

Timely Topics

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

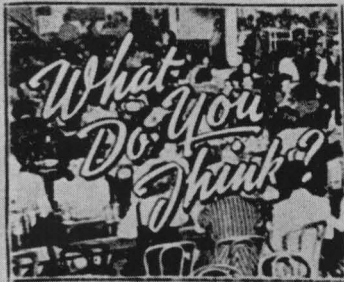
SEPTEMBER 1955

MAY 31
1943

What will we call it?

Volume 1
Number 1

Published By and For the Employees of the Hamilton Watch Co., Lancaster, Pa.



This question will be popped now and then at Hamilton workers picked at random throughout the factory. Our roving reporter and cameraman will pick subjects of general interest—a different one for each issue. Our question this time is:

"What is your impression of our newly renovated cafeteria? What do you think? Huh?"

MRS. HAZEL OLT
Jewel Manufacturing

The food service in the cafeteria is grand. There is certainly more of a variety of dishes to choose from than formerly and you don't have to get a cooked meal every noon."

MISS NORMA SHEAFFER
Balance Staff Dept.

The cafeteria food is excellent. The selection of food is much wider now. Meals are served more swiftly. Prices charged are not too high but just right."

MR. WILLIAM (BILL) DINGES
Production Engineering

"I have noticed a more congenial atmosphere in the cafeteria since both the men and women employees are allowed to intermingle at the tables. Each person is served in far shorter time than heretofore. The prices charged in the cafeteria are very reasonable."

MRS. LORETTA MARTIN
Friction Jeweling

"The added room in the cafeteria has certainly shortened the time required to be served. With summer on the way, the cold platters will be a grand addition. Also fewer starchy foods are served now. I have been carrying my own dishes to the dish washing room and I think it is a grand idea. However there are often not enough trays and water glasses available at 12 noon."

MISS KATHLEEN KIRCHNER
Time Fuse Assembly

"The wider variety of food now available in the cafeteria is a splendid

NAME IT AND IT'S YOURS

HAMILTON BOY NOW A
VETERAN REICH-RAIDER

Ric Auman Navigates
Flying Fortress "Yard-
bird" on 25 Round
Trips

From Hamilton's Chemical Research Laboratory to head navigator in the Flying Fortress raid on Bremen April 17, and a recipient of the famous Oak Leaf Cluster, would make a most fascinating story. But only Rictor H. Auman himself could furnish the complete details of such a series of experiences.

Having taken some preparatory work at F. & M. for the Flying Cadets, "Ric" was one of the first to leave for the Armed Forces. After preliminary instruction in Alabama and Kansas, he was sent on to Mather Field, California, for his actual training. This lasted until July 4, 1942, when "Ric" received his commission as a Second Lieutenant. During the summer to the middle of October, the date of his leaving the country, he completed many long-distance practice flights. November found him with his squadron in England and ready for his first bombing mission.

Raid followed raid, making history for his crew and Fort the "Yardbird." When "Ric" sent a Shubrooks, this interesting

"I could get a Geru head on wi sky so filled you thank G get back and over the opera feeling in your your buddies g flaming, miles fr flight back, wone motors will hold stay together til y The "Yardbird" lucky so far though lected about eight n five raids to my cr 'flak' in my little sou our toast is just one

On one of these raids, after playing lone star with Wulf's over the English Cha seriously damaged that it reach its own base inland and land somewhere along the co flight later became the subject dramatization. It was also durin this plane that "Ric's" squadm the decoration of the Army Air medal for excellent service, and "Ric" was promoted to a First Lieutenant.

Sometime following this, the crew of the "Yardbird" had the singular distinction of receiving the famous Oak Leaf Cluster for valor beyond the call of duty.

Their next Fortress was most naturally named the "Yardbird II." With the new

Hamilton Publication
Needs Timely Title;
\$25 War Bond
Offered

What will we call it?

That's the \$25 question. And the Hamilton employee who names the Hamilton employee newspaper will receive a \$25 War Bond in addition to congratulations! Any member of the Hamilton family can enter this contest except the editorial board who will act as judges. This board consists of: Wallace R. Bork, Plate Department; Mary F. Smith, Inspection; Hazel Keller, Case Office; Martha Nies, Sales Department; Paul Seibel, Production Scheduling; and Charles Frey, Jewel Manufacturing.

The only rules for this contest are—

1. Make it good.
2. Get it in early.
3. The decision of the judges is final.
4. Contest closes at Noon, June 7, 1943.

You can submit as many suggested names as you wish, but each one must be on a separate sheet of paper, and full name and department name written on the editorial Board, in departmental mail, or by

ARMY-NAVY "E" TO
HAMILTON EMPLOYEES

Under Secretary of
Navy Announces
Award

Presentation plans being made.

In a letter received May 23, by President Kendig, Honorable James Forrestal, Under Secretary of the Navy, told of the Army and Navy decision to award the "E" to the employees of the Hamilton Watch Company for their outstanding contribution to Victory. The letter follows:

Department of the Navy
Office of the Under Secretary
Washington

May 22, 1943

Kendig, President
Watch Company
Lancaster, Pennsylvania

"I am writing you and all employees of the Hamilton Watch Company that the Army and Navy are conferring upon your company the Army-Navy 'E' Award for outstanding contribution to the production of war materials. This award consists of a flag to be flown and a lapel pin, symbolic of service to America, for your plant. The women of the Hamilton Watch Company are making an outstanding contribution to victory. You have every right to be proud of the record you have achieved. This accomplishment stands as an example to all Americans. Sincerely yours,

James Forrestal

The award will be made by the Department of the Navy, Captain J. F. ... Plans are under way which will be on company grounds. At ... the exact date has not been determined.

Hamilton employees can be especially proud of winning this award—since we are the first in the American Watch industry to receive it.

BEGINNING THIS MONTH
"THE STORY
OF CAPITAL"

FOR THE NEXT ISSUE . . .

What do you like?
What don't you like?
What questions do you want answered?
What do you want to read about in

Timely Topics

Vol. 13, No. 8

September 1955

LANCASTER, PA.

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Someone (he shall remain anonymous) once said that old man Henlein should better have stayed in bed the day he invented the first watch. The old German watchmaker is accused of having caused untold suffering for that group of persons known as clock watchers.

A clock watcher, in case you didn't know, is a person who must make a living but hates to make it on the job he has, so he watches the clock.

