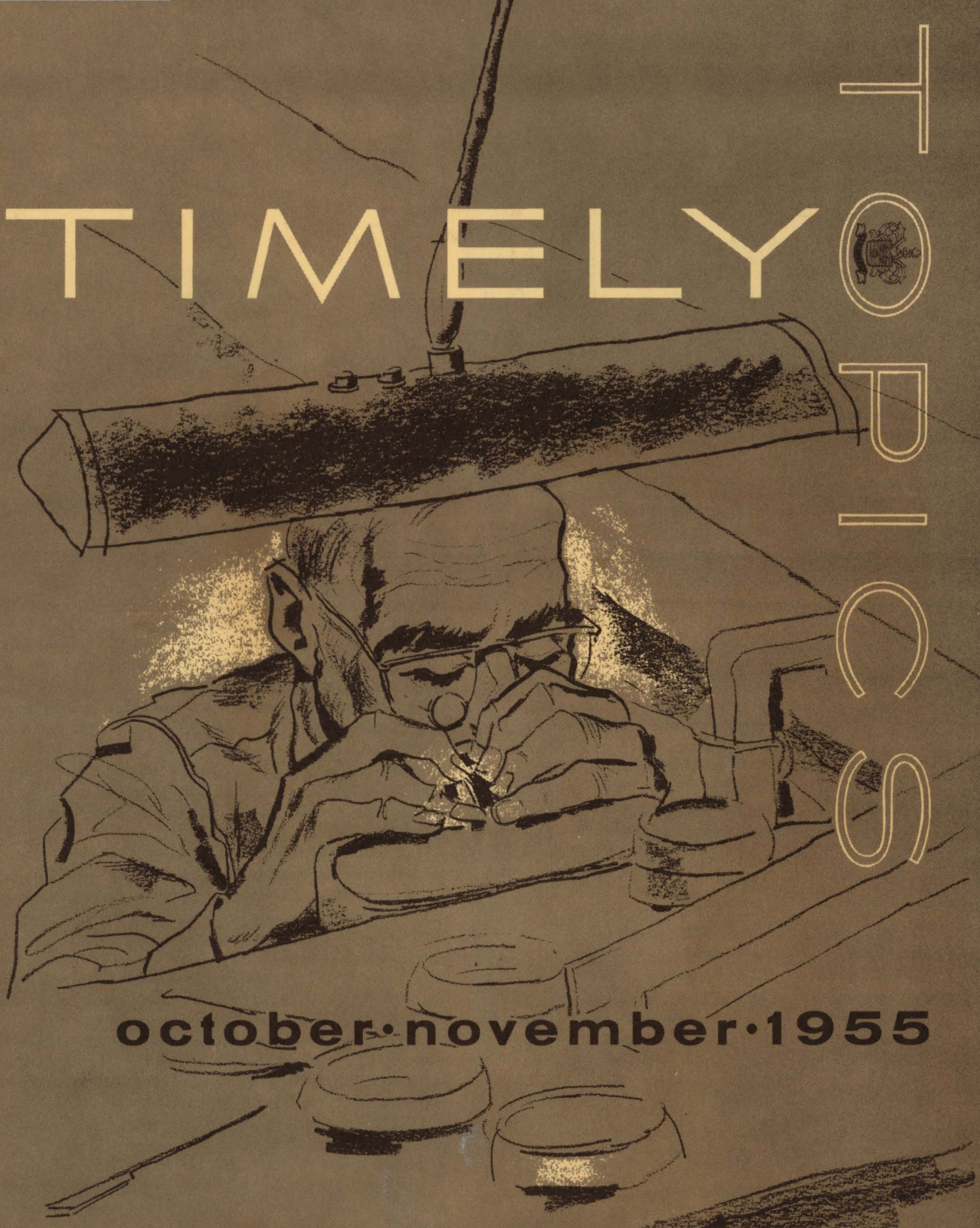
TIMELY TOPICS



october·november·1955

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TIMELY TOPICS

Published for the Employees of the
Hamilton Watch Co., Lancaster, Pa.

THE favorite motto of Dr. John Watson, better known by his pen name of Ian Maclaren, is said to have been this: "Be kind, for every one you meet is fighting a hard battle."

If all parents realized this, there would be less "do's and dont's." A child's problems are small to a parent, but they are very real and large to a child. It is just as hard for a child to decide how best to spend that shiny new quarter as it is for the parent to budget the weekly pay check.

If all teachers understood it, there would be less "I hate school!" A problem of simple addition is just as tough for the beginner as the binomial theorem is to the student of college algebra. Maybe tougher.

If all ministers realized it, there would be less attempts to "unscrew the unscrutable" and more effort to solve the problems of day-to-day living. Congregations are made up of hungry people. People who are hungry for comfort, who are starved for the "peace that passeth understanding." A loved one is ill in mind or body; a son is walking the primrose path; a daughter is on the brink of divorce; a business is on the edge of failure; parents do not "understand"; fears are in the way.

If all employers knew it, there would be fewer kicks and more pats. There would be assurances of greater security and more recognition of the worth of the individual, for jobs are people, and people are fellow human beings.

If all employees knew it, the "boss" would also be found to be fighting a rugged battle. Payrolls to meet, customers to satisfy, changing conditions to cope with.

"None is so near the gods," wrote Seneca, "as he who shows kindness." The other fellow is fighting a hard battle, too.—*The Philosopher.*

Message from Our President

During the past weeks, a new contract has been negotiated providing for increased wages and benefits for all employees of the Hamilton Watch Company. This new contract fits well into the established pattern of improving conditions of employment in our Company. We are particularly pleased that the contract provides such high wages and fringe benefits during the next two years—a period which is so crucial to the future of our Company.

It is our responsibility to plan for the future of Hamilton. That is why, during this period of negotiations, we examined all aspects of our business with an eye to the future. It is a fact which must concern us all that the watch industry is one of the most competitive in America today. The severity of this competition is increased because the American market is flooded with watches manufactured in Switzerland with labor averaging about 61¢ an hour.

Despite this, it is our policy here at Hamilton to pay wages and provide working conditions comparable to those provided by other companies in this area. We have done that in the new contract with the conviction that our Company will be stronger competitively because of the enthusiastic cooperation of all Hamilton employees in making a fine product at the lowest possible cost.

It is interesting to look at the record of wage increases here at Hamilton. Since 1946, average hourly wages have increased by 99¢. This represents a 74¢ per hour contractual increase and, in addition a 25¢ per hour increase through the liberalization of earning opportunities over the 9-year period. This average does not include any year end adjustment payments.

Few companies in this area have been able to provide an increase in earning opportunities comparable to this over the same period. At the same time, fringe benefits have increased substantially. We should be proud of this record, culminating as it does with the most recent contract covering the next two years.

We must keep in mind, however, that even though the recent tariff increase does assist us by putting a burden on our competition, it is not a cure-all. The real future of our Company is right here in Lancaster County. Under the terms of the new contract, we can all look forward with confidence to the result of the cooperative effort of all employees during the next two years. With all of us working as a team, I firmly believe this period will be one of the most productive in the history of our Company.

Arthur A. Linden

President

Life

OF A HAMILTON SALESMAN

Hamilton salesmen are a group of people we seldom see. They spend most of their time during the year on the road selling Hamilton watches. We've often heard people comment on the life of a salesman. For example: "These salesmen have it made. They start to work at 9:30 in the morning and spend most of their time wining and dining jewelers." Or, "They just work a couple of hours a day and carry around a little bag of watches."

Beginning of a long day . . .

Load and unload . . .

These comments don't come from *our* Salesmen. They tell a different story.

We decided to find out just what a salesman does do. A reporter from the factory here at Lancaster consented to spend a day with Danny Adams, a Hamilton salesman in Ohio, and give us a report on his activities. The reporter kept a diary for the day. Here it is:

Monday, 4:30 AM. The alarm rang. Decided to go back to sleep. Upon further consideration decided I needed my job and got out of bed.

5:30 AM. Sleepily arrived at Danny Adams' home in Newark, Ohio. Danny obnoxiously cheerful. His wife looked more attractive than any wife deserves to look at 5:30 in the morning. Drank 3 cups of coffee with the Adams and tried to wake up. Attempted to find room in Danny's car for my suitcase and camera. Very difficult because both the back seat and the trunk were loaded down with watches, displays and other heavy items.

6:00 AM. Took a picture of salesman kissing wife good-by. Was so dark outside I had to use a flash bulb. Started driving to Cincinnati. Tried desperately to get some sleep but Danny insisted upon talking about Hamilton watches. Told me that Hamilton watches were highly respected by all jewelers. Explained that there was a great deal of competition, particularly from Swiss made watches. I asked him why this was so. He said the Swiss pay their employees only one-third the wages paid by Hamilton. Tariff on imported watches doesn't cover this difference so they can put their watches on the market at a cheaper price than Hamilton. "This naturally makes my selling job harder," said Danny, "but as long as the Hamilton watch is of the high quality it is, we'll sell 'em."

