

TIMELY

FALL 1961



TOPICS

Nothing will ever replace the warm,
relaxing glow of an open fire.



FALL 1961

TIMELY

Published by and for the employees of the Hamilton Watch Company, its divisions and subsidiaries.

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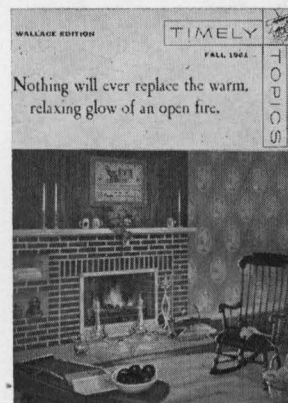
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TOPICS

IN THIS ISSUE

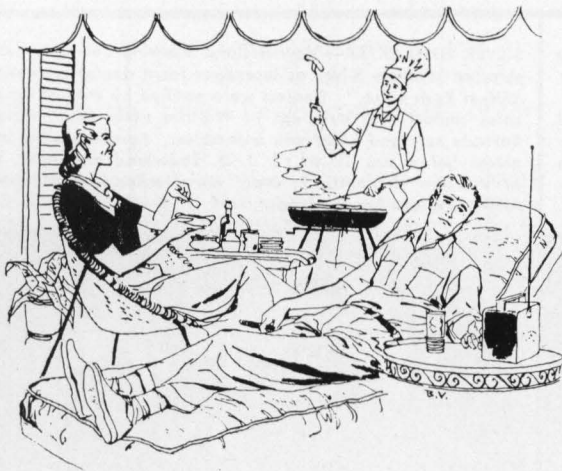
Editorial	3
Social Security Changes	4
Meet the 505	5
Why a Rocking Chair	6
Fiesta	8
Noted	10
Honor Roll Anniversaries	15



Our Cover

Not only fireplace furnishings, but the whole mood an open fire creates in the home is the theme of Puritan's advertising program. The cover article appears on page 6.

Get off your big fat patio!



You earned it. You built it.
And of course you should enjoy it!
But don't overdo it!
Take a tip from the pioneers...
They had a lot of cookouts
(*there was no place else to eat.*)
But along with every cookout
they had a lookout!
Danger lurked then
and it lurks today.
Charcoal your steaks
and sizzle your franks
and take your ease in the sun...
but don't neglect your duty

as an American.

Remember that the Reds
have a stepping stone
just ninety miles
from your shores.

And overhead,
a dedicated Comrade

can roam across your land at will.
Communism is a billion puppets
with a self-proclaimed "destroyer"
pulling the strings.
But democracy is you.
You at the ballot box.
You at the PTA meeting.
You helping your country to wake up.
Remember your lesson well:
Rome burned as Nero fiddled.
Don't let America go down
the drain while you're busy
pouring mustard on a hot dog.

New Social Security Law Affects All Employees

Social Security changes in benefits and taxes affecting all Hamilton and Wallace people have recently been announced by the government.

Social Security taxes for employees will go up $\frac{1}{8}$ of 1%, beginning January 1, 1962, when the present rate of 3% goes to $3\frac{1}{8}\%$. Hamilton or Wallace, as the employer, matches each employee's contribution.

The major benefit changes in the new regulations are summarized below:

1. Men, as well as women, may now retire at 62 instead of 65 as formerly. However, for those who choose early retirement, Social Security benefits are proportionately reduced.

2. The benefit payable to widows, if over 62 years of age, is increased by 10%. Survivor's benefits for an aged dependent parent are also increased 10%. In both cases, the increase extends to those now drawing benefits as well as persons who will get them in the future.

3. Beginning with 1961 most people who receive Social Security benefits and work will gain certain advantages. Under the new law, a beneficiary generally will get more in combined benefits and earnings. Presently, if earnings are over \$1200 some money is withheld from benefits. For each \$2 earned between \$1200 and \$1500, \$1 in benefits

is withheld. And for each \$1 earned over \$1500, \$1 in benefits is withheld. Under the new law, \$1 will be withheld for each \$2 earned from \$1200 to \$1700, and \$1 will be withheld for each \$1 earned over \$1700.

4. The minimum monthly benefit for persons retiring at age 65 is increased from \$33 to \$40, with proportionate increases in minimum benefits to dependents and survivors.

