

WE

MAY-JUNE 1959



SANDIA

First public look at
a spectacular W.E. operation

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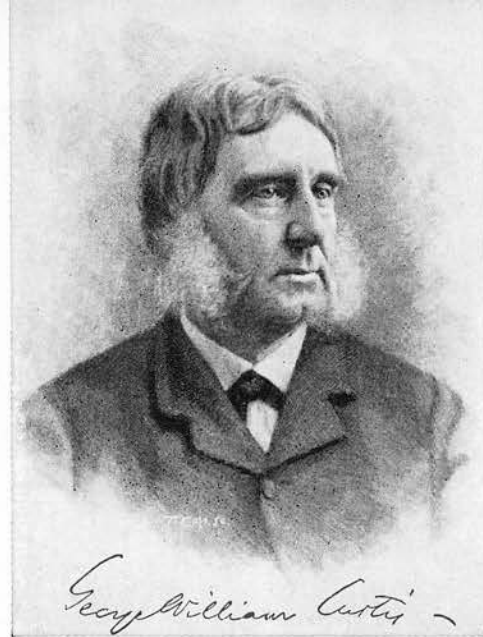
ABOUT THIS TIME of year, a curious ritual occurs across the land. You'll find bright-eyed young people attired in long black robes and odd-shaped hats sitting in the hot summer sun or in a stuffy auditorium while their elders take one last crack at them. This institution is known as the commencement exercise. And for every commencement there is what the program lists with misleading brevity as "Address." The years since America's Land Grant colleges were founded echo with thousands of them. It's safe to say that a fair proportion were unheard; others were soon forgotten.

Now and then, however, something is said on these august occasions that bears a message of universal significance extending in time and space far beyond the small group of people who actually hear the spoken words. Such happened one June just 82 years ago at a commencement at Union College in Schenectady, New York.

It was the year after the telephone was invented. Politically, the weather was cloudy. New York City had just started to recover from the wholesale plundering it suffered under Boss Tweed. The nation was emerging from the bewilderment of the Presidential election of 1876: The Democrats and the Republicans each claimed the election of its candidate. To resolve the muddle, an Electoral Commission was created by an Act of Congress. It decided in favor of Republican Rutherford B. Hayes.

This was the setting, then, as the graduating class of Union College—squirming a bit, perhaps—gave its attention to the speaker. He was George William Curtis, a man less stern than his picture on this page would indicate. Curtis was well known in his day as a literary editor and essayist and as a courageous man of strong and intelligent convictions. What interests us here is that Curtis' subject—urgently appropriate to his own time—is perhaps even more appropriate now, 82 years later. That subject: "The Public Duty of Educated Men."

This is what he said: "Civil and religious liberty in this country can be preserved only through the agency of our political institutions.



'THE PUBLIC DUTY OF EDUCATED MEN'

But those institutions alone will not suffice. . . . American institutions presuppose not only general honesty and intelligence in the people, but their constant and direct application to public affairs. Our system rests upon all the people, not upon a part of them, and the citizen who evades his share of the burden betrays his fellows. Our safety lies not in our institutions but in ourselves. . . .

"By the words public duty I do not necessarily mean official duty, although it may include that. I mean simply that constant and active practical participation in the details of politics without which, upon the part of the most intelligent citizens, the conduct of public affairs falls under the control of selfish and ignorant, or crafty and venal men. I mean that personal attention which, as it must be incessant, is often wearisome and even repulsive, to the details of politics, attendance at meetings, service on committees, care and trouble and expense of many kinds, patient endurance of rebuffs, chagrins, ridicules, disappointments, defeats—in a word, all those duties and services which, when sel-

fishly and meanly performed, stigmatize a man as a mere politician; but whose constant, honorable, intelligent, and vigilant performance is the gradual building, stone by stone, and layer by layer, of that great temple of self-restrained liberty which all generous souls mean that our government shall be.

"Public duty in this country is not discharged, as is so often supposed, by voting. A man may vote regularly, and still fail essentially of his public duty, as the Pharisee who gave tithes of all that he possessed, and fasted three times in the week, yet lacked the very heart of religion. When an American citizen is content with voting merely, he consents to accept what is often a doubtful alternative. His first duty is to help shape the alternative. This, which was formerly less necessary, is now indispensable. In a rural community such as this nation was a hundred years ago, whoever was nominated for office was known to his neighbors, and the consciousness of that knowledge was a conservative influence in determining nominations. But in the local elections of the great cities of today, elections that control taxations and expenditure,

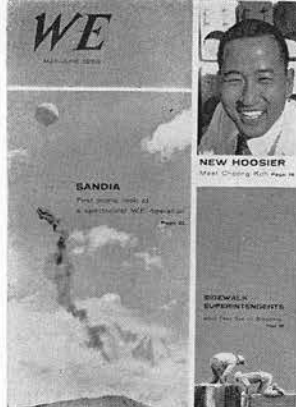
the mass of the voters vote in absolute ignorance of the candidates. The citizen who supposes that he does all his duty when he votes, places a premium upon political knavery. . . .

If ignorance and corruption and intrigue control the primary meeting, and manage the convention, and dictate the nomination, the fault is in the honest and intelligent workshop and office, in the library and the parlor, in the church and the school. . . . While good men sit at home, not knowing that there is anything to be done, nor caring to know; cultivating a feeling that politics are tiresome and dirty, and politicians vulgar bullies and bravoos; half persuaded that a republic is the contemptible rule of a mob—then remember it is not a government mastered by ignorance, it is a government betrayed by intelligence; it is not the victory of the slums, it is the surrender of the schools; it is not that bad men are brave, but that good men are infidels and cowards. . . .”

It is especially necessary for us to perceive the vital relation of individual courage and character to the common welfare because ours is a government of public opinion, and public opinion is but the aggregate of individual thought. . . . Public opinion can do what it has a mind to in this country. If it be debased and demoralized, it is the most odious of tyrants. . . . Can there then be a more stringent public duty for every man—and the greater the intelligence the greater the duty—than to take care, by all the influence he can command, that the country, the majority, public opinion, shall have a mind to do only what is just and pure, and humane?”

Many Western Electric people who have probably never heard of George William Curtis have been acting on these principles for years. If there is a moral to be drawn from Curtis’ words, it is simply that the responsibilities of good citizenship in a democracy are fairly easy to comprehend, they are for the most part unchanging, and the proper discharge of those responsibilities involves a good deal of personal effort.

Further on in this issue you’ll meet some Western Electric people who are making that effort.



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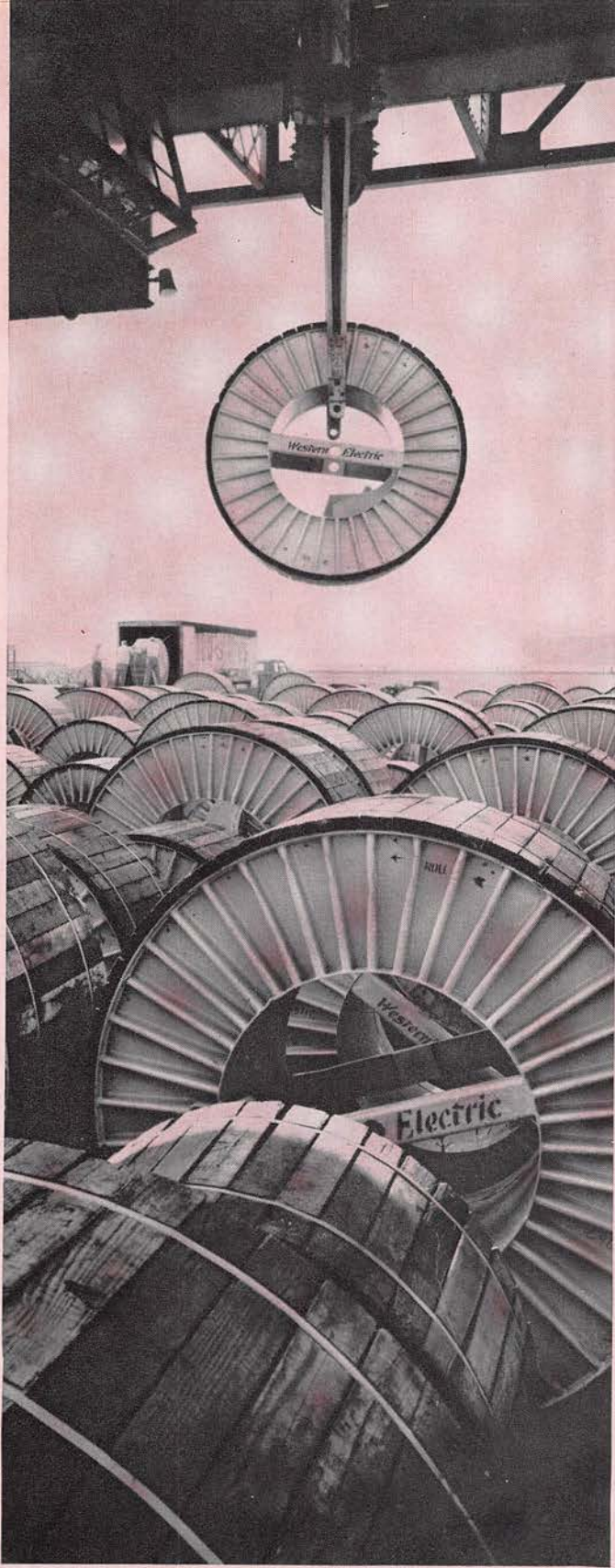
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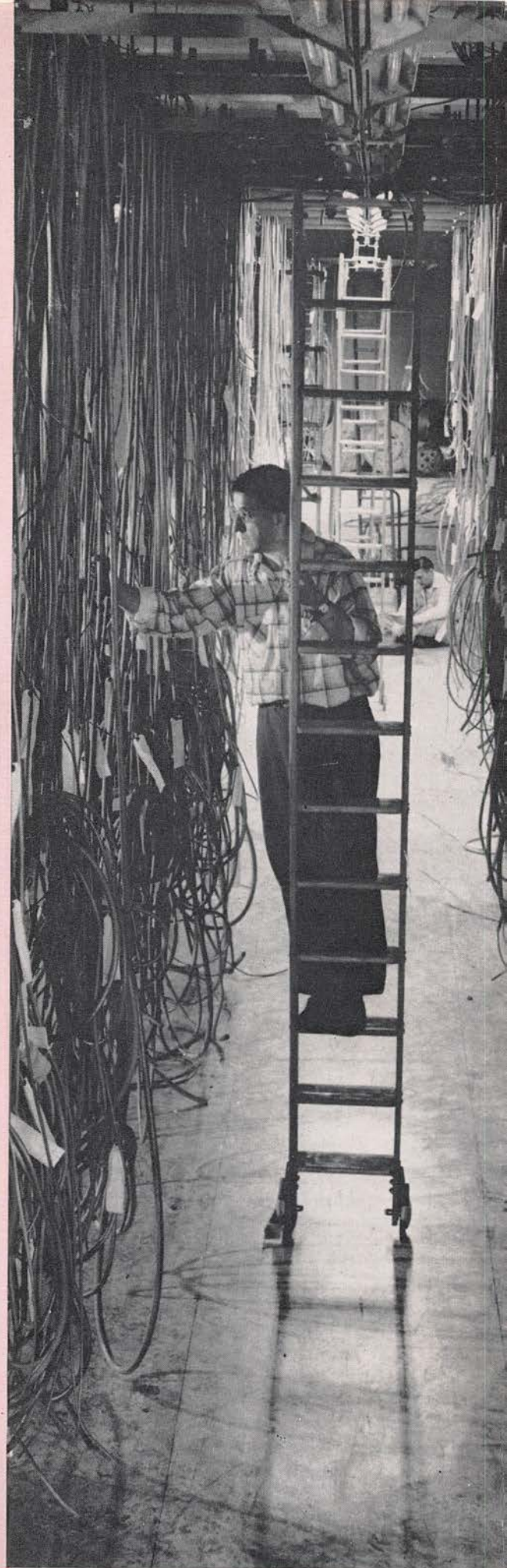
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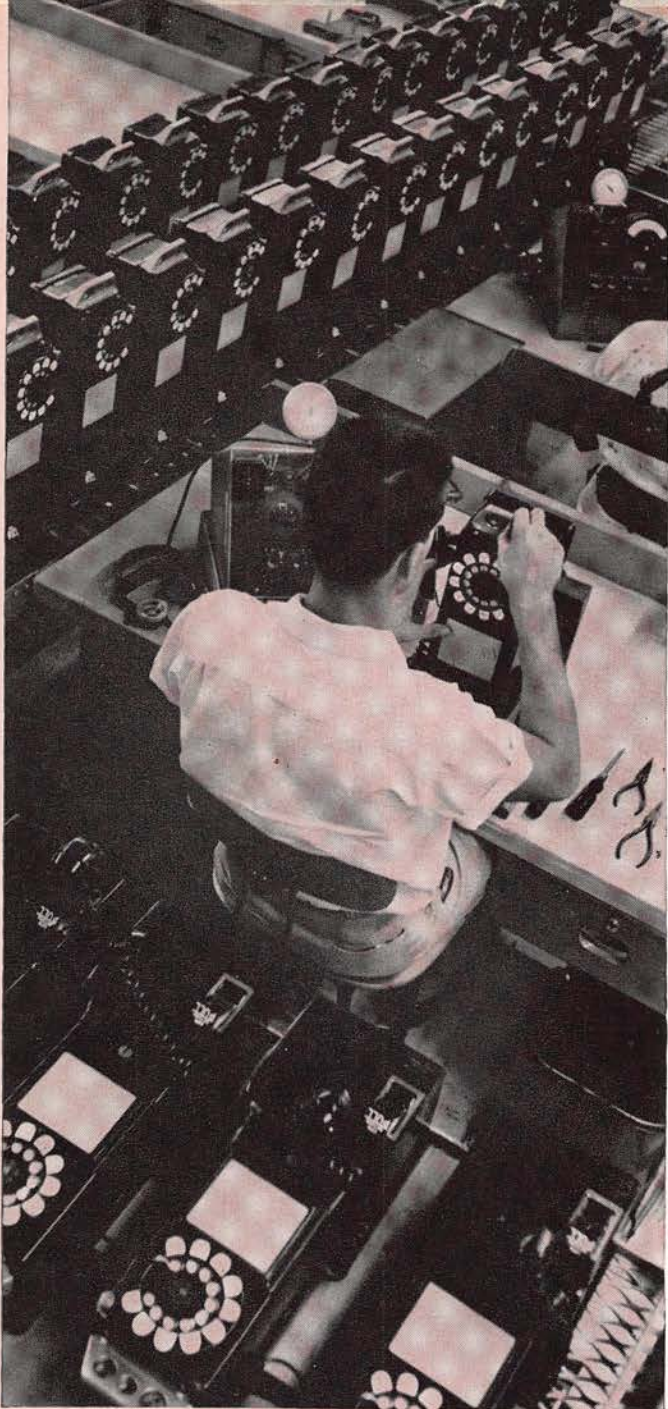
Including 'Roundup,' 'Sidelights,' and 'W.E. People.'

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Manufacturing: Our factories are busier than they have been in months.





Distribution: June sales topped those of a year ago by 9 per cent.

Installation: Some areas are rehiring and others are expected to begin in the next few months.



HOW'S BUSINESS?

Answer: It's good, and there are more jobs than last year to prove it. But W.E. economists are blinking the caution signal

THIS TIME A YEAR AGO the lines on nation's business charts had dipped sharply down.

Although W.E. was far from the hardest hit U.S. corporation (thanks to some vigorous selling by the Bell telephone companies) its sales last year pretty well followed the pattern of durable goods producers across the nation as they reacted to an economic phenomenon known as "recession."

Generally speaking, it meant that both individuals and businesses tightened their belts. It was harder for Bell companies to sell new services—extension telephones and color sets, for example. In turn W.E. factories and

Picture yourself: you're trying to plan
for the future, but your money is losing
purchasing power and costs are going up

distribution centers cut back on production and delivered fewer telephone sets, less cable and switching equipment. And as the telephone companies revised their long-range planning, construction programs were cut back. In W.E.'s Installation organization many jobs already on the calendar had to be postponed.

What's the picture today—a year later?

What with a generally robust recovery throughout the U.S., the lines on the graphs have gone back to former peaks for the most part.

W.E. employment is up about 5,000 since the September low. From Allentown to Omaha, W.E.'s factories are busier than they've been in many months as orders pour in from the Bell companies in increasing volume.