Contrary to what you might expect in a magazine of this type, we have nothing but the utmost sympathy for the vast number of people inflicted with this disease. The frustration and agony one must go through in trying to rub 8 hours out of one's life every day is unbelievable. Please don't smile, it could happen to you.

Some fortunate people who say they have not caught this disease claim that their 8 hours go by without their realizing it because they have found the answer to the clock watcher's problem. Some people do it knowingly, they say, and others without being aware of it.

They insist there is no secret to it. It's just a matter of becoming interested in your work, buckling down and becoming absorbed in what you are doing. Some folks, they say, set quotas of work for themselves, others just seem to become occupied with what they are doing and suddenly they look up and 12 o'clock has rolled around and they wonder where the morning has gone.

I suppose it's true that it takes a great deal more mental effort for the clock watcher to pass 8 hours than the person who is interested in his work. The clock watcher is worn out at the end of the day while the interested worker has been so busy he isn't aware of the passing of time, nor is he exhausted mentally or physically.

It might be worth a try at that. But don't expect miraculous results at first. Clock Watching is an insidious disease and the cure might require some will power. There are still no wonder drugs available for this malady.

This month's cover is a reproduction of the first issue of Timely Topics. One of the first big stories was the announcement of a contest to name the newspaper. Turn to page 14 of this issue for news of the latest contest.



... In a single day recently, nearly one million Americans acted as capitalists. Even a random sampling of them reflects both the diversity of the nation's investors and the many outlets for their savings. The transactions in which these people took part bore a familiar stamp. One man bought a farm; another, a store; a third, a share of corporate stock. Repeated thousands of times over in communities across the nation, gaining with each repetition, such individual decisions to invest produced a financial avalanche estimated at more than \$250 million.

Not all individuals understood the creative role their money was to play. Most of them knew only that in accordance with basic American principles, they were practicing thrift—putting their savings in

some investment with the hope of obtaining a return. Only a few, perhaps, fully understood how so many of the invested dollars would come back in the form of better goods on the store shelves at lower prices; in more jobs and higher wage scales and added leisure hours for workers; in new schools and highways, churches and hospitals; in short, all the things that spell progress not only in dollars, but in terms of human betterment.

Though some of their savings went into home mortgages or government issues, the

great majority found their way into the industrial economy. There, they provide the means to buy more efficient tools and build new plants, and by so doing bring greater industrial output, and with it, more for all. If mass production symbolizes America's unparalleled economic development, it is mass capitalism that has made it possible. The American people, aspiring to improve ways of life, have found in mass capitalism an artful suiting of means to ends.



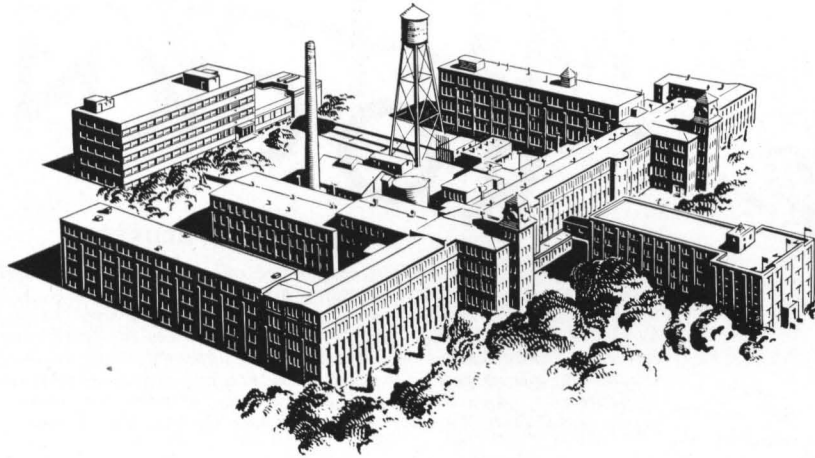
Hamilton's Walter Anderson, Spring Section, typifies millions of Americans. He owns shares in the company for which he works.

Americans now are investing more than \$40 billion a year in their future. In a national economy which produces more than \$350 billion a year in goods and services, an average of one dollar in nine is being set aside to build a more prosperous economy for tomorrow. The nation's

private investment is comprised of the cumulative savings of people from every walk of life and income group.

Of the many avenues of investment that are open to the cross-section of savers here, the purchase of stock is one of the best known. Almost eight million people share the risks and rewards of ownership in U. S. business through their holdings of corporate stock. The Du Pont Company alone now has over 150,000 shareowners.

For the most part, stockholders are people



Hamilton Is Owned by Thousands of Shareholders

of moderate means. Among the families in which stock is owned, one-third have an income of less than \$5,000 per year. Three-quarters are in the \$10,000-or-less bracket. There are more than one million stock owners with incomes under \$4000.

The figures belie the onetime-popular notion that "capitalists" are people of spectacular wealth. They deny, too, that capitalism is the singular province of businessmen. More farmers than business executives own stock, though the latter hold more shares; and housewives outnumber either. Today, almost one-half of the shareholders of American corporations are women.

The New York Stock Exchange lists the securities of 1200 corporations with a total of 10 million employees. They produce 90 per cent of the nation's steel and oil, handle 95 per cent of its air and rail travel, and make the great majority of its autos and trucks.

The magnitude of the figures, however, should not disguise the fact that opportunities for investment go far beyond any single market place. Supplementing the registered

stock exchanges in New York and other cities is the nationwide over-the-counter market, a loose-knit group of buyers and sellers whose dollar volume of transactions is thought to equal the registered exchanges. Moreover, every individual owner of corporate stock is matched by 11 who own insurance, and six who have savings accounts. For every \$1 used for the direct purchase of corporate stock, \$20 of savings flow into such financial institutions as banks, investment companies, savings and loan associations, and private insurance companies.

Such institutions, in turn, put their holdings to use, so that ultimately all investment in productive enterprise becomes a creative force, financing development of the nation's resources and the progress of its competitive economy. The total who participate all but defies calculation. But investment is now so integral a part of the U. S. economic fiber that, directly or indirectly, nearly every adult American has become a capitalist; investing in some form or another in American business.