8:00 AM. Suggested we stop for another cup of coffee. It was patiently explained to me that we must be at a jeweler's in Cincinnati by 9 o'clock. I felt properly chastised. More talk about Hamilton watches. I gave up the idea of trying to sleep.

9:00 AM. Arrived in Cincinnati and prepared to visit first jeweler. Offered to help Danny unload the car. This was a horrible mistake. Each case of watches weighs over 60 pounds. There are two large cases holding 53 trays. Carried, pushed and hauled cases into the jewelry store.

9:10 AM. Met jeweler and started to sell watches.

9:11 AM. Customer came in. Stopped selling watches.

9:45 AM. Customer left without buying anything. Started selling watches again. Tried to help by handing Danny a tray of watches at the psychologically right moment. Turned out to be the wrong trays and the wrong moment. Danny explained to the jeweler that I was a new man and not too bright. Jeweler was not too cooperative. Bought very few watches. Suggested to Danny in a whisper that we leave. He said we had just begun to fight, or words to that effect. Jeweler bought 8 more watches. I started to pack up.

Approaching the line of battle . . .

So far . . . so good . . .

Jeweler bought 4 more watches. Gave up packing and jeweler bought 2 more watches.

11:00 AM. Danny repacked the trays I had packed wrong and we reloaded the car. Danny explained that a jeweler says no as a reflex action, that in his opinion the extra watches sold to the jeweler after he's finished buying makes the profit for the company.

11:05 AM. Suggested we knock off for lunch.

11:10 AM. Arrived at another jeweler's. Informed that buyer was not in. Suggested we knock off for lunch.

11:15 AM. Arrived at another jeweler's. Buyer busy with a customer.

11:45 AM. Customer left without buying anything. Jeweler was unhappy. Danny spent five minutes telling jokes. Jeweler happy again. Began selling watches. Remained aloof and didn't touch the trays. Jeweler asked if I were a spy from Lancaster checking on salesmen. Danny explained that I was a new man.

12:30 PM. Suggested we knock off for lunch.

12:35 PM. Jeweler left to wait on customer. Danny explained that eating was unimportant. That he had to sell watches so we could all keep working here in Lancaster. Shook my head in agreement but not really convinced.

1:00 PM. Customer left after making a purchase. Jeweler happy. No need for jokes.

2:00 PM. Loaded the car and suggested we go to lunch.

2:05 PM. Lunch.

2:15 PM. Unloaded the car to call on another jeweler. Still hungry.

2:20 PM. Jeweler called a customer who wanted to come in and look at the complete line.

2:45 PM. Danny sold her a watch for the jeweler. Began to sell watches to the jeweler. I began to get a little cocky at this point and again started to help with the trays. Even offered a few comments on the watches themselves. There are over 300 of them in the presentation line. Got slightly confused on prices. Danny explained to jeweler that I was a new man and not too bright. Swore to assist him at nothing but manual labor from this point on.

3:30 PM. Unloaded car and called on another jeweler. Listened to an involved story about his fishing trip last August.

Sale going fine . . .

He gave me a big order!

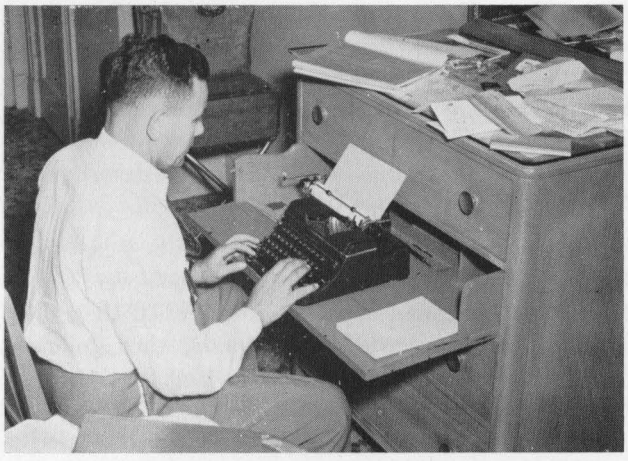
3:45 PM. Started to sell watches. Jeweler interrupted. Listened to a long story about his wife's operation.

4:00 PM. Started to sell watches. Customer came in.

4:15 PM. Started to sell watches.

5:15 PM. Loaded car. Drove to jeweler who had been out before. Unloaded car.

5:25 PM. Began to sell watches. Reminded Danny it was 5:25. He thanked me for the information.



Could sure use a secretary . . .

6:30 PM. Loaded the car and headed for the hotel. Danny adroitly dodged in and out of traffic and at the same time discoursed on the fine points of salesmanship as shown during the day's activities. I suggested we eat and go out on the town. I was ignored. Danny continued to talk about Hamilton watches.

7:15 PM. Arrived at hotel. Carried cases up to hotel room. "Never trust 'em to porters," said Danny.

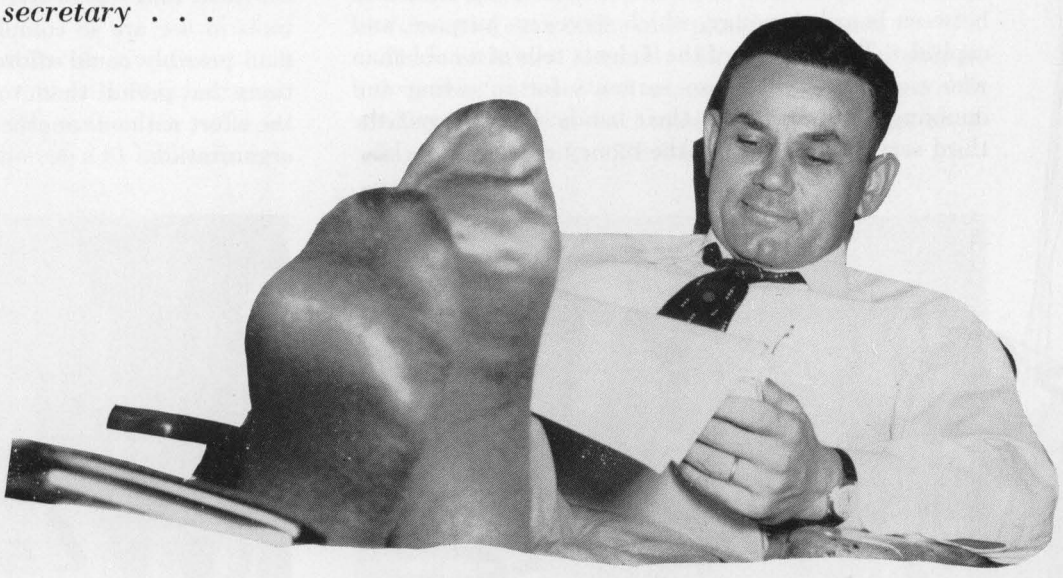
7:30 PM. Went to dinner. Suggested we go out on the town.

8:30 PM. Returned to hotel room. A typewriter mysteriously appeared from nowhere. Here began feverish activity. Writing of reports, letters to jewelers to be called on the following week, and numerous other clerical odds and ends.

10:00 PM. Suggested we go out on the town. Danny still typing. Asked me if I was enjoying my magazine.

10:30 PM. Danny finished with reports. Told me how lucky we all were to have such good salesmen on the road selling Hamilton watches. Was forced to agree. Decided not to go out on the town. Too tired.

7:00 AM. Following morning. Saw Danny in the dining room on my way to the airport. Didn't stop to say good-by. In a hurry to get back to Lancaster and get some rest. Brother, are those cases heavy!!



. . . finally finished

The story of **CAPITAL** Part II

What is Capital ?*

capital is the facilities which makes possible production to fill human wants . . .

Capital, by classical definition, is "any form of wealth employed or capable of being employed in the production of more wealth." In man's ageless struggle to draw a better life from nature, capital has been of great importance. Its creative role is behind all economic progress.