During the month of May alone, 1959 production estimates had to be upped significantly in several product lines: central office equipment and dial PBX from Hawthorne; repeaters from Merrimack Valley; telephone sets from Indianapolis; office telephone equipment from Kearny. Elsewhere plants that contribute components to these products were taking on increased production commitments.

And taking a longer look, plants such as Columbus and Oklahoma City in addition to those mentioned above are planning to meet newly increased 1960 production goals.

In Distribution, where some slack had been taken up during the "recession" by increased activity in the repair shops, sales to telephone companies during June 1959 were estimated at more than 9 per cent over June of last year as orders for *new* apparatus and supplies increased markedly.

In Installation, favorable reaction to the current economic upswing is slower to come, since long-range programs slowed down by the recession take more time to reformulate. But three Installation areas—Denver, St. Louis, and Philadelphia—have started rehiring. This points to a general upturn in Installation, but much depends on the course of the nation's economy, which of

course has a direct effect on Bell companies planning.

You can sum it up simply: W.E. business is good with few exceptions. Nourish this observation with some optimism—rosy reports on the state of the nation's economy appearing regularly in the press; forecasts of new growth for the Bell System; estimates that point to production approaching record volume in some Western Electric product lines in the foreseeable future—and it begins to look as though there's something to shout about.

But in the eyes of Company economists, unbridled optimism at this point is premature. While they are heartened by the favorable outlook in many areas, they see some serious economic problems confronting the nation. And W.E. management, they point out, faces some of these problems. These are problems that affect the future of the Company and with it many thousands of jobs.

Some areas of concern are:

INFLATION

The diminishing value of the dollar—now worth 48 cents of its pre-war value—means that more and more dollars must be invested merely for the replacement of worn-out facilities.

At one meeting of the Board of Directors last year, the purchase of \$833,270 worth of new manufacturing equipment was O.K.'d. The hitch: these machines were needed to replace others that originally cost \$265,510. Another example of inflation at work: It's been figured that a metal boring machine which cost \$11,580 in 1937 would cost around \$42,000 today. Also: In 1948 the money invested in the company and needed to carry on business was \$4,400 per employee; at 1958's end the amount invested was \$7,900 for each employee.

Continuing cost reduction efforts and general cost-consciousness by W.E. people have helped hold the line, but the question is: just how far can you cut costs?

Since the 'recession' is over,
 why be so concerned about
 keeping costs down?

NEW EXPENSE

If W.E. is to meet tomorrow's demands for more telephone products, it will have to expand its present production facilities, its payroll, its purchases of raw materials and supplies. And money has to be available for this expansion in large measure before the products are made and sold. Where does it come from? There are two usual sources: (1) funds generated within the business (from earnings reinvested and from provisions made for plant depreciation) and (2) funds from outside sources (such as stockholders who make additional investment in the business, and banks, who lend money at prevailing interest rates).

The additional capital investment involved in both these methods must, of course, earn a reasonable return or its outlay could not be justified. A company must be economically healthy and on a sound footing if it expects to attract investors or get bank credit when it needs it.

CONSTRUCTION COMMITMENTS

New plants and additions to older ones are carefully planned with the future in mind. But the impact of current construction programs on W.E.'s budget becomes greater when costs are rising and the value of the dollar is decreasing. Picture what your situation would be—maybe is—if you were trying to plan for the future and found the purchasing power of money going down

and cost of essential services going up. Remember, too, that even after a big manufacturing plant is built it may be a matter of some time before the end of the so-called break-in period, when new workers are trained and bugs are worked out of machines.

ECONOMIC OUTLOOK

There is a growing belief among many economists that a new "boom psychology" is developing in the U.S. The recent recession was so short-lived and the recovery from it so vigorous, that there is a flush of prosperity in much of the business community and among consumers. It may lead to over-enthusiasm and pave the way for new rounds of wage increases that are out of balance with worker productivity. If this happens, more inflation and dangerously higher prices are inevitable.

Said one W.E. economist: "I'm not ordinarily a member of the 'gloom and doom' school, but I can only see the present trend leading to another serious readjustment period in 1961—perhaps the most serious of the post-war period."

These then are some reasons why, in recession or boom, the war on costs will continue to be waged throughout W.E. The battle is essential if we are to offset the effects of inflation and that is why you'll be asked to continue to be cost-conscious, to look for ways to save money and reduce waste.

So often we hear W.E. people ask, "Well, why doesn't Western Electric raise its prices like other companies to meet rising costs and to increase its earnings?"

The answer is this: while it is our job to supply Bell telephone companies with the products needed to do business and to make sure such products meet the Bell System's high standards of quality, it is also part of our commitment to do this at the lowest cost to our customers consistent with sound financial management.

QUEENS ALL

IT MAY SEEM LIKE only yesterday, but this year marks the 30th anniversary of that pleasant W.E. custom—the elections of “Hello Charley” queens.

Held this year at Company locations north, east, south and west, the annual elections—which are called “Vacation Queen” contests at some locations—prove once again that through Western Electric portals pass some of the prettiest girls in these United States. We refer you to the ample proof arrayed at right.

Each of the girls pictured here was chosen by popular ballot on the basis of her beauty, charm, poise and personality. As the vacation-time queen at her location, each girl’s picture will be printed on an auto window sticker issued to employees, so that wherever W.E. people go on vacation they can spot other Western folk.

The idea of a plant vacation queen originated in Hawthorne in 1929, but just how the name “Hello Charley” came into being is not quite clear. The most probable theory links it to a Hawthorne employee named Charles Drucker, who was widely known around the plant simply as “Charley.”

One day, so the story goes, some one Charley Drucker had met on a vacation trip but who—like many W.E. people—didn’t know his last name sent a postcard to Hawthorne addressed to “Charley Western Electric Company.” This incident was supposed to have given birth to the once widely used reference “Charley Western,” meaning the Western Electric Co. Too, it won wide fame for Charley Drucker and guaranteed that his name would still be remembered thirty years later. ▲▲▲



Violet Tucek
Montgomery



Dee Seifert
Indianapolis



Eileen Ward
Kearny



Hazel Bowser
Greensboro



Kathy Tessitore
Merrimack Valley

A pleasant W.E. custom enters its 30th year. Here are the vacation queens who will greet W.E. travelers across the country this year



Maxine Jadro
Hawthorne



Betty Ann Jones
Winston-Salem



Karen Watt
Omaha



Barbara Myslinski
Tonawanda



Mary Harmon
Kansas City



Matilda Sotak
Allentown



Rebecca Toms
Burlington



Emily Billy
Pt. Breeze



Evelyn Quayle
Oklahoma City

POLITICS: IT'S EVERY CITIZEN'S 'GAME'

“ALL THAT IS necessary for the triumph of evil is that good men do nothing,” said Edmund Burke, the British statesman. The W.E. people on these pages are doing *something*. They are putting the “self” in self-government by playing active roles in the political and governmental affairs of their home communities.

Politics, they say, means everybody.

But this doesn't mean that it is necessary to go out and get elected to office. Politics is first of all, a state of mind, an awareness of issues and knowledge about the facts of issues—local and national. All of us, these W.E. politicians say, have an obligation to be alert to the issues of the times.

Edmund Burke might have added that evil will triumph sooner if good men *know* nothing—if they are ignorant of such things as how their tax money is being spent, who their representatives in government are and how these representatives think and vote.

Keeping informed of these matters is one way for you to take a part in politics, one way for you to make sure that democracy works. You can fulfill part of your responsibility as citizen in a democracy with just a few well-chosen words on a post card to your Congressman, in a town meeting, during a conversation with a neighbor.

HONEST

RELIABLE

DEMOCR

CO

DR

SM

Democratic
Candidate
for

M

NER



Allentown Democrat: She rings doorbells

Lorraine (Mrs. Harry) Romanish is no feminist who beats the drum for women's rights. But she *does* think that women should take a more active part in politics.

For ten years now, Lorraine, who tests transistors at the Allentown Works, has been backing up Democratic campaigners in her hometown, Easton, Pa., and in surrounding Northampton County.

Now a Democratic committee worker in her ward, Lorraine is in the thick of every local campaign, and you'll find her ringing doorbells, getting out the vote, distributing party literature, talking it up with voters who are on the fence. At election time, she works at the polling place and helps tabulate the returns.

Why?

"I guess because I was raised in politics and just because I like it," says Lorraine, explaining that her dad has long been active in local and state Democratic circles.

"Besides," she adds, "maybe I'll want to complain sometime, and I know I have no right to if I'm not doing something."

Before long, Lorraine will be out ringing doorbells again, stumping for this fall's Democratic slate.

Campaigner Lorraine Romanish; above, on the job at Allentown



Indianapolis: G.O.P. or Dem, they take it seriously

Out in Hoosier country, they take their politics seriously and work hard at it.

At the Indianapolis Works, for example, are dozens of politically conscious people like Harry Foxworthy, Muriel Lakin and Jim Gardner, whom you see at right.

Harry, a member of the Indianapolis guard force for 10 years, was a four-time delegate to the Republican state convention. "Foxy" is now president of the Wayne Township G.O.P. and has served that group for 20 years as precinct committeeman and co-chairman and candidate (unsuccessful) for township constable.

"Government is made up of guys just like me," says "Foxy," "and it's up to us to help run it, to express our likes and our gripes. Being busy in politics has always seemed like a very natural and essential thing to do," he says.

Muriel is another G. O. P. booster. An inspector of telephone sets, she's worked in the city's ninth ward for about 10 years, taking polls, registering voters and, on election day, serving as a clerk, inspector or judge. She's also been active in the local Women's Republican Club for 15 years.

"I've always enjoyed politics," Muriel says. "One reason is that I feel I'm doing something very worthwhile. The best way to see that the right people get into office is to become personally acquainted with the candidates, choose those most qualified and then go to work to get them elected."

Jim Gardner, who works in Benefit Service, is a member of the Young Democrats Club of Marion County, president of the Lawrence Township Civic Association and past president of the Planning Commission.

As a Democrat in what is normally Republican territory, Jim sometimes feels like the proverbial petunia in an onion patch, but he's not disheartened.

Now running for city clerk, he was defeated last year when he ran for trustee of the Township, but he observed that "there hasn't been a Democrat in office in Lawrence in 20 years."

Jim feels that more citizens should become involved in politics. "Government, the biggest business in the world, belongs to all of us and it's up to each of us to help direct it," he says.

Distribution Republican: His health is fine

Mentioning politics to Ellis Baker is like ringing a bell alongside a firehorse. To him, it's a fascinating contradictory welter of self-seeking special interests, high-minded idealism, irate citizens groups, indifference, partisan bickering and dedicated public service which, for better or worse, add up to your local, state and national government. And the way to make it better, he firmly believes, is for those who believe in good government to get in and do something about it.

Ellis, a methods man in Distribution at Headquarters, studied political science at Yale, later studied military gov-

ernment in the Army in World War II and served on the staff of the Military Governor in Korea. He is a former member of the Nassau County (N.Y.) Republican Committee and got so embroiled in Rockville Centre affairs as a member of the Board of Trustees that his doctors told him to quit.

Dutifully, he made a clean break with Rockville Centre and moved to Stamford, Conn., where for more than a year he stayed clear of politics. But then he weakened and today he is a member of the Board of Representatives of that city of 90,000 people. And his health, he reports, is fine.



City council meetings are broadcast over the radio in Stamford, Conn. Above, W.E.'s Ellis Baker is on the air. At right, he's at his desk in Distribution.



Democrat Jim Gardner checks plans for Lawrence, Ind. shopping center as member of non-partisan planning commission. Bottom, Jim at his desk in Benefit Service department in Indianapolis.



Campaigners Muriel Lakin and Harry Foxworthy visit Marion County Republican headquarters to map strategy for coming city elections. Above, Muriel inspects a new Call Director telephone just off the production line while (below) "Foxy" stands guard at Gate No. 5.





Hugh at Installation headquarters desk.



W.E. Pensioner Fred Wesche, tax assessor, left; Hugh Buxton, right.

Installation Veteran: 'Called everything'

Hugh Buxton, of Installation, has been a combatant in the Roselle, N. J., political wars for decades.

He's been Republican councilman-at-large for the past 12 years, served two years as a ward councilman and was G. O. P. district committeeman for the past 20 years.

"That Borough has taken a lot out of my hide and my time and I've been called everything from soup to nuts," Hugh chuckled, "but I feel it's a little better burg because of some of the things I've helped to do."

His advice to younger citizens: "If you wish to improve your town, you can't do it sitting around watching TV. You've got to get out and work."



Merrimack non-partisan: They did, he did

Like many of his fellow citizens in Haverhill, Mass., Ed Nordengren, who works in the coil shop at Merrimack Valley, felt the city government was doing far too little about school construction, parking facilities, recreation, water supply and many other pressing problems. But would Ed run for City Council and do something about it? No, he told the delegation that came to him: with his Red Cross, Community Chest and many church activities, he had little enough time at home.

Ed finally found himself in an "I will if you will" agreement to run for the Council with some friends. They did, he did and they were elected last year.

As second highest vote-getter in non-partisan system, Ed (left) sometimes serves as Acting Mayor. At right, Ed is on the job.



They live in Brookfield: First row, left to right, George Babor, John McClanahan, Ray Meier, Charles Slack, Dan Kulie; second row, Dan Reichart, Frank Kosik, Henry Hartkop, Elmer Walther, John Lillie; back, Richard Baumrucker, Ed Sicking (standing in back of Dick), Stan Hale, George Dau, Max Dietrich, Jerry Latshaw, and Del Elness.

Hawthorne people helped make their town an 'All-America' city

In the March-April 1953 issue of *WE* it was called "The Brookfield Story." It told how citizen action had changed the quiet commuter town of Brookfield, Ill.—home to many Hawthorne people—from a poorly run, nearly bankrupt town into one of ten "All-America" cities named by the National Municipal League.

Many of the Hawthorne people who were active in the non-partisan rehabilitation of Brookfield have moved away by now or have dropped out of civic affairs. But others—like Dan Kulie, Stan Hale, and Charles Slack—are still pretty much in the thick of it.

And into the spots vacated by some of the pioneers of the Brookfield movement have stepped other Hawthorne people. Today there are 17 civic-minded W.E. people who are active in the affairs of the Village of Brookfield. In the group at right are engineers, accountants, operating men, a plant guard, a tester, a quality assurance man, a schedule analyst—all from Hawthorne. In the group, too, are three W.E. pensioners who still take an interest in the village's affairs.