(Continued next month)



ROCKNE AS

by HARRY STUHLREHER

Editor's note: Since football season has rolled around again, HARRY STUHLREHER, assistant to vice president, industrial relations administration, U. S. Steel Company, has consented to give our readers a word picture of Knute Rockne, the famous coach under whom he played at Notre Dame. Mr. STUHLREHER was the spark plug of the renowned "Four Horsemen," who bowled over Notre Dame's opponents back in the '20's, and, following his graduation, was for years a football coach, first at Villanova College and then at the University of Wisconsin. As a tribute to his old mentor, of whom he is one of the most enthusiastic disciples, he wrote the book entitled, "Knute Rockne, Man Builder."

Many people think that Knute Rockne was great because he was an inspirational leader. It is certainly true that he knew how to inspire his players. But if anyone has the idea that Rockne's coaching consisted mainly of pep talks, he is badly mistaken. Rockne became a great coach the hard way—through unremitting study of the game and painstaking training of his teams.

His rise to fame was so spectacular that it was hard for the public to realize that he had to earn his success. Though he was acclaimed a coaching genius, a large part of his ability was traceable to his capacity for work.

He was not content with just a surface knowledge of anything, but would dig deep until he had explored all its angles. He gave minute attention to details and took the utmost pains to weave those details into a perfect whole. He was ever alert to new ideas, and had the courage to develop them and put them into practice.

Above all, he was a keen student of human nature. Recognizing every team candidate as an individual, he strove to develop fully the latent talents of each at the same time that he trained him in team play.

I can well remember his saying, "There never were two football players exactly alike. You've got to learn each other's characteristics. You've got to accommodate yourself to the other fellow's strong and weak points."

Rockne was quick to notice a characteristic in a player that could be developed to put him over with the spectators as a personality. Jimmy Crowley was a good example of this. He would slouch back in the backfield as though he were too lazy even to think about the game. Hence, the nickname "Sleepy" was bestowed upon him by an admiring public. But, at the snap of the ball, Jim would be off like the crack of a gun, and this sudden change always delighted the crowd.

While the coach encouraged the development of a man's natural characteristics, he had no room on his squad for prima donnas.

"See here," he once told a backfield man. "To have success on this team we have to cooperate. One fellow has to help out the other one. When you were carrying the ball, your teammate at right halfback carried that end out of the park, making it possible for you to

make a good gain. Then, when the tables turned, and he was carrying and you were to do the blocking, you fell down on your job. That's not our idea of playing ball. We couldn't get very far with a team made up of runners."

This emphasis on the individual's obligations to the group was evident when he chose his first team. He selected the best eleven men and not the eleven best. They were not chosen for individual brilliance or because they were great ball carriers, but because together they would make the best team. Every man had his own duty to perform on every play and if any one of them failed to carry out this duty, and do it well, he would be banished to the sidelines to make room for a replacement.

No detail was missed by Rockne. He would give careful attention to even the smallest points. And he never put off until tomorrow what he could do today. "We may have new things to take care of tomorrow, and we might forget about the things that happened yesterday," he said. "Nip the mistakes in the bud and they won't get to be a habit."

When his boys were going through signal drills, he kept his eye on ten different squads at once and saw and corrected mistakes on the spot.

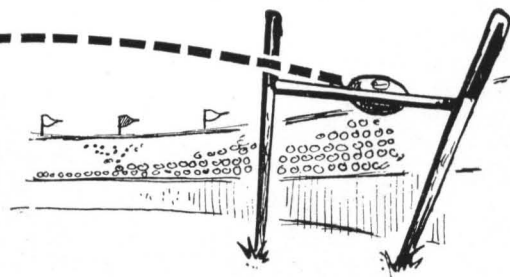
"Call that play again," he would tell a quarterback. "Don't forget when a play goes wrong, run it over again. We leave nothing to chance; everything has to be right."

Rockne probably did more than any other coach to open up the game. He kept eliminating clumsy plays, inserting swift ones, trying to shape up the game into something that demanded brains instead of mere brawn. Realizing the importance of deception, he developed the forward pass and the backfield shift as potent weapons of offense.

Adapting a lesson from the theater, he borrowed from the chorus the rhythm and harmony that made so many legs kick as one, so many arms swing, and so many heads nod in unison. He recognized that this poetry of motion was not only pleasing to the eye but had great possibilities for improving team play.

In training his players to act in rhythm, he saw to it that every movement counted for something and no movement was wasted. Every time the arm of one player moved, the arm of another had to keep time

I KNEW HIM



with him. Every time a foot touched the ground, the feet of the other players touched at the same time. Their shoulder swings and head shakes were identical. Everything had to be done to the count. He even had his men singing in beat time to make the rhythm more accurate.

Mastery of rhythm took time and repetition. It required study of one another's speed, one another's characteristics, one another's type of running. It resulted in our seizing every opportunity, whether on the football field or campus, to practice our formations.

Rockne was a perfectionist. But he was also a realist. He knew that even the perfect play might fail. He would say, "Remember, regardless of perfect execution, your opponents are not eleven posts but eleven capable men themselves. And they will have something to say about these perfect plays."

Rockne and the men he coached loved to win, and they had a surprising ability to come from behind, sometimes in the last few minutes of play, to put over the winning score. But if the team did lose, Rockne had no alibis. He believed that a team should look good even if it lost. He also saw to it that the lessons of a defeat were immediately brought home to the men so that they could capitalize on their errors.

Rockne always gave credit to his players when they distinguished themselves on the field. But he was careful to guard against overconfidence.

"It's a good thing to be overconfident," he used to say. "I wouldn't give much for a boy who wasn't. But any time you're inclined to slow up, or get filled with your own importance, take out your watch and remember that when that second hand moves from 60 to 60, that minute is gone. If you have wasted it, it will do you no good, because it is gone, never to come back. But, if you've taken advantage of it, you can say, 'I've made the best of my time.'"

People have wondered how Rockne kept his players in high gear. One would think that a long season of unrelieved discipline and tension would inevitably result in staleness and loss of verve.

But Rockne saw to it that this didn't happen. Realizing the deadening effect of monotony in any undertaking, he constantly stressed the novel and the unexpected in his preparation for games, in the development of his plays and in on-the-spot strategy in closely fought contests.

Rockne's alertness for variation and novelty in attack dated back to his playing days. In the Army-Notre Dame game of 1913, when the comparatively unknown South Bend eleven gave the football world the first demonstration of the far-reaching possibilities of the forward pass, Rockne was playing end. At a

crucial point in the game, he feigned an injury, limping as if in great pain as his squad lined up for a play. A moment later his teammate, Gus Dorais, threw him a forward pass, and the great "Rock" was off for a big gain.

