

TIMELY



TOPICS



march-april 1957

HAMILTON WATCH COMPANY

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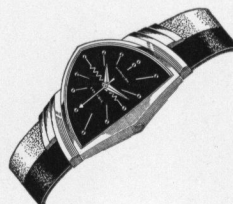
In This Issue

ACCENTUATE THE POSITIVE – A Hamilton chemist asked “Why not . . . ?” And through research and development an entirely new process was developed for half-tone etching.



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A TIME TO REMEMBER – A picture sequence of a long-awaited event at Hamilton . . . the first shipment of electric watches leaving the factory. Photographed from Assembly Line to Express truck.



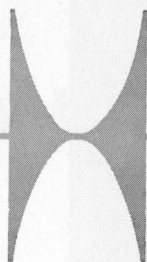
PAGE 9

YOUR CREDIT UNION – It is now 20 years old. Read how it operates and how it benefits the “Joe Smiths” and “Mary Hamiltons” who wisely join its ranks.



PAGE 10-11

ON OUR COVER: Mary Sue gets a sniff of spring. This business of selecting an Easter bouquet for Mom can sometimes get a fellow down, so Jeffrey took sister Sue with him to the florist shop to get that very important feminine appraisal. Mary Sue, 1½ years old, and Jeffrey, 6, are the children of Mr. and Mrs. Kenneth W. Derr (Draftsman-Designer) of Quarryville. They were photographed at Thomas R. Fries Sons, florists, 25 Rider Ave.



Hamilton Watch Company's annual report contained some hard financial facts of which the community and the company's management should be proud.

President Arthur B. Sinkler said the company is "in as good a financial position as it has been throughout its history. Four years ago," said Sinkler, "our company had a bank indebtedness of about ten million dollars. Today our cash balance is in excess of our total liabilities."

The story behind this is a credit to Hamilton's management. It centers, mainly, around one word—diversification.

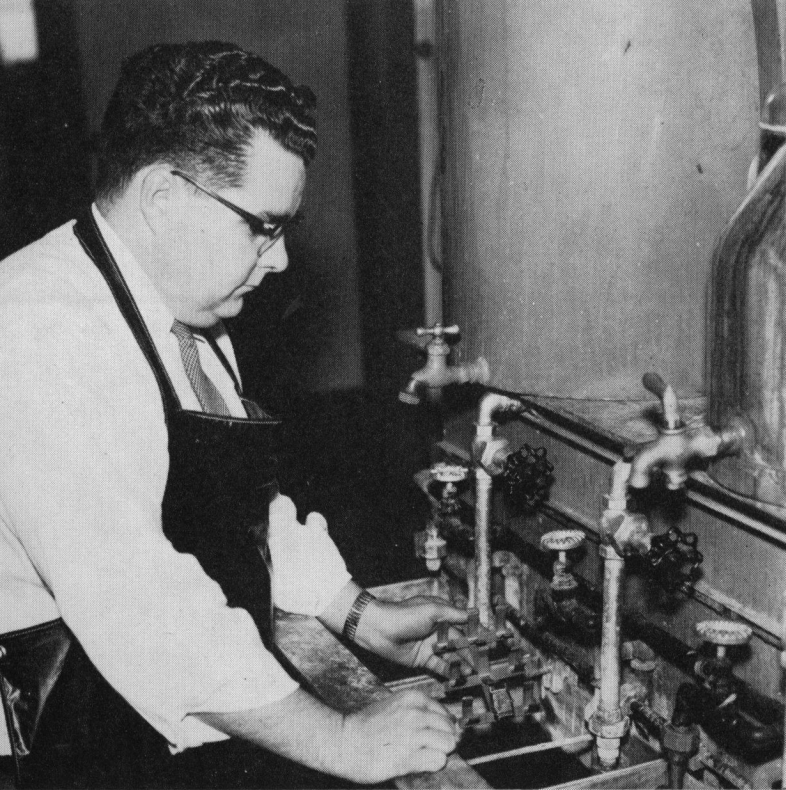
Six years ago the entire dollar volume of the company was derived from the sale of domestically-made watches. Today these watches account for only 50 per cent of Hamilton's dollar volume of sales.

Like scores of firms throughout the nation, Hamilton moved into new businesses so it wouldn't be too closely tied to the ups and downs of just one industry.

As to the future—Sinkler had this to say: "We are going to continue our program of expansion so that we can become less and less dependent on watch manufacturing. Our diversification will continue along the logical line of development already established, and into new fields most adaptable to our existing skills and techniques."

To old-timers who are nostalgic about the association of the word Hamilton with the words "fine watches," Sinkler had this reassurance: "The domestic manufacture of quality watches continues to be the company's major product."

*—The editorial above was published in the Lancaster New Era,
March 27, 1957. Our thanks to them for their kind words.*

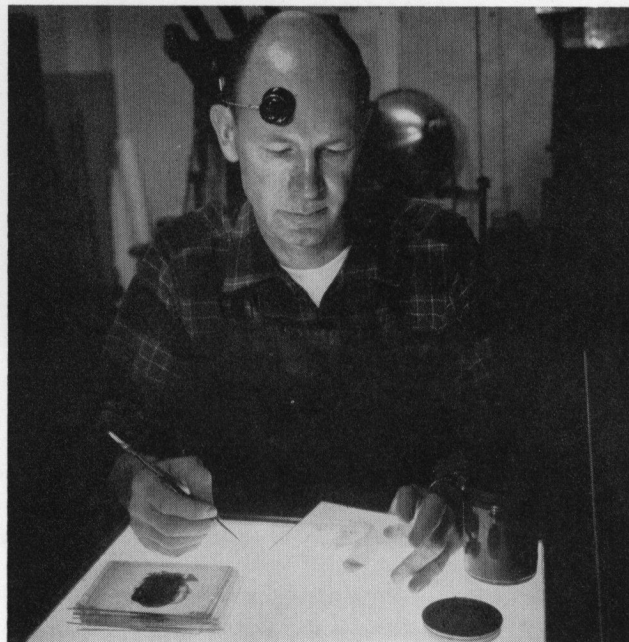


In the Metals Finishing room George Wells tests a photoengraved watch case in various acid baths to determine its corrosion resistance.

To the man on the street, possibly to some of our own employees, the relationship of Hamilton's Research and Development Division and the immediate business of making and selling watches may not be very apparent. And also some may wonder how this seemingly separate little world of activity on Wheatland Avenue fits into the over-all Hamilton Watch Company picture.

We are all aware that only a few months ago the world's first electric wrist watch was put on the market—a project backed by 10 years of Hamilton research and development work. This, however, was the successful launching of a new CONCEPT, a step into the future of timekeeping. It doesn't quite tell the story of some of the less spectacular, but still entirely new, ideas that are continually being born behind those red brick walls. Ideas that when fully developed leave the various lab-

Accentuate



Ned Aurand, Photographer and Metallographer, at work in the dark room preparing the special plate.

oratories to become a part of the whole Hamilton scheme of things . . . in both the production and marketing of better quality, more attractive and uniquely distinctive watches, and in the manufacture of allied products.

There are many projects that engage the minds and hands of Hamilton's scientists, engineers and technicians. And their daily investigations are concerned not only with problems of the future, as some may think, but with those of today as well.

Now, through the next few pages, let's briefly follow just such a project from its idea form, through its pioneer research and on to its consumer market.

the Positive

A CHEMIST ASKS "WHY NOT?"