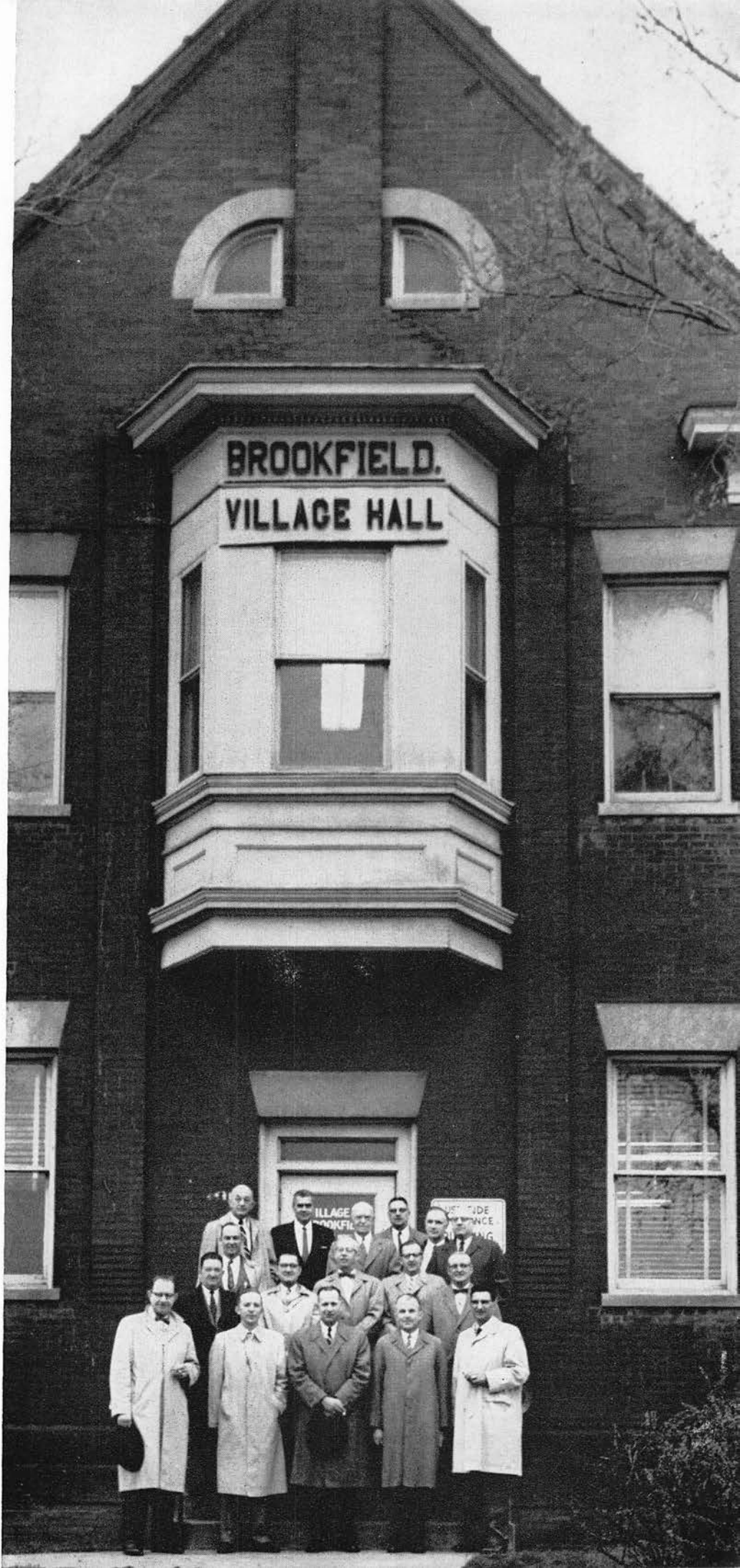
Dan Kulie, one of the prime movers of the Brookfield reorganization and a former Village President, recalls how he first became hot under the collar about the state of things in Brookfield:

"Fifteen years ago," as Dan tells it, "a man asked me where I lived."

"'Brookfield,' I said."

"'That crummy town!' he replied."

"It started me thinking," says Dan.



BIG DEAL

"BRIDGE," a critic once remarked, "is the only game in which everyone plays perfectly but always gets a stupid partner." Even though there may be a kernel of truth in this wry observation, bridge remains probably the most popular game played by W.E. people: Hundreds, by conservative estimate, indulge in the pastime during lunch periods and on commuting trains.

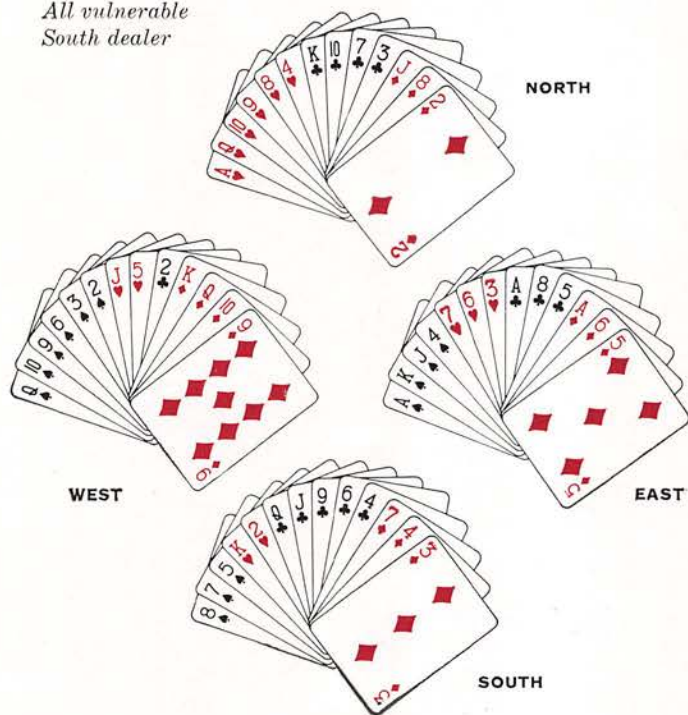
Thirty-one bridge addicts from W.E. locations, for example, were among the 128 players who gathered at Bell Telephone Company of Pennsylvania headquarters in Philadelphia recently for the day-long Eastern Bell System Bridge Tournament.

When it was over, W.E. had made a respectable showing with Carl Baker and Dan Kett, both of Headquarters, taking second place among individual pairs. (Dan is shown at left in the center picture above in a posture that betrays his high standing.)

Below are two hands played by W.E. people at Philadelphia that posed interesting bidding problems.



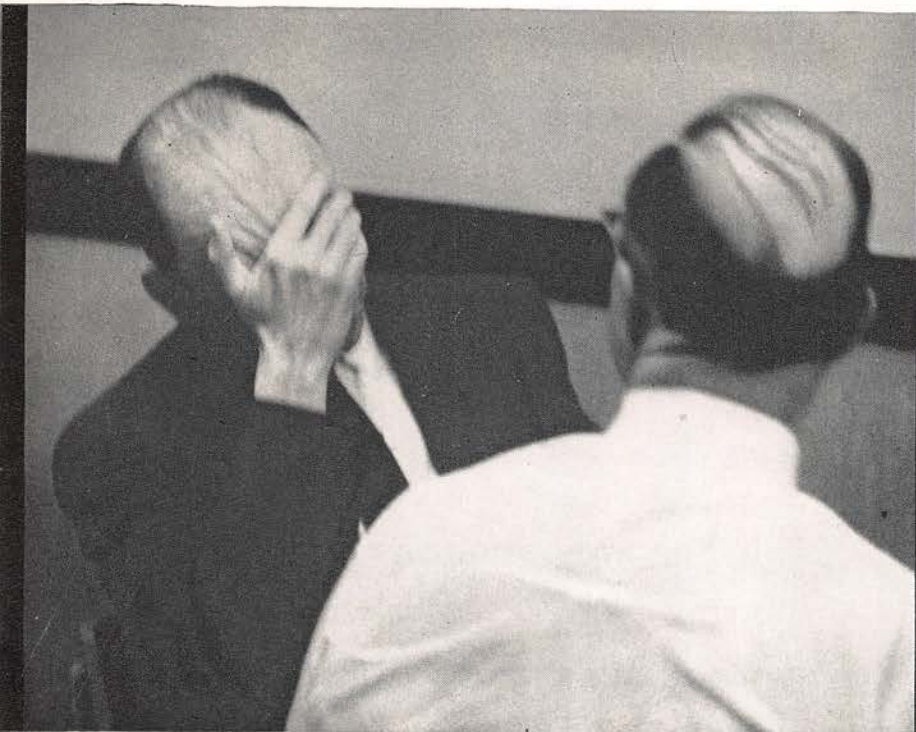
All vulnerable
South dealer



SOUTH (Griffith)	WEST	NORTH (Enard)	EAST
PASS	PASS	PASS	1 NO TRUMP
PASS	2 ♣	2 ♠	DOUBLE
PASS	PASS	REDOUBLE	PASS
3 ♣	PASS	PASS	DOUBLE
PASS	PASS	PASS	

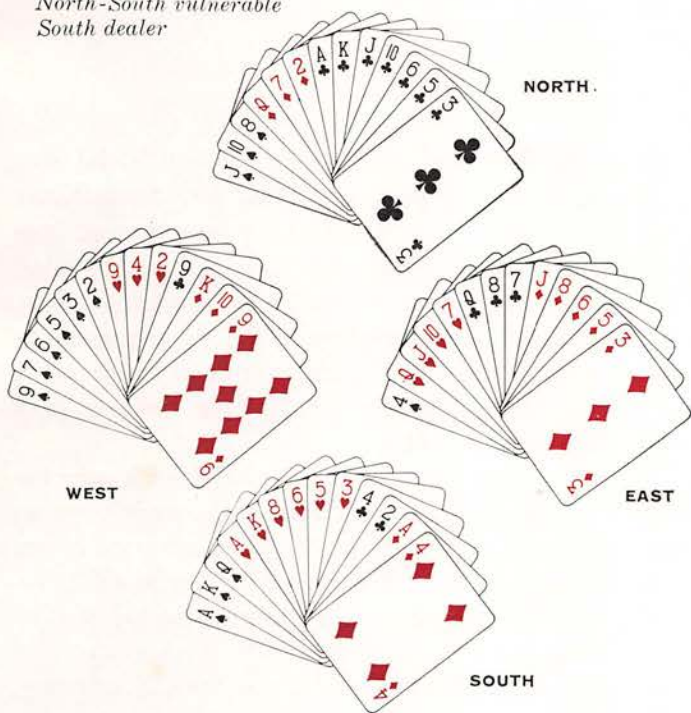
HANS ENARD AND DICK GRIFFITH, both from Headquarters, got a top score on the hand at left when Hans made a "psychic" bid which paid off. He had decided to play a waiting game by passing a distributional opening bid, feeling that East would probably open with a spade. When East bid 1 no-trump and West requested a major suit with his 2-club bid, Hans bid 2 spades, hoping to make each of his opponents think that the other had hearts and not spades. The plan succeeded and when his spades were doubled, Hans demanded a rescue of his partner by redoubling, figuring to run to hearts if Dick bid diamonds. However, he was very happy to have Dick play the hand at 3 clubs, doubled, and when the opposition failed to cash in their diamond tricks early in the play, three overtricks were made. The results of 24 replays of the hand, shown below, indicate that the North-South pairs had a good save in hearts or clubs, but only four pairs found it:

CONTRACT	BY	TRICK COUNT	NO. TIMES	N-S SCORE
3C (dbled)	S	+3	1	+1270
3H	N	+1	1	+ 170
3H	N		1	+ 140
6S	W	-1	1	+ 100
2D	W		1	- 90
2S	W	+3	3	- 200
3S	W	+2	1	- 200
5C (dbled)	S	-2	1	- 500
4S	W	+1	14	- 650



CHARLIE MOSER AND JAY OBERDORF, of the Distribution organization, gained a near top score for their side when they found the right combination of bids on the hand at left. The secret of the hand, according to the lay of the cards, at least, was to play a slam in no-trump from the South hand to avoid a killing diamond lead from East, which was done in the Moser-Oberdorf bidding sequence. Most pairs went wrong on the second round of bidding when a 3-heart or 3-diamond bid evoked a 3 no-trump response from North. The play of the hand was relatively simple as the declarer gave up the first club trick after winning the opening spade lead and claimed the remaining tricks. The top score for the hand was achieved by R. W. Zuersher and J. Kuharetz, both of Defense Projects, when they played the hand at 6 clubs, doubled, reached by the following bidding sequence:

North-South vulnerable
South dealer



WEST

EAST

SOUTH

SOUTH (Oberdorf)	WEST	NORTH (Moser)	EAST
1 ♥	PASS	2 ♣	PASS
3 ♠	PASS	4 ♣	PASS
4 NO TRUMP	PASS	5 ♦	PASS
6 NO TRUMP	PASS	PASS	PASS

SOUTH (Kuharetz)	WEST	NORTH (Zuersher)	EAST
1 H	P	2C	P
3 NT	P	4C	P
4 NT	P	6C	Dble
P	P	P	

The hand produced a wide variation of results in its 24 replays throughout the evening, ranging from the Zuersher-Kuharetz top score of +1540 to a -800 for the unfortunate pair who failed to make their seven-heart, doubled, contract.

THE AMERICANIZATION OF CHOONG KOH



Engineer Koh and boss, Keith Weston.

Nine years ago, a young Korean army officer was captured by Communist troops. Today he helps make telephones at Indianapolis. This is the story of how he became as American as the ballot box

ON A SUMMER NIGHT in Seoul in 1950, sweating less from the heat than from a sudden sense of insecurity, a young South Korean army officer gambled for his life—and won. Just-captured and held for interrogation by Communist soldiers, he vaulted from a second story window, dodged his trigger-happy captors from house to house and street by street, and caught up with his riddled regiment.

Thus began the Americanization of Choong Koh. For, if he hadn't leapt when the leaping was good, he might still be in a prison camp north of the 38th Parallel. Instead, Choong Koh today is helping turn out Bell telephones at W.E.'s Indianapolis Works.

"If I not jump, I not be in America. It's simple as one, two, three," reasons Choong, a plastics molding product engineer with an innate, animated charm for which any diplomat would gladly give his favorite Homburg.

As All-American as a ballot box, Choong worked his way through a U.S. college and first met his Hoosier wife over an old fashioned taffy pull at a church social. Gregarious but not forward, Choong guffaws with glee when Shirley recalls it was *she* who had to ask *him* to help

stretch her fistfull of fresh candy on that fateful day.

When eight Red divisions rumbled into South Korea in 1949, shocking a world that hadn't yet recovered from the previous war, Choong Koh had just completed arrangements to join his two sisters in America. (One, Yung Hi Mullen, is a secretary at W.E. Headquarters in New York.) Instead, he joined the army of the Republic of Korea, and within three months was assigned to a front line combat outfit.

When the Red regiments were pushed back over the 38th Parallel, 1st Lieutenant Koh again made plans to come to America. He was not altogether unversed in our folkways when he arrived in New York City in 1952. Together with his schoolday contemporaries he had studied English for five years and, before the Korean war, had worked for the U.S. 24th Army Corps, the U.S. embassy, and then an American oil company in Korea as an interpreter. During the war he came to know Americans even more intimately, fighting beside U.S. Marines and G.I.s in the urgent defense of his homeland.

"I come here for opportunity," he says. "In Korea, every guy studies economics, political science, history. I



THE AMERICANIZATION OF CHOONG KOH

study them too, but I made up my mind a long time ago to come to America and be an engineer. There's great opportunity and reward in this country for a fella who works hard." Choong does.

His job at W.E.'s capacious Shadeland Avenue factory, where some 6,500 Hoosiers make Bell telephones, is that of product engineer responsible for plastic piece parts. Choong's work currently includes housings for the new Call Director telephone—an item in which Indianapolis is doing a somewhat better than brisk business. He spends most of his day "on the firing line" in the injection molding area—an exciting complexity of color and movement where they help turn out 27,000 phones a day.

The balance of Choong's work day is spent at his desk in the engineering offices—a three-block hike, by conservative estimate, from the molding rooms. Choong

guesses he treks it five to ten times between 8:00 a.m. and 4:45. "I asked the boss if it's okay to ride back and forth, like a box, but he said I need the exercise," laughs Choong, pointing to a packaged wall set shuttling along the four-mile conveyor that weaves through the sprawling factory.

Hoosier Choong came within a slide rule of becoming a Jerseyite. Before he was graduated from Brooklyn Polytechnic College with a 'B' average and a Chemical Engineering degree, he told W.E. interviewers in New York of his preference for plastics. They thought Kearny might need him. Choong hoped so, because of its proximity to his sister, his friends, and to Brooklyn Poly, where he wanted to begin graduate studies.

"When I was told I should go to Indianapolis to see about a job, I wasn't happy," he admits. His morale



soared, though, after touring the world's largest plastic molding plant, finding many of industry's best known plastics men on the Works engineering staff, and learning that Indiana's Purdue University, with one of the country's top engineering schools, offered graduate work in Indianapolis.

"He has some difficulty with the language, and an involved engineering report can toss him for a loop," says Department Chief Keith Weston of Choong Koh. "But he catches on quickly, and he has a million ideas, several of which have saved the Company a considerable amount of money through cost reduction cases. And, of course, Choong gets on famously with all of the people that he has to deal with."

Since coming to the United States seven years ago, Choong has had the opportunity to "get on" with all

types of people in a variety of part-time jobs while tackling a tough college engineering curriculum. "Hah," he chuckles, "you'd be surprised at some jobs I got!" His first was with now defunct *Colliers* magazine, as a clerk. At another stage in his undergrad career he typed letters for an insurance company.

