



September 29, 1950



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How Hamilton Advertising Works

WHAT ADVERTISING IS

Advertising is a tool of selling. Its purpose is to reach people—tell them about a product or service—make them want to buy it. To be worth its cost, today's advertising must win enough customers to support mass production—and do this at a price industry can afford. Advertising is the youngest but most powerful tool of trade. It has reached its most advanced development in America.

During the past 50 years advertising has been a major factor in creating the volume of mass employment necessary to support America's standard of living—the highest the world has ever known.

SELLING METHODS—OLD AND NEW

Before printing gave us a cheap way to reach large numbers of people at the same time, personal selling was the only way to sell most products. But a salesman, at best, could only call on 20 or 30 people a day in house to house selling. If watches were his product, maybe he'd sell 2 or 3 if he picked the right houses to call on. And his hire and expenses added up to from \$20 to \$30 for his day's hard work.

Today a single page in a magazine will carry a sales message on a watch to 1,000 homes at a cost of from \$2 to \$4. If that message is convincing, and the watch a good one, it paves the way to many, many watch sales. Those sales, however, are finally made by retail jewelers who stock the watches advertised. Often advertisements make their impressions weeks and months before the occasion for buying a watch happens. Therefore the jeweler is an important link in the chain of mental steps between the desire created by an advertisement and the fulfillment of that desire.



EXTENDING ADVERTISING TO THE DEALER

To close the gap between the time a Hamilton magazine advertisement stimulates a desire to buy, and the time that desire is satisfied in a jewelry store, Hamilton advertising also supplies jeweler outlets with a variety of lures. These are called dealer services. They serve to recreate the buying urge at the place the sale can and must be completed—over the store counter. These services include window displays, newspaper mats, cards for counters, billboard posters, text for radio spots, films for television spots, etc. These are all carefully tied in with the national advertising theme to effect the necessary follow through to the final sale. Jewelers, in putting these services to work, more than match Hamilton's national advertising expenditures as they advertise Hamilton watches over their own names in their local markets each year.

OUR WHOLESALERS' CONTRIBUTION

Forty Hamilton wholesalers make an important contribution to insure the fullest effectiveness of Hamilton advertising. First, their 300 salesmen see to it that jewelers carry adequate stocks of our watches. Then these wholesalers make hundreds of thousands of mailings to their jeweler accounts each year. Many employ agencies which prepare well-planned Hamilton advertising campaigns directed to their jeweler customers. Working from the bottom, they effectively supplement the field work our own salesmen do, to see that every Hamilton jeweler is ready to participate to the maximum in all the sales opportunities our advertising creates at the top.

HAMILTON'S ADVERTISING RECORD

How has Hamilton's past advertising efforts affected the growth of our company? Let's look at the record!

Hamilton started to advertise nationally in magazines in 1912. Every year since, up to the end of 1949, Hamilton's advertising has steadily increased—reaching more and more millions of potential Hamilton customers. And Hamilton watches are being sold by more retail jewelers today than any other brand of fine watch with perhaps one exception. And since 1912 Hamilton sales have expanded 20 times—with proportionate increases in jobs and payrolls.

THE TWO SIDES OF ADVERTISING

There is more to good advertising than a willingness of management to approve substantial sums of money to employ its power. For not only must that expenditure assure reaching enough people to sell the number of watches we plan to make, but it must also reach them with the right message to make them want to buy. So some of the most important things to consider before any advertising money is spent, are:

- What is our competition?
- How do our watches compare with other watches in quality, performance, style and price?
- Who are our logical customers?
- Where do they live?
- How can we reach them most economically — most effectively?
- How can their interest be aroused to make them pick Hamilton as their final choice when they buy a fine watch?

A JOB FOR SPECIALISTS.

Sidewalk superintendents cannot and would not be expected to pull good answers to these questions out of the air. To get the right

(Continued on Page 2)

Design Contest Winner To Be Announced In October Timely Topics

Who'll be the winner of the \$50.00 prize in the Service Award Contest?

Next month on this page we'll have all the answers.

The winner's picture and a closeup of the winning design will appear along with a complete story of the contest.

On October 2, two days after the contest closes, the judging will start.

All entries, and there were quite a few, will be judged on the basis of simplicity and distinction.

The judges who will decide the winning design are: President R. M. Kant, Lowell F. Halligan (Vice President and Sales Mgr.) and C. C. Smith (Vice President in Charge of Finance and Secretary).

The object of the contest is to re-design the present Service Award Pin which company officials feel lacks the necessary simplicity and distinction.

All entries become the property of the Company.

1950 Community Chest Drive Oct. 16-Nov. 11

Nineteen member agencies of the Community Chest will be requesting your support in October. The 1950 drive starts Oct. 16 and ends Nov. 11.

The drive for funds at Hamilton will be part of the work done in employee solicitations at all local firms by the Industrial Division.

This year the Chairman of the Industrial Division is R. M. Kant, president of the Hamilton Watch Company.

Solicitations here will begin one week prior to Oct. 16.

By joining together in one joint drive for \$451,893.00 to assist them in their operations for one full year, the 19 Red Feather agencies eliminate the need for 19 separate campaigns.

There's a new agency added this year. It is the Associated Services for Armed Forces. (A.S.F.A.F.).

In the past employees at Hamilton have always supported this worthwhile Community cause. In the coming drive, let each one of us again do our part toward achieving the Chest's goal.

The goal of \$451,893.00 is an increase of 13% over the amount raised in 1949.