Rockne's experience also taught him the danger of too earnest an attitude toward the game. He recognized that an intense, humorless "Do or die for Rutgers" spirit results in inflated notions of the importance of football, tightening up the play of a team. He wanted his players to be on their toes, but he also wanted them to be relaxed so that their formations would unfold with maximum smoothness. To make sure that his men had the right attitude, he constantly reminded them that they were just playing a game, and that while he wanted them to play well, they should never take themselves too seriously.

"Get a laugh just as often as you can," he told them. "If you can make other people laugh, that's even better. But don't force the humor. Keep it unexpected and let the humor rise to the top. It's like bubbles—it floats."

Rockne had many talents. You could write a book about them—which, incidentally, I did. The lessons learned on the playing field have had a far-reaching influence on American business and industry. Rivalry, under rules of fair play, is the normal condition in our business life, prodding both managements and men to give the best efforts to their tasks and to turn out superior products and services.

The value in business of some of the methods used in sport was recognized even in Rockne's day. Persuaded to join the Studebaker Corporation as a speaker at their district sales banquets, he drew comparisons between the coaching of a football team and the management of a business.

The football coach works with his players and the management works with the employees, he pointed out. The success of the team or the company depends on the same thing—the extent to which all work together for their common interests.

And whether a man is in business or in sport he should enjoy hard play, Rockne told these Studebaker men.

"If sometimes a thing happens to go against you and you lose a 'game,'" he said, "be a man and come back harder the next time. You men here have to learn to like your game. You never should get to the point of being listless about getting to work or of trying to dodge your duty on the job. Be out there and want to make good.

"Anybody," Rockne stressed, "can do a bad job. It takes a good man to do a good job. The satisfaction of a day's work well done is a great feeling."



SAME QUALITY WATCH — BRAND NEW BOX

There are many things new at Hamilton this year. Among the newest is our new packaging series, introduced in July for the 1955 Fall selling season.

Now that we are beginning to see the new Hamilton boxes in the factory as well as in jewelry store windows, we thought you'd be interested in the story of just how and why we have them.

Many of us were a little sorry to see the previous box go. At the time of its introduction, it was unquestionably the finest watch package in the industry. It continued as such through several modifications. But time takes its toll on all things and it was decided that it was time for a new and contemporary packaging approach. With all of its quality, dignity and prestige, the old box just hadn't kept pace with modern jewelry display requirements.

After long and careful deliberation the search for a new box began. Considerable thought was given to the choice of package. It had to be in keeping with the new product styling, yet incorporate the clean, functional streamlining which is found in current style trends. But it must maintain Hamilton's traditional dignity and good taste.

Our complete requirements were incorporated in a "word picture" which outlined the things wanted in

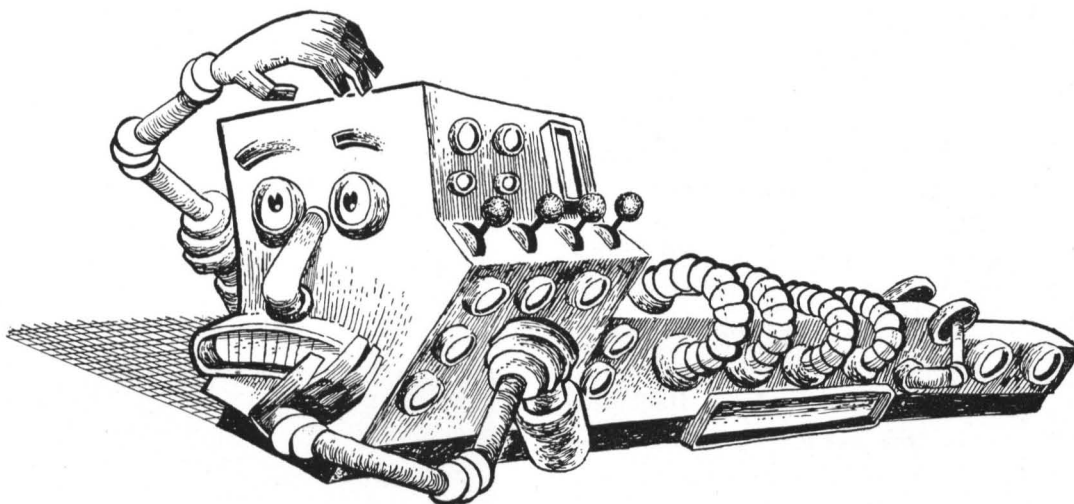
our new box. Four leading packaging manufacturers were called in—our former supplier and three others. All were given these requirements as a basis on which to make their designs; edge lighting to capture window and counter display lighting, to hold it as a halo around the watch; a three-dimensional interior sweep; a feeling of spaciousness which would prevent the watch from being crowded in cluttered jewelry display windows; and a watch holder that would display each watch in the most effective manner. With these and other requirements given to each supplier, it was felt that all could compete fairly, without restricting their creative abilities.

All of the designs submitted were set in a mock jewelry store window, together with the watch packages being used by our competitors. When the votes were counted, the sample box submitted by Braun Crystal Company was chosen. This model became the new Hamilton box.

The new package also has several technical advantages. Lighter in weight than its predecessor, it can be shipped at minimum cost. Although not particularly important on small lot orders, the difference will mean substantial postage savings in quantity shipments. Structurally, the new box is stronger, insuring adequate protection for watches in transit and in jewelers' stocks. And since the colors are applied from the inside, our new box is safe from unsightly scratching and chipping that might mar its beauty in the jeweler's display window or watch counter.

All component parts, from the velvet to the ink on the price tags meet Hamilton's high chemical specifications. Since reducible sulphur in quantities greater than .0008% will tarnish gold and silver, all box materials must stay within this limit.

In the opinion of many industry leaders, the new Hamilton box is a "Contemporary Classic" of jewelry packaging. At the recent national jewelry shows in Chicago and New York, jewelers were almost unanimous in their compliments. With an exciting new watch package to accompany a well-styled product line, a record number of Hamilton watches should find their way into Christmas stockings this year.



THINK!