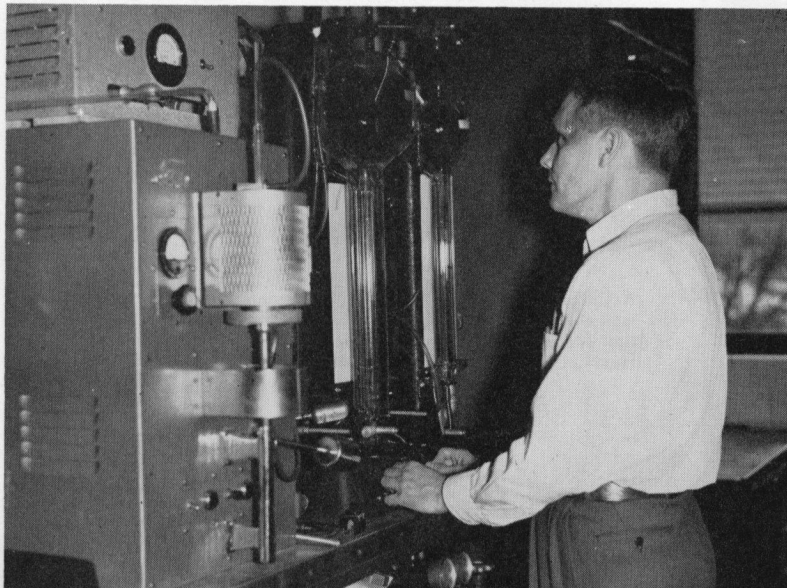
In January, 1955, George Wells was working on a rather routine job. The Freedom Foundation had ordered a picture of George Washington engraved on stainless steel watch backs, and George Wells was preparing the method of reproducing it as an etching from a black and white line drawing. Wouldn't it be interesting, he thought, to have an actual photograph on a watch case? "Well, *why not* try photoengraving a half-tone?" he asked himself. "I'll bet with a little experimenting we could do it!"

George, who is a senior chemist, took his idea to Hamilton's photographer and metallographer, Ned Aurand. Ned had no difficulty in preparing the special type negative for this job, but he found that the conventional photoengraving screen method was far too expensive to be practical. With further work, however, and the use of a new processing film to give a screened effect negative, the plate printing problem was solved.

Having now seen that the half-tone transfer was probably feasible, George sent a memo to Dr. J. A. Van Horn, Director of Research, suggesting that this new photoengraving idea be considered for investigation. The unlimited possibilities of the idea and its uniqueness in the jewelry trade (particularly in the watch industry) were realized and the project was accepted for development. George Wells, on the chemical end, and Ned Aurand, on the photographic side, were assigned as co-engineers. Project 5391, Engraved Picture Process, was now officially on its way.

CHALLENGING PROBLEMS ARE FOUND

When this project was originally set up it was thought that the job would be relatively simple because of its close relationship to regular photoengraving. But it was found that things were not to be as easy as first supposed. When a half-tone photograph is reproduced on metal it must be dark for good definition and contrast with



Robert Deardorff, Analytical Chemist, works on the procedure for controlling the contrast material used to set off the photoengraving.

The Metallurgical Lab also played its part, for some experimental contrast materials were applied in an atmosphere furnace. Here Howard Swarr, Senior Metallurgist, checks pressure dials on the Ammonia Disassociator.



the surrounding background. To find a method of producing a dark image, one that would be durable, became a major stumbling-block to the researchers.

This was indeed a paradox. It was with the plating end of the operations, not with the etching, that everyone expected to meet with difficulties. And now the direct opposite had happened. Over a period of months practically all of the research laboratories became in some way involved in experimenting and testing to find a solution to the "contrast material dilemma." plastics, flame spraying, etc., in hopes of discovering one material suitable to the process and immune to the abrasion and skin excretions to which a wrist watch back is exposed. The Dial Department's existing photoengraving facilities were extremely useful to the whole

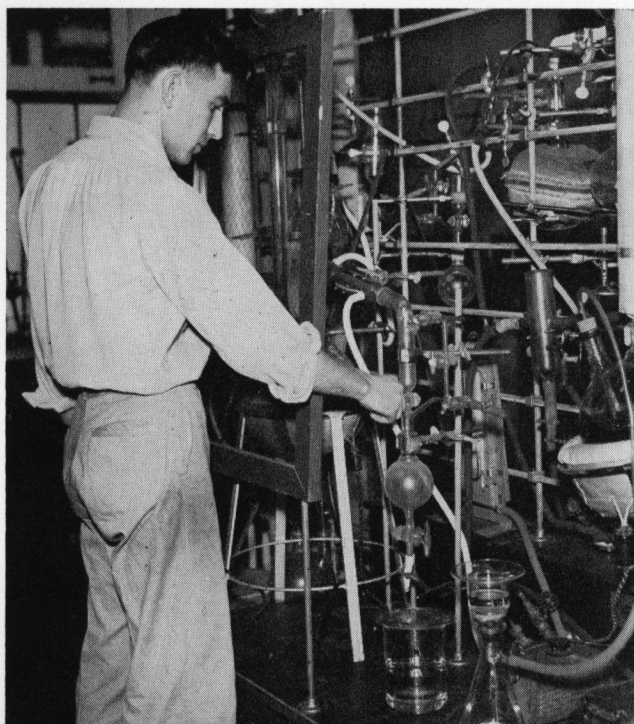
experimental process. Without the help given in this department, great expense of time and money would have been necessary to duplicate the present set-up.

TRAINING, SKILL AND IMAGINATION WIN OUT

While George Wells, along with other personnel in the science labs, conjured up test after test for trial contrast materials, case metals and finishes, Ned Aurand was doing some testing of his own on the refinement of the reproduction for photoengraving. He experimented with all types of photographs . . . black and white, brown tones and full-color prints. The result—as long as the picture was sharp and clear with good highlights it could be faithfully reproduced by the new method on gold, gold fill or stainless steel.

Complete success came at last to Project 5391. A contrast material was discovered that would withstand every rugged abrasion, corrosion, chipping and general durability test Hamilton's scientists and field testers could subject it to.

In October, 1955, a number of sample cases were prepared. In fact, a 200 case order of electric watches



Artificial perspiration, used in corrosion testing, was made in the Organic Laboratory. Some of the apparatus used for this is checked by Earl Harry, Laboratory Technician.



In the Physics Lab test models of the electric watch were assembled with specially engraved backs to evaluate contrast materials. Physicist Floyd Marrie removes a watch back in preparation for photoengraving.

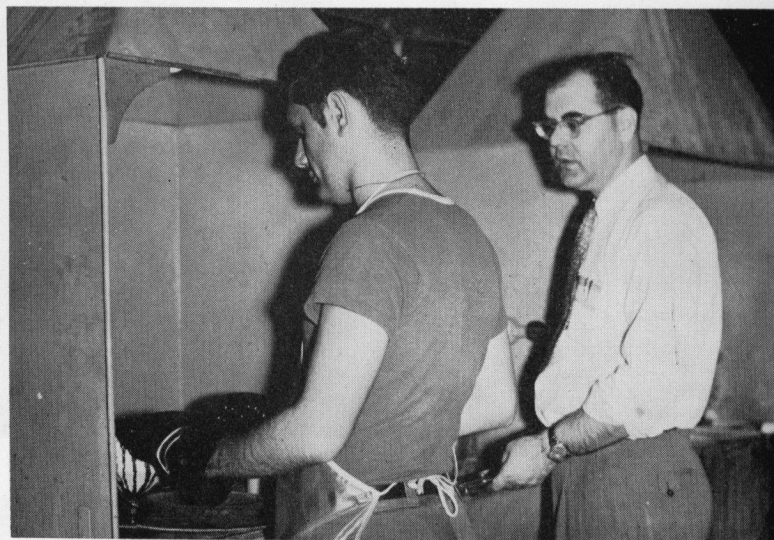
was among some of the initial specimens photoengraved for the field testing. Reports prove that all the cases were worn with no signs whatever of wear on the engraved area. Oddly enough, the contrast material has been found to not only wear as long, but to out-wear the gold fill on the watch backs.

The final Research Division report was prepared by George Wells and Ned Aurand and states as follows: "A process is now available for transferring photographs on watch cases or similar items and making the reproduction durable. The process could be adapted to Production at a reasonable expenditure in additional equipment and could be carried out at costs approaching those of ordinary photoengraving."

RELATED APPLICATIONS ARE WORKED ON

From the very beginnings of the work on Project 5391, the many possible applications of its use were kept in mind. Now that the process was successfully developed further experimentation continued on applying it to watch dials, cigarette lighters, cuff links, lockets and trophies. Here there was very little trouble. Since these items are not in constant touch with the human body a greater variety of metals will take and hold the picture reproduction. In fact, it has been found to work equally well on noble metals and on stainless steel.

Probably the most outstanding example of the use of the process on a watch dial is shown by the clear



Making the etching. Russell Haus, Supervisor of the Photoengraving Section, Dial Dept., and Jere Oster, Technician, bring out the engraved picture through the etching process.