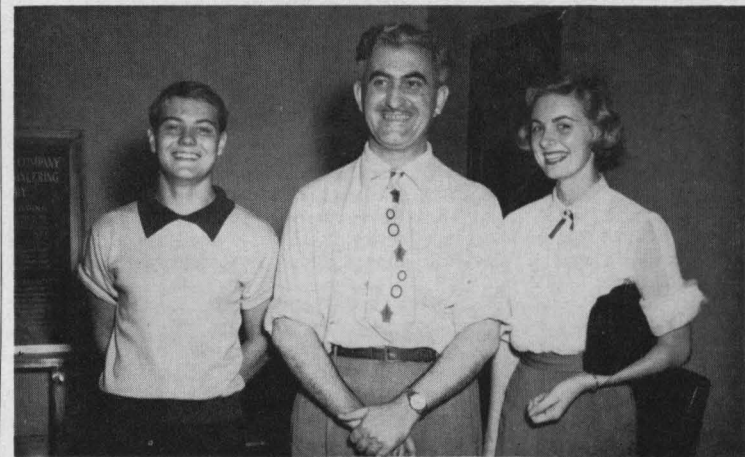
Roller Skating Party

The HRA Roller Skating Party, slated for Friday evening, Oct. 6, at Rocky is under the co-chairmanship of Genevieve Douglas (Traffic) and Woody Rathvan (Insp.). HRA members free. Outsiders 25c. Party starts at 7:30 p. m. Over at 10:30



LIBRARY
& Research Center

Dr. Roy K. Marshall, TV Science Commentator, Editor and Teacher, Toured Hamilton On Aug. 30



Dr. Roy K. Marshall (center) enjoyed his tour of Hamilton. He was accompanied by Patricia Hole, his secretary, and her brother, Elliott.

Dr. Roy K. Marshall, who is one of the country's leading scientists, toured Hamilton on Wednesday afternoon, August 30. He was accompanied here by his secretary, Patricia Hole, and her brother, Elliott.

Dr. Marshall, who has his own TV science show (15 minutes) called the "Nature of Things" out of WPTZ Philadelphia never before toured the factory.

He previously visited Hamilton many times when he was head of the Watch and Clock Section of Franklin Institute in Philadelphia.

Besides having his own video

program, Dr. Marshall is the science interpreter for the Ford TV show every Thursday evening via N.B.C.

Dr. Marshall's ability to interpret science into simple language, which can be understood by the average person, has given him a national reputation.

Along with his many TV duties, Dr. Marshall is head of the Astronomy Department and director of the Moorehead Planetarium at the University of North Carolina.

At one time he was head of the Fels Planetarium in Philadelphia and also science editor of the Philadelphia Inquirer and the Philadelphia Evening Bulletin.

Pennsylvania Week Is October 16-22, So Let's Beat Our Gums And Wham Our Drums For The Best Darn State Of The Forty-Eight

Pennsylvania Week will be celebrated from October 16th to 22nd this year.

This being the time to beat our gums and wham our drums and let the rest of the states know what's cookin' in the best darn state of the forty-eight, TIMELY TOPICS gives out with some interesting facts and figures about our Keystone area.

Did you know that Pennsylvania leads all the states in the amount spent on new plant and equipment (\$533,800,000)?

Did you know that Pennsylvania production accounts for 1/7 of all carload freight shipped in the United States?

Did you know that Pennsylvania has more accredited colleges and universities than any other states?

It has more churches than any other state. It has more small cities and towns than any other state. And more people living in small cities and towns than any other state.

Did you know that Pennsylvania produces more pig iron and steel and steel products than any other state or any foreign nation?

In World War II, Pennsylvania produced more steel than Germany and twice the output of Russia.

Pennsylvania produces more coal than any other state. More coke and more tar products. More cement. More glass sand.

Sixty-three of the 100 biggest corporations in America have plants in Pennsylvania.

Almost 52% of the total area of the state is in forest land—15 million acres. Hunting is so good that there are over 850,000 licensed hunters and 625,000 licensed fishermen who spend nearly \$200,000,000 a year on these sports.

Pennsylvania has so many attractions of mountains, lakes, resorts, etc., that travel and recreation are a \$600,000,000 business.

Don't forget that Eddie Sawyer's Philadelphia Phillies, 1950 National League baseball champs, are a Pennsylvania product, and that the winners of the 1949 National Professional Football championship, the Philadelphia Eagles, is also a Keystone item of pride.

And last, but far from least, the Hamilton Watch Company, makers of America's Finest Watch, is a proud and highly skilled industry of Pennsylvania, and one of the two remaining American watch companies in the business.

It's your Pennsylvania, mates, keep it growing.

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LANCASTER, PENNSYLVANIA SEPTEMBER 29, 1950

How Hamilton Advertising Works

(Continued from Page 1)

answers requires much research and the best judgment of people experienced in the complex field of marketing.

For that reason, Hamilton employs one of the largest and most successful advertising agencies in the country. This agency is specially qualified through long experience to solve Hamilton's advertising problems, for it has served Hamilton consistently and well since 1912. Last year this agency spent over \$80,000,000 of it clients' advertising monies. Those clients include such leaders as Lucky Strike, du Pont Plastics, Community Silver, J. R. Woods rings and many others.

The name of this agency of ours is Batten, Barton, Durstine and Osborn. Its staff of specialists analyzes and researches our position in the market each year. Then it develops an advertising program. This is submitted and after checking with the studies of our own sales research and advertising departments, it is whipped into final form.

HAMILTON'S 1950 PROGRAM

This time-tested procedure was followed again this year. And it has resulted in activating the heaviest advertising program Hamilton has ever undertaken. This program will include what will likely be the most effective and biggest watch campaign to appear in magazines this fall — over 50 full pages in 19 magazines from August through December. Twenty-seven of these pages will be in full color. To top this off a total of 624 five-minute spots will carry Hamilton advertising messages over 52 television stations in December — all aimed at the country's seven million TV receiving sets now in use. In addition Hamilton's railroad watch advertising continues to appear in 22 railroad employee magazines with over 600,000 circulation.

Hamilton's general magazine advertising for the second half of 1950 includes five separate campaigns. Each has been designed for a special purpose. Together these campaigns will appeal to every segment of the country's fine watch market.

To support this comprehensive program two complete merchandising portfolios will be mailed to all jewelers authorized to sell Hamilton watches—one on September 15th—the other on October 15th. These will include a complete list of suggestions and services to help wide-awake jewelers get their share of the sales which Hamilton advertising will stimulate.

THE FIVE CAMPAIGNS

- Hamilton's first campaign is the backbone of the total advertising program. It is directed at the mass market through 14 magazines. Five different full-color advertisements comprise this campaign. Their appearance has been staggered so that their 25 insertions will appear at frequent intervals during the rest of the year.