(Here's a P.S. to Last Month's Automation Article)

According to the Chicago Tribune recently, the quest for perfection, as a coiner of bromides once said, is never-ending. Science has devised some astonishing electronic brains, or thinking machines, which are wiser than a tree full of owls and come up with more right answers than Einstein ever did. And that, science has now decided, is what's wrong with them. They aren't human. They just don't make mistakes.

This subject engaged a congress of lightning calculators and inventors of electronic computers in New York recently. The subject of the symposium was, "Design of Machines to Simulate the Behavior of the Human Brain." The deep thinkers set themselves the ambitious goal of designing a thinking machine with the capacity to make mistakes and make a fool of itself, even as you and us.

Dr. Otto Schmidt said that the essential limitation of modern brain-simulating mechanisms is that they can only give correct answers. The human brain, he said proudly, has no such limitations. It can go haywire as easy as anything. So, said Dr. Schmidt,

science must seek a perfect machine with built-in unpredictableness, capable of making wrong decisions.

A newspaper report of this seminar provided an encouraging note on the feasibility of this attainment by stating: "A moot point is whether it would be simpler to 'educate' machines through programming techniques toetaoshruetaoin — oops! — techniques or to build into a computer a system for learning through trial and error as a human being learns, Dr. Schmidt said."

It was a composing machine that pied the type, unless we choose to blame the typesetter, and if one machine can do it without half trying, we don't see why another machine consciously rigged to go awry can't emit a few etaoin shrdlus of its own.

There is a kind of cosmic allegory in this business, if we could just get it. Adam was born without original sin but didn't become human until he had gone wrong. Now the scientists propose to do the same thing to a machine emulating man. Where will it all stop?

NOTED . . .

. . . Have been requested by many many employees to add their expression of sympathy to ours regarding the recent death of President Sinkler's mother.

VACATIONS . . . another visitor to Yellowstone National Park during recent vacation was Ralph Henry and family . . . Melvin Martin and his wife all the way across the country to California . . . John S. Patterson and his wife, three weeks at Haliburton Lodge in Ontario . . . this was his 8th vacation spent at Lodge and he says he added water skiing to repertoire this trip . . . Art Benson (Model Shop) and John Collins (Jewel & Screw Mfg.) met in a Howard Johnson restaurant in Indianapolis during vacation . . . neither knew the other was going West.

MARRIED . . . Marion L. Shelley to J. N. Trimble, employed at Armstrong Closure Plant . . . married at the St. Stephen's Lutheran Parsonage by Reverend H. D. Fague . . . best wishes Mrs. Trimble.

RETIRING . . . Hamilton sorry to lose three more employees through retirement this month . . . Francis B. O'Connor . . . Iola S. Shiley . . . and Mae C. Ehrhart.

NEW HAMILTONIAN . . . a baby boy for Mr. and Mrs. Robert C. McCollough on Labor Day, September 5th . . . St. Joseph's Hospital . . . 8 pounds, 6 ounces.

FAMILY FUN . . . Tuesday evening, August 30th . . . Works Laboratory held family night banquet . . . evening of general sociability and relaxation reported.

RECEIVED FOLLOWING FROM LONDON, ENGLAND . . . "Dear sir: Some years ago (22 years to be exact) I purchased a 17 jewel Hamilton wrist watch, and this watch of yours has been on all my expeditions, such as Gobi Desert, Belgian Congo, and lastly Cambodia, Indo China. I am enclosing pictures to prove the hardships your watch has been submitted to (*next col.*). On the last expedition into Cambodia your Hamilton 17 jewel wrist watch was the only watch that was in perfect order and all of my colleague's wrist watches and pocket watches, some

of which cost far more than mine, had all packed up (*whatever that means*). My Hamilton was the only watch that was in perfect order at the end of over 2½ years' hardships. Your Hamilton stood up to dust, dampness, rain, etc. M. L. Newton, D.Sc. *Thank you Dr. Newton . . .*



EXHIBIT . . . tenth annual instrument automation exposition in full swing this month at Shrine Auditorium & Hall, Los Angeles, California . . . September 12th through 16th . . . T. C. Smith, Allied Products engineer, in charge of Hamilton exhibit . . . we'll try to get a report on this exhibit from Smith for next month.



"It's like this every pay-day—management waits for labor!"

. . . Have you ever noticed that everything seems to come to the one who hustles while he waits?

MORE WINNERS . . . Mary L. Rhoads and Marjorie J. Wright collected \$30.00 in September for sug-

gestions submitted in May . . . no savings would have been involved at that time by adopting their idea . . . in meantime, situation changed, idea was adopted and suggestion was dug out of files and they were given award. Robert Rylee awarded \$150.00 for suggesting change in machine cycle on operation #732. Another winner . . . Eugene C. Kautz . . . suggestion led to elimination of stoning top of pin on topside of barrel bridge. Result . . . \$30.00 award.



TWICE NICE . . . Brig. John S. Bishop (*above*) all smiles as he accepts check from Dorothy Smith (*right*) and Janet Schaeffer (*left*) . . . collected by East Pete employees for recent flood victims. Brig. Bishop is officer in charge of Salvation Army in Lancaster. This was his second trip to East Pete. Previously presented him with a check for \$46.00 . . . most recent collection was \$80.00 East Pete is on the ball.

HRA ACTIVITIES . . . September 10th . . . deep sea fishing expedition to Indian River Inlet, Delaware . . . 27 brave souls attended . . . 6 of them women . . . all expect to go back next year . . . over 400 fish were caught in all, with Henry Dobbs catching biggest edible one . . . a 4 pound croaker. Bob Welk hooked a 30 pound devil fish . . . others caught sea bass, flounder and togs. Someone actually caught a shark . . . a small one.

. . . September 13th . . . a corn and doggie roast at Long's Park . . . over 200 people attended . . . much fun had by all.

SALES PEOPLE ROMP . . . August 24th . . . second annual sales department picnic at Stone Barn in Millersville. Much food . . . games. Mike Troop

and Sam Gast reported best fishermen. Music for dancing supplied by 24 record band . . . juke box style.

GIVE . . . United Community Campaign annually conducted by the Community Chest throughout Lancaster County will roll into action October 11th. Mentioned here because it's a worthwhile activity. Also for first time we can give only once where we were asked to give at four different times last year. This is fine idea. Our company will deduct your contribution over a period of time and send to United Community Campaign for all 23 services for which they collect . . . includes Red Cross this year. It is estimated that next year the 22 Red Feather Services of the Community Chest will directly aid 50,000 Lancaster Countians, and Red Cross will serve thousands more.