Case finish experimentation was important, too. Dial Department's Finishing Room was the scene of many application tests on all types of watch case finishes. Here Henry Schneider, Section Job Boss, works over a finish on a test plate.



THE ORIGINAL
PHOTOGRAPH



SPECIALLY
PREPARED
NEGATIVE



PHOTO-
ENGRAVED
WATCH BACK



Samples of the finished product are closely examined by Philip Lichty, Chief Chemist.

An electric watch model with photoengraved dial of Pres. Dwight D. Eisenhower's grandchildren.

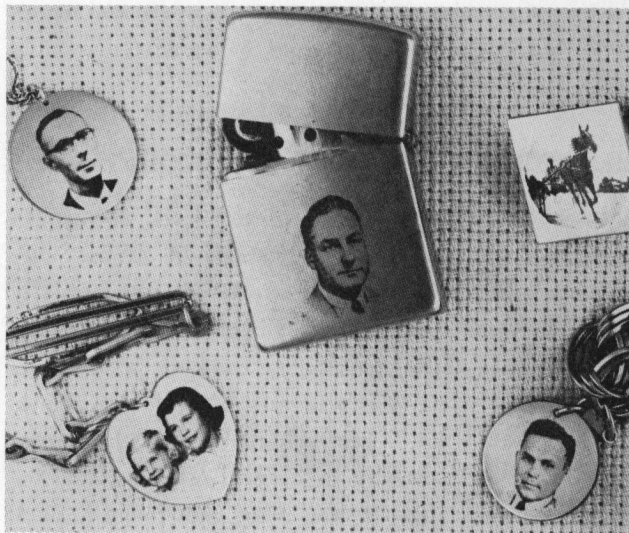


and intricate faces of Dwight D. Eisenhower's four grandchildren reproduced on the dial of a first production model electric watch. This was prepared for future presentation to President Eisenhower.

MARKET TESTING IS NOW IN PROGRESS

On March 15 of this year Hamilton's sales market test of the new idea began. Watches with both photoengraved backs and dials were sent to a dozen jewelers in the Chicago, Ill., area. The jewelers were also supplied with window and in-store display cards to advertise Hamilton's latest work in making a watch a truly personal item of jewelry. Consumer reaction will be studied for a period of six weeks and, if successful, Hamilton picture-engraved watches will become a part of our regular production.

What will eventually come from this new engraving process is, of course, not as yet known. We hope, though, that this story has shown you the specialized knowledge and facilities made available to all departments of the Company, so that this reservoir of scientific talent and experience can bring about further improvement to all Hamilton products. It is a two-fold contribution that the Research and Development Division makes to the Company's place in American industry: first, by helping to improve the products of this year and the next; second, by its potential to uncover new knowledge which could lead to things still undreamed of today.



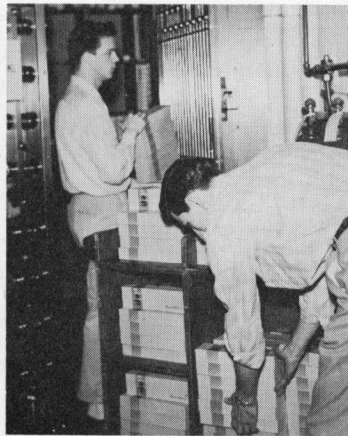
Samples of Hamilton's new photoengraving process applied on various jewelry items. This shows the versatility possible for personalizing keepsake mementos.

A Time to Remember

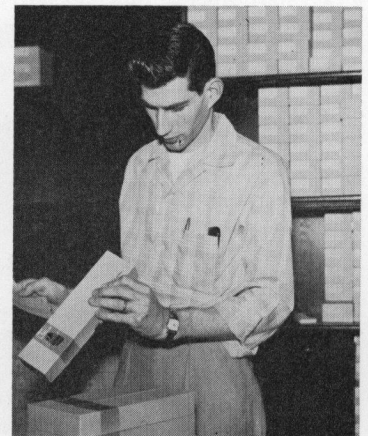
To record for our readers the historic initial shipment of Hamilton Electric Watches, we photographed in sequence their flow from the assembly line to the jeweler.



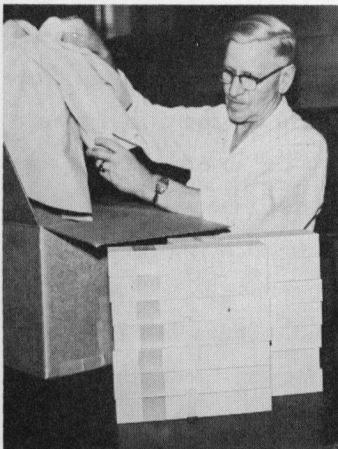
Electric Watch Assembly operator Reba V. Sensenig processes the first electric watches for delivery to the vault. A booklet of announcement and instructions, a reply card type registration certificate and a promotion display piece for jeweler use accompany each watch in its labeled carton. Thomas S. Downs, Production Planning, is shown in the background checking the initial watch delivery.



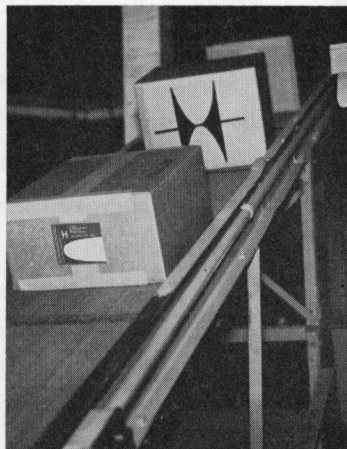
The first delivery is unloaded for vault stock by Richard S. Sourbeer, Custodian of Cased Watch Vault, and Paul D. Wagner, Vault Clerk.



The jeweler's shipment is checked against the invoice by Richard Sourbeer.



Next comes packaging. Samuel Kready, Traffic Department Packer, is busy on one of the first cartons of electric watches.



The electrics start rolling . . . transported by conveyor belt from the packaging section to the shipping room, our first shipment is ready for Railway Express personnel.



Ralph Ulmer, Shipping Section, sends them on their way.

Your Credit Union

The Federal Credit Union of Hamilton Watch has just completed its first twenty years of existence. Organized in 1936 by a group of Company employees, the Credit Union was set up as a cooperative organization, established under federal regulations, to promote a systematic way of saving and to make money loans available to employees who need financial aid to meet emergency expenses.

This is a Hamilton organization operated by Company employees from all departments and sections of the plant for the sole purpose of providing services to Hamilton employee members. The officers are elected annually by the members, and it is only the secretary, treasurer and assistant treasurer who receive any pay for their work in the Credit Union.



Step into the Credit Union Office and you'll be greeted by clerks Mary Roehm (left) and Mrs. Richard Nestel, who are employed for full-time work by the organization.



FEDERAL CREDIT UNION OFFICIALS. Officers (front row, l. to r.): E. L. Schwar, Secretary; J. F. Remley, Jr., Ass't Treasurer; C. Steckervetz, Treasurer; J. C. Adams, Vice president; A. F. Schneider, President. Back row: H. L. Hovis, Educational Committee Chairman; A. J. Kleiner, H. E. Herr, C. F. Erisman, Supervisory Committee; T. A. Lamparter, Credit Committee; R. W. Musser, H. C. Schaller, L. H. Drybred, S. M. Mueller, S. N. Miller, Directors.

In its brief 20-year life, Hamilton's Credit Union has indeed passed from infancy to adulthood to stand now as one of the highest rated in the state of Pennsylvania with the value of employee-owned shares at \$427,120.00 (which isn't far from a half-million dollars), and the membership in the organization representing 70% of the Hamilton employees. The Union has come a long way since it started in 1936 with only 207 members in the first month, whose shares amounted to \$758.00. However, its services were recognized immediately, for in that first month 9 loans were arranged amounting to \$405.00.

How does the Credit Union's plan for systematic saving work? Let's suppose "Mary Hamilton" and "Joe Smith" join the Credit Union. Their membership fee is 25¢. They then arrange to have \$5.00 taken from their pay envelopes each week to buy shares in the Credit Union. Continuing this process, in ten years, if they haven't withdrawn any of their money or borrowed against it, they would have saved a total of \$2,600.00 with interest on this amount coming to \$417.00—or an investment totalling \$3,017.60! Not a bad idea, don't you agree? The interest rate the Credit Union pays currently is 3%, and has been for the past 8 years. When money is saved regularly, with interest being added at regular intervals, the total mounts steadily and attractively.

