within five days, three happy events befell Don Clouser of York. He celebrated his 23rd birthday, graduated as a tool and die maker, and his wife, Nora, gave birth to their first child, Jodi.



When Ken Hansen of Salem Boston St. and his wife, Hazel, were in New York celebrating their 23rd anniversary, they stopped into the corporate office to see this Public Relations display. Note "Christmas tree" made of broken glass.

One of the duties of Ray St. Amand of Woburn, a member of Coast Guard Auxiliary Air Flotilla, is to notify the USCG, through radio relay, of boats in the area in need of help.



# SHORT

# Circuits

THE TOWN council of Tynemouth, England recently appropriated \$33,600 to do away with what United Press International reported as "probably the world's most unusual system for rating television shows."

Every time a good television pro-



gram is on, the street lights in Tynemouth go off.

The lights are switched on and off by a direct current impulse from a central office, a town council official explained to irate citizens who demanded an explanation.

"Unfortunately, TV sets have a parasitic feedback, and when a lot of people switch their sets on they put the lights out. The only time we have any peace is when the programs are bad and not enough sets are on to cause the trouble."

NORMALLY television blackouts of sporting events are pretty much fool-proof. However, a quirk in the weather enabled alert viewers within a 75-mile radius of New York to penetrate the video curtain and see the Dec. 28 professional football championship game on their television sets.

The fortunate armchair fans were scattered north of New York. While their antennas were unable to pick

up the game on a New York channel, they were directly in line with Philadelphia's Channel 3, which was also televising the game. Atmospheric conditions (it was unseasonably mild and clear) enabled these fans to receive the Philadelphia telecast on their sets.

FOR MARVIN Lentz, the 21-mile trip from his home in Austin, Pa. to his job in Emporium usually is not too eventful. However, not too long ago he pulled into the Sylvania parking lot there and was more than surprised to see a possum sleeping on the front bumper. Since the trip had been non-stop, Lentz could only assume that the possum had been a passenger all the way.

Despite his journey and the fact that the early morning ride must have left him on the chilly side, the possum was in no hurry to leave. Noon-time strollers found him perched over a political banner pasted to Lentz' front bumper. The animal even proved cooperative for camera enthusiasts. Some seven hours after arriving in the lot, the possum left his bumper berth to seek a new home in the surrounding forests.

MALES CAUSE more trouble than females—at least in one phase of life. Southern Nevada Power Company reports trouble caused by male black birds sitting on the radome



of a microwave antenna which was mounted on the same tower with another antenna. The beam of one antenna was reflected by the bright

feathers of the male birds (females have dull ones) into the other antenna.

THAT LIGHT bulbs are badly needed in some areas was shown recently when a farmer wrote the Rural Electrification Administration in Washington asking how he could keep from burning his hands. A check revealed that although his home was completely wired, he had only one light bulb which he patiently screwed and unscrewed as he carried it from room to room, wherever it was needed.



FROM TIME TO TIME, the wonderful medium of television comes in for some interesting comments and criticism. Two of the more recent quotable quotes and their originators follow:

"Look at television and what do you see? Thataway, giveaway, Garroway."—Corey Ford in *The Saturday Evening Post*.

"In Russian hotels there's TV in every room—only it watches you."—Bob Hope.

Ivern Bryett, writing in *The Wall Street Journal*, gives this definition of a dead giveaway: A canceled quiz show.

Know of any others? If so, send them in.

The Beam will pay \$10 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, New York.



## SELLING SYLVANIA

Attractive Barbara Inskeep of Batavia poses with the top console model of the company's 1959 stereo Hi-Fi line. The set, shown here in ebony, is also available in mahogany, blond oak or walnut.

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