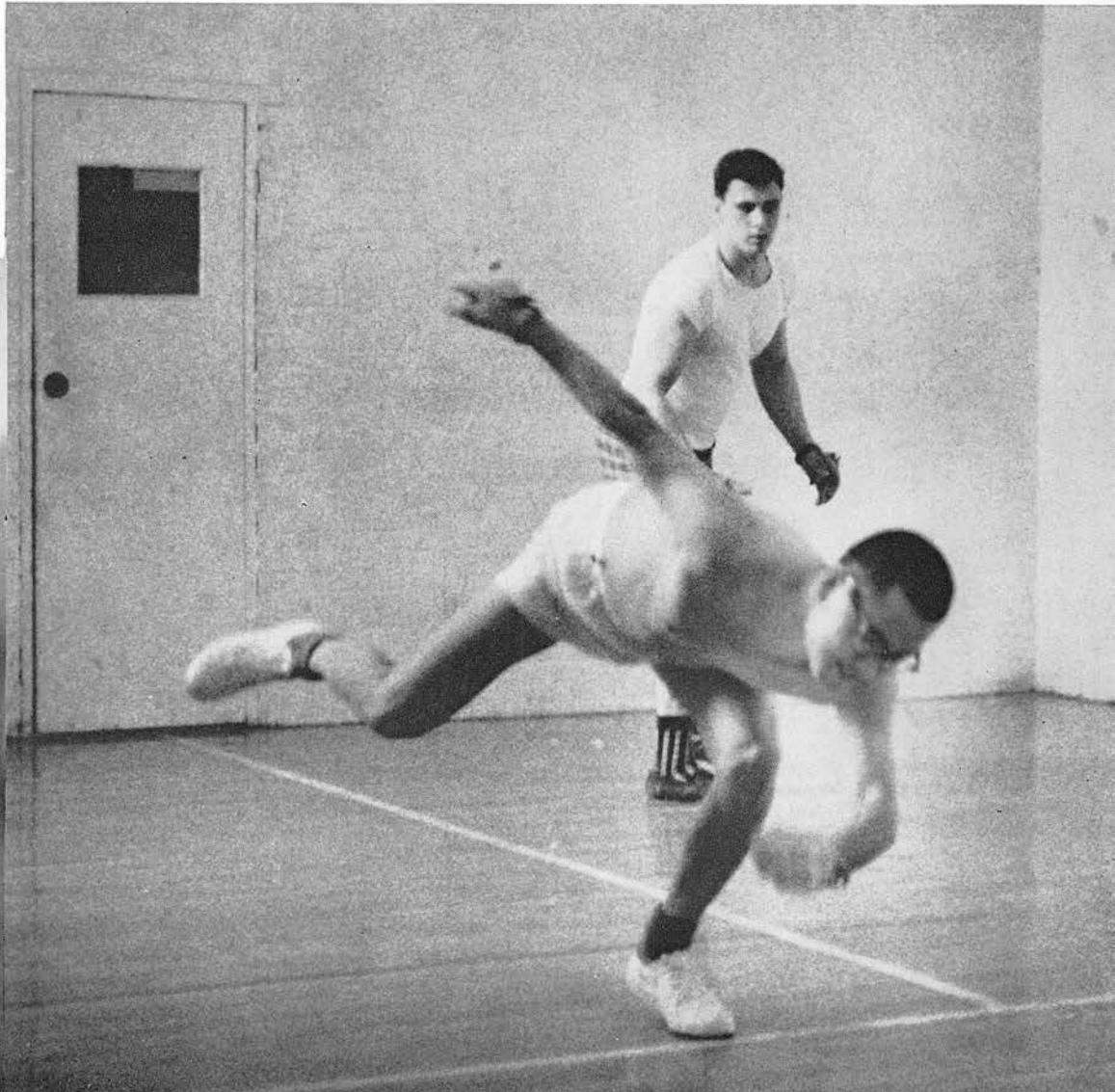
Did New York, with its more than eight million citizens, unnerve him after growing up in an agrarian southern province of Korea whose capital city, Taego, is about half the size of Indianapolis? "Oh, I like a big city. I like lots of people and lots of places to go."

One place Choong went a lot was the Radio City Music Hall, in mid-town Manhattan. "I worked summers at Radio City in daytime and ran an elevator at YMCA Sloan House at night, to pick up a few bucks. At Radio City I have a good time," he confides, bursting into con-

Left: Choong and Shirley enjoy an informal get-together at friend's house. Besides guitar, Choong enjoys playing bongos.

Below: At Roberts Park Methodist Church, where they were married, Choong and Shirley talk with the Rev. Amos Boren.

Right: Choong gives forth old college try during handball workout at Indianapolis YMCA.



THE AMERICANIZATION
OF CHOONG KOH



In Molding Room, Choong talks over production problem with Indianapolis operator Virgil Hannemann.

vincing jollity. "I got to know some classy-looking chorus girls!"

Indianapolis' YMCA was home to Choong during the first few months after he joined the Company in June, 1957. But, since "Choong Koh" and "friends" mesh like "chop" and "suey"; it wasn't long before the 'Y' became more fraternity house than hotel. "I met lots of nice guys at 'Y'. We always going places. Finally, I moved out, to have time to study."

Ensnconced in a quiet rooming house adjacent to the public library, the 33-year-old engineer spent fewer evenings with the boys and more with the books—books on W.E. engineering, on English grammar and composition as prescribed through an evening adult education course, and on automation as taught by Purdue professors. He also started attending the nearby Roberts Park Methodist Church, where he met and married Shirley Harrison, a supervisory nurse at an Indianapolis hospital and one of four sprightly red-headed sisters from Royal Center, Indiana.

"People still say he married me for my Thunderbird," winks Shirley, elbowing her husband, who responds with a Grand Canyon-like grin from under his khaki car cap with a belt in the back.

Although his uninhibited delight with life makes a Broadway musical dull by comparison, Choong is not without sober thoughts. Reflecting on his own run-in with Communism, he asserts that American educators and missionaries in foreign lands are often more effective than foreign aid dollars and diplomats in stemming Red aggression and instilling the precepts of democracy around the world.

"We need missile, but missile won't stop Communism. Most important, we need to understand each other," he says. Choong thinks the college student exchange program, for example, effects more long-term goodwill than a boatload of ambassadors. "If I get to be a big shot," he explains in earnest, "I'm going to set up scholarship for a couple Korean boys to come to America and study."

If the boys follow his precedent, they'll do themselves proud, for Choong Koh brings out all that is promising, optimistic, zealous in America—whether at work, or at a ball game or concert. ("I like baseball game, but Shirley, she thinks symphony more fun. Once I gave symphony tickets away and Shirley thought they were lost, so we went to the baseball game.")

"We're always doing things, having a good time. But doctor tells Shirley she'll stay home pretty soon," Choong declares, beaming. Then, cracking a four-dimensional smile and feinting a poke at this reporter's shoulder, "You get ready write a big story then—about how we have the first little red-headed Korean baby in American history?"

▲ ▲ ▲



The Thunderbird, common symbol in American Indian art, is "trademark" of Sandia Corporation.

SANDIA

Weapons could tell the history of New Mexico: the Apache's arrow, the Conquistador's sword, the cowboy's six-shooter, today's nuclear bomb. At Albuquerque, home of the Sandia Corporation, there are reminders everywhere of the romantic eras of the past—adobe homes, yucca and cactus on arid mesas, old Spanish churches. A new hustle and bustle has come since the Atomic Energy Commission moved in, but the past still seems to dominate. (The thriving real estate office will sell you an authentic-looking house in "Adobe Acres"; beneath the stucco, the walls are made of cinder block.) Here Western Electric, as a service to the government—the Company doesn't make a penny profit—operates a vital installation for the A.E.C.—the Sandia Laboratory. The job: development and design of nuclear weapons.

Sandia employee Vic Reano, a driver, lives in the Santo Domingo Pueblo, an Indian Reservation.



PHOTOGRAPHS BY ARTHUR LAVINE



SANDIA

Sandia's job:
help develop
a family of
nuclear weapons
that will provide
America with
a strong deterrent
to aggression



IN THE WAKE of World War II, a dozen years ago, Sandia Base was a lonely place, deserted except for a few people cutting up obsolete planes for junk. Then came the Atomic Energy Commission.

Today, the base is headquarters for the Sandia Corporation, largest private employer in New Mexico, as well as a bustling military command. Albuquerque's population has quadrupled, and suburban homes are springing up as far away as the canyons of the Sandia Mountains. It will be ten years this fall since Western Electric took over operation of Sandia Laboratory as a prime contractor for the A.E.C.

There are only a comparative handful of W.E. and Bell Laboratories people at Sandia—mostly executives and those in services such as industrial relations, purchasing and accounting. They have brought the Bell System's tradition of teamwork and quality to an assignment so secret that only its barest outlines can be described here. Sandia starts with explosive systems conceived by the A.E.C.'s nuclear research laboratories at Los Alamos and at Livermore, California. The job follows through development of strategic and tactical weapons; manufacturing engineering for their production; surveillance of the con-

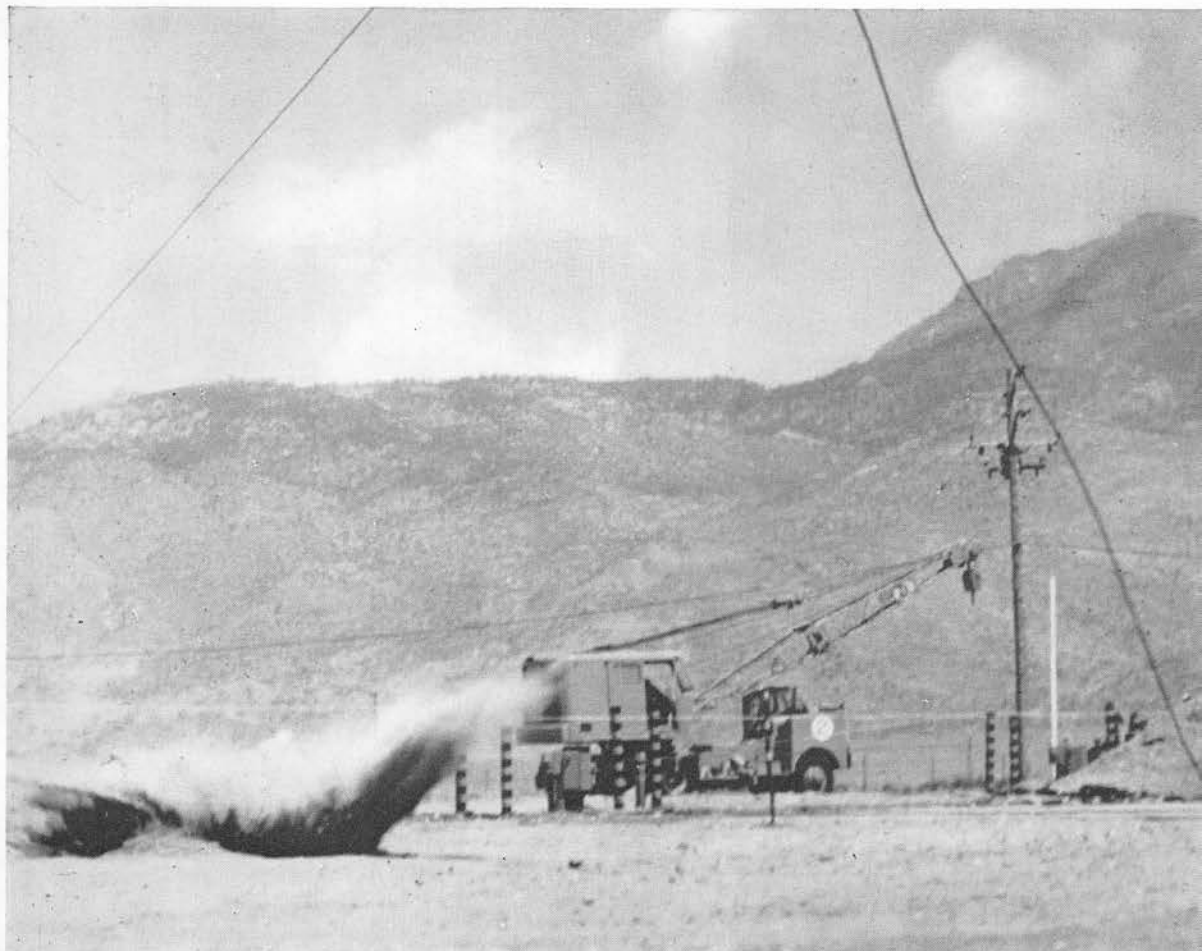
dition of nuclear weapon stockpiles; and the training of military personnel in assembly and use.

Headquarters is at the laboratory at the base in Albuquerque, but Sandia also includes a branch laboratory at Livermore, a major test facility at Salton Sea Base, California, and special work which, among other things, takes some Sandia employees to various bomb and missile ranges some miles from Albuquerque.

Some of the conditions encountered by a weapon in operation are simulated for test purposes right at Sandia. At the lab's outdoor test area there is a 300-foot tower with an arrangement to simulate the trajectory of a dropping bomb; a blast area where TNT explosions, small scale versions (comparatively speaking) of nuclear detonations, are studied; a sled, a sort of earthbound rocket, that streaks down a 3,000-foot track at more than twice the speed of sound.

Inside, the laboratory (at least that part of it that can be shown to a visitor without top security clearance) looks more like an ordinary electronics laboratory, with an ordnance machine shop on the side. Ask the people there what they do and you'll get a polite answer but no information.

Simulated bomb, released from mechanism that hurtles down sloping cable from 300-foot tower, falls with curving trajectory of plane-dropped bomb. At right, dummy bomb casing hits. Such tests influence design of ballistic shapes and the workings of bomb triggering mechanism.





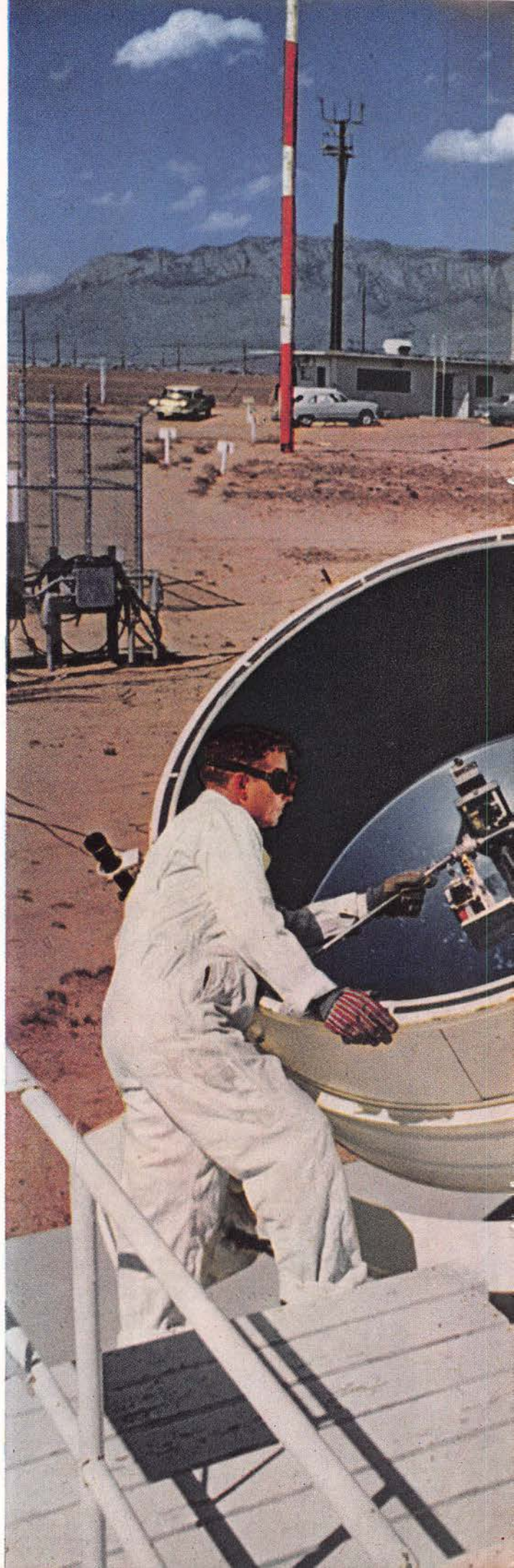
SANDIA

On its first "Family Day," more than 15,000 wives, children and close relatives of employees were shown the non-secret sights at the Sandia Laboratory



Grandfather. Mead Arbogast, former W.E. man at Sandia, stayed on in Albuquerque after his retirement last year. He brought grandson Jay Hardwick.

Solar Furnace. Safety expert Burt Metzger, formerly at Pt. Breeze, watches Russ Acton at modified searchlight mirror which concentrates sun's rays into 5,000 degree pinpoint for testing certain materials.





IT WAS EXPECTED (and rightly) that the affair would be a great success. Sandia and nuclear weapons are a basic part of life in Albuquerque, yet Sandia's doors had never been opened to outsiders before except for a few small, special groups under careful escort.