Much care and research preceded the selection of these 14 magazines. They were picked to evenly reach all segments of the Hamilton market throughout the United States. Their readers had to be the right sort of people of both sexes—of the right ages and with incomes large enough to consider Hamilton as a fine watch purchase.

These magazines, with a total circulation of 30,000,000, are Life, Saturday Evening Post, Colliers, Look, Time, Pathfinder, Redbook, American, Cosmopolitan, Esquire, Holiday, Country Gentleman, National Geographic, and Christian Science Monitor. They blanket the better homes of every city, town and rural area of the country. And their combined circulations in each trading area is larger than that of the best local newspaper.

- The second campaign is carefully designed to impress more than a million style-conscious women, with Hamilton's style leadership—particularly in gold and diamond watches. To do this a series of four high-style Hamilton pages will appear in this campaign in Vogue, Harpers Bazaar and New Yorker during September, October, November and December.

- Hamilton's third campaign is directed at the youth market. It aims to establish Hamilton as America's outstanding watch in the minds of impressionable teen-agers — to win them as allies whenever watch buying occasions occur in their homes. This campaign, begun earlier this year, is extended to include four more pages in scholastic magazines in the closing months of the year. Surveys show pages in this series already run have been widely discussed in junior and senior high school classrooms where over 3,000,000 youngsters discuss the contents of these magazines.

Hamilton's scholastic pages were made as "believe it or not" cartoons to better appeal to hungry young minds.

- The fourth campaign is aimed to win a larger share of the Christmas corporate gift market for Hamilton. Each year millions of dollars are spent by business houses to buy gifts for clients, employees and customers. The October, November and December issues of Fortune magazine will carry special gift advertising sections. In each of these sections a specially prepared half page Hamilton message will appear. These will be read by the 200,000 executives who subscribe to Fortune. As a bonus, Fortune will make three separate monthly mailings of reprints of these gift sections. These will be addressed to 12,500 purchasing agents, 5,000 retail jewelers and 2,500 department and specialty stores. With each store mailing will go a merchandising kit containing full instructions how to set up a corporate gift depart-



The new guard added to the Hamilton force is Paul Kinalley. His wife, Kathryn, works in the Case Office... Was talkin' to Erla (Plate) Sheaffer's mamma, Reba Sensenig, formerly of Case... Reba underwent a serious operation some months ago, but she's recouping nicely and looks good... Lute (Machine Shop) Warfel's two sons, Gary and Gordon, saw the A's and Yanks play in Shibe Park on Aug. 19... They were members of a group of 42 youngsters from Millersville who were guests of Connie Mack for the day.

Doris Benson, former sec. to Ken Weeks in Personnel, left the Co. Sept. 1... Her husband, Bob, got a teaching job in Butler, N. J... Betty Landis is new in Personnel... Mary McMurtrie (Adv.) is learning to drive... Her husband, Ken, isn't teaching her... He turned the job over to Dave Messersmith (Watch Res.)... Suppose you noticed the engagement ring on Irene Pritchard's finger... Irene expects to make that middle aisle venture in the near future.

Andy Andrews (Spec. Mfg.) besides playing guard for the Lancaster Presidents also doubles in the front office for the club... Frank Diego (Assem. Cas-

ing) is also a member of the Presidents... Jimmy Vaughan, young son of Cost Analyst Dick Vaughan, underwent an operation in the General Hospital on Sept. 5... The little guy came through it like a champ... Never knew until the other day that Dick Mellinger (Models Lab.) raised Boxer dogs.

For a pair of quoit hecklers, try Henny Schneider and Russ Kuhns both of Dial... The Bob Prestons vacationed for a week the latter part of August at Avalon, N. J... That's where Boyd Sponaule, assistant football coach at F. & M., is headman... For the finest in quoit pitching, you haven't watched anything until you see Amy Kline and Chet Bostick in action.

Betty Martin (Sales) didn't think too highly of her picture that appeared in Aug. T.T... Said she thought it looked as though her head came to a point... Woody Rathvon (Insp.) has shifted to cigars for keeps... Charley (Train) Miller's uncle, Calvin Miller, liked that story we ran on him in July T. T... Thanks, Unk!

Now that the football season is here and Notre Dame is back in the spotlight, Ernie Mester (Sect. Supt.) is loud for the Irish... Ditto George Kohlmaier (Service)... Glad to hear that switchboard operator Terry Gemmill's brother, Larry, is coming along in fine style after a recent auto accident.

Kelly Horst (Dixie Insp.) drew nothing but a blank on the 36 pictures he thought he took but didn't on his recent Canadian vacation... According to Al Marks (Heat Treating), Amos Hougendobler of the same dept., wants to play his future golf on horseback... Amos sez he's found the game to be too easy just walkin' around the course and swingin' clubs... Maybe he doesn't

know you have to use a ball.

Ed Humpf (Material Stock) a Sammy Kaye fan, informs us that the "Swing and Sway" man drew 4800 patrons at Ephrata on Aug. 20 which set a new attendance record at the Cloister town... Doug Hawks (Standards) took in all the big shows in New York during his vacation... Art Urban (Raw Mat'l Stock) was gonna get a Don Eagle haircut, but after seein' the Eagle's knot at McCaskey on Aug. 21, he cancelled his plan... Charles Barber (Service) wishes to thank his many Hamilton friends for all the gifts, cards and visits during his illness.

The "Knit One Perl Two Women's Society" which meets every noon hour during lunch period in the Cafeteria is composed of: Jo Lowery (Watch Res.), Dot Hain (Prod. Con.), Irene Collier (Spec. Assem.), Lillian Hampey (Spec. Assem.), and Jane Sherts (Prod. & Cost)... Bob Rineer, an F. & M. student, is a part-time employee in the Balance and Hairspring Dept.

Bob McCachran, formerly of Sales, left the Co. on Sept. 1 to take a job in New York... Jack Conklin (Display) bought two suits, the colors of which put him in the race track category... Frank Shreiner (Mat'l Stores) told us that his oldest daughter was in the same high school class at Altoona as Janet Blair, the movie actress... Henri Vermont (Dir. of Styling) was in the stands at Forest Hills, N. Y., for the recent big time tennis matches... Predicts Herbie Flam will be the boy to beat in a year or two.