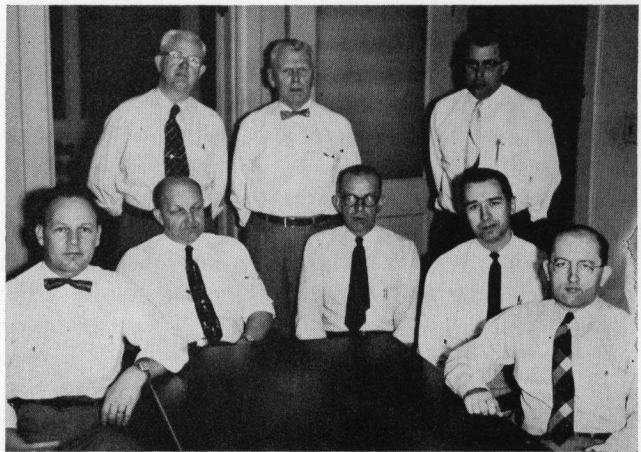
Now, of course, not everyone can sail right through ten years without encountering an emergency, and one day "Joe Smith" needs money in a hurry. He can withdraw his account at the Credit Union at any time by completing a withdrawal form and forwarding it to the Credit Union office along with his pass book. Payments are made on Monday, Tuesday, Wednesday and Friday after 5:00 P.M. If his share book and withdrawal form are in the Credit Union office in the morning, payment is usually made that same day. We don't want to wish "Joe" any bad luck, but maybe he hasn't saved enough money to meet this emergency . . . and perhaps he needs a loan. The Credit Union will be glad to help him.

Now "Joe" fills out an application form listing the required information. Loans up to \$400.00 will be granted to employees without a co-signer or without benefit of collateral. Then "Joe's" application is reviewed by the Credit Committee which makes a job check with his supervisor to determine "Joe's" status. On the recommendation of the Credit Committee, the loan is set up and "Joe's" immediate money problem is solved. In paying back a loan to the Credit Union the interest rate is 1% on the unpaid balance monthly. If "Joe" needs a loan of more than \$400.00, a co-signer, a car title or some other form of security is required. The rate of interest he pays on this larger amount is the same—1% on the unpaid balance monthly. Since the organization of the Credit Union a total of 11,211 loans amounting to \$2,603,744.00 have been made to Hamilton employees. The current loans to employees total \$110,440.00.

The good will and honesty of the Hamilton employees, as well as the good judgment of the Credit Committee, deserve commendation when we consider that the total loss on requested loans during the twenty years of the Credit Union's activity is approximately \$6500.00 or about two-tenths of 1%.

"Joe Smith" and "Mary Hamilton," as members of the Credit Union, can take advantage of another of its services if they wish. By authorizing stipulated payroll deductions, they can purchase federal savings bonds. Since this service has been handled by the Credit Union, Hamilton employees have purchased bonds totalling \$2,900,000.00.

Every year in January the Credit Union holds an annual meeting to elect officers and review the year's activities and plans. Each member of the Credit Union



CREDIT AND EDUCATIONAL COMMITTEE MEMBERS. Seated, (l. to r.): T. A. Lamparter, H. L. Hovis, R. F. Dirks, R. V. Hartman, I. D. Fickes. Standing, (l. to r.): J. S. Rohrer, M. Christensen, W. E. Marks.

is urged to attend and participate in this meeting and take an active part in their organization.

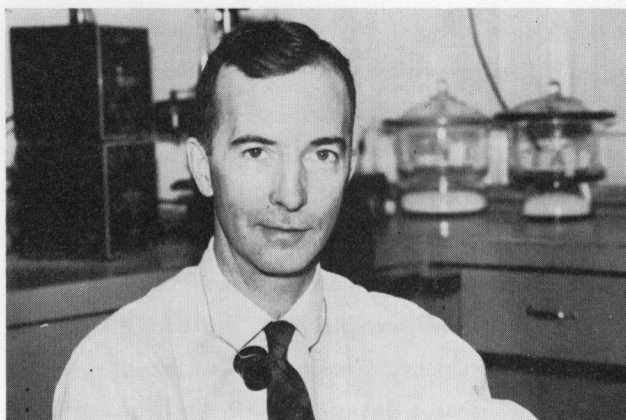
We can all be very proud of our Credit Union and the outstanding service it has maintained for twenty years as well as of the opportunities it offers to all the employees here at Hamilton. Happy Anniversary — and many more to come.

Chinese proverb: The man who removes a mountain begins by carrying away small stones.

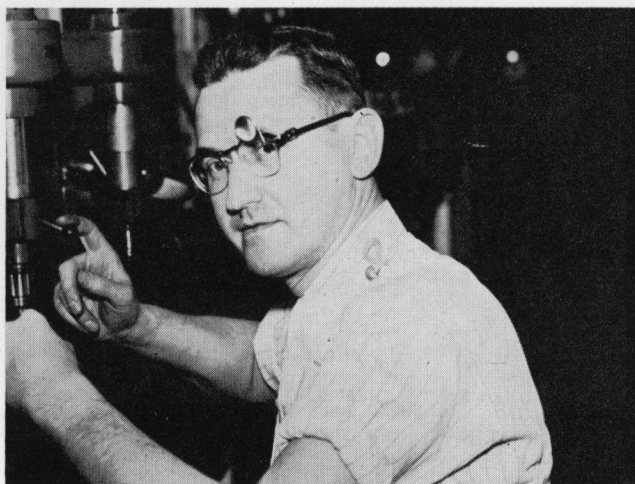
Meet Your Reporters



Mike Troop is Dealer Materials Supervisor and can usually be found down in the Display Shop. Mike joined Hamilton just a little more than 10 years ago as a cabinetmaker in the Shop. He is a member of HMA and HRA; is active as Sec.-Treas. of the Ajax Boat Club and is a member of the Susquehanna Yacht Club. Mike is most enthusiastic about his boating and fishing hobbies. He was born in nearby Gordonville and now lives in Columbia.



John H. Fry, who reports from the Works Laboratory, is a Senior Chemist in this department. He came to Hamilton in 1935 as an errand boy in the engineering section, and after one year was promoted into the Works Lab. John is a member of both the HMA and the HRA, and is a real outdoor man in his spare time. Hunting, fishing, tennis—and particularly golf—top the list of his avocational interests. A New York stater by birth, John now lives in nearby Marietta.



Max Caldwell, a Hamilton employee for almost 15 years, is a Small Tool and Cutter Maker in the Small Tool Dept. Max has worked in this same department since he began his employment here in Nov. 1942. In the recreation line, he likes to roll up the strikes and spares in the local bowling alleys. Max, a native Pennsylvanian, was born in Tyrone and came to Lancaster in 1928.



Ray R. Ellis is employed as Salvage Analyst and Inspector of Purchased Watch Parts. He came to the Company 11 years ago as a roving inspector in the Automatic Dept. He belongs to both the HMA and the HRA, is in the bowling league and plays on the Hamilton softball team. Most sports capture Ray's interest and participation. He resides in the city of Lancaster, but is a native Tennessean.

\$\$\$ Dollars for Ideas

WHEN YOU PASS A SUGGESTION BOX, STOP . . . FOR OPPORTUNITY KNOCKS

Many opportunities come to us through help given by others. But every day at Hamilton you have the chance to open the door to "opportunity" without having to depend upon the helpfulness of any one at all.

The Suggestion Box offers you the chance to become "the master of your fate," so to speak. You can make your opportunities as big and as often as you wish. The Suggestion System sets no limit on the number of ideas you may submit, and none on the number of awards you may win.

Another thing is in your favor, too. Suggestions may be made on any phase of your job . . . to save time or material, to reduce waste or to simply make a job safer and better for you and your fellow employees.

Now here are a few suggestions FROM the Suggestion System to you:

Don't let yourself be discouraged if many of your ideas are not adopted. Suggestion Plan records show that on an average, one out of four ideas is adopted. So keep on turning them in.

Realize that ideas can be very elusive things. One minute you may hit on something worth your weight in electric watches; the next moment you've forgotten your brainstorm and it's worthless as a Confederate dollar.