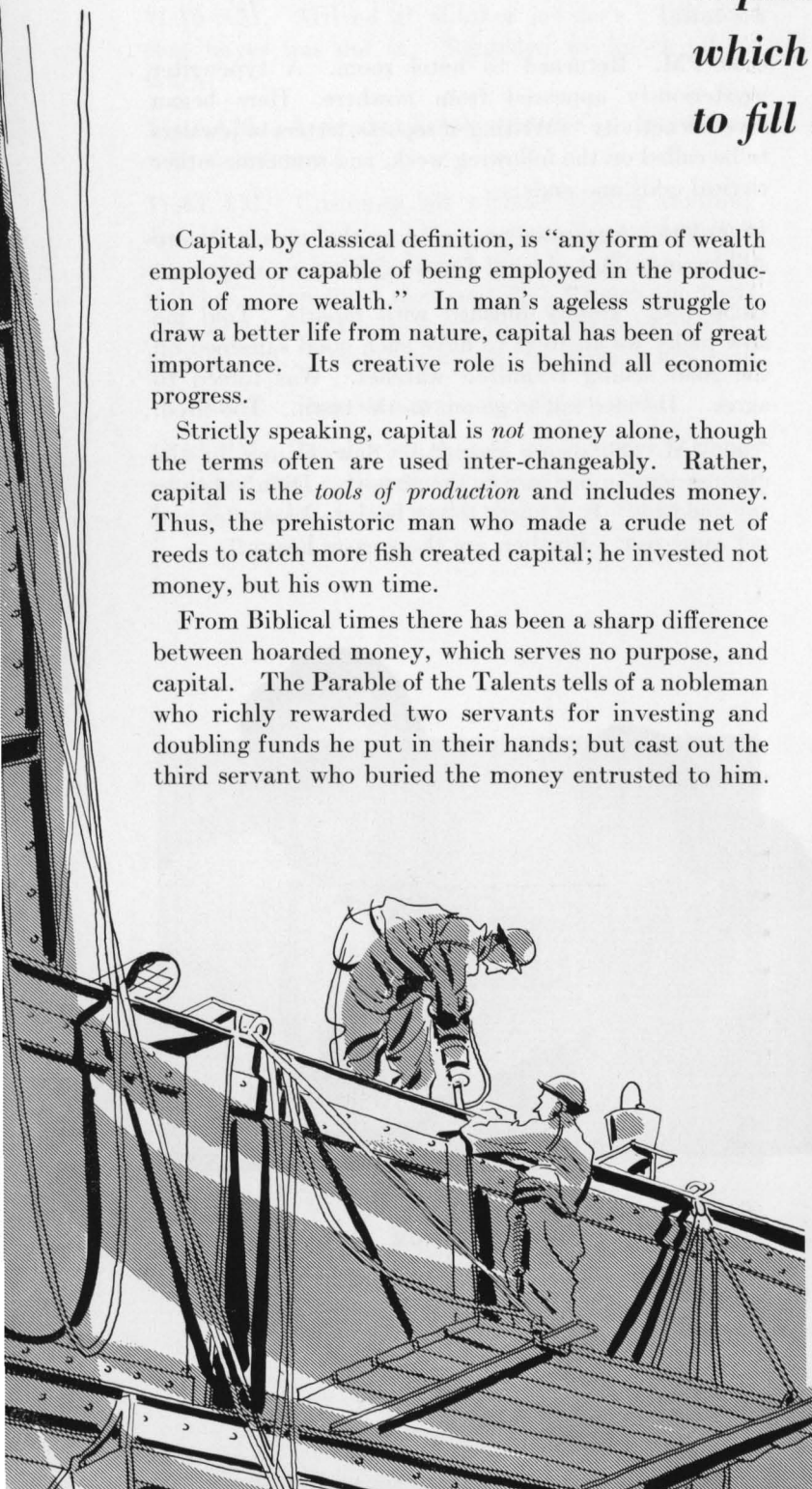
Strictly speaking, capital is *not* money alone, though the terms often are used inter-changeably. Rather, capital is the *tools of production* and includes money. Thus, the prehistoric man who made a crude net of reeds to catch more fish created capital; he invested not money, but his own time.

From Biblical times there has been a sharp difference between hoarded money, which serves no purpose, and capital. The Parable of the Talents tells of a nobleman who richly rewarded two servants for investing and doubling funds he put in their hands; but cast out the third servant who buried the money entrusted to him. Then, as now, capital was an investment from which some return was expected.

ARTISANS' TOOLS COST LITTLE

In early America, capital requirements were small. Most men were farmers or artisans. Tools were simple and inexpensive, and most workers owned their own. If their needs exceeded their funds, they followed Hamilton's early practice of interesting friends in investing some of their savings.

As late as 1850, four out of five workers were classed as individual owners of their own business. Today, by contrast, four out of five workers are employees. The tools in use are so complex and so costly that no one man possibly could afford them. Men need organizations that permit them to share the costs, the risks and the effort with one another. The corporation is such an organization.



$1.00 Capital Is Enough to Open a Lemonade Stand.

Reduced to its essentials, an industrial corporation is but a means of bringing together the savings of many to finance the facilities and manpower essential to modern production. Invested savings serve precisely the same function in a corporation like Hamilton, with an investment of approximately $13 million, as in the colonial artisan's shop. They are still the means by which men buy tools, and thus produce and have more.

CAPITAL IS ESSENTIAL TO EVERY ENTERPRISE

Capital is the lifeblood of enterprise. It is as essential to all business ventures, both great and small, as blood is to a human body. The amount needed varies as widely as the enterprises themselves. For a youngster's lemonade stand, $1 may suffice. To stock a corner grocery store, $1000 may be needed. To produce a textile fiber like nylon takes tens of millions. It is this variation in need that makes America a nation with large corporations as well as small lemonade stands.

The variation, though, is in degree alone, not in kind. Capital is neither the property nor the exclusive right of large corporations. The corporate form of enterprise stems from the fact that in a competitive economy, if many products are to be produced at all, they must be produced in quantity. An ingenious mechanic undoubtedly could make cars in his garage workshop that would run—at a cost of $50,000 each. While the financial structure of large corporations is often complex, its complexity reflects not so much a change in economic principles as the changing needs of a fast-growing population.

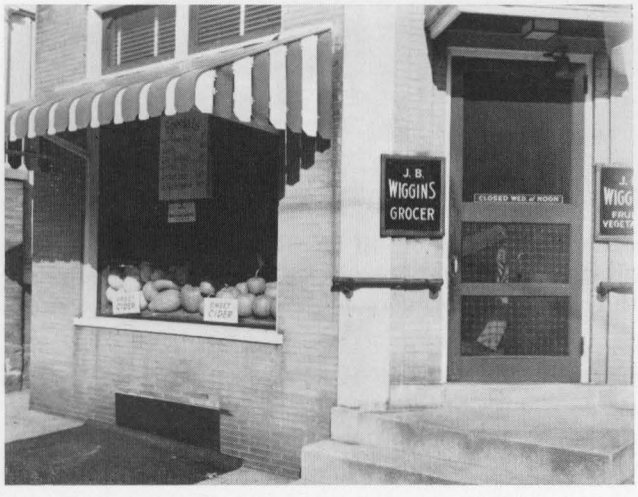
The same point applies to return on investment. A youngster realizing a 10 cent profit on a $1 investment in his refreshment business does as well, in one sense, as a corporation earning $100 million on a $1 billion investment; each makes a 10 per cent return on investment. The profit on a particular business varies with a number of factors, among them the intelligence of management and general business conditions. But judging the size of profits by dollars alone is misleading.

CAPITAL IS CREATIVE WHEN IT FILLS A NEED

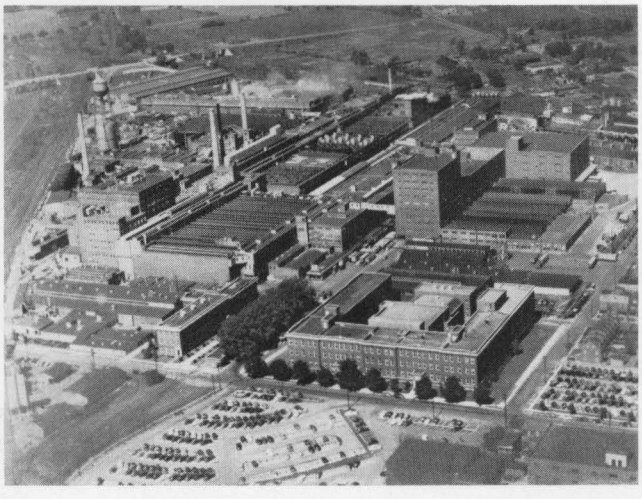
Savings alone, lying unused, mean nothing. A forgotten piggy bank is valueless. The hoarded gold of King Midas created nothing and served no higher purpose than gratification of personal greed. Only when put to use do savings become capital, and only when given direction in filling the needs of the market place does capital become creative. To this extent it might be said that savings, like men, become productive only when purposefully employed.

The creative function of competitive capitalism is channeling money to that critical place where it can be put to work *most usefully*. In modern practice, it is the function of management—whether it be the owners themselves or professional managers selected by the owners—to direct capital into creative channels. The cycle begins with a need, and an idea for filling that need with a new or improved product. Laboratories must be provided for experiment and development. When an idea becomes a useful product, commercial production is planned. That means construction, and more funds are required. Then follows the need for "working capital"—money to finance raw materials and payrolls. Throughout this cycle, management must direct both technical and human resources to achieve the maximum usefulness of each dollar of capital investment.

There is no sure formula. Investment inevitably involves risk, patience and adaptability. But, creatively used, capital has given Americans opportunities to attain new heights of well-being.



$1,000 Capital Might Be Needed for a Small Grocery Store.



Corporations like Armstrong Cork Co. require millions of dollars in capital.

Continued in next issue

noted . . .

ADDITIONAL CONTRIBUTORY LIFE INSURANCE ACCEPTED BY MEN

By a vote of well over the required 75%, Hamilton's male employees subscribed for the $2000 additional contributory life insurance offered by the company. The insurance will have become effective on November 1st for all those who voted "yes." Those who voted "no" or who did not cast a ballot may still subscribe by contacting their foremen for a subscription blank. After November 15th, however, "evidence of insurability" will be required to subscribe for additional insurance. The cost of the insurance is $1.08 per month.

The women employees voted not to increase their insurance. They were given the opportunity to subscribe to an additional $1000 at a cost of 54¢ per month. The present $1000 plan will continue in force for them.