Hey, you model train bugs, if you're interested in buying an H.O. locomotive, Varney Economy Pacific, completely built, for \$40.00, contact Eric Buckley (Parts Stock).

ment and how to contact and attract corporate buyers who live in the area served by each store.

- Hamilton's fifth and final campaign in its complete program involves the use of the 14 mass market magazines used for our mass campaigns, and 52 television stations. They will all be used to present Hamilton's famous twin Christmas letters "To Peggy" and "To Jim" for the fifth time since they won the National Advertising Award in 1940. Peggy and Jim have again been freshly painted by a famous artist to make their colorful bow in this year's magazines. The two television films which brought Peggy and Jim to life over 16 TV stations last

December will be used again this year — but for the first time over 36 new stations which have been added this year. A brand new 30 second "commercial" has been made for the ending of the films this year in order to show some of Hamilton's newest watches. They will be shown over a jewelry store counter with one of Broadway's most popular stage stars playing the part of the jeweler who talks about them. The Peggy and Jim films will be alternately shown, six times each over the 52 TV stations between Thanksgiving Day and Christmas. Generally heralded as one of the best TV commercial films of last year, it is anticipated that Hamilton's Peggy and Jim will once more stimulate a lively Hamilton business in the country's jewelry stores throughout this coming December.

Cities in which Hamilton films will be telecast this year include: New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, St. Louis, Cleveland, Washington, Baltimore, Buffalo, Cincinnati, Milwaukee, New Haven, Schenectady, Albany, Troy, Lancaster, Pittsburgh, Minneapolis-St. Paul, Toledo, Columbus, Dayton, Syracuse, Rochester, Providence, Indianapolis, Tulsa, Grand Rapids, Memphis, Atlanta, Seattle, San Francisco, New Orleans, Oklahoma City, Kansas City, Houston, San Diego, Dallas, Louisville, Birmingham, Miami, San Antonio, Omaha, Fort Worth, Jacksonville, Utica, Phoenix, Salt Lake City, Davenport, Charlotte, Greensboro, Erie and Richmond.

HAMILTON'S ADVERTISING ALLIES

The year after year potency of Hamilton advertising since it started in 1912 is founded on a superior product offered at a favorable competitive price. In addition, Hamilton sales also benefit from the cumulative effect of all its past advertising. But one of the best allies Hamilton advertising has is the gratuitous word of mouth praise which satisfied Hamilton owners, distributors, employees and stockholders heap on Hamilton in their day-to-day contacts with friends and acquaintances.

Aside from the many awards which Hamilton advertising has won through the years, the best proof of its unique effectiveness in its field is the general acknowledgement of the jewelry trade that Hamilton advertising has a character all of its own which many have tried to imitate, but none have quite equalled... and that's

London Churches

By Mary Hoffman

I stood one Sunday morning
Before a large church door
And while the folks all gathered
From carriages a score—
From one there stepped a lady
I oft had seen before.

Her hand while on a prayer book
Still held a lorgnette,
While His sign of redemption
Clear on the book was set
And o'er the cross there glistened
A golden coronet.

For her the obsequious humbled
The inner door flung wide
As light as in a ballroom
Her footsteps seemed to glide
And though her heart held good
thoughts

Her sin was evil pride.
Then after her a woman
Peeped wistfully within
Her face was worn and graven
By life's hard discipline,
The trace of some sad trinity
Of weakness, pain and sin.

The great church seats were
crowded
Where she had come to pray
With her garb worn and thread-
bare
'Gainst theirs in fine array
'God's house holds no poor sin-
ners,"
She sighed and crept away.

FOR SALE

Leon Fornoff (Assembly "D") has a 3-year old male beagle dog for sale. It's well bred, but not trained for hunting. He'll sell it cheap. If you're interested, contact him.

FOR RENT

Three-room apartment, private bath, 2nd floor. 249 N. Mulberry. Available now. \$65.00 per month. Phone 2-8746.



CHOP TALK

Sue Gramm (Office Mgt.) got a new haircut and now all the peasants are giving her the bird. ...Paul McGeehan (Adv.) woke up the other Sat. morn, heard a noise, looked out the window and found a pig and four little ones in his flower garden at Manheim. ...We understand Ray Dirks (Machine Shop) is not only a top flight trunk salesman, but a much better rug peddler. The kid's branchin' out.

The latest gadget to catch the public's fancy is a small plastic dog that opens its mouth and spins its head when a small magnetized bone is held in front of its chops. ...Did you know that before the late Leo Houck started boxing, he worked at Hamilton? ...That was from 1902 to 1906. ...He was an office boy in the Finishing Dept. ...Al Marks (Heat Treating) knew a short cut to Philly. ...He tried it on the boys on a recent trip to Shibe Park and found it to be 16 miles farther.

Ned Scheffer (Accts. Rec.) pulled an unusual one the other day. ...He fell into his Xmas garden. ...Train bug, don't you know! ...Glad to see Muriel Turton (Sec. to A. B. Sinkler) back at work after a recent illness. ...Phyllis Patton is new in Personnel. ...For a gal, Ruth Harple (Frt. Jewl.) really knows her baseball. Frank Foose and Charley Dressendorfer, both of Finishing, find it pretty difficult to stump her on any baseball problems that arise. ...Her favorite team is the Boston Red Sox.

Recently Clair Shenk (Bal. & Hspg.) had some sink trouble at a cottage in Jersey. He called the landlord in on the project and between them they removed a portion of pipe under the sink where the clog was centered. ...Taking a pan they caught the water as it came out of the pipe. ...More and more water continued to flow from the open pipe. ...The landlord couldn't figure where it was coming from. ...Then he found out. ...It seemed the water Clair was catching in the pan from the pipe he was unconsciously pouring back into the sink. ...Back up the wagon, Hobart!