5. The number of months to qualify as a covered employee for full benefits is reduced. Under the new law, most people can become insured more quickly. Also, many older people who did not work for the length of time required under the old law will now be eligible for payments. Anyone denied benefits in the past because not enough work had been done under Social Security should check again with his Social Security office.

6. The Social Security tax will be increased $\frac{1}{8}$ of 1% January 1962 for both you and your employer, and there has been a speed-up in scheduled future increases, so tax rates will reach their maximum of $4\frac{5}{8}\%$ for both employee and employer in 1968 instead of 1969.

For complete details, or answers to specific questions, consult your local Social Security District Office or the Hamilton or Wallace personnel offices.

MOONLIGHT AND ROSES—Well, not too much moonlight, but a lot of roses were featured in the display at the Wallace Stainless booth during the recent Chicago Housewares Show. The scene was an outdoor garden dining area and was centered about the new Lone Rose pattern. Dealers were invited to sit at the tables to discuss Wallace. The Wholesale Division reports enthusiastic acceptance of new Wallace Stainless programs in the marketplace.



SILVER RUSH EXTRA—New Holland Machine Company recently selected Wallace Silver as incentives for a dealer contest titled "Silver Rush Extra." Dealers were notified by wire of the huge sales contest with hundreds of Wallace silver prizes including flatware sets and holloware ensembles. Admiring some of the pieces below are (l. to r.) J. D. Soderlund and A. E. Volz, of Western Union, E. Z. Delp, New Holland, and Henry S. Allen, Wallace Silversmiths.



At seminars all over the country, people who sell and service Hamilton Watches were invited to

Meet The 505 Electric

"It would be immodest of me to tell you the design of the 505 is superb—it would be inaccurate of me not to do so."

With these words Dr. John A. Van Horn, Director of Research, introduced the Hamilton 505 electric watch during a program in Hamilton Auditorium last July.

Following the Lancaster program a project, called "Hamilton On The Move," introduced the 505 to the nation's top markets. During the week of August 14, retailers in twenty cities across the country saw in close up detail the new, simpler electric movement.

Under the all-seeing eye of a closed-circuit TV camera, the audience viewed disassembly and re-assembly of the movement with the guidance of a Hamilton technician. First, a watchmaker disassembled the 505 while the audience observed on TV monitors placed throughout the room. Without further instruction, he was asked to tear down a second (operating) movement and re-assemble it as in normal servicing. Next a non-watchmaker was guided through reassembly of the

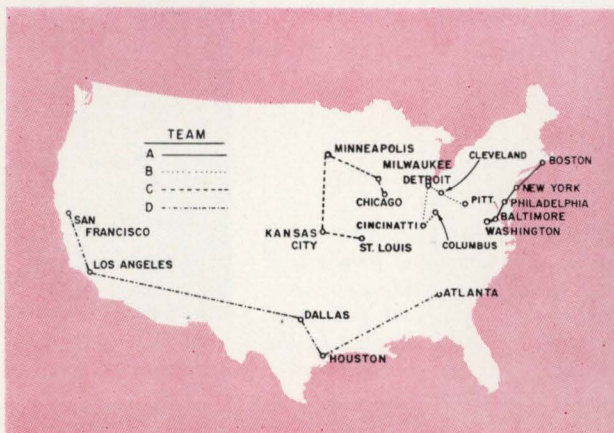
first movement on TV.

This demonstration by a non-watchmaker was designed to point up the simplicity of the 505. Hamilton does not intend this to be a do-it-yourself product—basic watchmaking skills will still be required for normal servicing.

However, the speed and ease with which persons with no 505 training were able to work was impressive proof of its simplicity. Reports from the four 505 teams tell of enthusiastic approval for Hamilton's latest watch development.

A recent memorandum from Vice President R. A. Fulton to all salesmen sums up Hamilton's confidence in the 505: "We're going to advertise, promote and push the 505 with more vigor, more ideas, more schemes, than we have ever previously placed behind a product. This will be backed by new models and large scale production. We are making these plans without qualms because we know that the 505 has it. It is sound—it is solid—it will perform. Its capacity for accurate time-keeping is fantastic. In 1962 it will be the sensation of the jewelry industry."