The affair was Family Day, held this spring for the immediate families of Sandia people. More than 15,000 came to see the exhibits and stroll around the grounds. (They were, of course, limited strictly to areas where security men had carefully locked away all traces of classified material.)

In laboratory buildings there were demonstrations of electronic equipment used in studying the flights of bombs and missiles; wind tunnels; telemetering equipment and the like. Those who worked in the outdoor test area were permitted to take their families to see such things as the solar furnace, which can concentrate sunlight into a pinpoint as hot as 5000 degrees, or the hydraulic centrifuge with a 55-foot boom (believed the world's largest) which will spin more than 140 times a minute.

Beleaguered Parent. While the baby snoozed through Family Day in a stroller, older sons asked a stream of questions.







SANDIA

THE LAND is close to being a desert, but with enough water you can grow a lawn and flower beds in Albuquerque. Or you can landscape with cactus, low bushy pinon pine and other natural vegetation as Dick and Georgia Dickinson have done at their adobe-style house in Tres Pistas Canyon. Those who love the place (and there are many) say you can't beat it for year 'round weather—assuming, of course, you have the sense to stay out of the mid-summer noonday sun. And back in the mountains, less than an hour's drive away, the land is green and you couldn't ask for finer camping, hunting, fishing and boating.

"It's very easy," says Dick Dickinson, one of the original W.E. men at Sandia, "to fall in love with this country out here."



Neighbors in Tres Pistas Canyon, near Albuquerque, Dick and Georgia Dickinson and Lynn and Doris Castle, both W.E. families, chat in the den of the Dickinson's adobe-style home.

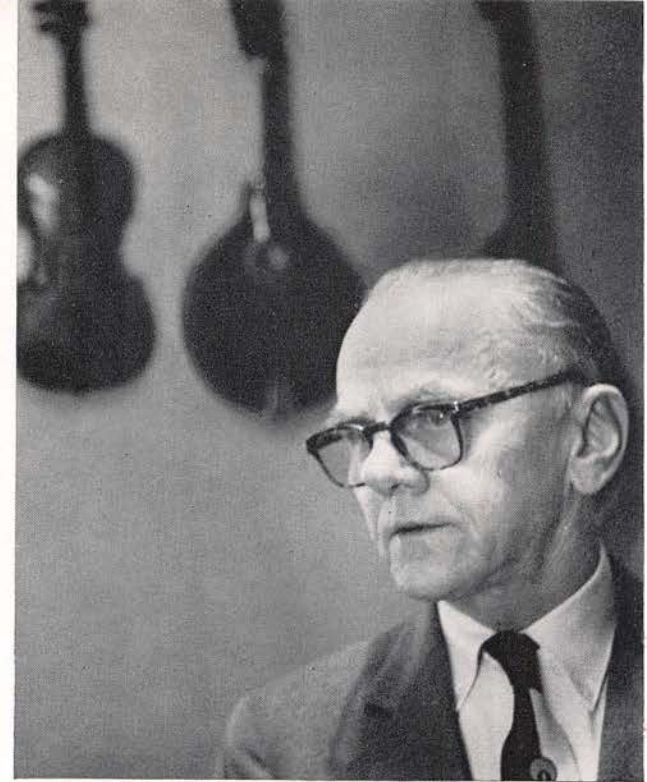
Old timers. The place: a mesa east of Sandia Base. The people: W.E. men who came to Sandia during its first year of operation by Western Electric, ten years ago. Left to right, front row, are George Horne, from Hawthorne; Bill Jenkins, from Installation; Dick Dickinson (kneeling), from Headquarters; Carl Baumgartner, from Hawthorne; in the rear, above, Carl Ashby, Kearny, Bill Anderson, Hawthorne.

RECIPE FOR RETIREMENT

Another in the series showing how W.E. people spend their leisure time when their business careers have ended. Here is the story of how a hobby has smoothed the transition from job to retirement for a recent Hawthorne pensioner.

MUSIC MAN

Jim Bily can tell you how to tune a moon guitar or how to play a Ravanastron. This retired engineer has a new 'career'



JUST OWNING A Ravanastron or a 19th Century Portuguese Bandurra or a Hungarian Czimbalon brings joy to a collector of antique stringed instruments. The prize is even sweeter if it was discovered, battered and covered with dust, in the corner of an attic or on a back shelf in a junk shop.

Jim Bily (it rhymes with Riley) has all these exotic instruments and more, and he can tell his share of stories about rare "finds." But his hobby—especially now that he is retired from his job at Hawthorne and has more time for it—goes further than tracking down unusual instruments to hang on his wall or add to his display cases. He repairs, even rebuilds, damaged instruments. He plays them. (Pick up any of the antique instruments of his collection, except for two or three which are too old and fragile, and you will find them in tune, ready to strum. Keeping them all tuned is a job like keeping the clocks wound in a clock store, for the strings just don't stay put.)

If it appears that Jim Bily's collection is more than just a hobby in the conventional sense, the appearance is not deceiving. In his first months of retirement—he left Hawthorne in March—Jim has found his instrument collection an invaluable bridge between the workaday world and leisure life.

"I really never stopped to think about it before," he says, "but I guess I wouldn't know what to do with myself if I didn't have my collection. I'd certainly recommend that younger people planning for retirement start thinking about a real hobby before it's too late."

As Jim Bily pursues it, his hobby is in fact the retirement equivalent of a full day's work. His consuming interest in antique instruments may take him half way

(Continued)



Gypsy piano, or Czimbalon, below, is one of Jim's latest acquisitions. Scarred and in disrepair, he restored its finish and its musical tone. Instrument on opposite page is moon guitar, which has serpent skin stretched over sound hole.



MUSIC MAN

Ravanastron was named after the ruler of Ceylon in 3,000 B.C. This one is "several centuries" old.



across the city to a museum or plunge him into Groves Dictionary or other specialized music book; or maybe he'll be prompted to get off a letter to a well-known musicologist at a university in another state. In between he'll have some work to do on a newly acquired instrument in his home shop or he may be out chasing down a new find in a dusty attic.

His latest acquisition, the Czimbalon, is a gypsy piano which he bought for a bargain price because it was damaged and scarred from long misuse. It was among the odds and ends of an estate put up for sale last winter, and he is still at work restoring it.

Jim was a planning engineer at Hawthorne before his retirement a few months ago. He lives in La Grange, Ill., a Chicago suburb, and is the head of a talented family. His wife, Allene, has also won awards for her hobby—"painting with rags," she calls her pastime of making hooked, braided and woven rugs.

They have four grown children, three daughters and a son, all of whom play at least one musical instrument. There are eight grandchildren, and even they can play at least one tune on one of Jim Bily's instruments. For in the front hall there is a zither tuned in such a way that if you pull a pick (or a penny will do) slowly across the strings, it plays "Happy Birthday to You" all by itself.

The start of the Bily collection dates back some 15 years, but the story really begins when Jim was in high school and made his own violin. He still plays it on some occasions.

Once a friend smashed a valuable guitar in an accident and was told by a musical repair shop it couldn't be fixed. Bily bought the remains for \$5, rebuilt it, and the friend insisted on buying it back for \$50. He repaired

an old German lute, sold it and with the profits bought a new violin for his daughter.

As the years went by and his acquisitions increased, he became an outright collector. He now has banjos, ukeleles, mandolins, harps and other familiar instruments, along with such exotic ones as a Siamese moon guitar and a Latin American tiple. A prize possession is a 16th Century Vielle á Roue, a hurdy-gurdy in which strings are "plucked" by a turning wheel.

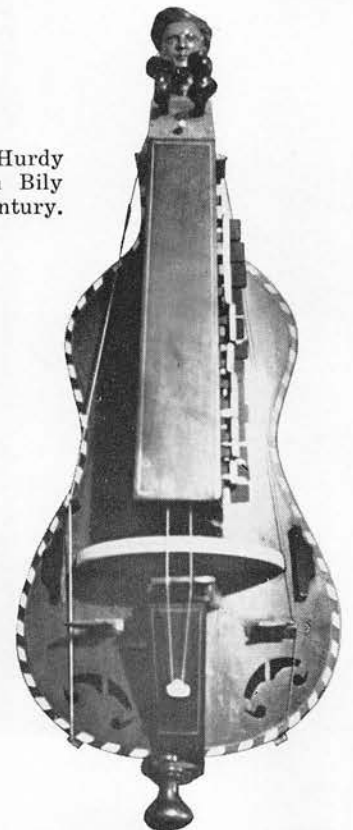
Last winter Jim Bily was asked to put on a display in the music room of the Chicago Public Library. It got wide attention when the *Chicago Tribune* built a newspaper feature story around it. Jim also plays the mandocello with the Suburban Mandolin and Guitar Club which held five concerts last season. And a few weeks ago the Bily's walked off with two of the six special awards made by the Chicago All Hobbies Club, he for a French Baroque harp, she for a hooked rug.

Allene's province is in the basement of the Bily home. There she has her loom and other equipment, plus a copious supply of shreds of cloth of all shades and textures. ("I'm always on the look-out for cloth of some particular color," she explained. "It's getting so my friends get very nervous if I eye their dresses!")

The retirement that has given the Bily's more time for music and hobbies has also given them plenty of time to keep up with old friends from Western Electric. Particularly, of course, with those old friends who like music or hooked rugs, or who are willing to learn.

Not long ago at an impromptu musicale at the Bily's, Oscar Scharer, who retired from Hawthorne in 1956, looked up from the piano and said: "Why, we know each other better now than when we worked at Western."

Vielle á Roue, or original Hurdy Gurdy, a prized piece in Bily collection, is late 18th Century.





Study hour. Retirement has given Jim Bily more time to study now.

Pensioner's quartet. Music is an interest Jim Bily holds in common with other retired people. Below, Jim, Ethyl Walgreen, a secretary at Hawthorne till 1953, Oscar Scharer and Arthur Stoker, who retired from the tool room in 1958.



Harp-Guitar. This type of instrument was popular with mandolin clubs more than half a century ago.





TROUBLESHOOTER

John Connors' Merrimack Valley quality control job puts him right in the middle. He is at home at the production bench or in the engineer's office

WHAT COULD GO WRONG with anything as thoroughly planned as a Western Electric production line? With all the years of experience, with all the months of planning, engineering and training behind the people, tools and materials of a Western Electric manufacturing operation, is there much room for error once the bugs have been taken care of and production becomes routine?

What could go wrong? Ask John Connors that question and he will look at you as though you had asked if it was safe to let the baby play with TNT. For John, as an investigator for the Statistical Quality Control organization at the Merrimack Valley Works, knows (as, of course, any manufacturing man knows) that there is no end of things that can go wrong. His job is to keep costly trouble to a minimum.

Take, John will explain, the job of assembling a dozen tiny resistors and capacitors into slots on a pair of plastic strips. When all of the components are in place, a second unit is already moving through the production line and behind it many, many others.

Follow that first finished strip assembly through the

shop and you will see it wired finally into a sub-assembly that grows into a maze-like unit which eventually becomes part of a complex carrier bay.

Now look at that gleaming object of intricate wiring and pea-size electronic components—carrier bays are more than 10 feet high—and ask yourself where the Company would be if someone had put a handful of the *wrong kind* of resistors in one of the supply bins back there where we started assembling the plastic strips. (It can happen. The resistors are small, perhaps 75 to a handful, and you have to look closely to see if a wrong code has slipped in.)

If this slip wasn't caught along the way, it would mean that buried inside the panels were—perhaps—seventy-five 5,000-ohm resistors where the specs called for 20,000 ohms. It might take as long to locate and replace the wrong resistors as it would take to make new bays.

"So," said John Connors, "you can see why the big thing in quality control is to catch mistakes early—especially what we call 'repetitive' errors, like those resistors, where the job may be done incorrectly over and over. The idea is to straighten things out before much damage

Do it yourself. Quality Control Investigator John Connors sits in temporarily at production line to determine why tests have revealed a number of defective soldered connections have been made at this position. He has to know all about the tools, materials and processes at each position in his area.

is done. Better still, of course, is to catch a mistake before it happens at all."

As he spoke, John reached into one of the bins of resistors and examined half a dozen to see that they were as labeled on the bin. (They were.)

"I often spot check them when I'm going by," he added. The regular checking of the quality organization is by no means so casual. From the output of each bench position a prescribed number of completed units are taken aside at specified intervals and examined by "process checkers." If the checker finds something wrong—a poorly soldered connection, perhaps—that bench position is checked more frequently until it is discovered whether this was just a one-time slip or a "repetitive" error—one that might occur over and over again.

If it turns out to be repetitive, John (or one of his fellow investigators) goes to the bench position to find out what's wrong. It may be that the soldering is being done incorrectly, or just plain carelessly. On the other hand, it may be that the soldering iron isn't working right, or that something is amiss with a batch of solder or wire. In fact, the trouble might be almost anything; the young lady at the soldering iron may not be paying attention because of the spat she had with her boy friend last night, or the difficulty may lie in some matter of metallurgy or heat conductivity which was not foreseen by W.E.'s engineers.

The spat with the boy friend and the metallurgical engineering aren't problems which can be solved by John Connors alone. Such problems involve the section and department chief, the manufacturing engineer, and others, the boy friend, included. But quality men, about as much as anyone can be, are right in the middle of things. John Connors knows the shop jobs; he can literally sit down and take over at any bench position in the N and O carrier area, the area to which he is currently assigned. He must know not only how to perform the operation at that position but must know just as thoroughly the tools and materials used there, and whether they are the ones specified.

He must be equally at home in the office area. He needs to know the problems of the engineer in addition to those of the shop. He sometimes finds himself directly in between the problems of the product engineer and the bench worker. When a new product is going into production, it may be: "There just isn't room to get a wire-wrapping gun in there. Can't we move this unit over a quarter inch?"; or: "It's hard to see those wires when you pull

them through from the back. I'm afraid we're going to have a lot of wrong connections."

These problems, obviously, have to be worked out by many people from many points of view. John meets regularly with a manufacturing engineer, a quality control engineer from his own organization, and the shop supervisor responsible for that product.

All in all, John Connors' job is one that, to quote the job spec, requires "a high degree of resourcefulness and adaptability." He has to know tools, gauges and test sets. He must know electrical and mechanical theory. He must work out process-checking methods. Tact and diplomacy are called for all along the line. And in addition to all his technical requirements, he must be a teacher.

His teaching responsibilities include instructing his own organization's process checkers—where to stick the test prods, how to judge what "too close" is when making a visual inspection to see if soldered contacts are correctly spaced, etc., etc. And teaching may also include assisting the training of production shop operators, helping to make sure that the operator knows his or her job thoroughly—another case of catching mistakes before they happen.

John Connors, a native of the Merrimack Valley area, has picked up his wealth of knowledge in various places. He learned about electronics through courtesy of the U.S. Government, while serving with the Marines during the Korean war. He studied machinery on his own, at a trade school.

You see him more often in the shop than at his desk. He might, for example, get a report that the thermistors in a sub-assembly of O carrier equipment were not checking out at the test set. His first stop would be the test set and check with tester Arthur Long, to be sure that all was in order there. Are the thermistors really testing bad? Is the test set working properly? Is Arthur using it properly? From there he might work back, to discover whether the thermistors that were being delivered to that section were up to specification to start with, and if so, to find out what was happening to them or their circuits somewhere along the production line.

Whether the fault turns out to be in the raw materials, the tools or some human error, it's up to John to find it and see that it is corrected as soon as possible. Each unit made wrong is a waste of time and money.

"We try not to talk about blame in our group," John emphasized. "We aren't sneaking around trying to gig people for mistakes. Our job is to forestall trouble."





Teacher. John instructs process checkers Bernadette Guis and Lorraine Adams in how to inspect units for quality control spot checks.



Regular conferences are held on quality control problems. Here: Department Chief Elmer Fritts, Section Chief Pete Szabo, Planning Engineer Tony Murabito, John Connors, Quality Engineer Lawrence Murphy.

Design Problem. Besides doing its electronic job, this unit must be designed in such a way that its complex circuitry can be produced in quantity with reasonable freedom from human error. John (left) talks production with Product Engineer Bob Parthum.

DOCTORS' DAY

**Plant physicians soak up some
new medical knowledge to take
back to W. E. work locations**

IF THE CURIOUS VISITOR above appears to be taking a clinical interest in that insulating machine, it's only natural. And if the gentlemen at right are huddled in a manner that might suggest a medical consultation, that's okay too. For these men are in fact doctors—part of a group of 45 Western Electric and other Bell System medical men who recently met at Hawthorne.