Hen Benner (Traffic) was teaching his young son, Larry, to ride a tricycle. ...Hen started the bike down an incline. ...The bike overshot the field and Hen with it. ...Hank cracked his ankle on a rock and sprawled all over the place. ...Larry came running to see what happened. ...Hen looked up and said, "Don't just stand there. Pick me up."

Janet DeGolia is new in Personnel Res. ...Slim Uhland (Assem. B) was released from the hospital on Aug. 30 and he's now back at work. ...Apologies to Johnnie Markert (Assem. D) for missing the birth announcement of his daughter who now happens to be a year old.

Of interest to Hamilton model railroaders is the announcement that the 7th Philadelphia Model Railroad Show will be held in Philadelphia Town Hall, Oct. 30 thru Nov. 4. ...Howard Fritsch (Guard) was trying to coax a squirrel up the stone-stepped entrance to the West Tower the other afternoon. ..."Holler like a nut," advised Harry Longenecker (Print Shop). "That'll get him." ...It's funny how so many fans who never gave them a tumble when they were floundering around in the second division during the early part of the season, suddenly jumped on the Boston Red Sox's bandwagon when they closed with a rush at the end of the American League campaign.

Co. S-Ball Teams Of Past Hold Reunion

From 1946 to 1949 the Hamilton Watch Company was represented on the softball diamond by some high classed teams.

Players from those teams along with their wives held a reunion at Ken McMillen's Play Barn out Millersville way the latter part of August.

It was one of those get-togethers in which the conversation of the evening hinged on past seasons on the softball diamond. During the evening games were played and refreshments were served.

Those present Hamiltonians and their wives attending were: Mr. & Mrs. Ken McMillen, Mr. & Mrs. Hal Feister, Mr. & Mrs. Jinx Ganse, Mr. & Mrs. Dick Tshudy, Mr. and Mrs. Bob Bauer, Mr. & Mrs. Dick Weaver, Mr. & Mrs. Ted Morrison, Mr. & Mrs. Woody Rathvon, and George Dommel.

Plans for another party in the near future will be made.

Woody Rathvon was chairman of the reunion.

Planning Division Holds Picnic Aug. 26

Fifty members of the Planning Division attended the annual picnic held at the Stone Barn near Letort on August 26.

Hot dogs, roast corn, beverages, cakes, peanuts, etc., were the chief items on the menu.

In the recreation department, the program for the day included softball, quoits, badminton, cards and fishing.

Gene Barber (Prod. Con.) was chairman of the picnic.

Material Sales Dept. Corn Roast On Aug. 23

The Material Sales Department held a corn roast at Beulah Stauffer's home at Kissel Hill on August 23.

Twenty-eight employees, wives, husbands and friends attended the affair.

Those present were: Mr. & Mrs. Harry Ruthhart, Mr. & Mrs. Dick Schober, Mr. & Mrs. Ed Hendrix, Mr. & Mrs. John Bard, Mr. & Mrs. Glenn Hirbinger, Mr. & Mrs. Johnnie Mohler, Mr. & Mrs. Nevlin Bowman, Mr. & Mrs. Ben Horst, Mr. & Mrs. Lloyd Ulmer, Mrs. Ella Kauffman, Mrs. Esther Ward, Miss Emma Frick, Miss Patsy Falk, Miss Mary Jane Hecker, Herb Berkheimer, Miss Betty Meyer, Bob Melsom, Ira Wolf and Ken Kellenberger.

BIRTHS

Gene Barber (Prod. Con.) became a father for the second time on Monday, August 28 when Mrs. Barber presented him with 7 lbs. 3 oz. Constance Jeanne Barber in the General Hospital. The Barbers' other youngster is Ronnie, age 5.

E. VanHaaften (Supt. Watch Res.) announced to the world the birth of a son, William H., weighing 8 1/2 pounds on August 23 at the General Hospital. The VanHaaftens' other two children are Julie, 3 1/2, and Elaine, 2.

Bill Soroko (Assem. D) became a pop for the first time on August 23 when his wife, Erma, presented him with a baby daughter, Debra Lynn. The little gal weighed 6

Spare Time Poet And Fiction Writer, Mary Hoffman, Retires From Cafeteria After 6 Years Service



MARY HOFFMAN

After six years as chief cake-maker and assistant pie baker in the Cafeteria, Mary Hoffman retired on August 25.

When Mary arrived at Hamilton in 1944 after working at Woolworth's in Pottsville, she became assistant pie baker.

She stayed on this job until three months ago when she was promoted to chief cake maker. She baked an average of 10 cakes a day.

In her spare time Mary finds enjoyment in writing fiction and poetry. She began this hobby back in 1924. Her work sells too. Her stories have appeared in the

"Ladies Home Journal," the "New York News" and other magazines. Now that she has retired she intends to spend more time on her writing.

Mary is very proud of her two sons, Frank, 53, and Harry, 51. Frank is a captain in the Capitol Police Force in Washington, D.C., while Harry is a mechanic at the Armstrong Cork Company.

Mary's husband died 12 years ago and at the present time she lives at 356 College Avenue with her son, Harry.

A sample of Mary's poetry appears on Page 2.

Hamilton On Display At New York And Chicago Jewelers' Conventions During Month Of August

Hamilton was on display at the American National Retail Jewelers Association convention at New York's Waldorf Astoria Hotel, and the National Association of Credit Jewelers convention at Chicago's Stevens Hotel during August.

Approximately 8,000 retail jewelers saw the Hamilton exhibit in New York on August 14-17, while several thousand more jewelers viewed the Hamilton display in Chicago on August 27-31.

At the New York show, Hamilton had its four complete lines of watches on display which comprised 106 different models plus the Lady Hamilton and Lady Lancaster models. The highlight of the display was the world's largest inline movement shown for the first time. This movement was developed and produced by the Hamilton Watch Company for use in making Hamilton's new color movie, "How A Watch Works."

In Chicago, the Hamilton display featured three lines of

watches instead of four. The giant inline movement was not on display in the Windy City.