NEW REPORTERS . . . Richard Parke of the Allied Products Engineering Section is new Timely Topics reporter. Also Geraldine Johns, secretary to John Reber, Donald Bly, Experimental Section and Arthur Schneider, Chemical Lab. Glad to have you with us. Anyone else interested contact any Associate Editor.

PROGRESS . . . Color television for all Americans on its way. The industry expects to sell only 35,000 color sets this year—but seven times that many in 1956. In British Borneo the first radio station has just been officially opened.

SPEAKERS . . . Harry Hovis, superintendent of the Metals Processing Section spoke on September 22nd in East York, Pa., before the American Chemical Society. Hovis outlined the application of chemistry in our highly specialized watch industry. Major emphasis was placed on the development and control of chemical processes in the fields of lubricants, cleaners, plating and metal finishing. Wally Bork . . . Advertising Department, recently spoke at the Columbia and Phoenixville Rotary Clubs . . . showed a movie and spoke on "How a Watch Works." Al Mathews . . . Personnel Research, spoke at the Bainbridge, Pa., Rotary Club on the "History of Time and Time Keeping" . . . September 22nd.

. . . Charlie Frey (Model Shop) is reported to be always ready with a new joke. We could use few

for Timely Topics, Charlie. Have you heard about the baby sardine who was frightened by a submarine and went crying to its mother. "There, there dear," soothed Mama, "Don't be upset, it's only a can of people."

SHORTS . . . according to Pax Gifford of Biggs & Company, Hamilton's subsidiary, Bermuda shorts accepted attire in recent hot weather . . . Charlie Leaman and Richard Weaver of Dial Department wore them to work here . . . took photograph to prove it but they didn't turn out . . . which points out need

for couple good volunteer photographers to work for Timely Topics . . . any customers?

TRANSFERS AND ADDITIONS . . . Eddie Joline to the Metallurgical Lab and John W. Rhyne, Jr., to Chemical Lab.

PARAKEET A LA CHILE . . . Helen Witmer's parakeet fell into a pot of cooking chile. Services were held last week.

JUDGES . . . judges in contest to find new name for Timely Topics will be associate editors.

HONOR



ROLL

SEPTEMBER 1955

40 YEARS

J. Charles Zahm Assembly B

35 YEARS

Raymond S. Hartman Traffic

30 YEARS

Charles Brill Bal. & Hairspring
Horace E. Smith Exp. Section

25 YEARS

Richard Rote Service
Edna M. Stark Sec'y. to Asst. Compt.

20 YEARS

Fred Koehler Watch Research
Kenneth H. McMillen Damaskeening

15 YEARS

Caroline M. Book Fuze Mfg.
Elizabeth Eshleman Train
Russell Haus Dial
Elwood Miller Service
Jeanne Mowrer Jewel Setting
J. Luther Rhoads Automatic
John C. Sheetz Machine Shop





Robert Rylee, Fuze Manufacturing Department

More Suggestion Winners

WHAT THE SUGGESTION PROGRAM IS

The Suggestion Program pays DOLLARS to YOU for your acceptable IDEAS telling how to

- do a job in less time
- combine two or more operations
- eliminate unnecessary operations
- reduce waste, spoilage and rejects
- do the job more economically
- simplify handling
- improve the quality
- improve safety measures
- eliminate accident hazards

The above list only suggests a few subjects which may get you started thinking on the right track. It is not meant to limit your thinking.

HOW YOU BENEFIT

A CASH AWARD will be made to you for all suggestions adopted and will represent a part of the net cost savings for one year. Accepted suggestions resulting in improvements of an intangible nature for which specific cost savings cannot be determined will be recognized by a nominal cash award.

In addition to receiving a cash award for your acceptable suggestions, a copy of the letter to you acknowledging receipt of the suggestion is also sent to the Director of Industrial Relations where it becomes a part of your permanent record in the Personnel Department, calling attention to you and your work.

If duplicate suggestions are received, any award that is made will be on the basis of the first suggestion received. Where there are two or more signers to the same suggestion the award will be shared equally.

HOW TO SUBMIT A SUGGESTION

1. To be considered for an award, a suggestion must be submitted in writing on a Suggestion Form. (See opposite page.) Additional sheets or sketches may be attached to this form for a more complete description of your suggestion.

Note that the Suggestion Form consists of two parts, each having the same identifying number. You describe your suggestion on the large part of the form, signing your Name, Clock Number, Date and Department. Tear off the stub from the bottom of the form and retain it as your record of the suggestion that you have submitted.

2. Give your suggestion to your supervisor and it will be acted upon as promptly as possible by the Rate Section. If more information is needed the investigator will get in touch with you.

Upon the completion of the investigation you will be notified of the decision that has been reached. If the suggestion is an acceptable one, you will be so notified and after the suggestion has been installed and the savings determined, you will be presented with a check rewarding you for your idea.

If, on the other hand, your suggestion is not acceptable, you will also be notified and given *reasons why* it is not practical to adopt your idea.

New Ideas Pay-Off...

3304

Hamilton Watch Company **Nº 810**
EMPLOYEE SUGGESTION

I suggest

SUGGESTIONS FOR SUGGESTORS

Look at your own job first because it's the job you know best and then ask yourself the following questions:

WHY is it necessary?
WHAT is its purpose?
WHERE should it be done?
WHEN should it be done?
WHO is best qualified to do it?
HOW is the best way to do it?

Ask the above questions about every part of your job, the Motion Pattern, Materials, Machines, Equipment, Tools, Design, Layout, Workplace, Safety, Housekeeping.



Anna J. Nitroy, Fuze Assembly B

You are NOT restricted to suggestions concerning your own operation. Your suggestions may deal with any phase of Hamilton Operations.