CONTEST

. . . many entries have already been received in the Timely Topics name-changing contest. You still have time to enter. Closing date for entries is November 30th. The prizes again are: First prize—$30 merchandise certificate, payable to the store of your choice; Second and Third Prize—$10 merchandise certificate. We'll announce the three winners in the December issue of Timely Topics. And if the editorial board decides to accept one of the titles your December publication will have a brand new name. We'd like to remind you that in addition to Hamilton employees, the members of an employee's family may also enter the contest. Just write your suggestion on a slip of paper and give it or send it to any editor or reporter of Timely Topics.

50 YEARS WITH HAMILTON

Mamie Shea started to work for the Hamilton Watch Company in 1906 when she was only 15 years old. "For fifty years," as Mamie says, "I've seen them come and go." When C. R. McCarney presented her with flowers on behalf of her associates in Import Casing he stated that it had been a pleasure to work with a woman like Mamie; that no one ever had any reason to complain about her or the quality of her work. McCarney, incidentally, has worked here for 31 years himself.

One of Mamie's last stops before leaving was a visit to our president, Art Sinkler. Some years ago she worked for Art. As they chatted about the past he re-echoed the sentiments of all her friends here at Hamilton, "After 50 years, it won't quite be the same without the friendly smile of Mamie."

The idea for this cartoon was the brain child of the Advertising Department. Trouble is, no one could think of a caption. Of course, it's pretty funny as it stands, but a caption would make it even better. Do you have any ideas? How about writing a caption for us? Send it in and we'll publish the better ones in future issues.

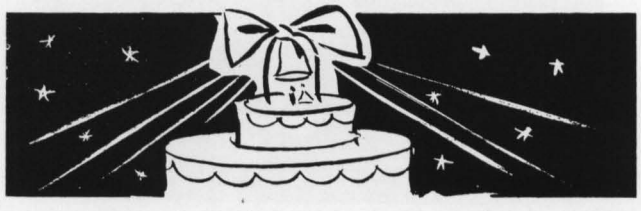
LETTER TO THE EDITOR

"Let's get the paper more friendly. As it is no one can understand it—if the paper is for the employees let's hear more about the people."

Signed by number of ladies from East Petersburg

(How we doing this month, gals? Turn in those personal items to your reporters and lo, they shall appear. How about it? *The Editor.*)

MARRIED



. . . September 10th . . . Roberts M. Kilhaeffer, Equipment and Tool Design Section to Fay Neff at Otterbein E. U. B. Church.

. . . October 8th . . . Sara Kise, Train Department to Dale Alleman, employed at Armstrong Floor Plant . . . Zion Lutheran Church, Marietta, Pa.

NEW HAMILTONIANS

. . . Robert James, Jr., to Ethel M. (formerly of Train Dept.) and Robert J. Beck . . . September 5th . . . Lancaster General Hospital . . . 6 lbs, 8 oz.

. . . Randall Louis to Paul F. (Service) and Dorothy E. Schwarz . . . September 7th . . . Lancaster General Hospital . . . 8 lbs. 3 oz.

. . . Paula Ann to Mr. and Mrs. Charles Braun (Display) . . . St. Joseph's Hospital . . . September 8th . . . 6 lbs. 1 oz.

. . . Donna Marie to Mr. and Mrs. Warren Harnish (Machine Shop) . . . September 8th . . . Lancaster Osteopathic Hospital . . . 6 lbs. 4¾ oz.

. . . Timothy W. to Werner (Machine Shop) and Helene Konrad . . . September 9th . . . Lancaster General Hospital . . . 8 lbs. 5 oz.

. . . Scott E. Markley to Mr. and Mrs. Robert C. Markley (Watch Assembly) . . . September 11th . . . Lancaster General Hospital . . . 8 lbs.

. . . Dominic Girard to Leonard (Escape) and Rosa Pugliese . . . September 15th . . St. Joseph's Hospital . . . 6 lbs. ½ oz.

. . . June Marie to Harold and Alta Strawser (Dial Dept.) . . . September 20th . . . Lancaster General Hospital . . . 7 lb. 10 oz.

. . . David Richard to Mr. and Mrs. Richard E. Horn (Import Casing) . . . September 27th . . . St. Joseph's Hospital . . . 7 lbs. 10½ oz.

. . . Gary William to Paul F. (Spec. Mfg.) and Alice E. Rye . . . October 6th . . . Lancaster General Hospital . . . 7 lb. 3 oz.

. . . Sharon Kay to Mr. and Mrs. Russell Lutz (Machine Shop) . . . October 11th . . . Columbia Hospital . . . 6 lb. 2¼ oz.

noted . . .

QUOIT TOURNAMENT

Winners of the October HRA Quoit Tournament proudly pose with their well-earned trophies. (Standing left to right) Bill Dinges, HRA president; Russ Kuhns and Earl Brinkman, runners-up in the doubles; and Bob Urspring, runner-up in the singles. (Kneeling left to right) James Di Nisio, member of the winning doubles team; C. Hickey, singles champion; and Nevin Martin, the other doubles winner.

TIMES HAVE CHANGED

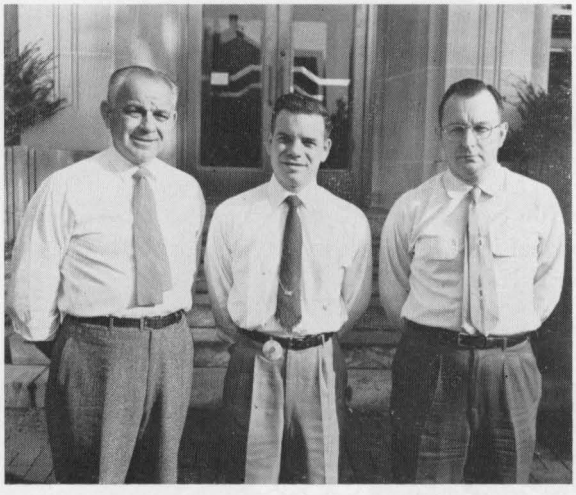
In addition to a fair amount of inaccuracy the people in the 1800's had quite a few other problems with their watches. One enterprising writer had the following to say about the care of timepieces in those days:

"A watch should be opened as seldom as possible, especially not in dusty, smoky or damp places. Users of snuff must take care not to allow a single grain to fall into the watch. If riding on horseback, never dismount until the watch chain is secured and out of the way. In crowds keep the chain short, not only on account of pickpockets, but to save it from becoming entangled and suddenly being yanked out of the pocket, especially if there is no safety cord or ribbon passing over the shoulders. These latter are helpful in preventing a very flat watch from being pulled out. Never take the watch along to the outhouse."

SUCCESSFULLY COMPLETE HIA EXAMINATION

Charles W. Starr (left below) of Product Performance Section with 13 years service was recently certified as a Master Watchmaker. He received training at Hamilton's watch school. At the same time Paul B. Martin (right below), Watch Assembly, with 26 years service and G. Gordon Minnich, Spring Room (middle below), with 7 years service, were certified as watchmakers. Both Martin and Minnich supplemented their watchmaking knowledge by attending classes in the evening held here at Hamilton and taught by A. Burkhart of the Service Department.

This makes a total of 24 Hamilton employees who are certified by HIA. If anyone feels they are qualified to take HIA examinations they can find out the procedure by talking either to Dick Slaugh or Roy Conner. Dick and Roy, incidentally, will attend a joint meeting of the Horological Society of New York City and the HIA's Board of Directors in New York on October 15th and 16th. Dick is executive vice president of HIA, and Roy is chairman of their certification committee.



BY THE WAY

One mistake in life is the refusal to set aside trivial preferences in order to accomplish important things.

Try to make at least one person happy each day, and then in ten years you have made three thousand, six hundred and fifty persons happy, or brightened a small town by your contribution to the fund of general enjoyment.—*Sydney Smith*

SPEAKERS

. . . Dick Slaugh was the featured speaker at the 22nd annual convention of the Indiana Watchmakers Association in Indianapolis on October 29th. Title of his talk was "What's New, Horologically?"

On Thursday, October 13th, Ed Jones (Advertising) spoke at the first Radio-Advertising Clinic in New York on Hamilton's use of radio advertising.

On November 1st, W. H. Collins spoke before a joint meeting of the Optimist & Kiwanis Clubs in Columbia, Pa. Subject was "How a Watch Works."

Henry S. Tholen spoke on October 26th, to the Credit Men's Association of Eastern Pennsylvania on the subject of guaranty.

HRA HOEDOWN DANCE A HUGE SUCCESS

To prove what fun everyone has at HRA activities someone took about 15 pictures at the dance. When Ned Aurand tried to develop them he threw up his hands in despair. We did salvage a shot of the dance committee (rear, left to right, Bob Jones, Frances Felix and Marty Ryan. Front, left to right, Jackie Delp, Dolly Getcy and Bill Bush). They did a wonderful job.