Attending the New York show were: Fieldmen, John Hall, Bill Pierpont, Al Schachemen, Dave Chapman and John Suydam. Representing the Company were: President R. M. Kant, Lowell Halligan, Ted Franklin, E. B. Silvius, Paul Seibel, Bob Waddell, Bob Gunder, Bob Welsh, Henri Vermot, Jack Conklin, Fred Boulton, Fred Orr, and John Marion. Answering the technical questions that arose were: G. P. Luckey, M. F. Manby, Fred Hauer, E. W. Drescher, W. S. Davis, R. A. Preston and R. W. Slaugh. Calvin M. Kendig, chairman of the Board of Directors, also attended the show.

At Chicago, the salesmen on hand were: Jack Keenan, Rudy Henrikson and Roy Philp. Representing the Company were: President R. M. Kant, Lowell Halligan, Bob Gunder and Jack Conklin.

Watch Research Holds 2nd Picnic

The Watch Research Department held its second picnic of the season on Saturday, August 26, at the New Holland Community Park.

Twenty-five employees, wives and friends attended the affair.

Swimming topped the card of recreation during the afternoon with softball and other games being added as the program progressed.

This was strictly a basket picnic with the employees furnishing their own food.

Margaret Gerfin was chairman of the picnic.

JOTS & DOTS

Mauro Sax (Assem. B) left the Company on Sept. 1 to enlist in the Army Air Corps. ...Chet Bostick (Maint.) brought back some Nova Scotia humor which Dutty Duttonhofer (Maint.) figures he should have left buried where he found it. ...Charley Bradley (B. & F. S.) admits pro wrestling is phoney but he gets a bang out of it via TV.

Willie Reapsome (Traffic) is proud of his son, Jim, who graduated from F. & M. in June and who is now a staff member of the Inter-Varsity Fellowship of Colleges, stationed at Seattle, Washington. ...It's Jim's job to handle the religious problems of students in 21 colleges in three states, Washington, Montana and Idaho.

Our apologies to Morell Smith (Budget). ...Up to this time we've been using two r's in spelling his first name. ...Art Schneider (Chem. Met.) informs us we were unjust in our August blast about him just joining up with the Phillies rooters. ...Art wants it understood that he picked the Phillies to win the National League title at the start of the '50 season.

Ronnie deKant, formerly of Metals Processing, is now located in Wilmington, Del. ...He may go to music school in New York. ...Raymie Fritsch (Maint.) informs us that when he was in the Army, he was quoit champ of the islands for three years. ...Of course they never used quoits. ...They pitched with slices of pineapple instead.

Ed Breen (Machine Shop) figured that was a right smart picture we used of him in August T.T. ...He said he thought the picture revealed his true youthfulness. ...Our apologies to Charley Gehr (Machine Shop) for omitting his name from the Machine Shop softball team, who were 1950 champs of the HRA Men's Inter-Departmental loop. ...Charley played part-time third base.

That was a grand gesture on the part of the 15 jobbers up in Assembly Casing who painted Garth Hacker's house before he went into the Navy. ...We talked with Garth the Monday following the job and he didn't know how to express his thanks to the boys. ...From the bottom of his great big heart, the little guy was sincere and delighted for your help, fellows.

Frank Remley (Mech. Plan.) had a battle with the flu the wk. of Aug. 27. ...Lost nine lbs. but he's okay now. ...Speaking of sick people, Dick Benner (Traffic) added his name to the list on Sept. 2 when he came down with bronchial pneumonia. ...He's back at work but still a bit on the weak side.

With her husband, Leo McGeehan, formerly of Screw Mfg., in the Navy, Florence McGeehan (Sec. to M. Gould) is looking for a smaller apartment. ...When Leo went into the Service, Florence had to give up the apartment they were living in. ...So if you know of any small apartments in the neighborhood of \$40 to \$45 give Florence a buzz. ...The Ext. No. is 385.

The old men (we'll probably get a phone call on that one) beat the kids in a golf match when Austin Fulk and Dick Slaugh, Product Performance, bumped Jim Slaugh and Wally Bork of the Process Engineering section, 3 up after 13 holes at Hiemenz the early part of September. ...Incidentally, Austin is mighty proud of his son, Major Hubert A. Fulk of the 899th Anti-Aircraft Automatic Weapons Battalion of the 28th Division. ...The ad read, "Are You Fat? Do you have a hang over when you sit on a bar stool? When you hit a bump in a car, do your double chins applaud?"

Sport Shop: - *By Gym Nasium*

Ken McMillen (Damask.) was a member of the championship Reformed team that copped the 1950 Millersville Softball League title...During the campaign Ken divided his time between short and third...Bob Welsh (Dealer Serv.) wanted to see Ohio State play on Sept. 23, but it seems Wes Fesler's Buckeyes weren't scheduled to open until tomorrow against the S.M.U. Mustangs in Columbus...Harvey "Whip" Law (Traffic) will attempt a comeback in the Service Dept. Bowling League this season...Whip gave up last season because Duffy's gutters were too becoming for his ball.

Dan Templeton, local pro mat maestro, has a busy fall and winter campaign lined up for the fans at Maple Grove...He expects to run shows every two weeks and intends to bring many of the top stars into his bistro of grunt...Danny will deal with Al Haft out of Columbus who handles all the biggies...He'll also book again with Rudy Dusek who handles grunners for Fouts Mondt in New York...Speaking of pro wrestling, few know that when Don Eagle appeared at McCaskey stadium for that open air affair last Aug. 21 for the AMVETS, his guarantee was a flat \$2,900...It was the highest hunk of change ever paid a wrestler in this town.

Les Kachel (T.&M.) and Frank Remley (Mech. Plan.) were conversing baseball the other A.M...The subject led to the Yanks vs Detroit...In the middle of the talk, Frank said, "Yeh, but you're less confident..." "Nah, I'm Les Kachel," replied the (T.&M.) man...Down in the Farnum softball league this past season quite a few Hamiltonians were playing ball...Naming a few, we find George Dommel (Spec. Assem.), Charley Koller, Jr. (Maintenance), Johnnie Jarrett (Assem. Casing) and Johnnie Fulmer (Display), all with the Rodney A. C...Paul Stauffer (Assem. Casing) pitcher for the Italian-Americans...Red Bauer (Machine Shop) and Louie Giangreco (Automatic) played for St. Joe...Dick Weaver (Dial) umpired in the circuit.