Their presence, happily, had nothing whatever to do with an epidemic, natural disaster or other calamity. Rather, the main concern of these M.D.'s in most cases was centered many miles away—at the Works, Plants and offices where thousands of W.E. and other Bell System employees across the nation know them on a day-to-day basis as “the company doctor.”

Doctors' day at Hawthorne was a highlight of their week-long stay in Chicago during the 1959 Industrial Health Conference. Of the 45 Bell System physicians who were at the conference, 17 represented W.E. locations, such as North Carolina, Merrimack Valley, Tonawanda, Allentown, Point Breeze, to name some.

The national health conference brought together recognized medical experts from all over the nation to exchange information on the latest research in industrial medicine, to attend clinical sessions and scientific exhibits. Western Electric doctors participated in meetings on a wide variety of subjects, such as new drugs and treatments, safety, physical fitness, alcoholism in industry and many others.

The meeting did much to counter the idea some people seem to have that being a plant doctor is sort of a part-



time job—glorified first-aid at best. At the health conference there was ample proof that properly practiced it's a full-fledged specialty that requires thorough scientific knowledge in many fields.

The doctors' Hawthorne visit—it was the first time such an assemblage of medical men were at a W.E. work location—began in the Rod Mill and proceeded at a dizzying pace through the cable and apparatus shops, leading finally to a meeting room in Hawthorne's Building 27 for an afternoon Bell System medical symposium.

One of the speakers was Western Electric Medical Director Edward J. Schowalter, who described a Company public relations program in which local physicians in plant communities are invited to tour W.E. plants. Such meetings have already been tried out at Laureldale and Montgomery.

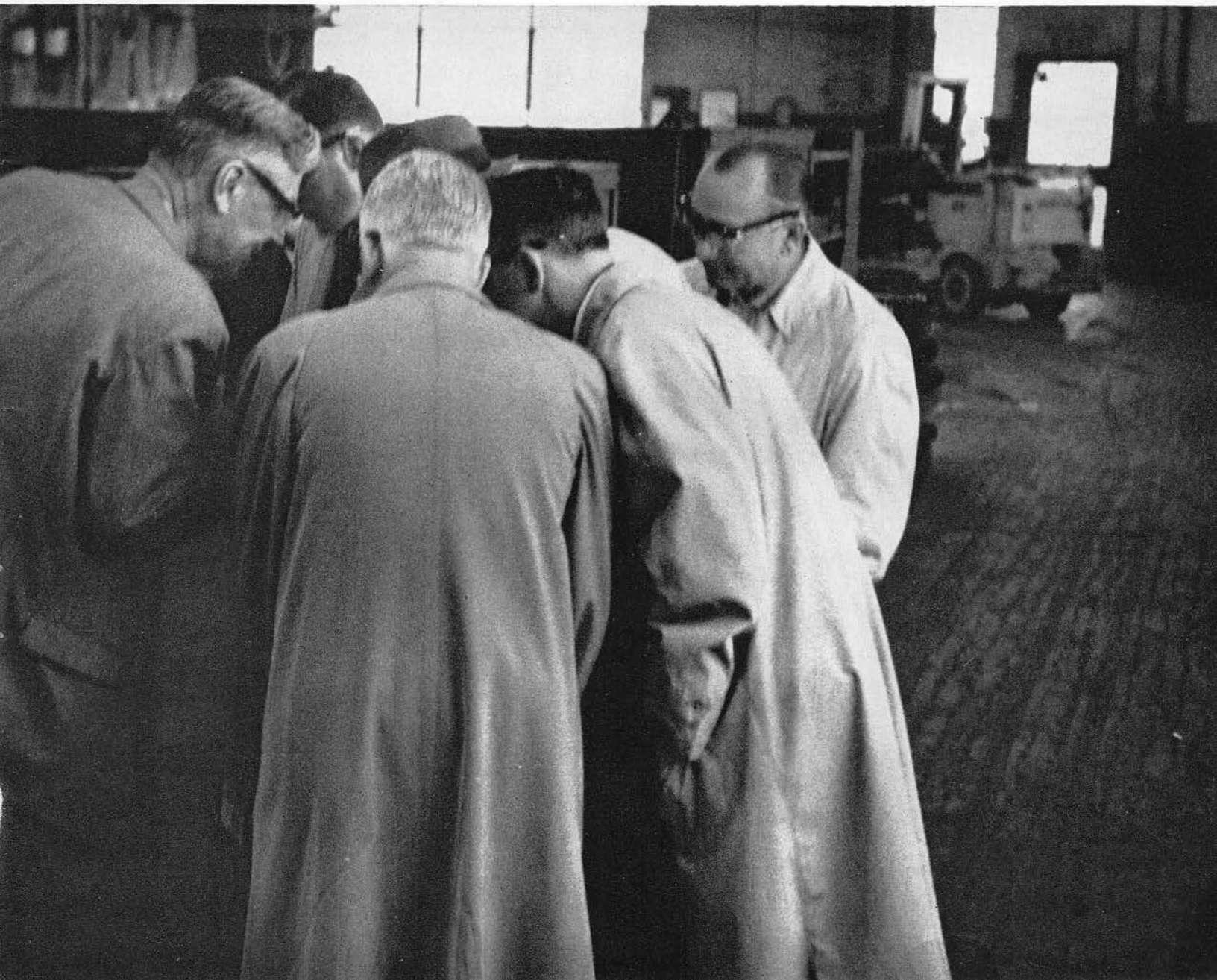
Both the local Western Electric medical consultant and the plant manager have taken part in past meetings.

On the medical side, the doctors get a review of developments in occupational medicine and hear about Western Electric's occupational health program and how this program relates to the private physician.

For the local plant manager, it's an opportunity to talk about the part Western Electric plays in the community and about our people and products.

At the Hawthorne meeting Dr. Schowalter described another kind of medical conference which has been held in distribution centers. These have involved people from an entire Distribution Zone—Zone staff people, House managers, local medical consultants—and people from Headquarters. The scope of the medical program at Distributing Houses has varied in the past, and an attempt is being made to formulate a more comprehensive medical service.

Similar orientation programs for Installation medical consultants are being planned.





SIDEWALK 'SUPERS'

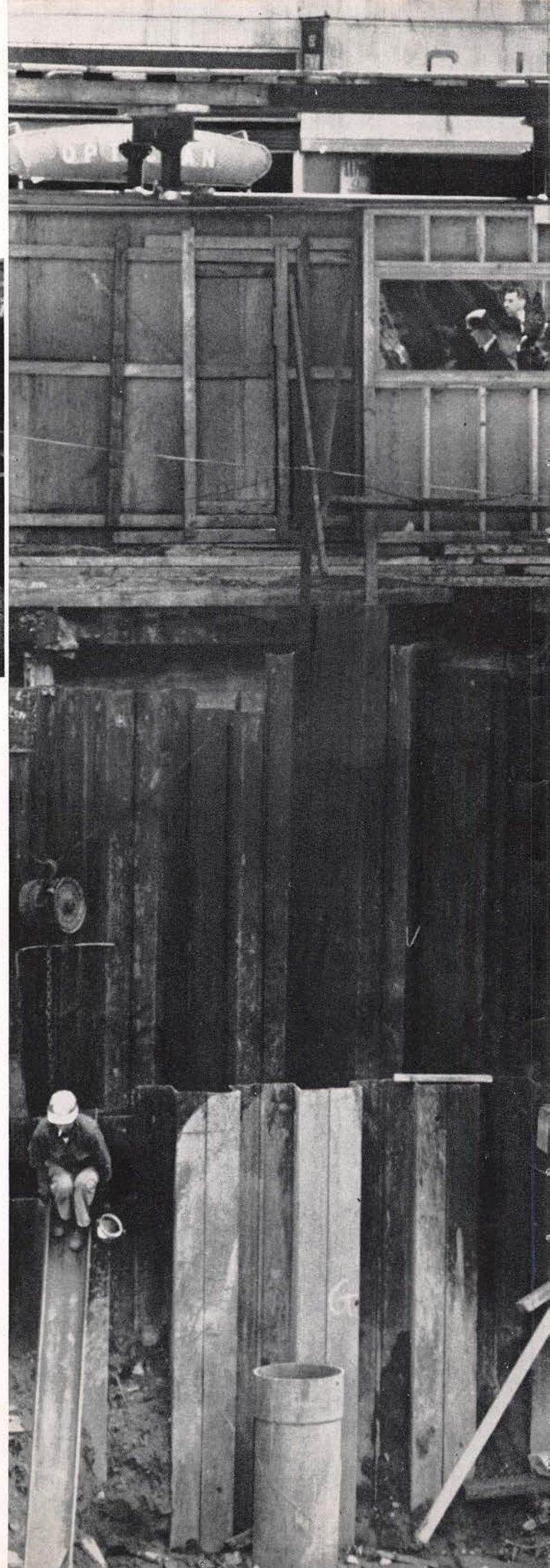
A PICTURE OF dark-eyed Lilot Schueller of Headquarters smiled out of the front page at New York *Herald Tribune* readers one day recently.

From the accompanying news story (see opposite page, right) New Yorkers learned that Lilot, 22, had become the "voice" of Western Electric. Her job: daily briefings for the droves of sidewalk superintendents who keep tabs on the progress of W.E.'s new office building, to be known as 222 Broadway.

Lilot's spiel isn't delivered from a soapbox, however. In dulcet but incisive tones, she tape records the information which then is transmitted to the sidewalk supers 14 hours a day, six days a week over 15 color telephones set up at special observation windows that overlook the excavation.

The taped messages, transmitted from equipment at 195 Broadway, are changed frequently to keep pace with construction progress. Most of the sidewalk supers are men, and since they can't talk back over the special phones, Lilot, in true womanly fashion, always has the last word.

(Continued)





...Mr. ... and maybe ... parent indig... China's propagand... Continued on page 4, Column 3

...ation, ... on ... page 12.

Creation of the force was recommended by the Mayor's Inter-department Traffic Council on Dec. 30.

Sidewalk Supers Briefed by Phone

Girl Tells What Crew Is Doing

By John G. Rogers

Something long suspected by men—that women's voices have superior qualities of penetration and dominance—was put into operation yesterday by the Western Electric Co. in a new telephone service for sidewalk superintendents at an excavation site at Broadway and Fulton St.

At the site, where a new thirty-one-story Western Electric headquarters will be completed in 1961, a sidewalk superintendent could not only watch the construction work but also pick up one of fifteen telephones and listen to a feminine voice explain to him what he was watching.

"It's like demolishing a fort," said the voice, which had to come clearly through the competing traffic and street noises, and also express properly the respect for a project of blasting to remove 9,000 tons of steel and concrete that made up the skeleton of a former building.

the thirty-five... was over, the... 3, column 4

Ronald Tribune photo by Terence McCarren

VOICE OF THE CONSTRUCTION JOB—Lilot Schueller, twenty-two, who keeps the curious informed on doings at Broadway and Fulton St., site of Western Electric Co. building job.

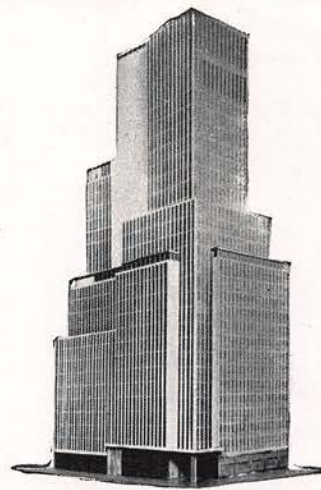
Altop... Auctions... Books... Bridge... Classic... Comics... Cross... Drum... Editor... Equip... Fabric... Finac... Prod... Hy... K...

'Voice'

Reverse view. This is what construction crews see from excavation for W.E.'s new office building when they look up into peering faces of sidewalk superintendents at special observation window. The new 31-story office building, diagonally across Broadway from '195,' will house about 3,000 Headquarters employees now dispersed in more than a dozen Manhattan locations. More than 1,000 persons a day stop at observation post, to get latest details of building job by phone (far left).

WHAT THEY SEE

Construction men bore down 100 feet to the bedrock beneath Manhattan island

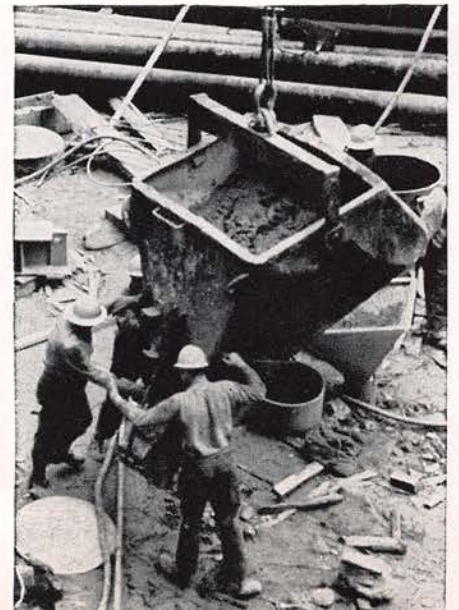
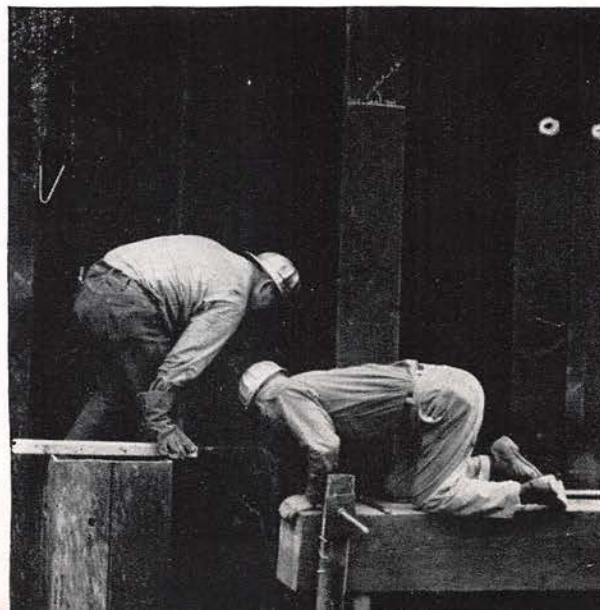
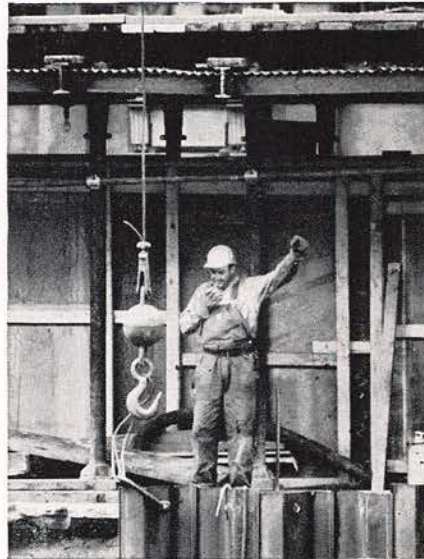


While the activity of the big construction job hums below, Lilot speaks. This is a typical 56-second "commercial" heard over color telephones by the sidewalk supers:

"Hello There: Another part of the foundation job for the new Western Electric building is nearing completion. The last few caissons—the legs of the building—are being driven down to bed rock by a pile driver. There are seventy-seven of these caissons, which look like big pipes. They go down about 100 feet below the sidewalk. The job of driving them began last February.

"Looking below, you can also see several drill rigs—the machines that remove earth and rock inside the caissons. The drill bit moves up and down on a cable. Water, muck and stone are drawn up as it works deeper, cutting into Manhattan's bed rock far below. Later, a heavy steel core is lowered inside each caisson, and concrete poured around it.

"The new building will provide offices for Western Electric—the company that makes the equipment for your Bell telephone service. And for further telephone reports, please come back and see us again."



Beginning on this page, a review of news that affects the Company and its people and reflects their achievements. Including (page 43) some items on the lighter side and a look (page 46) at what some W.E. people have been doing.

CAPSULE

Business

Elsewhere in this issue (page 2) there is a detailed report on the state of Western Electric business. Some tough problems face management, but there is every sign that production will climb throughout the Company this year and next.

One of the reasons for the favorable production outlook at W.E. is the predicted A.T.&T. growth. First quarter figures indicated that a half million more phones will be installed this year than during 1958. And currently long distance calls are up 10 percent over last year. Bell company construction expenditures for 1959 will be about \$2¼ billion.