Don't let forgotten, unwritten ideas rob you of valuable awards. You may have too much at stake. Next time you pass the Suggestion Box stop and give opportunity a chance to get acquainted with you. Don't take just one suggestion blank, take two or three so you'll always have one handy at work and at home. When you get an idea, make a note of it right away. Don't give it a chance to be forgotten.

Remember that an idea is not always born full-grown. It may need to be developed. But even if that is the case, get it down on paper and then work on solving the problems necessary.

Opportunity is knocking every day; it announces itself from the gaily colored posters on Hamilton's Suggestion Boxes throughout the plant. Let the Company's Suggestion Plan bring YOU dollars for YOUR ideas.

Charles Williams receives his Suggestion Award check from G. E. Shubrooks, Chief Engineer. Moses B. Good, Maintenance Foreman (right) and Henry C. Dobbs, Supt. of Maintenance, offer their congratulations to Hamilton's latest "idea man." ➔



C. Donald Jones shows his Suggestion Award Certificate to Hamilton's Suggestion Award System administrator, Ken McMillen.

Suggestor of the Year

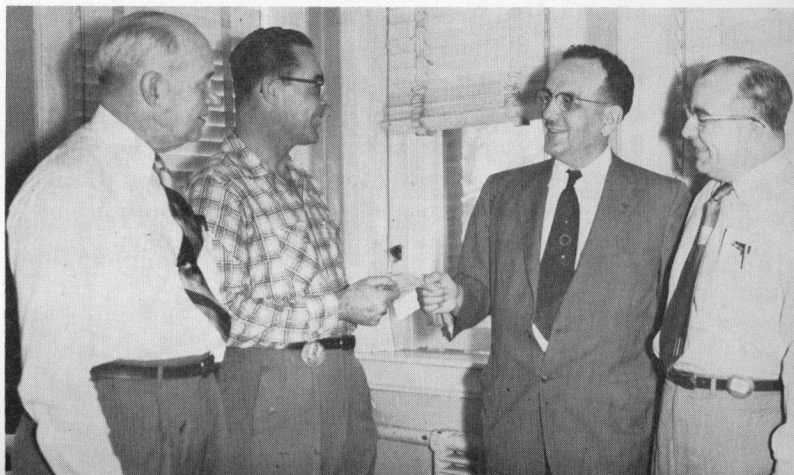
C. Donald Jones, Production Dispatcher (Plate Dept.), is one of Hamilton's most frequent "repeaters" when it comes to having ideas pay off. As an added honor for his successful participation last year in the Company's Suggestion Program, he was presented with a certificate award from the National Association of Suggestion Systems, Philadelphia Chapter, as a "Suggestor of the Year 1956." Don was one of 16 employees in industry to receive this honor at the N.A.S.S.'s sixth annual dinner on Feb. 21.

During 1956 Don submitted four suggestions and had four adopted and put into use. However, this is not a 100% score as it would seem to be . . . for of this number accepted, three had been submitted in 1955 and completed in 1956. Since Hamilton's Suggestion System was modernized in 1954, Don has a total score of nine accepted suggestions out of 17 submitted.

Congratulations to "Suggestor of 1956" . . . may he find his name on the role again in '57.

It Was a Good Idea

Charles Williams, millwright in the Maintenance Department, came up with a suggestion that resulted in a 50% cost reduction in housings. His award winning suggestion, for which he received \$25.00, was that bearing inserts be purchased separately from the housings into which they are installed. In the past, the bearing and housing was bought as one unit and installed as such. This resulted in an accumulation of housings which, although not worn out, were discarded. By following Mr. Williams' suggestion of separate purchasing, the housings already in use can be salvaged.





Arthur B. Sinkler receives the PMA Safety Award plaque from James F. Malone, Jr. (left). Hamilton safety director G. Kenneth Weeks looks on.

Employees Earn Top PMA Safety Award

For working more than one million hours continuously with no lost-time accident, Hamilton's employees were awarded a Million Man Hour Safety Plaque by the Pennsylvania Manufacturers' Association on February 11. This top safety award of the PMA was given for 1,470,274 man hours worked continuously with no accident causing lost time between July 23 and November 30, 1956. Only one other Lancaster County company has received this award since it was established in 1955.

Arthur B. Sinkler accepted the plaque, in behalf of Hamilton's employees, from James F. Malone, Jr., PMA general manager in Western Pennsylvania.

In making the presentation, Malone commented, "I think it is a tribute that your (the Hamilton Watch Co.) position is among the leaders" in the field of industrial safety. "I know," he continued, "that your combined efforts will make certain that you maintain this position."

Although Hamilton's employees became eligible for the award in the period ended last November, they have continued their accident-free production run past the 2,000,000 man-hour mark and are headed for another safety record, according to G. Kenneth Weeks, Hamilton safety director. Statistics show that the Company's safety record is now the best in its history.

What Is a Secretary ?

By Doris Souser
REPORTER



Mrs. Ivy Baker Priest, our U. S. Treasurer, once described the qualifications of a secretary with this statement: "A secretary must look like a girl, think like a man, act like a lady, show horse sense and work like a dog." Stop and think a moment about the duties and responsibilities a secretary is expected to handle. Management today is making greater demands on the secretarial profession with opportunities for secretaries in the "American Way of Life" increasing steadily. The advance of automation forecasts "ceiling unlimited" for secretarial employment and opportunity. A recent survey disclosed the number of duties delegated to the secretary as more than 500.

The title "secretary" has been frequently misused. Most people connect the first secretary with the advent of the typewriter in the early 1870's. This is historically true for the case of the female secretary. Before that time women were unheard of in the secretarial field and were occupied entirely with domestic and housewifely duties.

But centuries ago, during the Golden Age of Greece, secretaries were bought and sold on the slave market—a well trained, discreet and dependable secretary bringing a very high price. Then in the 13th or 14th Century England, the word "secretary" developed, deriving from the word "secret" or keeper of secrets.

Today, keeping secrets, employing tact and discretion comprises only a small part of a secretary's duties as she assumes an important role in all fields of business, becoming the Boss's right hand, ready to assist him whether the task be large or small.

A special day for secretaries throughout the world will be observed on Wednesday, April 24—Secretaries Day, a part of Secretaries' Week, April 21-27. The purpose of this annual "girl Friday's" week is to make the public more aware of the professional aspects of the secretary's job. Also, it is hoped that the public will realize what secretaries are trying to do, not only for themselves but for management, in up grading secretarial personnel throughout the world, in establishing educational standards for secretaries, and in broadening the scope of secretarial training to better meet the needs for executive secretarial positions.

Student Visitors

Then Senior Class of the Lancaster Catholic High School visited Hamilton on the morning of February 27th. Their visit here was sponsored by the Lancaster Chapter of "ACES" (Americans for the Competitive Enterprise System) to which Dr. H. M. J. Klein and Dr. Horace Barnes, retired F. & M. faculty members, devote a great deal of their time.

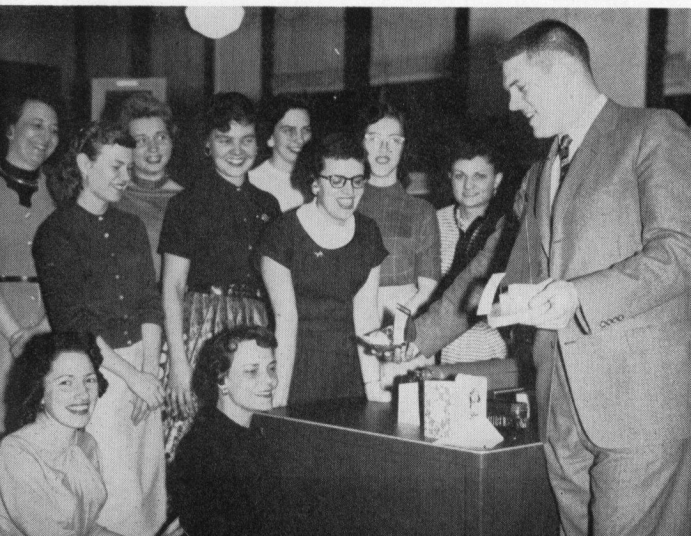
The students came to the auditorium where they received official greetings from President Arthur B. Sinkler and a comprehensive discussion of the financial and fiscal set-up, plans and procedures by Hamilton Comptroller, Win S. Davis. The film, "How a Watch Works," was shown, then Dick Slaugh, Head Watchmaker, told the students about the development of watches from earliest civilization to the completion of the electric watch. A question and answer period which followed brought forth some very interesting queries from the group.