When trying to develop your new idea, ask yourself the following questions:

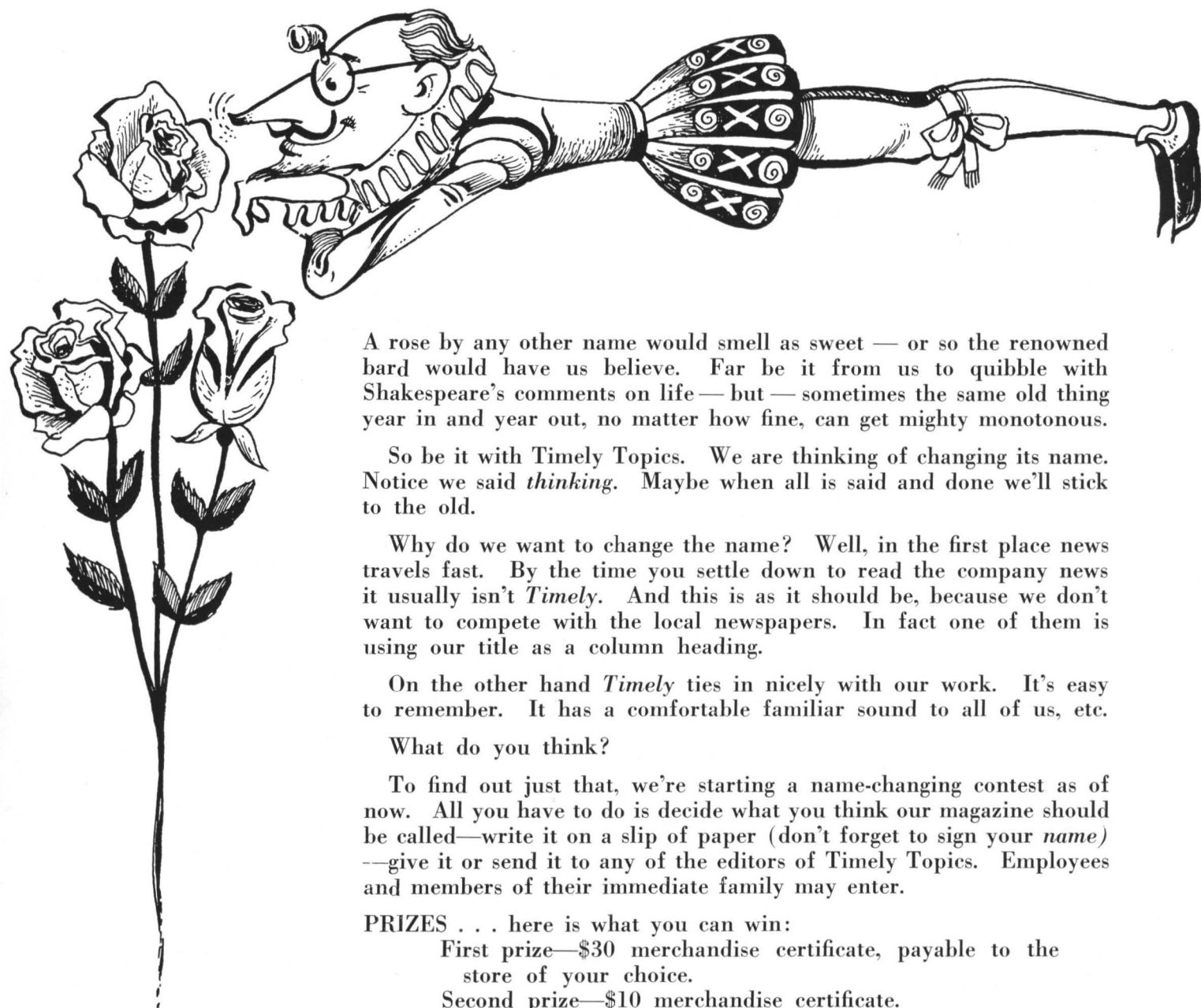
How can I ELIMINATE unnecessary details?
How can I COMBINE details when practical?
How can I REARRANGE for better sequence?
How can I SIMPLIFY all necessary details?

After you have worked out your idea, then
WRITE IT DOWN — TURN IT IN

(over)

Name	Date
Clock No.	Dept.
Your suggestion will be more valuable if:	
1. It simplifies working processes	
2. Saves time	
3. Reduces spoilage and rejects	
4. Improves quality	
Retain this identification stub	
Date	

Nº 810



A rose by any other name would smell as sweet — or so the renowned bard would have us believe. Far be it from us to quibble with Shakespeare's comments on life — but — sometimes the same old thing year in and year out, no matter how fine, can get mighty monotonous.

So be it with *Timely Topics*. We are thinking of changing its name. Notice we said *thinking*. Maybe when all is said and done we'll stick to the old.

Why do we want to change the name? Well, in the first place news travels fast. By the time you settle down to read the company news it usually isn't *Timely*. And this is as it should be, because we don't want to compete with the local newspapers. In fact one of them is using our title as a column heading.

On the other hand *Timely* ties in nicely with our work. It's easy to remember. It has a comfortable familiar sound to all of us, etc.

What do you think?

To find out just that, we're starting a name-changing contest as of now. All you have to do is decide what you think our magazine should be called—write it on a slip of paper (don't forget to sign your *name*)—give it or send it to any of the editors of *Timely Topics*. Employees and members of their immediate family may enter.

PRIZES . . . here is what you can win:

First prize—\$30 merchandise certificate, payable to the store of your choice.

Second prize—\$10 merchandise certificate.

Third prize—\$10 merchandise certificate.

And if we decide *not* to change the name? WE'LL STILL GIVE THE THREE PRIZES.

Here are some things to think about as you ponder this momentous decision. The name might—

Better depict a magazine format

Reflect the superior quality of Hamilton watches

Be short and easily remembered

Tie-in with our work

Incorporate the name of Hamilton

REMEMBER: 1) Write your suggestion on a slip of paper. 2) Sign your name. 3) Give it or send it to any editor of *Timely Topics*.



Although we hear a lot about corporations, capital and world trade these days, it's surprising to note that the biggest business in America today is education.

Education has the largest number of owners, the most extensive and costly plants, and uses the most valuable raw materials. It has the greatest number of operators. It employs (except for national defense) our greatest investment in money and time, and its product has the greatest influence on both America and the world.

We have in America a highly complex industrial civilization. To operate it successfully, our young people must, to an increasing degree, be educated in the technical arts, and to enjoy the fruits of a vastly productive

economy in freedom, they must at the same time, be educated to an understanding and love of traditional American principles, political and economic. This is indeed a big job for our biggest business.

However, there are over 35,000,000 grown-ups also going back to school this month. According to THIS WEEK magazine, there are now more adults taking courses of one kind or another than there are children in all the nation's kindergartens, elementary schools and high schools combined.