First-quarter earnings on new A.T.&T. stock were \$1.20 to \$1.25 a share as against \$1.09 to \$1.10 in the corresponding period last year. (Figures adjusted to account for the three-for-one split.)

New Products

In a time not too long from now, the "Princess" will arrive—the "Princess" being of course, a strikingly new, com-

pact telephone set (code: 701B) already in production at Indianapolis. In an effort to predict the demand for the new phone prior to nationwide release, initial sales will be in four Bell areas.

Measuring but 8¼ inches long and 3¾ inches wide, the "Princess" is equipped with a night light and a light-up dial. A later all-purpose version (711B) will have provision for two-line, speakerphone or home communication operation. Acknowledging the popularity of color, Indianapolis is producing the new phones in white, pink, beige, blue and turquoise.

Meanwhile product testing of other new phones continues. One of the latest to go on test is the one-piece "Dial-in-handset instrument. A product of Indianapolis' Model Shop, the new phone is being tested in 500 New Jersey homes.

Defense

Both missiles and early warning lines were in the news of late:

A new communications network that will expand present defense communication facilities in the Aleutians has be-

come a W.E. responsibility. Bell Labs will be associated with W.E.'s Defense Projects Division in design and installation of the new system—although the equipment will be comparable to that already in use on the DEW Line and in the White Alice system. But certain advances are expected. Chief among these will be a more powerful tropospheric scatter system that would reduce both number of stations needed and the number of men required to operate them.

Across the arctic, a survey confirming locations previously selected for radar sites in the DEW-East project has been finished. DEW-East will continue the original DEW Line across the Greenland ice cap to Iceland. As prime contractor, W.E. will manage the overall project and be responsible for engineering, installing and testing detection and communication equipment. An awesome task, experience has already demonstrated that the conditions of weather and climate are even more hazardous than those encountered on the original DEW Line.

In a warmer clime, the radio-inertial guidance system developed for the Titan

intercontinental missile by Bell Labs and produced at W.E.'s North Carolina Works succeeded dramatically in displaying its accuracy and endurance. The Air Force announced, for the second time, the recovery of a nose cone that had been fired in a Thor-Able II test missile some 5,000 miles over the south Atlantic from Cape Canaveral, Fla. It is the accurate operation of the guidance system which makes impact prediction and recovery possible.

Construction

The 33rd Western Electric distribution center was launched with groundbreaking ceremonies on a 22-acre site in Yonkers, N. Y. To be known as the Westchester Distributing House, it is scheduled for completion in early 1961. The \$5 million plant will serve the New York Telephone Company in the Bronx and Westchester areas, supplementing service already provided by the telephone company by the Syracuse, Long Island and New York Houses.

In bright sunlight on a Tuesday morning, two flags were unfurled on a spanking new pole outside of a spanking new factory: W.E.'s Columbus (Ohio) Plant. On top was Old Glory and, beneath it, the Bell System emblem. Vice-presidents H. V. Schmidt and A. P. Lancaster joined Plant Manager Burlie for the occasion. Meanwhile the move into the new plant continued on schedule and office staffs were pretty well situated by the end of May. Manufacturing followed as facilities at the new plant were made ready.

In another 'O' state, construction on a new plant was ahead of schedule. The occupancy date for the Oklahoma City plant was pushed ahead three months to about May 1, 1960. At the plant site, steel work for the power plant moved ahead.

At Kearny, it was announced that a new shop to manufacture telephone repeaters will be occupied next winter in Clark Township, N. J., 16 miles south of the Works. The building, now under construction, will be leased.

Another W.E. construction job that is attracting a lot of attention is accounted for on page 38 of this issue.

Finance

Just before June busted out all over, A.T.&T. had mailed certificates representing 142,000,000 shares of new stock to some 1,625,000 share owners, thus completing the last step in the three-for-one split which was approved on April 15th. The certificates totalled forty tons dead weight, at a mailing cost of \$70,000 with another \$7,000 to cover insurance. Each certificate had to be signed by an A. T. & T. transfer clerk and a representative of the bank acting as registrar. Even though a machine was used to permit twenty signatures at a flourish, that still left a powerful tally of J. Hancocks.

As some indication of the popularity of the split proposal, A.T.&T. zoomed to 250 on the "Big Board" at the New York Stock Exchange. It was the highest the stock had climbed in 30 years. Later on A.T.&T. reached a record level of 265½. The early rise was attributed in part to the impending split and to the increased dividend rates proposed. After the split A.T.&T. stock continued to make news on the nation's financial pages.

Opportunity has knocked for employees not participating in the stock plan offered last year. Employees were authorized to purchase shares under the same conditions the original plan proposed, although the present plan reflects the recent stock split.

Washington News

The House Anti-Trust Subcommittee headed by Emanuel Celler (Dem., N.Y.) criticized the consent decree that ended the government's anti-trust action against A.T.&T. and Western Electric in 1956. The report was critical not only of the Justice Department, but A.T.&T. and Western Electric, former Defense Secretary Wilson, and the Federal Communications Commission. Commenting on the subcommittee report, A.T.&T. President Kappel remarked that the real public interest of the Bell System employee, customer and share-owner has been ignored by the report, which was signed by only four of the six Democratic subcommittee members. To the three Republican members the report's conclusions

were composed of "much chaff with very little wheat."

Elsewhere in the nation's capital a funeral cortege carried a former W.E. vice president to Arlington National Cemetery for burial with full military honors. He was Donald A. Quarles, Deputy Secretary of Defense, who died in his sleep at the age of 64. Mr. Quarles achieved a distinguished career in the Bell System, from his start in 1919 with W.E.'s Engineering Department to his retirement in 1953 as vice president. He was also president of Sandia (1952) and a vice president of Bell Laboratories (1947).

On the legislative front Sen. Olin D. Johnston (D., S.C.) joined the army of protest against the 10 percent excise tax on telephone and telegraph service. Sen. Johnston moved for repeal of the tax through an amendment to an existing tax bill already in the hopper.

Wage Agreements

Agreements have been reached with the Communications Workers of America at Tonawanda and the International Brotherhood of Electrical Workers at Omaha and Indianapolis, providing wage increases under contract reopeners to production and maintenance employees at each location. The Omaha agreement calls for hourly increases of from 5 to 8 cents in grades and 12 and 13 cents in trades. At Tonawanda, hourly increases of from 5 to 9 cents in grades and 12 and 13 cents in trades were agreed upon. The agreement at Indianapolis calls for hourly increases of from 5 to 10 cents in grades and from 10 to 12 cents in trades.

Safety

When the whistle blew at day's end on June 3, the 1,500 W.E. people at the Greensboro Shops could have taken a bow. As of that moment, they had broken all existing safety records in the National Safety Council's electrical equipment industry section. Their new mark of 19,410,083 consecutive man-hours without

a disabling injury was the best in U.S. industrial history.

The previous record for the electrical equipment industry was 19,409,656 man-hours established in 1953 by the Sunbury, Pennsylvania plant of the Westinghouse Electric Corporation. One hundred thirty-three companies are included in this section, with more than three hundred individual plants participating.

The only lost time accident experienced in the Greensboro Shops since the beginning of operations occurred on April 8, 1952. The present record started on that date. In March Greensboro set a new Bell System safety record.

Greensboro Shops manufacture electrical components for the Nike system and other major government projects. Recently the plant was awarded a certificate of appreciation by the office of civil and defense mobilization, the first of its kind in the southeast, for outstanding service to civil defense.

Hawthorne, too, had a safety achievement to crow about when it qualified for its 11th National Safety Council Award of Honor since 1954. National Safety Council officials have been unable to find any other company in the nation with a record of so many Awards of Honors in so short a period of time.

New Faces

A newly established position in the Radio Division and a coming of age for Omaha has brought about a series of organizational changes.

In North Carolina, F. E. Henderson was named assistant vice president of the Radio Division, reporting to Vice President C. R. Smith. Replacing Mr. Henderson as North Carolina Works Manager is J. H. Moore, former Personnel Director. W. S. Yeager moves from Merrimack Valley, where he had been assistant works manager, to 195 Broadway where he becomes W.E. Personnel Director. He is replaced at Merrimack by H. N. Snook, formerly a vice president at Sandia.

In Omaha, the "Plant" became a "Works," designating it as one of the largest W.E. manufacturing units. With the change J. J. Dougherty moved from his A.T.&T. post at 195 Broadway to become assistant works manager.

SIDELIGHTS

QUEEN

Royalty visited Kearny recently in the person of H. M. Marlene Reichling, 1957 Hello Charley Queen of the Chicago Installation area. Here Marlene nods down with gracious attention to the remarks of Jim Kolyer, Mildred Cohen, Danny Curch and Peggy Carpinelli of Kearny Merchandise organization. Actually, they

are all old friends, although the Kearny people had known Marlene only as a telephone voice until her visit.

When she is not being photographed Marlene acts as a Job Clerk in the Chicago Installation Area. Just now she's on leave of absence, but Kearny wouldn't mind a bit if she stayed.



In the News

Newspapers across the nation recently carried a syndicated story entitled "Life on an Arctic Ice Cap," concerning the extension of the DEW Line into Greenland, a recently announced defense project to which several W.E. people have been (and will be) dedicated.

Reading over the release our eye fell on a section in which the author concludes that achievement of this almost impossible project will take "the tremendous facilities of a great American corporation like the Western Electric Company." With all possible modesty we doff our caps to the author, Thomas D. Nicholson.

34 Years Too Late

A few days ago the Advertising Department at Headquarters in New York received a strange looking post-card, from R.F.D. 1, Buhl, Idaho, that had

several parties guessing (and one or two muttering to themselves). It was obviously a detachable card of a sales promotion type, bearing the Western Electric trademark, and used for return mailing purposes. With the spaces filled in it read, in part:

Western Electric Company:

I purchased a portable sewing machine 47 years ago and I would like to get a price on a new motor.

The mystery didn't last—several people observed that W.E. was actually in the home appliance business at one time, at least until 1925, and that the card was undoubtedly included with the instructions accompanying the sale.

Nevertheless, a sewing machine customer representing 47 years of satisfaction is not someone you encounter every day. Just proves, we guess, that quality has always been the watchword at W.E.

By now a letter explaining that Western Electric is no longer in the appliance business has reached Buhl, Idaho.

SIDELIGHTS

Money Wagon

Back in 1891 Brink's, Inc., the armored car people, carried its first shipment of currency to the Western Electric plant in Chicago. Delivery was by horse and buggy, driving was by a mustachioed dandy, and security was by shotgun. The photo below, taken at Hawthorne, is in commemoration of the event. The one on the right is Brink's latest model money wagon, one of those that regularly deliver Hawthorne's payroll.



TO TEACHER

Despite its avowed therapeutic value, we've always been strangely suspicious of the apple—remembering stories about a fellow named Adam and about all the trouble the harmless-looking fruit caused during the Trojan War.

Our suspicions were confirmed recently when we spied the picture below in the *X-Bar News*, the newspaper at the Oklahoma City pilot plant. Obviously those people are trying to sway Billie Logan, the plant nurse. The occasion: final exams of a first-aid course that Billie was instructing.

P.S. Everyone passed.

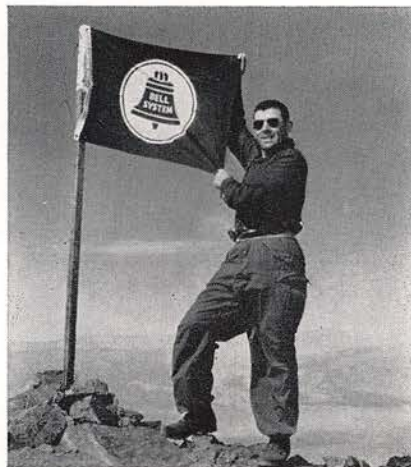


Pensioner

A clipping from the Richmond (Va.) *Times-Dispatch* that came to our attention recently shows a picture of a man who used to look out over a broad expanse of desk but who now looks out over

nature's broad expanse. He is Clarence G. Stoll, president of Western Electric from 1939 to 1947, who has taken to gardening at his home in Gloucester, Virginia, but on a larger scale than usual. He has set apart five acres as a public garden to which visitors troop each year, admiring his azaleas, mountain laurel and camellias. Hooking a very green thumb toward the grounds, Mr. Stoll explained, "In the beginning I needed something to keep me busy. But now—well, the gardens keep on getting larger, and I'm not sure just where they'll stop." Mr. Stoll isn't really worried though. On a sun-washed morning with a faint breeze transporting their scent to your porch, you realize there are worse fates than being engulfed in azaleas, mountain laurel and camellias.

SUMMIT MEETING



Not since Balboa has the Pacific area beheld such an explorer as Homer Shaw—W.E. field engineer by profession, adventurer by nature. An exceptionally loyal supporter, Homer planted our Bell System ensign atop Periscope Peak (11,045 ft.), claiming the California Sierras in the name of telephony. Homer, who instructs Navy personnel at San Diego, Calif. in the operation of W.E.-made radar equipment, carries the flag with him on his frequent climbing expeditions. Along at the time was another inveterate mountain climber, an engineer from the Daystrom Corp. Noting that the Daystrom flag *didn't* get raised, we can only assume he lacked our man's skill. What a competitor!

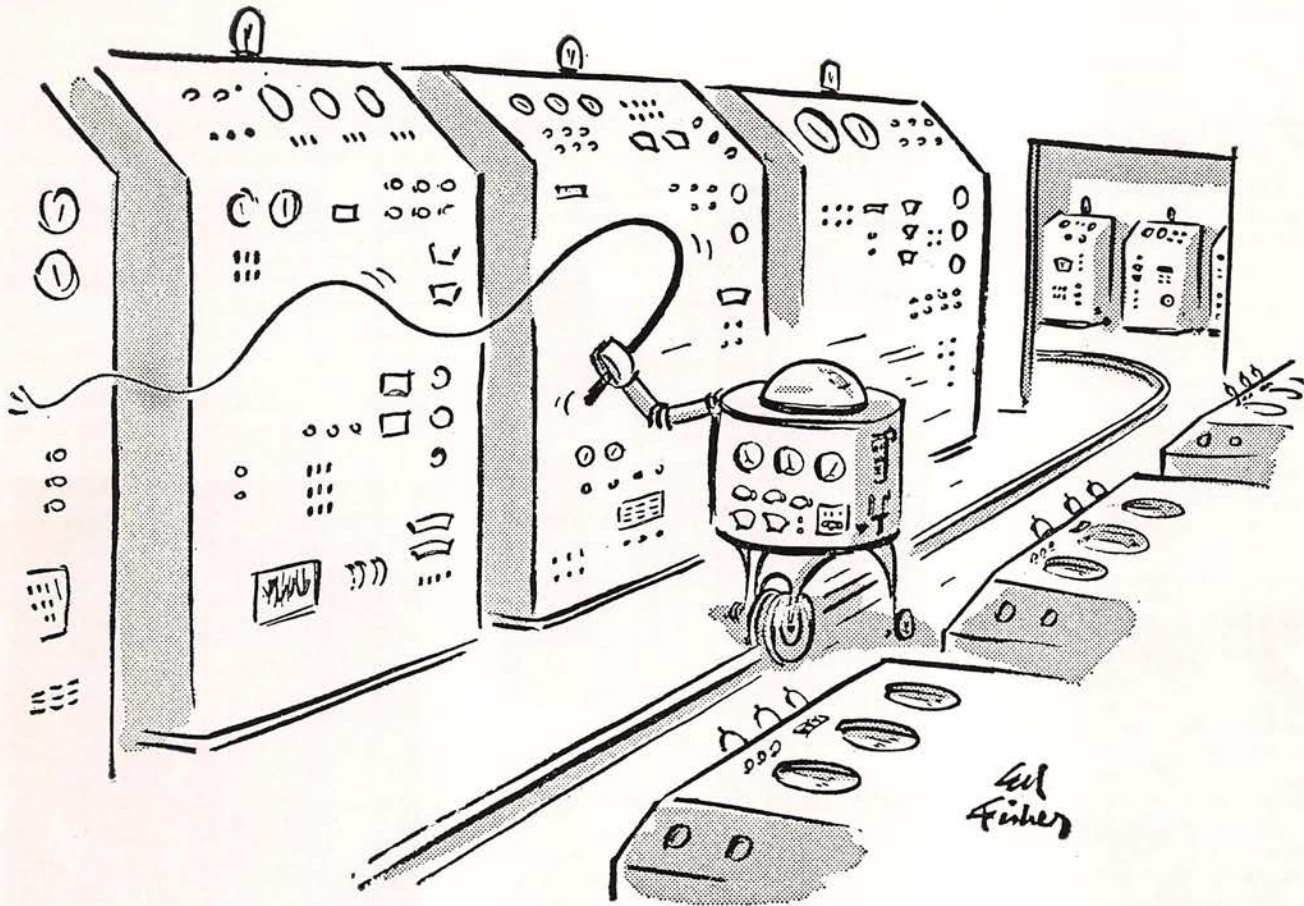
RELATION

That waif looking out at you (right) with the everlasting appeal of innocence, is Wladyslaw Broel-Plater, age nine. Wladyslaw was born in a Displaced Persons camp and now lives with his mother and father in West Germany, many miles from their native Poland. A younger brother, Jannary, 7, is with them in the German refugee settlement, where they all share one room and kitchen. Other relatives: fifty or so fine people at Merrimack (W.E. and Bell Labs), newly acquired foster parents to young Wladyslaw. Through the Merrimack Valley Foster Parents Club he will be soon

getting toys, clothing that may give him a new (and happier) slant on life.