Here's a fish story for you...Martha Delp (Automatic) and her sister went fishing down at Conowingo several weeks ago...The catfish were biting and the girls were hauling them in...But the task of taking the fish off the hooks was something else...So they solved the problem with a hammer and scissors...The gals would pull in the fish, lay 'em on a rock, beat 'em over the head with a hammer, then take the scissors and cut the hooks out of their mouths...It was easier that way...And the fish warden, who had been watching them, admitted it was a method he had never before seen used.

That was quite a story Sleepy Jim Crowley, one of Notre Dame's famed four horsemen, told on Bill Stern's TV show on Sunday nite, Aug. 27...Sleepy Jim is quite a showman...And speaking of showmen, how about that Gorgeous George?...He's in a class by himself...We caught him in his interview after his match with Benito Gardini from Marigold Garden in Chicago on Saturday nite, Aug. 26...Got a bang out of his historical recap on the four presidents, George Washington, Abe Lincoln, James Buchanan and Teddy Roosevelt, who were also wrestlers...Jeffery, his valet, definitely adds to the Gorgeous One's act.

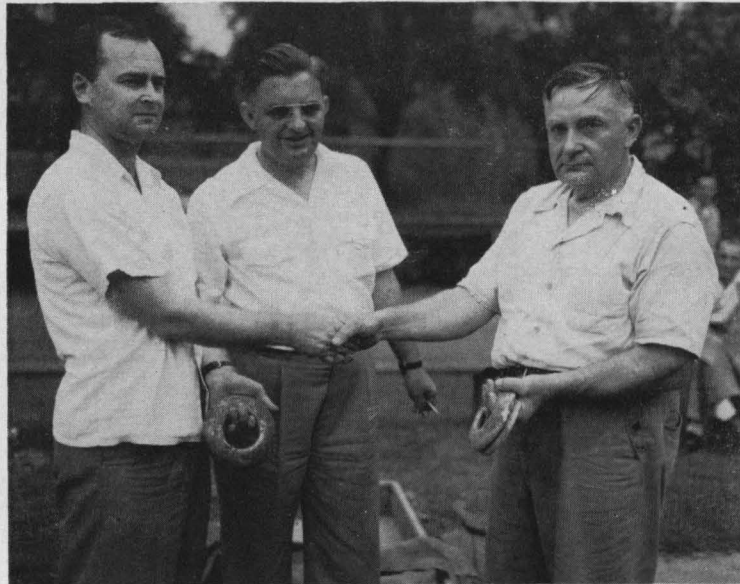
Here's the way TIMELY TOPICS paints its 1950 football picture...Michigan to win the Big Ten Conference...Cornell will be top dog in the Ivy League...Maryland to win the Southern Conference...LSU to be tops in the Southeast Conference...Oklahoma U. to cop the Missouri Valley flag...Texas will win the Southwest Conference...Wyoming in first in the Mountain States loop, while Southern California is our choice out on the Pacific Coast...Among the independents, we like Virginia in the South...In the East, we select Villanova, Army, Boston University and Fordham...Once again the top team in the country will be Notre Dame without a reversal.

There's one thing the Phillies and the Athletics have in common, that being that the combination of certain letters in their nicknames abbreviate the name Pennsylvania...Take the first letter of the name Phillies and combine it with the first letter of the name Athletics and you get P.A...No other two league teams in any other state can make that statement...Despite the lack of teams in the Men's Inter-Departmental Softball League this past season, the operation of the loop was handled in top drawer fashion...By the way, what ever happened to the HRA Tennis Tourney scheduled to start last July 31?

Guess you know that Tom Hendrix, playing in the backfield for Clarence Hendrickson's McCaskey High football team, is the son of Ed Hendrix (Material Sales)...According to Red Danz (Finishing), St. Joe will be back in amateur boxing this fall and winter...About ten years ago a young wrestler, Bobby Managoff, came into Maple Grove from New York for shows...About the same time his sister was breaking in as a singer in small night spots in Canada...Bobby soon caught on in upper New York and Canada, while his sister was struggling to make the grade...Today, Bobby is a good wrestler, but still appearing on cards in Canada, while his sister has hit the top in her profession...Her reputation is a great deal more widely known than her brother's...You see, sister happens to be Kay Armen, singing star of the "Stop the Music" show.

Pax Gifford (Crystallography), a former Penn footballer, informs us that Penn's opening game in 1951 will be with Notre Dame...Speaking of the Fightin' Irish, Blake Dulaney (Sales) had his tonsils re-treated to do some cheerin' for Frank Leahy's outfit...Mae Evans (Order-Billing), who was interested in getting enough girls together to form a Hamilton Girls' softball team this past season, will definitely start early next spring to bring the sport back to an established loop basis here at the factory...Bob Braner (Sales) was in Fenway Park on Aug. 22 to see his favorite Boston Red Sox trounce St. Louis.

Charley Hickey Wins 1950 Singles Quoit Title, Defeating Al Hanselman In Three Straight Games



When the match was over, winner Charley Hickey (left) and loser Al Hanselman shook hands. Joe Butson, tourney chairman, looks on.

Charley Hickey (Assem. Casing) is the 1950 singles quoit champion of the Hamilton Watch Company.

He won his title from the veteran Al Hanselman (Damask.) on Sept. 1 by taking three straight games in the finals, the scores being 21-14, 21-9 and 21-14.

Charley, who started pitching in tourney competition in 1947, never reached the finals before. He lost to Dick Weaver (Dial) in an early round in 1947. The following year he was put out of the running by Ken McMillen (Damask.) Last year he did not compete.

Hanselman has been pitching quoits for 30 years, but this was the first time he was ever in the finals at Hamilton.

Both competitors defeated four opponents to get into the finals. Hickey beat Frank Hoffman (B.&F.S.) 19-21, 21-20 and 21-20,

Earl Brinkman (Heat Treating) 21-15, 21-16, Bud Hoin (Plate) 21-9, 21-2, and Ken McMillen (Damask.) 13-21, 21-8 and 21-10.