The whole point of this ACES-sponsored activity for high school students is to provide a first-hand, on-the-spot opportunity to see free enterprise at work, to let youth see how American business works and operates and to give the boy and girls a chance to learn from the American businessmen, personally, some of the aims, problems, phases and results of the Free Enterprise System.

Bon Voyage

Lloyd S. Greiner, Sales Trainee, bid farewell to Hamilton the end of February to begin his tour of duty in the U. S. Navy. He was given a royal send-off by the girls in Advertising at an office surprise party. Lloyd, whose home is in Leola, is now in Officers Candidate School, Newport, Rhode Island.

Photographed at the party are: (back row, l. to r.) Marie Black, Mary Ann Felger, Anne Coldren, Theda Hallacher, Carolyn Myers, Patricia Greenleaf, Hazel Kautz, Mary Lansche. Front (l. to r.) Carolyn Ober, Jean Molloy, Lloyd Greiner.



PATENT AWARDS RECEIVED. The first awards on the electric watch, under Hamilton's Patent Award Program, were presented in March to Philip Biemiller, chief physicist; Kenneth Schoenrock, master watchmaker, and James Reese, master technician. Roland Raver, vice president—manufacturing, is shown above presenting the Patent Award checks to the three men.

Speakers . . .

. . . Harry L. Hovis, Supt. of Metals Processing, addressed the Hummelstown High School students on the subject, "Science as a Profession" on Jan. 18th. On February 22nd, he addressed the Lancaster Sertoma Club speaking on "Metals Processing." Mr. Hovis will again discuss metals processing on April 26th, when he is guest speaker before the Long Island Chapter of the American Society for Metals.

. . . R. W. "Dick" Slaugh, Head Watchmaker, spoke before the Horological Society of Massachusetts on March 19th, at the Waltham Watch Company. This March meeting of the Society was designated as "Hamilton Nite."

. . . Wally Bork, Manager of Dealer and Media Services (Advertising), showed the film "How a Watch Works," and discussed Hamilton's varied activities on March 18th, at the evening meeting of the Lancaster Northeast Rotary Club. On March 19th, Mr. Bork was speaker at the Lancaster Kiwanis Club on the subject of Junior Achievement. On March 26th he made the presentation, "Developing an Advertising Program," before the Temple University Extension Class at Franklin & Marshall College.

. . . Robert J. Gunder, Director of Advertising, will be a panel member for a discussion of retail jewelry merchandising at the first joint meeting of The Retail Jewelers Association of Western Pennsylvania, Inc. and the Pennsylvania Retail Jewelers Association, April 28-29, in Reading. The recently merged groups have now become The Pennsylvania Retail Jewelers Association.

. . . Harry G. Thomas, vice president in charge of finance, was the featured speaker at a dinner meeting of the Accounting Club of Franklin and Marshall College on March 21st at the Warwick House, Lititz. Mr. Thomas' topic was "The Role of Accounting in Management Decisions."



John Rhyne, research chemist, watches the running of the "juice" powered electric watch set up in Electric Watch Assembly. . .

Real "Juice" Runs This Electric . . .

In this age of "do-it-yourself" Hamilton's electric watch people are right in tune with the times. Yes, we do mean that E. W. Assembly has assembled a do-it-yourself electric watch. Just follow these instructions and you, too, can make a real conversation piece:

Take 1 lemon (or the juice of same), add 1 white penny, 1 copper penny, 2 pieces of wire. Insert pennies in lemon, attach one end of wires to electric watch movement, insert other end in lemon.

So there you have it . . . a really "new" concept in timekeeping. It may be just a little cumbersome to carry around, but you can always count on being the center of attention.

HRA News and Notes Trips Top the News

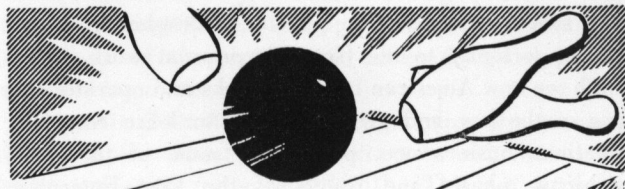
Your HRA offers you an economical trip to New York City, weekend of May 4th and 5th, with bus transportation, lodging, tour of an ocean liner and TV tickets all for the price of \$10 (each HRA member and one guest) or \$11 each for non-members. The bus will depart at 5:00 A.M., May 4th, and will leave New York at 6:00 P.M., May 5th. Be sure to make your reservations at the Personnel Office by Friday, April 12.

A "Vacation in Canada" is the big item of HRA's activity program for this summer. For the first time in the history of the organization a tour is being ar-

anged for a week's trip across the border. From July 8th to 13th (inclusive) a 35-passenger air-conditioned bus will carry HRA members and guests from Lancaster to Quebec City, Canada, on a never-to-be-forgotten excursion. There will be plenty of time for sightseeing in old-world Quebec City and at the famous St. Anne de Beaupre shrine just 23 miles away. Sightseeing has also been arranged for an afternoon and night stop-over in Montreal. On the return journey a stop will be made at the Thousand Islands. Here one can take a special boat ride around the islands before departing for Watertown, Syracuse, Watkins Glen and the beautiful Finger Lakes region.

Plan to see Canada the HRA way this summer. Remember, there is only one bus and reservations are being accepted on a first-come, first-served basis. Get YOUR name in to the Personnel Office by APRIL 12.

Down the Alleys



The winning keglers of the HRA Bowling Tournament at Rocky Springs Bowling Lanes on March 16 were:

	Total Pins	Award
High Team Triple with Handicap		
Nancy Starr-Jim Bradley	1230	\$20.00
High Team Triple without Handicap		
Dotty Prentice-Dick Tshudy	1042	17.00
High Team Single with Handicap		
Ruth Walsh-Elmer Leese	432	15.00
High Team Single without Handicap		
Peggy Nies-Ed Miller	357	13.00
High Triple with Handicap (Man)		
Hen Dobbs	644	5.50
High Triple without Handicap (Man)		
Jerry Schuldt	611	4.50
High Triple with Handicap (Woman)		
Eva Hendrix	620	5.50
High Triple without Handicap (Woman)		
Clara Henry	512	4.50
High Single with Handicap (Man)		
Dick Hess	242	4.00
High Single without Handicap (Man)		
Ken McMillen	200	3.50
High Single with Handicap (Woman)		
Jane Mann	232	4.00
High Single without Handicap (Woman)		
Jane Beazley	188	3.50
		\$100.00

ALL BOWLERS PLEASE NOTE:

Persons interested in forming a Mixed Bowling League are requested to send their names to Rhoda White (A.P. Inspection), Jane Creamer (Traffic) or Joe Staab (A.P. Scheduling). The Bowling Committee announces that if there is enough interest shown in this, an effort will be made to develop such a league as an HRA activity.

From the Mailbag

Floral Park, N. Y.

Gentlemen:

This is my testimonial on a Hamilton watch I have owned since 1936. It has been my constant companion during these years. During the spring of 1942, when I was living in Dedham, Mass., I lost the watch while out for a walk. I missed it several hours later and retraced my steps. I found it lying face down where a cement sidewalk was crossed by a driveway. A car had run over it. The crystal was pulverized, the face badly scratched, the stem pulled out and the crown broken off. Despite this treatment, the watch was still going and the local watchmaker repaired the damage for \$1.50.

I am still using the watch and the only evidence of the foregoing episode is a badly marked case where it rests on my wrist.

When the subject of shock proof watches is brought up I mention my "shock proof" Hamilton.

Yours truly,

(Miss) Margaret R. Nelson

Eagle Grove, Iowa

Dear Sirs:

I thought you might be interested to know that on March 8, 1907, I purchased a 21 jewel Hamilton watch, 940, movement No. 553580 . . . from a jewelry store in Eagle Grove, Iowa. On that same date I entered the service of the Chicago & Northwestern Railroad as a brakeman and have been in continuous service as brakeman and conductor until February 25, 1957, when I retired. I was carrying the watch that I purchased March 8, 1907, which amounted to practically 50 years service. This, it seems to me, is exceptionally good service for a watch carried on the railroad and I wanted you to know that I appreciate good quality merchandise.