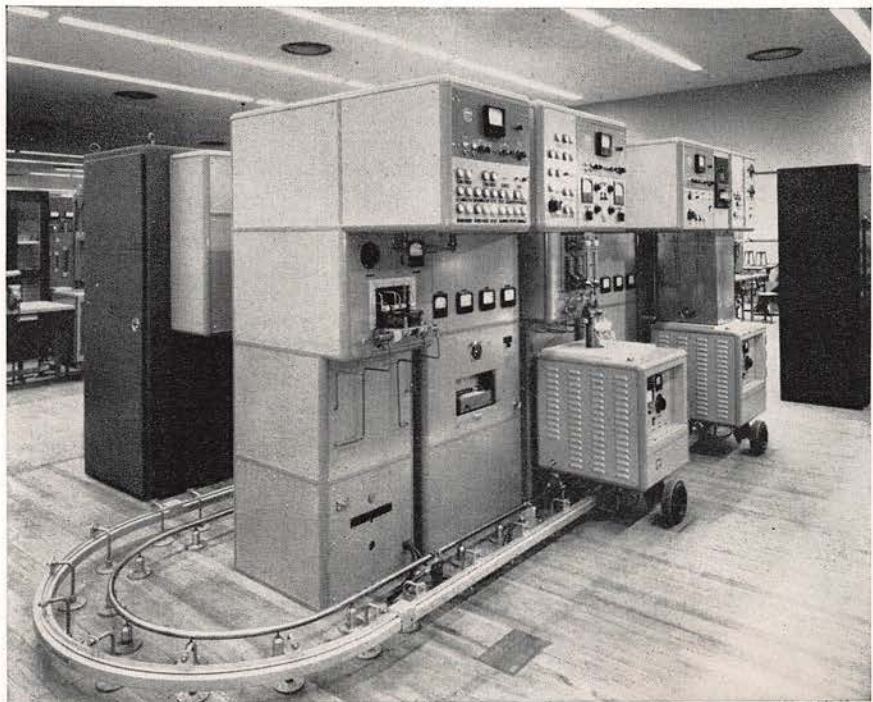
CAPSULE



FOR MACHINES ONLY

Syndicated Cartoonist Ed Fisher has never been inside Western Electric's Allentown Works. He was far away, at his drawing board, when he dreamed up a wild idea of the ultimate in automation, a whip-cracking machine wheeling around the shop, "encouraging" other machines. The cartoon appeared in the magazine *Saturday Review of Literature*.

When an Allentown engineer spied the cartoon he couldn't wait to get to the plant to show the boys in his department. For Fisher's imaginary machine is a dead ringer for one already in existence. It is technically known as the 444A traveling wave exhaust station and is the brain child of Allentown engineers. The wheeled dollies are designed to automatically move around the track carrying tubes from station to station for a series of manufacturing steps.



W. E. People

Some items that didn't make the headlines, perhaps, but which nevertheless add up to solid achievement by W.E. People:

V.P. Howard M. Lapsys, of Hawthorne, has been elected vice president of the Telephone Pioneers of America, Section 5, whose activities embrace chapters in Illinois, Indiana and Wisconsin. It's the largest Pioneer section of the 12 in the country: 29,000 members. His term will run for two years.
Microphone

AUTHOR. Joel J. Ewen, a Kearny equipment engineer, while on vacation in Mexico City, visited two of the city's 20 telephone exchanges. On his return to the U.S. he wrote an article entitled "A Letter from Mexico" which was published in *Telephony* magazine. Joel discovered that once there were two competing telephone companies in Mexico, and that—confusing as it may seem—it was necessary to subscribe to service from both in order to reach any telephone in the country.
Kearnygram

Familiar Faces. "You said it, brother," is a recurring refrain in the Carolinas Distributing House these days, for there are seven sets of brothers working there. In the photo below they line up as follows: From left, front row, Bill and Boyce Crenshaw, W. O. and Mickey Withers, Buddy and Bob Kluttz. Second row, Keith and Jack Clemmer, Ray and Larry Cauble, Paul and Charles Caudle. Third row, H. E. and Bob Little.
Distributor



Say, brother.



Jimmy flashes a right.

Golden Glover. When Kearny's 19-year-old Jimmy Orr climbed into the ring for the first time at the Newark Athletic Club in 1953 as a Golden Glove novice, he eliminated four opponents—two decisions, two TKO's—then captured a decision in the final for the welterweight championship.

Jimmy set out to duplicate his 1953 victories in this year's Gloves competition, but was knocked out when an old eye injury recurred. Undaunted, he is already making plans for next year. Says Jimmy: "I enjoy the 'game' for the sport of it and hope to start instructing a church group in the fundamentals of boxing."

Jimmy works in the Crossbar, Wired Units and Cable Shop at Kearny.
Kearnygram

Olympian. George Ramanenko, a Hawthorne equipment standards draftsman, has qualified for the soccer team that will represent the U.S. in the Pan-American games in Chicago next summer and in the 1960 World Olympics, set for Rome, Italy.

One of 57 candidates from various parts of the country selected to compete for the team, George was among the 18 men who were finally picked to wear the colors of the U.S.A.

George, who is 22, plays the defensive center half position.

Microphone

Weatherman. Earl F. (Bud) Smith of the Merrimack Valley Benefit Department, is known throughout Haverhill and environs as "The Weatherman." Bud is official weather forecaster for Radio Station WHAV, Haverhill. He's shown here during a broadcast from his home.

According to Bud whose weather predictions are broadcast daily, anybody can become his own local weather forecaster with a few simple instruments and some basic knowledge of air



Fair weather?

pressure, temperature, clouds, winds and precipitation. "Some weather hobbyists go in for more instruments, and some of them even have equipment to rival that of regular weather stations," he reports.

Communicator

Fellow. Rollin H. McCarthy, director of plant engineering in the Plant Design and Construction Division, has been named a Fellow of the American Society of Mechanical Engineers. This is the highest level of attainment in ASME, restricted to persons with twenty-five years' experience in engineering, who are outstanding authorities in their fields. There are about 400 Fellows among the 50,000 members of the society.

Fifty. Hawthorne was cited for 50 years' activity in the American Society for Testing Materials at the group's recent meeting in Atlantic City. W. B. Tall of E. of M. represented the Company.

Microphone



Howard with Asst. Manager Lilley.

Top Driver. Howard W. Fee heads the list of nine Pt. Breeze chauffeurs who have driven company commercial vehicles safely for an aggregate of 99 years. Howard's record is twenty-eight years on the roads without being responsible for an accident. For this safe-driving record Howard has received a gold seal certificate from the Baltimore Safety Council.

Pointer



Aquatics. John Kilakis of the Tool Room at Laureldale devotes a great deal of time to helping others—especially handicapped children. John teaches water safety under the auspices of the Red Cross.

The one type of work in the water which gives John the most satisfaction is what the Red Cross calls "Planned Aquatics." This water training is given

Hall of Famer. James A. Ruzek, program planning, has been elected to the American Racing Pigeon Union's "Hall of Fame." He is the fourth person to achieve membership in the exclusive society—first from the midwest.

Jim has owned about a thousand birds since his boyhood and has won at least a hundred ribbons and 40 trophies.

Microphone

JUDGE. Louis Bouchet, Marion Shops guard, is a member of All-American Association of Contest Judges, which assesses the playing, marching and maneuvering ability of competing drum corps. He is one of the originators of the Union City (N.J.) auxiliary police department.

Kearnygram

PREXY. The first president of the new Omaha Chapter of the American Institute of Industrial Engineers is Ted Anderson of the Omaha Works. Ted had been very active in the A.I.I.E. while located at the Sandia Corporation. When he came to Omaha and found there was no chapter, he started the wheels rolling.

Westerner

Family Man. When Philadelphia Installer Leon Riley and Mrs. Riley heard an appeal for foster homes for children, they were moved. Soon after they became foster parents to 4-year-old Joseph, who moved into a room next to the Riley's own daughter, Elizabeth. They learned that Joseph had a sister, Louise, and soon she joined the circle. The Rileys liked the children so much, they decided to adopt them and today Riley—a 35-year W.E. veteran—lists his young family as his chief interest.

Below, Joseph takes his turn at a game with Louise to his left and Elizabeth on his right, as Mrs. Riley waits and Mr. Riley kibitzes.

Observer



HONOR. The Electronic Industries Association 1959 Medal of Honor was awarded to Frederick R. Lack, retired vice-president of W.E., for his "many years of constructive leadership and contributions in a dynamic industry."

The '59 Medal of Honor marks the eighth such coveted "Electronics Man of the Year" award by the Association to a leader of the industry.

Mr. Lack has received, in the past, a Presidential Certificate of Merit for outstanding conduct in aid of the war effort, and the Order of the Rising Sun, bestowed on him by the Japanese Government.

ELECTED. Tom Coleman, a Kearny safety supervisor, was elected President of the Technical Societies Council of New Jersey. The group serves as an index or directory of technical societies and their officers.

Kearnygram

to physically handicapped children. Special attention is devoted to banishing the natural fear of water experienced by handicapped people.

John has given more than 90 hours to teaching the youngsters how to take care of themselves in the water.

John also teaches life saving, survival swimming and instructor courses.

Explorer

LETTERS to the Editor

Letters should be addressed to:

The Editor, *WE Magazine*, Room 1626, 195 Broadway, New York 7, N. Y.

Wanted: Nicknames

Dear Sir:

How about a picture and word story on Western Electric nicknames which describe some part of our operations and have a very definite meaning to many people?

Examples are:

"Doghouse"—denotes the room or special enclosure used by Quality Assurance Organization to take samples of product and determine quality rating.

"Fishbowl"—this is peculiar to Montgomery. It is the main entrance lobby and . . . three walls are glass from ground level to roof.

Further research at each location might reveal other nicknames. . . .

E. J. HOLT
Montgomery Shops

(Good idea. How about it, readers? Let's hear your *W.E.* nicknames.—Ed.)

Lady Engineers

Dear Sir:

We have read with interest your short note entitled "First Lady" (*WE*, March-April, page 14). We in the Plant Design and Construction organization feel that a grave omission has occurred in your closing paragraph.

Our lady engineer, Miss G. E. Slinkman, has a service date of September, 1954. Her excellent work is reflected in many of our wonderful new structures. First, second or third, she is still "Our Lady Engineer."

W. E. RINGEN, JR.
Headquarters

Miss Timm

Dear Sir:

After publication of your March-April issue with the story (page 30)

about the reactions of fifth grade pupils to *W.E.*'s movie, "The DEW Line Story," we received the following letter from their teacher Miss E. E. Timm:

"Dear Mr. McCaleb:

"My students and I are thrilled to have excerpts from our 'DEW Line Story' letters published in *WE Magazine*. I wish that you could hear how pleased the children and their parents feel about this. We think the story . . . caught the typical reactions of the children . . ."

Copies of the magazine had been sent to the school by the Milwaukee Distributing House, which had arranged to show the movie.

J. H. McCALEB
Stores Manager
Milwaukee Dist. House

BETWEEN THE COVERS

Double Take

Bob Boardman, the gentleman in the center background in the picture on page 25, did a neat job of editorial juggling this month without missing a beat.

Bob, former *WE* Feature Editor, dashed out to Albuquerque to cover the Sandia story (see page 21) then dashed back to New York to learn that he had been named editor of *GHQ*, the Headquarters newspaper. Thus, his handiwork appears simultaneously this month in *WE* and in the June issue of *GHQ*.

Lowdown

Here's the lowdown on two new names in *WE*'s masthead—Bob Burke and Len Moran.

Bob, our new Managing Editor, was a reporter on the *Providence (R.I.) Journal* and came to *W.E.* two years ago to edit *GHQ*.

Len spent about three years in Defense Projects writing technical reports by day and TV plays by night before being tapped for the *WE* Feature Editor spot. His plays, incidentally, have been produced on the *U.S. Steel Hour* and other nationally-televized shows.

Simply Super

It was a couple of fellows in Public Relations who conceived of the ingenious hookup for the care and feeding of the species Sidewalk Superintendent, described on page 38.

News of the unique observation posts at the site of *W.E.*'s new office building travelled fast. After a feature story on the setup appeared on the front page of the New York *Herald Tribune*, the item was carried over the news wires by Associated Press and United Press International and appeared in daily papers from Boston to San Diego.

Photo Credits

Front inside cover—Century Gallery. 2—left, Bernie Aumuller, Joseph Gazdak; right, Arthur Lavine. 3—Arthur Lavine. 9—Joseph Gazdak. 10-11—Bernie Aumuller. 12—top, Bernie Aumuller; bottom, Joseph Gazdak. 13-15—Bernie Aumuller. 16-20—Joseph

Gazdak. 21-27—Arthur Lavine. 28—top, Morris Gordon; bottom, Bernie Aumuller. 29-31—Bernie Aumuller. 32—Joseph Gazdak. 35—Joseph Gazdak. 36-37—Bernie Aumuller. 38—left, Joseph Gazdak; center, Arthur Lavine. 40—Arthur Lavine. 43—*Kearnygram*. 44—top left, *Micro-*

phone; lower left, *X-Bar News*; center top, *Times Dispatch*; lower, *Weco Wail*; right, *Communicator*. 45—top, *Saturday Review of Literature*; bottom, Arthur Lavine. 46—left, *Distributor*; center, *Kearnygram*; right, *Communicator*. 47—top, *Pointer*; bottom, *Explorer*; right, *Observer*.



FELT OUR NAME LATELY?

Every time you pick up a Bell telephone your fingertips touch our name, *Western Electric*. For 77 years we've been the manufacturing and supply unit of the Bell System . . . supplying the kinds of things that make possible the dependable, convenient telephone service you want.

To do this today, we ask more than 30,000 big and little American businesses to help us by furnishing raw materials, equipment and services. In 1958, we paid them one billion dollars — nearly half our sales income.

Western Electric



Western Electric manufacturing and supply unit of the Bell System



JUST THINK ABOUT IT, MADAME

Think about what? About what's going on in your town, your state, your nation. In this issue you'll meet some people who already *have* done some thinking—like Allentown's Lorraine Romanish, above. She's one of many W.E. people who are involved in politics—that all-American whipping boy and singular instrument of self-government. Our platform's on **Page 8**. . . . Elsewhere the voting's over and never have elected representatives been more suited to the office. Nobody's shouting for a recount here. They're 'Queens All,' **Page 6**. . . . As you've probably found, some people are always looking for trouble. We spotted one of them in a shop at Merrimack Valley

and followed him around. See **Page 32**. . . . Other people specialize in the unusual—things like Ravanastrons, urheens or 19th Century Portuguese bandurras. One such is the 'Music Man,' **Page 28**. . . . How's business? Try **Page 2** for the answer. . . . Everybody likes a 'Big Deal'—especially people who partake in the favorite pastime shown on **Page 14**. . . . It would have been risky to ask, "Is there a doctor in the house?" at Hawthorne one day recently. A stampede might have resulted. See **Page 36**. . . . Don't miss the features noted on the front cover or our new cross-section of news, people, and side-lights called *Capsule*, **Page 41**. Enjoy your vacation!

READ ABOUT IT INSIDE THIS ISSUE OF WE MAGAZINE



May

June