The Pennsylvania Hot Shots supplied the music, including some square dances. Door prizes were won by Mr. and Mrs. Cal Allison, Mr. and Mrs. Russel Enck, Mr. and Mrs. Bob Welk, Mr. and Mrs. Al Transue and Mr. and Mrs. Jim Showalter. Mary Stehman and her husband, now Mr. and Mrs. Frank Gochenaur, won the spot dance prize.

GENERAL

. . . Ted Lamparter, Quality Control, has good reason to be proud of his son. Ted Jr., plays first-string quarterback for McCaskey High.

Ray Dirks, Machine Shop foreman, entertained the officers and committee members of the Credit Union at their regular monthly meeting on his lawn on School House Road October 27th. After the business meeting refreshments were served and those present were entertained with cards, movies, ping pong, pool and bowling-on-the-green.

Their many friends will be happy to know that Chester Shreck and Bill Melbert of the Machine Shop have recuperated from their recent illnesses. Both are back to work.

Known Hamilton employees who attended World Series games are Mrs. Bernice Hoover (Escape), Peggy Dressendorfer (Display), George Dommel (Allied Products), James Hostetter and Walter Broome (Machine Shop), Dick Kurtz (Crystallography), and Frank Remley (Mechanical Planning).

Potter County deer had some fun recently at the expense of the Machine Shop Robin Hood Bow and Arrow Club. The Sherwood Forest boys made their annual trek to their deer camp at Cross Forks, Pa., October 20th, 21st and 22nd. Posing as archers for the occasion were Bob Bauer, Kenny Bitzer, Ham Datesman and Jim Yeingst of the Machine Shop, Rex Kelly, (Allied Products), and Jerry Bitzer (Small Tool).

On Saturday, October 8th, the Small Tool Dept. took an excursion to Philadelphia to see Cinerama Holiday. The tour started at 9 A.M., from the factory parking lot.

. . . Before the show there was time for a little shopping. Jerry Bitzer wanted to buy a new suit—instead his wife bought 3 dresses. Everyone arrived back in Lancaster about 8:20 P.M., pleasantly tired and full of plans for another excursion in the near future.

Baby clothes and rattles marked the exit of Shirley Roehm (Adv.) on October 21st, after four years with Hamilton. "The Girls" arranged a surprise shower at noon.

noted . . .

Edgar Way (above) of the Small Tool Department retired September 30th after 34 years of service. His co-workers and their wives held a dinner for him at the Lititz American Legion. Fishing and baseball are Ed's favorite hobbies and his future plans include both, plus just taking life easy. As Ed said, "That's for sure"!

HERE'S A QUESTION FOR HAMILTON'S MATHEMATICIANS

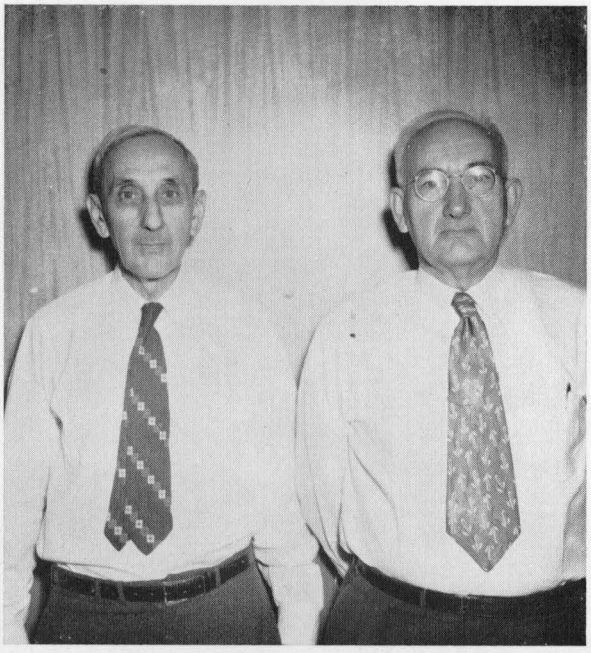
Based upon "one and one-quarter turns" of balance wheel motion, a watch will make "197,100,000 turns" per year. That's right—no kidding. Here's the way it's figured. 5 ticks per second, times 86,400 seconds per day equals 432,000 ticks per day or 157,780,000 ticks per year. 157,680,000 ticks per year, times one and one quarter turns, equals 197,100,000 turns per year.

Now, FINALLY, the question. Based upon a 27″ diameter tire, how many miles will an automobile tire travel in one year if it makes as many revolutions as a watch balance wheel makes turns? Can you figure it out? We couldn't. Bob Hartman claims he has the answer and we'll publish it next issue.

Percy A. Hackenberger, former Hamilton employee, died at Lancaster General Hospital on October 10th. Hackenberger was employed in the Finishing Department of the Hamilton Watch Company prior to his retirement three years ago. He was a member of the Faith Evangelical Reformed Church and White Cross Commandery, Knights of Malta.

The above picture speaks for itself. For years Walter "Bags" Broome (Machine Shop) has been accused of selling official souvenir programs at World Series games. This year was no exception. So fellow worker "Jimmy" Hostetter (Machine Shop) armed with his camera, decided to see for himself. "Jim" caught "Bags" in his hawking act at approximately 11:15 A.M., September 29, 1955. It was game No. 2 at Yankee Stadium—Yanks won 4–2.

RETIRED



Frank S. Hatz (left) and J. Jerome Hergenrother (right) join the ranks of recently retired employees. Hatz has been a Hamiltonian since 1907 and Hergenrother since 1911. Both had a break in employment but ended up with 42 years service each. Hatz plans on spending his winters in Florida with his daughter. On leaving, Hergenrother reminisced about the past when he first went to work for Hamilton. At that time 32 employees in the Screw Department were able to turn out parts for only 300 watches a day. Compare that with today's output!

HRA CALENDAR

. . . November 11th . . . Card Party . . 8 to 11:30 PM. at the Arcadia, 27 W. Orange St. HRA members and one guest, 25¢ each . . . non-members $1.00. Bridge, 500 and Pinochle will be played. Table prizes and a door prize.

. . . December 2nd . . . Christmas Dance . . . Stevens House.

. . . Dance in January or early February and another in April.

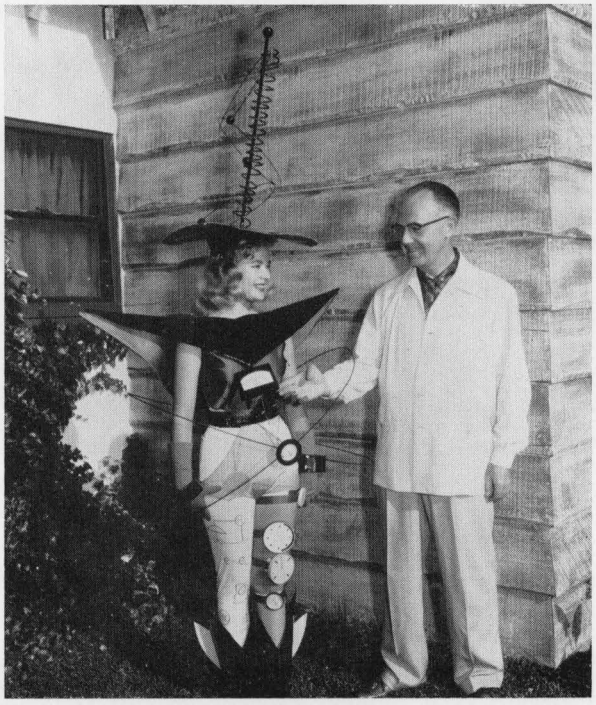
. . . A roller skating party.

. . . Two more bowling tournaments.

. . . A special tour to Hershey to see the Ice Follies at a reduced price. Dates and other details of these activities will be announced in the near future. Watch your bulletin boards.

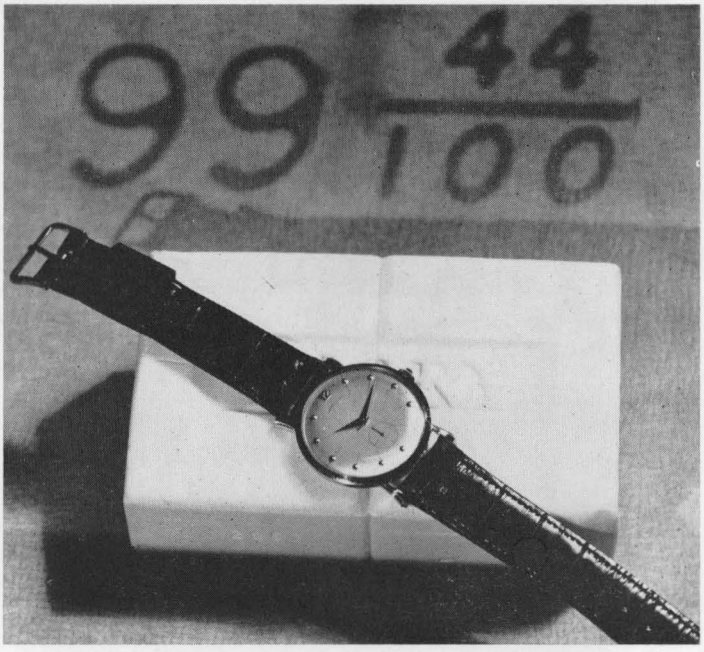
FOR SALE

. . . Double-breasted black tuxedo . . . size 40 . . . $15.00 . . . contact Tom Smith, ext. 375. . . . boy's Raleigh English bicycle . . . 3-speed gear shift, generator light system, dust-proof chain drive, horn, tools and luggage carrier . . . used one summer . . . like new . . . A. I. Kreider . . . Phone 2-3893. . . . Thayer stroller and coach combination . . . bathinette . . . Detecto beam type scales . . . 100 ft. yard fence (play yard) . . . Clarence W. Coppock, ext. 245.