Respectfully yours,

C. G. Winans

A little experience often upsets a lot of theory.

—NIBLETTER

Advertising Award

Hamilton's Outstanding Achievement Award was presented on March 12, to the Herald-Traveler of Boston, Mass. This award is made annually by the Company to the newspaper securing the largest amount of dealer tie-in lineage in support of Hamilton's National Newspaper Schedule. Wally Bork, Media Service Manager, presented the award plaque to Paul S. Roberts, Jr., Advertising Manager of the Herald-Traveler. Dave Chapman, Hamilton District Sales Manager, was also on hand for the presentation.

New Timers



- Michael Henry to Henry M. (Sales) and Wanda B. Smith . . . December 30, St. Joseph's Hospital . . . 5 lb. 12½ oz.
- Joanne Marie to Glenn W. (Metals Processing) and Lucille Daub . . . January 2, Lancaster General Hospital . . . 8 lbs. 2 oz.
- Diane to Thomas and Joanne Shurgalla (formerly of Engineering Services Sec.) . . . January 9, Lower Bucks County Hospital, Bristol . . . 7 lbs. 13 oz.
- Carolyn Suzanne to Luther S. and Ethel C. Madeira (Factory Payroll) . . . January 28, St. Joseph's Hospital . . . 7 lb. ½ oz.
- Janet Lynn to Nathan K. (Service) and Jeanne B. Nissley . . . January 31, Lancaster General Hospital . . . 7 lbs. 6 oz.
- Terry Lee to James L. and Eunice H. Goss (Fuze B) . . . February 3, St. Joseph's Hospital . . . 6 lbs. 15 oz.
- Kathy Jo to Barry and June Barto (Ordinance, E. Pete) . . . February 10, St. Joseph's Hospital . . . 5 lbs. 8½ oz.
- Kevin Mark to Kenneth W. and Margaret G. Miller (Balance & Flat Steel) . . . February 10, Lancaster General Hospital . . . 8 lbs.
- Dorcelle Kay to Jay W. (Tabulating) and Carol J. Herr . . . February 12, Lancaster General Hospital . . . 6 lbs. 14 oz.
- Kathleen Louise to George A. (Service) and Frances A. Kohlmaier . . . February 12, St. Joseph's Hospital . . . 7 lbs. 5½ oz.
- Carl David to Carl C. (Fuze Manufacturing) and Adelia S. Peretti . . . February 16, Lancaster General Hospital . . . 6 lbs. 12 oz.
- Jan Marie to John E. (Military Production) and Shirley Ann Henderson . . . February 19, Lancaster General Hospital . . . 7 lbs. 1 oz.
- Karen Louise to Leo S. and Florence McGeehan (Legal Dept.) . . . February 20, Lancaster General Hospital . . . 6 lbs. 15 oz.
- Brenda Louise to George S. (Import Casing) and Dorothy M. Rudes . . . March 4, Osteopathic Hospital . . . 6 lbs. 4 oz.
- Cindy Ann to Paul D. (Models Lab.) and Anna Mary Lenox . . . March 4, Lancaster General Hospital . . . 6 lbs. 5 oz.
- Christopher Edward to Ralph (Production Rate Sec.) and Alice Mozian . . . March 20, St. Joseph's Hospital . . . 6 lbs. 5 oz.

General . . .

. . . Dodd Hawley, Hamilton's Houston, Texas, sales representative, recently presented a late model Hamilton to the retail advertising manager of the San Antonio Express & News in recognition of the newspaper's having won 2nd place in a Hamilton Watch sponsored national contest. First place winner was the Boston Herald Traveler. The contest is an annual event to promote local advertising of national products. Hawley was also present at the annual banquet of the Texas Watchmakers of Houston and spoke to the group on the history and workings of the electric watch.

. . . Edward Lewis Jones, Jr. arrived March 8th at the Ed Jones', 2403 Chestnut View Drive. "Papa" Jones is Consumer Advertising Manager.

. . . The Lancaster Manufacturers Association has named the following Hamiltonians to committees for 1957: Arthur B. Sinkler, Insurance Committee; Richard J. Blakinger, Legislative Committee chairman; and Robert A. Preston, Wage Survey Committee vice chairman.

. . . Rufus A. Fulton, vice-president, marketing, has been elected president of the board of directors of the Lancaster Country Club.

. . . KWIK-CHEK IS BROKEN INTO OVER WEEK-END (headline in Miami Times). This must have been a tight squeeze. However, it happens to be just one of those "name's the same" things, for Miami's Kwik-Chek is a supermarket.

. . . Harriet Brackendorf (Train) and her husband recently spent a vacation in Florida and Havana, Cuba. On the way she stopped for a brief visit with her sister, Ruth, a former Train Dept. employee.

. . . Miriam Kahler (Balance & Flat Steel) spent some time in February on Amma Maria Island, Florida.

. . . Just what I've always wanted! . . . The presentation Hamilton's purchased recently by Johnny Johnson, owner and publisher of Ebony magazine, as service awards for his employees, so impressed him that he ordered one for himself and had this engraved on the case: "To Johnny Johnson from Johnny Johnson for 10 years of loyal service."

. . . Gil Vatter (Sales Coordinator) was the "Stump Your Neighbor" winner on the March 13 telecast of this weekly Channel 8 quiz program. Gil was representing the Lancaster Stamp Club in a battle of wits against the Reading Stamp Collectors. Gil now goes on to a bigger and better challenge—the "Stump Your Neighbor"

play-offs on March 27. (Can Gil be Hamilton's answer to Charles Van Doren?)

. . . Timely Topics welcomes new reporter Joe Staab. Joe is a Central Planner in the Allied Products Scheduling Section.

. . . Paul D. Newland, Assistant Director of Public Relations, has been appointed to membership on the USO National Council. Harvey Firestone, chairman of the Board of Governors announced the appointment on March 15th. The prime purpose of the council is to serve as a nation-wide medium through which USO may seek and obtain advice, guidance, review and cooperation from leading representative citizens throughout the country.

. . . Albert J. Mathews, Personnel Training Supervisor, is running for reelection to the Lancaster School Board.

. . . Romaine L. Spiese (Spring Section) became the bride of John D. Habecker of Rohrerstown on March 16th at the Rohrerstown Reformed Church. The couple honeymooned for two weeks in Florida and Havana, Cuba, and are now at home at Spring Valley Road, Lancaster.

. . . Laura Snively (Train) is wearing rather novel earrings these days. She has converted the small watches on her 25 and 30 year service pins into a pair of very attractive ear ornaments.

. . . Philip E. Biemiller, Chief Physicist, was a judge for the physics division of the 5th Annual Lancaster Science Fair at Cocalico Union High School on March 30th.

. . . Richard S. Warren, Supervisor of Wage and Salary Administration, is conducting a 10 session course on "Effective Speaking" for Aircraft Marine Products Company employees from Mount Joy, Florin, Elizabethtown and York.

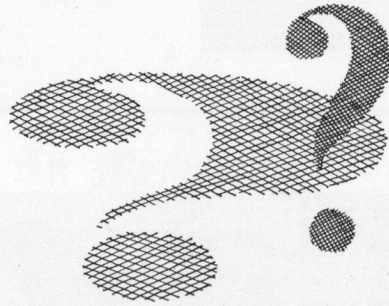
. . . M. Jere Sahm (Quality Control Engineer) was married on March 2nd to Gladys Duffy, a student nurse at St. Joseph's Hospital, Reading, Pa. Jere is now on a leave of absence from Hamilton as he entered the U. S. Air Force on March 22nd.

. . . Anna M. Parks (Spring Dept. and a Timely Topics reporter) is convalescing at the Lancaster General Hospital after being severely burned in a fire that destroyed her home. All of her Hamilton friends wish her a rapid recovery.

. . . Eastern Massachusetts representative for Hamilton, Ed Egan, is recuperating from an appendectomy.

. . . For Sale: A "George" garden cultivator. Call LO 9-1339.

I've Got a Question ?