The toughest and closest match of the tourney, Charley tossed against Hoffman in the second round. He dropped the first game by two points and then squeezed through with single point victories in the last two games.

Hanselman, in moving into the finals, blasted Art Shissler (Stock & Stores) 21-1, 21-7; Rodney Reese (Dial) 13-21, 21-12 and 21-15; Lloyd "Sparky" Mowrer (Damask.) 21-18, 21-12, and Russ Kuhns (Dial) 21-11, 9-21 and 21-12.

There were 38 competitors in the tourney this year as compared with 32 in 1949.

Joe Butson (Damask.) was again chairman and conducted an interesting tournament.

Girls' Bowling Loop Composed Of 6 Teams

The Hamilton Women's Bowling League began operating on Sept. 11 at the Overlook alleys.

There are six teams in the competition. They are: Pinions, Barrels, Cases, Hands, Clicks and Stems.

The rosters are as follows:

Pinions: Captain Grace Hamlin, Kathryn Paige, Jane Beazley, Caroline Book and Claire Rohm.

Barrels: Captain Julia Heida, Mary Tomlinson, Clara Boas, Ann Sheaffer and Doris Parke.

Cases: Captain Clara Henry, Gerry Ziegler, Charlotte Angevine, June Brill and Rhoda Gamble.

Stems: Captain Arlene Hoff, Jean Graeff, Ida Duke, Betty Welsh and Rhoda White.

Clicks: Captain Kitty Rock, Irene Harnish, Helen Rinick, Irma Huber and Elma Pickel.

Hands: Captain Betty Marshall, Evelyn Anderson, Bertie Liller, Rita Ganse and Maud Labezius.

The league's substitute list includes, Doris Peters, Viola Adair, Lucy Lingle, Evelyn Armen, Helen Harmon, Dottie Martin and Marie Kopf.

The 1950 league officers are: Betty Welsh, president; Arlene Hoff, vice president; Jane Beazley, secretary; Bertie Liller, assistant secretary; Betty Marshall, treasurer.

Seven Hamiltonians In Retail League

In the City Retail Bowling League which opened its season on Sept. 11 at the Overlook Alleys, seven Hamilton employees are members of the ten team loop.

Bowling with the Hertzler's Fashions club is Erla Sheaffer (Plate). Dotty Prentice (Jewel Set.) is a member of the Arcadia Cafe team, while Jane Mann (Plate) captains the Shenk Bros. club, with Jean Longenecker (Dial) and Verna Grube (Flat Steel) also members of this outfit.

Florence Kenneson (Dial) rolls for the Feldser's Printing team, while Anna Margaret Severino (Train) is captain of the Emmerich's Grocery Store outfit.

October's Tough 10

Oct. 7

Maryland over Michigan St.
Tennessee over Duke
S.M.U. over Missouri
Rutgers over Princeton

Oct. 14

Texas over Oklahoma
Michigan over Army
Minnesota over N-western
Holy Cross over Colgate

Oct. 21

Kentucky over Villanova
Tennessee over Alabama

Men's Bowling League Starts 90 Game Season

Action has started in the Hamilton Men's Bowling League with a "straight through" 90 game season underway.

The eight teams bowl every Wednesday night starting at 6:30 p. m. on the Odd Fellow's alleys.

The teams competing are, Norman, Dewitt, Norde, Darrel, Eric, Gilbert, Gordon and Alan.

The rosters of the teams are:

Eric: Captain Red Bauer, K. Shenk, W. Davis, T. Breen and G. Warner.

Dewitt: Captain Carl Yecker, K. Weeks, D. Tshudy, B. Henry and G. Butt.

Norde: Captain M. Bricker, W. Konrad, E. Braun, F. Redman and B. Wissler.

Norman: Captain J. Dinkel, J. Sheetz, H. Banner, H. Dobbs, and H. DeHaven.

Alan: Captain D. Metz, C. Koller, C. Koller, Jr., W. Divet and K. Bernhardt.

Darrel: Captain D. Hess, J. Dunn, D. Dietz, C. Gehr and J. Gible.

Gordon: Captain J. Scott, K. McMillen, T. Morrison, R. Henkel and F. Krallinger.

Gilbert: Captain V. Hilt, E. Bostick, L. Erb, B. Schaeffer and C. Atkinson.

Volleyball Players Wanted In Y League

If there are any Hamilton men interested in playing volleyball, contact Paul Ruzicka (Met. Lab.) or Murray Gould (Pat. Atty.) immediately.

Here's the scoop! The Y.M.C.A. is forming an industrial volleyball league which will get underway in mid-October. So far RCA, Armstrong, Hamilton and an independent business men's team have entered the league.

Any Hamilton men interested in practicing or trying out for the Hamilton team can do so any Monday or Wednesday evening from 5:30 to 7 p. m. at the Y. M. C. A. You don't have to be a member of the "Y." The admission is free.

Those Hamiltonians working out at the present time are, Dave Messersmith (Watch Res.), Jake Petersen (Watch Des.), Paul Ruzicka (Met. Lab.), Murray Gould (Pat. Atty.), Walt Kempf (Quality Control), Dick Slaugh (Hd. Watchmaker) and Pax Gifford (Crystallography).

Six Teams Comprise 1950-51 Service Loop

The 1950-51 Service Department Bowling League with its six teams have started a 90-game season that ought to produce close competition all the way.

The clubs in the race are: 911, 987A, 922, 980, 992 and 974.

The rosters of the teams are as follows:

911: Captain E. Miller, A. Burkhardt, C. Nelson, A. Marks, and J. Ault.

987A: Captain P. Ulmer, J. Krause, G. Miller, A. Hougendobler, and M. Boyer.

922: Captain R. Rote, J. Miller, R. Hosler, E. Sherick, and D. Keen.

980: Captain E. Johnson, E. Hoxworth, R. Sherick, C. Baltz, and C. Funk.

992: Captain N. Buckwalter, H. Herr, J. Hiemenz, A. Miller, and L. Kissinger.

974: Captain L. Fitchner, A. Torr, E. C. Miller, J. Harrison, and L. Floyd.