Pretty Barbara Thomason (above) named Miss Automation in connection with the 11th Annual Instrument-Automation Conference and Exhibit sponsored by the Instrument Society of America in Los Angeles September 12–16, 1955, talks with Robert Sheen, newly elected president of the Society. We doubt the accuracy of those gadgets worn by Barbara since they weren't made by Hamilton, but on her they look good.

Sixteen thousand were reported attending the Conference. Hamilton's exhibit featured its marine and break circuit chronometers, the Space Clock, a 3-dimensional metals display and an allied products parts display. The Allied Products Division also participated in the Instrument Fair and Automation Exhibit on September 27th and 28th at the Hershey Community Center in Hershey, Pa.



99 44/100 pure

Hamilton quality beats it by a mile!

FOR many years a certain soap company has been advertising their product as being 99 and 44/100 per cent pure. This phrase has become as successful as Hamilton's "The Watch of Railroad Accuracy." So much so in fact, that the American consumers have come to accept 99 and 44/100 per cent as the ultimate in perfection. Such is the power of advertising. Or conversely, the gullibility of the American public.

We have nothing for or against the soap in question, but how would its advertising claims stack up to the purity or quality of our own Hamilton watches? What would the timekeeping error in a Hamilton watch be on the basis of 99 and 44/100 per cent accuracy?

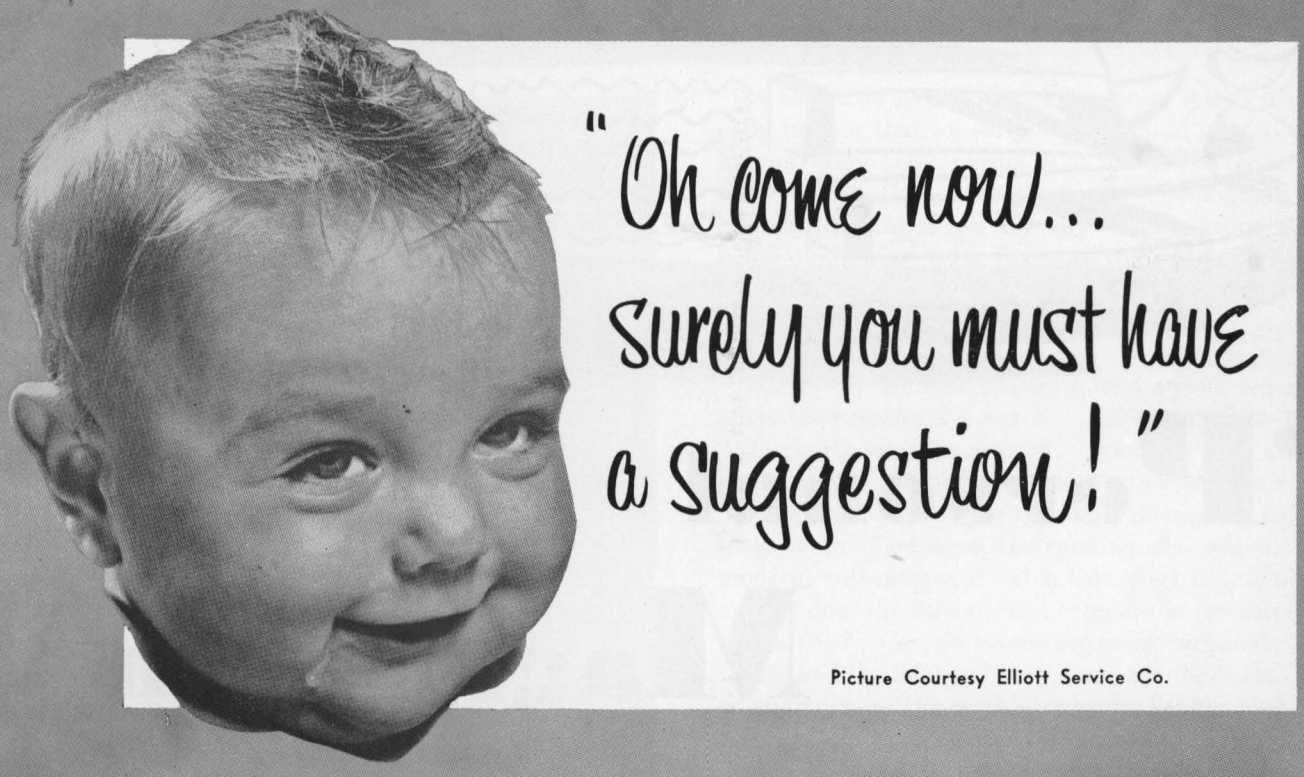
Let's look at the figures. A watch ticks 5 times per second. Using a 24 hour day as a basis, there are 86,400 seconds in a day. Multiplying these seconds by 5 ticks per second we get the figure of 432,000 ticks per day. In other words, during every 24 hour period throughout the entire year, a Hamilton watch ticks approximately 432,00 times.

Now, *if our watches were only 99 and 44/100 per cent accurate*, it would mean that there are approximately 2,420 ticks *error* every 24 hours. Since there are 5 ticks in each second this would result in an error in timekeeping of 484 seconds every 24 hours, or, *approximately 8 minutes and 4 seconds error per day.*

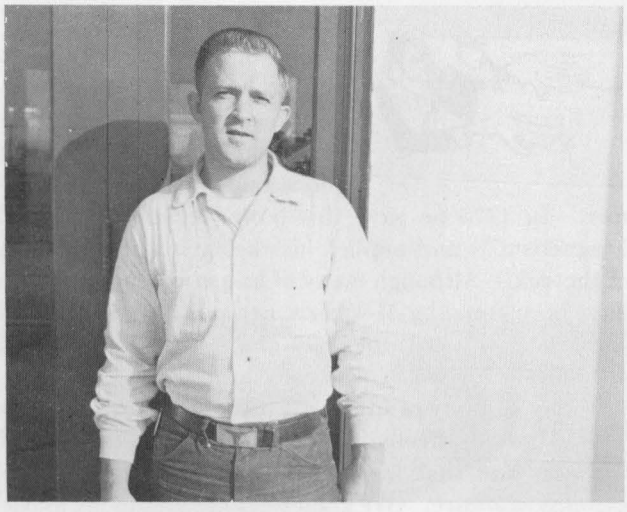
What would happen to our reputation for quality if our watches were over 8 minutes inaccurate every 24 hours? Every manufacturer strives to make his product as perfect as possible. We can be proud of the fact that Hamilton employees turn out one of the most perfect products on the market today.

It can safely be said that if our watches are regulated to the individual wearer by a competent watchmaker or repairman, they are at least 99 and 97/100 per cent, or more, accurate.

Soap manufacturers take note!

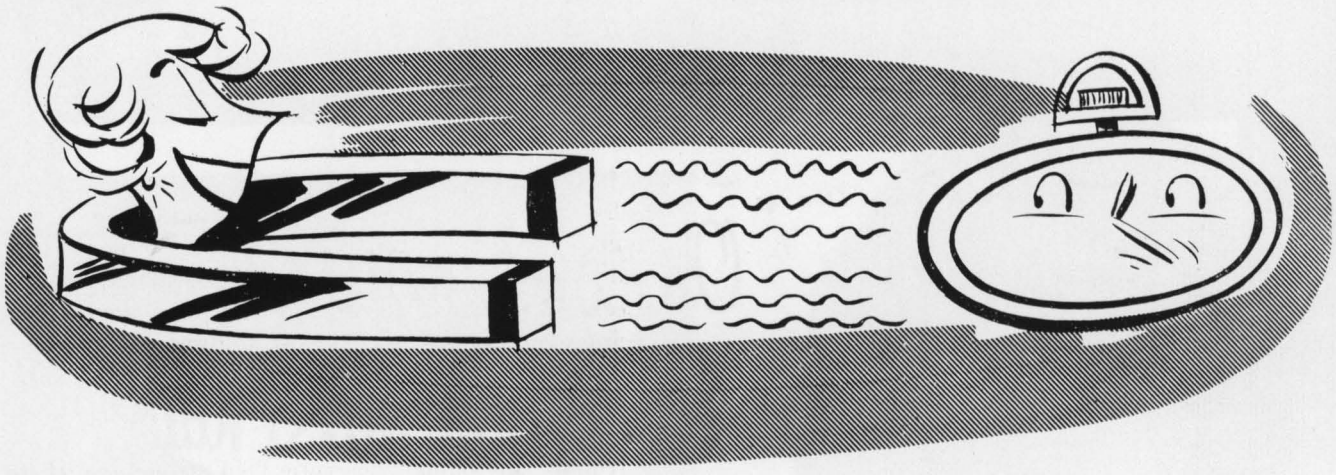


THEY DID!