Ques: *Referring to Page 13, January-February issue of TIMELY TOPICS, just how does one measure thickness with both a dial gage AND a slide rule? Also, what is heat testing?*

Ans: Our face is red. The only consolation we can find for having goofed in our copy, is that now we know for certain we have at least ONE reader. Actually, Ed Myers is using the slide rule to calculate weight requirements for raw materials necessary in the manufacture of electric watch parts. He uses the dial gage to measure the dimensions of watch parts. These are two distinct operations of his job and not done simultaneously, as our copy erroneously suggests. Heat testing, as probably everyone at Hamilton knows, with the exception of your editors, should read heat treating.

Ques: *Will Hamilton have anything to do with any timing device in or on the earth satellite to be launched during the international geophysical year?*

Ans: We have been asked to supply, and plan to do so, a programming mechanism to be used in one of the devices to be launched within the geophysical year. This mechanism will be in the form of a clock and will switch from one circuit to another at regular time intervals during the entire time that the satellite is in flight.

Ques: *Can you give me a definite date, at least name the month, when the families of Hamilton employees will be permitted to tour the plant? In the last issue you stated that such a tour was going to be set up.*

Ans: No, we can still not say just when the tour will be an actuality—it is still in the planning stage.

Ques: *Why is it that Hamilton will not give a man at the bench a chance to sell watches?*

Ans: We're sorry, but we are not certain just what the questioner means here. Is he referring to leaving the bench and becoming a Hamilton salesman or does he wish to know why Hamilton watches cannot be sold by employees in any de-

partment of the Company? We shall be glad to answer the query if the writer will clarify his question and send it in again to "I've Got a Question."

Ques: *If there are so many advance orders for the electric watch, why don't we extend the assembly line producing this watch, instead of laying off employees in other departments which are being cut down since the completion of government contracts?*

Ans: The electric watch is a new product. The manufacture of any new product requires new skills, techniques, tools, etc., plus time to work out assembly refinements. At present, the assembly sequences have not been completely perfected to the point of determining the optimum output per operation on the line. This must be fully worked out before there is any point in expanding the line personnel. Additional people have been and will be added to this line as production requirements increase.

Ques: *Is it true that Hamilton is about to introduce an entirely new timekeeping product now undergoing wear and performance tests?*

Ans: Yes, this is true. It is also true that we have a number of entirely new items . . . watches, clocks and other instruments . . . but we don't intend to publish the information at a time when it might give our competitors some advantage.

I'VE GOT A QUESTION!

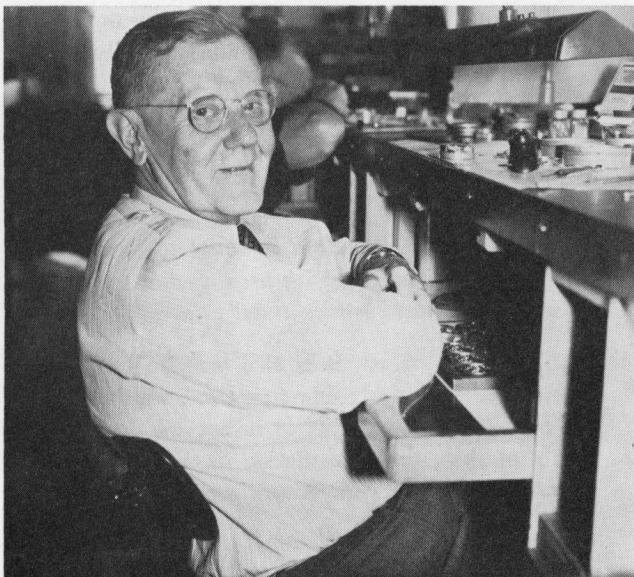
Please publish the truth in TIMELY TOPICS about the following question or rumor:

Retired



Jessie L. Cramer (Train Dept.) retired on March 1, thus completing 31 years and 7 months service with Hamilton. Miss Cramer, an inspector, has been employed in the Train Dept. ever since she first came here in Aug. 1925. She admits to being an avid pinochle player, an enthusiastic reader, and to having a "green thumb." Miss Cramer is a native of Lancaster County and resides in the city at 327 E. King St.

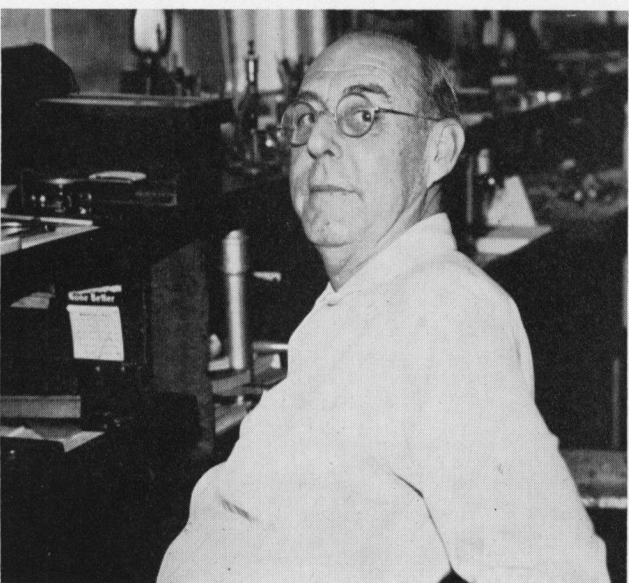
← A blossoming "money plant" was one of the gifts Miss Cramer received from fellow employees in Train Inspection. Admiring the plant along with Miss Cramer are (l. to r.) John Schwebel, Elizabeth Landau, Blanche Brubaker, Irene Murry and Marguerite Boas.



Clifford O. Wittel (Movement Assembly) retired from Hamilton on April 1, with 46 years of service to the Company behind him. Mr. Wittel, a true craftsman in his field, has been a Banker in Movement Assembly throughout all the years of his employment here. The younger generation employees in the department say . . . "he has been teacher to practically all of us in the banking section and we certainly hope he will come back to visit us many times. We will all miss him." Mr. Wittel was born in Newtown, near Columbia, and now lives at 12 East New Street, Lancaster.



Theresa M. Reilly (Plate Dept.) retired on April 1. Mrs. Reilly, an inspector in Plate, has worked in this department ever since she began her employment with Hamilton. This February she received her 25 year pin. Mrs. Reilly has several free-time interests, and bowling is one of them. She is a member of HRA and used to bowl on the Hamilton team. Raising flowers and spending time with her 12 grandchildren keep her spare hours quite busy. Mrs. Reilly, a life-long resident of Lancaster County, lives at 229 Manor Ave., Millersville.



Charles R. Barber (Service Dept.) retired on April 1, after having been with the Company for the past 48 years. Although he has been in service work at Hamilton for many years, his first employment here was in the Finishing Department. Now that spring has come, can Mr. Barber's roses be far behind? An avid gardener, he puts rose growing at the top of his hobby list, with wood-working running a close second. Charles Barber is a native of the city of Lancaster and lives at 46 Edgehill Drive. His son, Eugene, is a Hamiltonian also.

In Memoriam

George B. Biggs (Plant Security, retired) died on February 11. Mr. Biggs had been an employee of Hamilton for 46 years until his retirement on August 1, 1956.

Dominick Valentino (Maintenance, retired) died on March 13. Mr. Valentino had served with the Company for 29 years prior to his retirement in 1950.

Herbert B. Smeltz (Friction Jeweling Dept., retired) died on March 16. Mr. Smeltz had been with Hamilton for 50 years.

Alice S. Gardner (Train Dept.) completed 46½ years of service with Hamilton upon her retirement on April 1. Miss Gardner, a counter in the Train Dept. since 1934, had worked for 23 years on the staff line. Although she professes no true hobbies as such, she says her greatest enjoyment is gained from "just plain housework." "And I like to take walks, particularly at this time of year," she added. Miss Gardner, who has always made her home in Lancaster, resides at 674 Union St.



Sam Berneri (Sales Representative) retired on April 1. Mr. Berneri, whose headquarters were in Hamilton's New York office, officially began his affiliation with the Company in February 1951. However, as a former president of Louis Manheimer & Bros., N. Y., he had known and handled Hamilton watches for many years. He was recently presented with a remembrance gift from the New York district representatives. Mr. Berneri was born in New York City and resides at 10 Downing St., New York.