The Bureau of Census reports that as of October, 1954, the total was 33,669,000.

There are many reasons behind this great thirst for knowledge being expressed by adults. Among these is the fast pace of change

in our modern industrial civilization (*see last month's AUTOMATION article*): another is the increased leisure time now available to Americans. The shortened work week has left millions of adults with time on their hands. Statisticians, by some process which remains a complete mystery to us, state that the average adult has 5.3 hours per day to do exactly as he pleases. (*We can't help wondering if this statistician has any kids.*)

A further important reason is that we now have many more older persons in America. The percentage of our population over 45 years of age has more than doubled in the last century, according to Dr. Essert, President of the Institute of Adult Education.

But by far the most important reason for this upsurge in adult education is the desire for self-betterment. People want to learn new skills so they can start new businesses, get faster promotions, or step into newer or better jobs.

For those who are interested, Al. Mathews, Hamilton's Training Supervisor, took a survey of evening educational opportunities available to Hamilton employees in our area. Here's what he came up with:

A practical shop course in drafting, machine shop, woodworking, etc., can be taken at both Stevens Trade School and McCaskey High School. For the past several years, McCaskey High School has also offered a standard evening high school program which is open to anyone who hasn't completed his

high school education. An individual may earn a high school diploma in this manner.

Franklin & Marshall College is offering a variety of liberal arts courses in their Undergraduate Evening School, which should be of general interest to any employee desiring to broaden his vocational, avocational and social background.

For secretarial and clerical employees, the Lancaster Business School and McCaskey High School are offering a variety of courses in office practice, shorthand, typing, etc.

For employees concerned with finances, Temple University is offering through F. & M. two courses in their School of Business program.

The Mineral Industries Extension Services of The Pennsylvania State University is offering courses this year in Physical Ferrous Metallurgy and Basic and Advanced Welding Metallurgy. If your work deals in any capacity with the fabrication of metals, these courses might interest you.

Franklin & Marshall's Master of Science program is open to anyone having a Bachelor degree in either physics, chemistry or engineering. This would be of particular interest to qualified Research and Engineering Division personnel.

All Department Supervisors have been given complete information about the above courses, including registration procedure. Contact them for further information.



A 47 YEAR FRIENDSHIP

THE
HAMILTON WATCH

—The—
**National Timekeeper
of America**

Designed by the Best Watch Talent in the Country
Built of the Very Finest Material
Made by Workmen of the Highest Skill
Produced in a Factory of Perfect Equipment
Scientifically and Exhaustively Tested
Perfectly and Accurately Adjusted
Isochronally to Temperature and to Positions
Distinguished for Supreme Time-keeping Qualities
Phenomenally Durable

Every Hamilton Watch Carries the Personal Guarantee of the Company

OUR 100 10-Size Open-face Watch is the wonderful railroad watch, used in overhauling numbers on all the main lines in the United States.

OUR 100 10-Size Bride Watch is beautiful and accurate.

We shall soon issue a Perfect Watch O Size.

Any one wishing more information, address—

The HAMILTON WATCH CO.
LANCASTER, PA.

The first Hamilton Watch advertisement, appearing in National Geographic Magazine, January, 1908.

In January, 1908, National Geographic Magazine carried its first national advertisement—for the Hamilton Watch Company. This was also Hamilton's first national ad.

A relatively new publication, National Geographic's circulation in 1908 totalled only 38,000. In addition to Hamilton watches, it advertised such choice consumer bargains as the Rambler automobile (made by the Thomas E. Jeffery Co.) for only \$2,250.00. Back in those days, that was really a lot of money. Editorially, readers sampled such fare as "How To Get Salt in Costa Rica," "The Rate of Evaporation at Reno, Nevada" and a piece by Dr. Alexander Graham Bell on his "Man-Lifting Kite."

In 47 years, this editorial format has followed the same basic pattern. Concentrating on exploration, travel and natural history, it attracts a high-income, well-educated reader who is still a most likely prospect for Hamilton watches. Now, more than two million subscribers and their families see the National Geographic Magazine each month.

Hamilton has changed, too, in these 47 years. In 1908, the factory produced slightly less than 70,000 units, while sales in that year totalled \$683,000. Factory shipments consisted of movements only, for those were the days when jewelers cased their own watches. In 1954, total sales exceeded \$31,000,000, and the



How big
is a kangaroo
when it's born?

Full grown, a kangaroo is as tall as a man. But at birth a kangaroo is so tiny he can actually sit in a thimble. Here is truly one of nature's small miracles.

Men create miniature miracles, too.

Take a Hamilton craftsman, for example, who makes watch screws so tiny that 60,000 (yes, 60,000!) will fit inside that same thimble. No bigger than a speck of dust, every one of these screws is perfectly cut—precise to the smallest detail, threads and all!

Ever wonder why Hamilton is so famous for accuracy? Devotion to precision is the answer.

IT MEANS SO MUCH MORE
TO GIVE . . . OR GET . . . A

Hamilton



Hamilton offers a complete selection of their watches, including beautiful Hamilton Elfinette models on for as little as \$10.00. Prices include Federal tax.

National Geographic—November, 1955

The latest Geographic advertisement, appearing in November, 1955.

Hamilton product line now includes a complete selection of models in every style and price range.

National Geographic Magazine still continues as a likely show-case for Hamilton watches. Our Fall 1955 copy approach is, however, somewhat of a departure from the usual. The November advertisement reproduced here is a good case in point. Although at first glance a fine watch and a kangaroo may not have much in common, closer inspection reveals the reason why, aside from its "stopper" value, this comparison was drawn. Other ads in this Fall series compare the adjustments in a domestically manufactured Hamilton to a "rotifer," a microscopic animal who, like a Hamilton watch, is marvelously adaptable to changes in environment. Another ad in the series compares a hare, who can run as fast as 35 m.p.h. in high gear but cannot keep it up, with a Hamilton hairspring that performs without variation throughout the life of the watch.

We know Hamilton ads in National Geographic magazine enjoy an especially long life. Up to about 1935, Hamilton offered its "Timekeeper" booklet to National Geographic readers. Even though the offer was discontinued about twenty years ago, the advertising department still receives an occasional request for this publication. This is one of the reasons why Hamilton's association with National Geographic Magazine is one of the longest-standing advertiser-media relationships in modern business.