Howard Herchelroth, recent award winner for his suggestion of installing air nozzles at Station No. 3 Inspection.

Another winner, Louella Benner, for her suggestion of a cover plate or lid to minimize the possibility of damage to the pivots.



"Personal Magnetism"

can it affect your watch?

by Bob Hartman

WE humans are sometimes spellbound by the mysterious—the enchantment of the unbelievable—the hocus-pocus of the black art. The occult challenges reason and breeds on the fact that truth often lacks charm.

Thanks to imaginative copy writers, a watch has come to be accepted as a "living mechanism." The mainspring has been likened to the "heart"; the rhythmic tick-tock as the "pulse"; and, to complete the human simile, we can *see* that a watch has a "face" and "hands."

Coupled with this romantic aura from the watch itself are the reports of mystical powers that are supposed to be within, or come from, the human body.

How often have you heard someone say—sometimes boastfully—"I'm one of those people who just can't wear a watch." They generally follow this with a somewhat smug explanation of how their body gives off electricity which is absorbed by the watch mechanism, causing it to be inaccurate despite the best efforts of watchmakers. Are these people correct? Is there such a thing as "Personal Magnetism"?

Personal Magnetism can be interpreted several different ways. The existence of a poetic meaning to the phrase, as it applies to appearance and personality traits, cannot be disputed; to which every Marilyn Monroe, or Tony Curtis fan will heartily agree. We're concerned with the other phase of Personal Magnetism (darn it), that force which, if it does exist at all, may interfere with the workings of a watch.

One of the first persons to have a belief that the human body possessed magnetic powers was an Austrian mystic and physician named Franz Mesmer. In 1775 he gave this power a name—"Animal Magnetism"—and applied his theory in the treatment of the sick. Although many of his patients professed to have been cured by Mesmer's methods, he was branded a charlatan by his colleagues and never gained official recognition for his hocus-pocus techniques.

Today, a study of Mesmer's methods reveals that his "cures" were effected more by auto-suggestion and hypnosis and that his magnetic theory was just incidental to the cure. We know Mesmer best today as one of the pioneers in the practice of hypnotism—the word "mesmerism" having been coined in his honor.

Miss America, 1953

In the latter part of the 19th century it was scientifically proven that an electrical potential existed in the human body. By means of a galvanometer, and in more recent times a cathode ray oscillograph, this electrical potential has actually been measured and is being used today in the diagnosis of disease.

Now, if there's an electrical current in the body, there must be a magnetic field. So actually there *is* such a thing as Human Magnetism.

But is this human magnetic field strong enough to affect the running of a watch? Let's take a closer look.

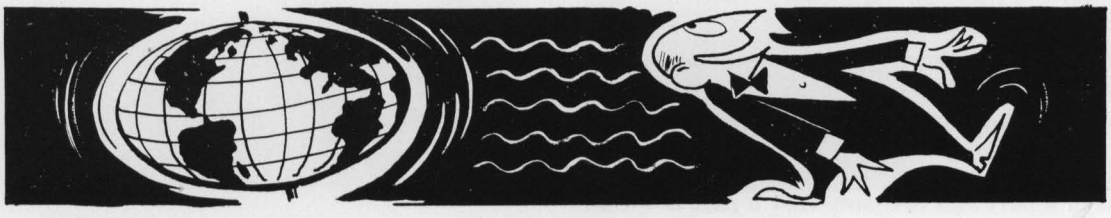
The earth itself is a magnet. Scientists have actually measured the intensity of the earth's magnetic field. Yet we know from experience that the earth's field has little or no effect upon the running of a watch. In a modern, anti-magnetic watch this effect is actually nil.

How does the human field compare in intensity with the earth's? Certain people are more "magnetic" than others and the field will vary among individuals. But, on the average, the earth's magnetic field is *2500* times greater than any yet found in humans.

Here we have the best proof to offer those who insist that they can't wear a watch because of their magnetic influence upon the mechanism. It may ruffle their vanity to learn otherwise but if the earth, with its infinitely stronger field, cannot influence a watch—then a human cannot expect to, either.

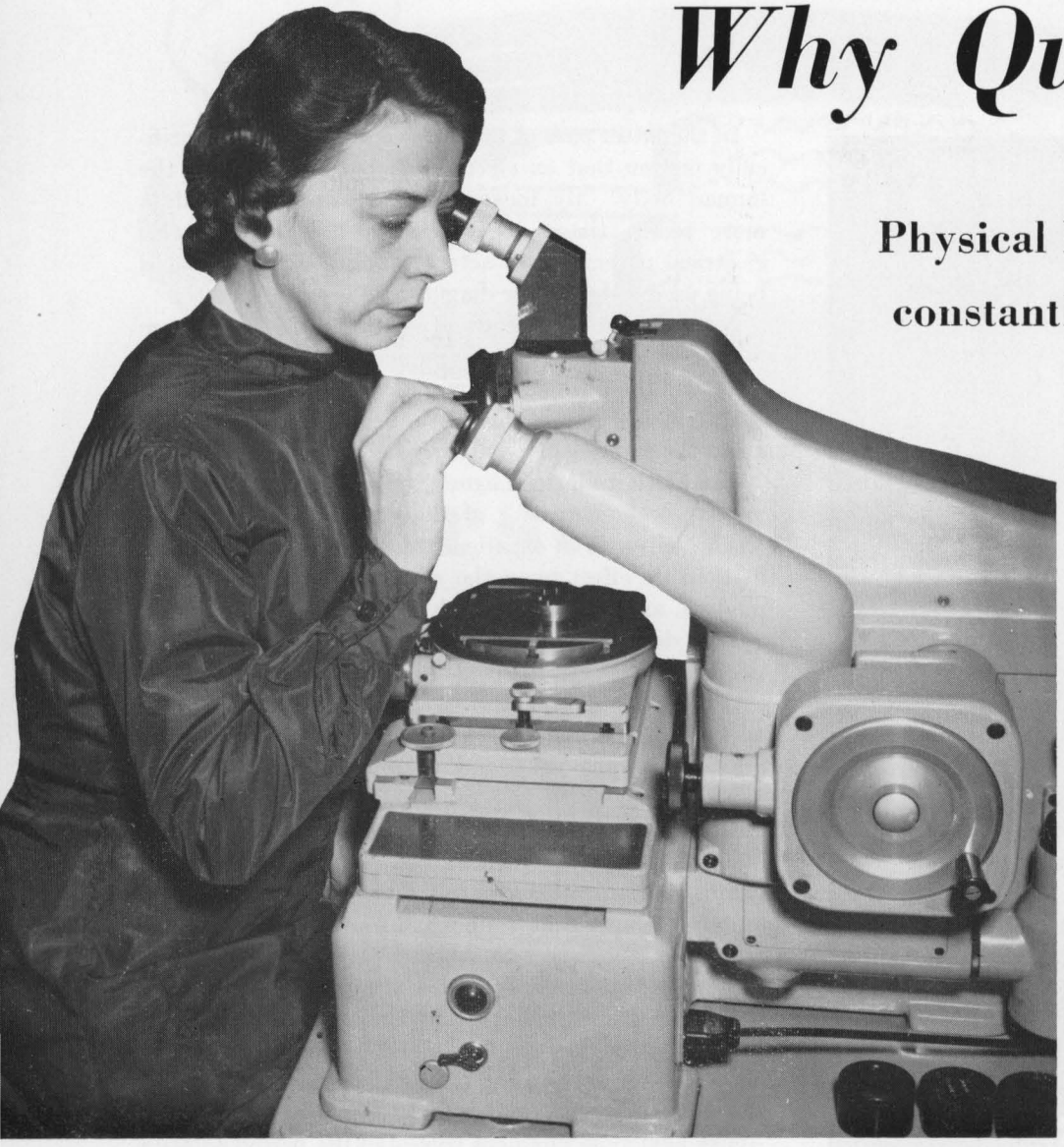
Despite this evidence, there are cases where people have been led to believe that they just can't wear a watch because they are "magnetic"—even some watchmakers are guilty of using this as an excuse for not being able to regulate a watch.

The next time you hear this—tell the person to see a capable watchmaker. They may be disappointed to find out they're not really *that* "magnetic"—but you might, tactfully, offer as final proof the fact that Miss Americas don't have a bit of trouble with *their* Hamiltons!



Why Quality ?

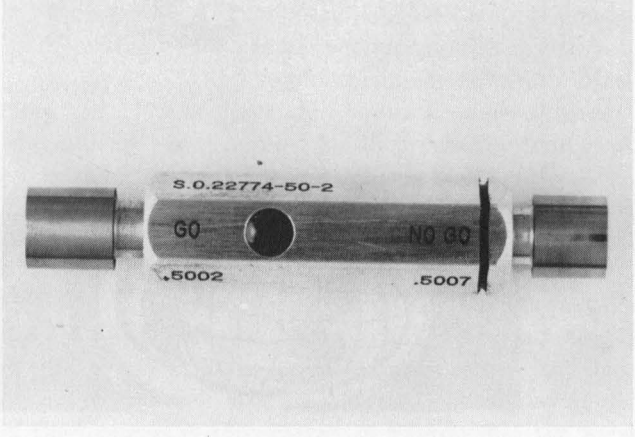
Physical Measurements Lab constantly checks accuracy of 6,000 gages



Mearl Underkoffler operating a measuring machine which measures to five/one hundred thousandths of an inch.

One of the important elements which contributes to the amazing quality of Hamilton watches is the Physical Measurements Laboratory headed by John Adams. John is also the supervisor of Machine & Tool Inspection. A primary responsibility of Physical Measurements is to assign specifications to all gages and to determine that they meet these specifications. According to Bruce Whitney, who is responsible for this activity, these measurements are vitally important in order to assure that each watch part is the right size and completely interchangeable with like parts.

A gage is any unit used to measure the physical dimensions of a part and to assure that a part is within the drawing specifications as determined by Hamilton's engineers. Over 6000 of these gages are used through-



Plug gage used to measure internal diameters.

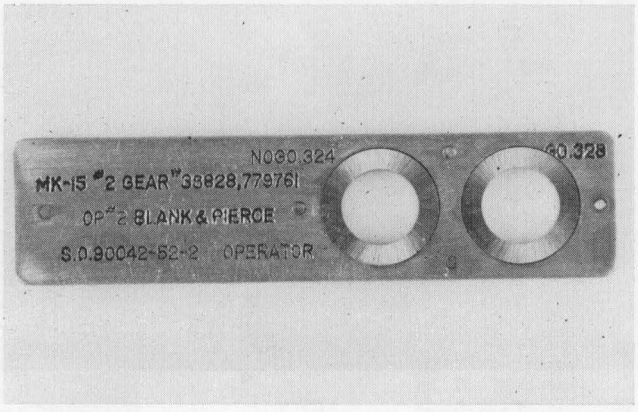
out the factory to keep a constant check on the accuracy of all watch parts. The Physical Measurements Laboratory makes sure that the gages themselves are constantly accurate.

The Lab came into existence approximately seven years ago. It was established to create higher quality merchandise through smaller tolerances and to help assure that any watch part made at Hamilton would fit into all watches of the same type movement.

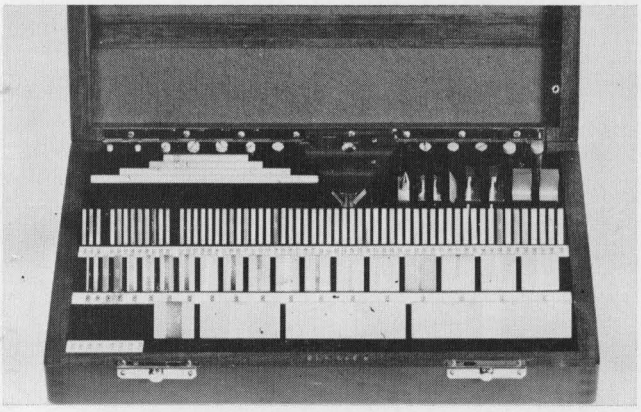
A visit to the Physical Measurements Laboratory reveals many interesting facts. Perhaps you can remember from a high school physics course that there is a slight expansion or contraction in metal depending upon the temperature of the room in which it is placed. To compensate for this factor the Laboratory is kept at a constant temperature of 68° Fahrenheit. This is the standard temperature at which measurements are taken the world over and which helps Hamilton technicians to measure gage blocks to *one-millionth of an inch accuracy.*

Keeping track of the thousands of gages throughout the factory and periodically checking their accuracy is quite a problem. Each gage has an inspection card where all data such as corrections, time of inspection and who inspected is maintained. In addition, each gage has an IBM card which is monthly run through an IBM machine to determine which gages need inspection for that month.

Since such a great number of gages are involved, the laboratory recently established a Mobile Gage Inspection Unit. This Unit checks the gages right where they are used. Everyone has been pleased with this new

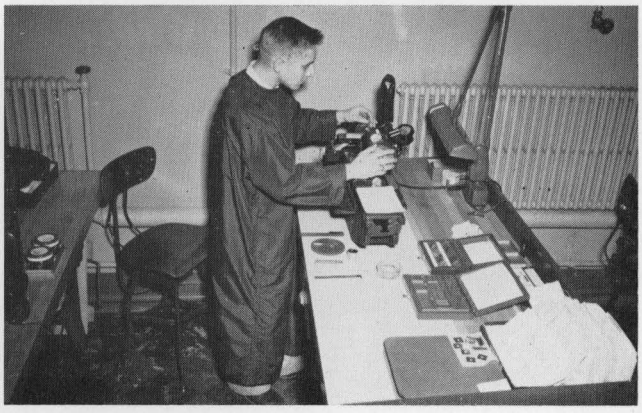


Ring gage used to measure outside diameters.



Box of gage blocks which determine standard of measurement used at Hamilton.

Helen Witmer operating a DO-All comparator which checks gage blocks to one millionth of an inch.



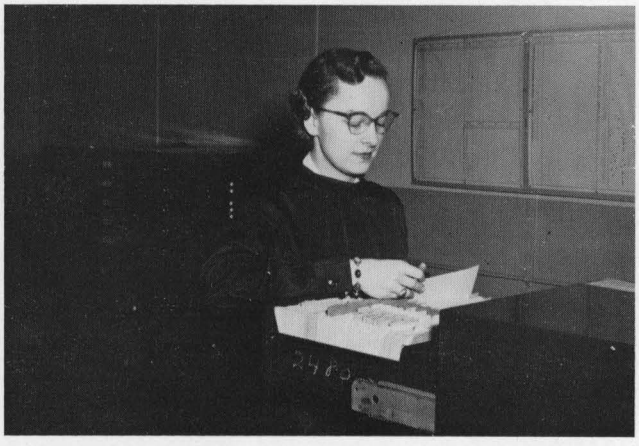
Accurate measurements to one/one hundred thousandths of an inch being made by Paul Venerick.

method because it eliminates the necessity of writing detailed call sheets and inspection orders. It also saves the job boss's time in securing gages not in use and the department is not deprived of their measuring tools while they are being inspected. The Mobile Unit also assures more continuous production because more frequent checks can be made of all gages.

You may wonder, as we did, how Hamilton determines the basic standard of measurement. This problem is solved through a master set of gage blocks. This valuable box and its contents is treated by our lab technicians as if it was a box of pure radium. It is lined with VPI paper to absorb moisture. When a gage block is taken from the box it is carefully cleaned and polished before being returned. The blocks are so perfectly flat and accurate that because of molecular cohesion they will stick together as if magnetized when they are slid or piled one on top of another.

The accuracy of these master blocks is periodically checked with the Bureau of Standards in Washington, D. C. They, in turn, periodically check with the comparable agency in other major countries throughout the world. So when you use a gage to measure the accuracy of your machine work, its trueness is based upon many, many measurements taken throughout the free world. The only way a Hamilton gage can make a mistake is through human error in computation, and this almost never happens, or if the gage has been used too long before it is properly inspected. Every gage used beyond the normal inspection time further jeopardizes that magic word "quality" of which Hamilton is so proud.

Joe Szalay measures height of an object on an electronic height gage.



Dorothy Meisenberger checks a gage record in master file.

Employees of the Physical Measurements Lab keeping tab on the accuracy of Hamilton's measurements.

Jimmy Patton and Art Kling, operators of the new Mobile Gage Inspection Unit, check their equipment.

HONOR ROLL CHANGES

OCTOBER-NOVEMBER 1955

50 Years

Harry J. Keller	Train
Mamie Shea	Import Casing

35 Years

Elsie Dull	Assembly B
Leah E. Eshleman	Train
Walter Nagle	Assembly E
Walter Plank	Assembly E

30 Years

Mary L. Good	Train
Maude E. Kendig	Assembly B
J. Edward Miller	Product Stocks
Mary Zercher	Plate

20 Years

Wallace R. Bork	Sales Promotion
Geneva Flick	Plate
Mary E. Frey	Train
Mattie Hillard	Product Stocks
Charles A. Kenney	Maintenance
Anna Parks	Train
M. N. Rivenburg	Sales Research Manager
Janet K. Stair	Tabulating
H. Robert Wenzel	Contract Sales

15 Years

Wilbur H. Collins	Industrial Sales Engr. Supv.
John Fox	Plate
Mary Gladfelter	Bal. & Hairspring
Jay M. Good	Machine Shop
Edward Humpf	Mfg. Stocks & Stores
Ruth Irwin	Payroll
Kenneth M. Kuntz	Works Lab.
L. William McCarthey	Bal. & Flat Steel
Henry C. Schaller	Fuze Foreman Inspector
Chester J. Schreck	Machine Shop
Carroll Shearer	Machine Shop
John M. Stoltzfus	Assembly E
Marvin S. Thomas	Fuze Mfg.
Robert Ursprung	Dial
William A. Weller	Screw Mtg.

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