(Left) Routes traveled by 505 teams. Team "A"—A. B. Sinkler, J. A. Van Horn, R. V. Hartman; "B"—R. A. Fulton, R. C. Frey, R. J. Gunder; "C"—R. J. Blakinger, F. L. Russell, D. I. Blank; "D"—H. S. Tholen, F. A. Christoffel, E. L. Jones. (Right) Frank Russell instructs St. Louis watchmaker Shelby L. Barton under eye of TV camera.

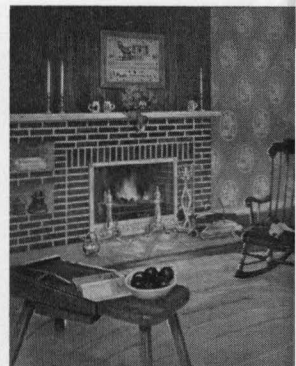


"To create a distinct image" — A look into advertising aims for Puritan Fireplace Furnishings tells



Why A Rocking Chair

The rocking chair is a symbol of the coziness which a fireplace (with attractive furnishings by Puritan) brings to a home. Components of the Puritan advertising program: (left) a black and white reproduction of the full color National Geographic ad, (center) motion display in the form of a sampler with fireplace scene and moving rocker and (right) dealer show window display including chair which rocks by itself.



Nothing will ever replace the warm, relaxing glow of an open fire.

Puritan FIREPLACE FURNISHINGS

“NOTHING will ever replace the warm, relaxing glow of an open fire.”

No one seems to know just how or why this should be so. In fact, questions have been raised as to how in the world the fireplace manages to survive:

Its efficiency as a source of heat is absurdly low. Its efficiency as a source of ashes is staggeringly high. Frequently it is at odds with other design elements in the room.

Yet, the housewife looking for a focal point of warmth and charm invariably selects the fireplace as an unrivaled center for family life. Indeed, Mr. Homeowner usually pays a premium for this seeming throwback to the era of hoop-skirts and powdered wigs. And, he pays it willingly, for in seeking relief from the tensions of the day, Mr. Homeowner finds “Nothing will ever replace the warm, relaxing glow of an open fire.”

Advertising Puritan Fireplace Furnishings presents a situation very similar to watches and silver as discussed in previous issues of *Timely Topics*. It is difficult to create a distinct image for a product sold to about the same people at about the same price as our competitors.

What was needed, then, was an advertising program in which Puritan products were set apart and identified in the mind of both dealer and consumer. But to be seen—and noticed—among the thousands upon thousands of advertisements placed before the public, advertising must have an unusual and outstanding quality about it.

The cover of this issue of *Timely Topics* shows

the fresh and interesting treatment given fireplace furnishings by our advertising department. It will be seen—and seen again—by the more than 2.5 million subscribers to the National Geographic where it appears on page 1 of the October issue.

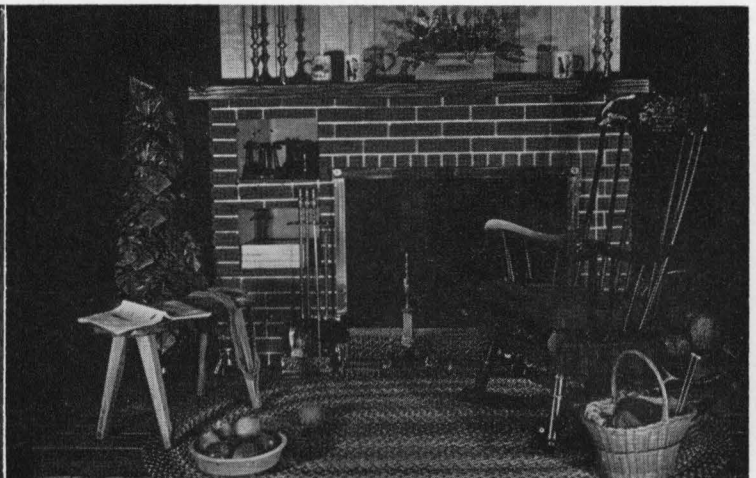
The products are not simply attractively displayed. The feeling a fireplace brings to a home—warmth, relaxation and the importance of the family—is also conveyed along with a suggestion to builders and buyers that they provide more of this atmosphere in new home construction. In addition, the many families with fireplaces are encouraged to use them more.

And Puritan will be remembered as the creator of fireplace furnishings which achieve this mood.

Puritan dealers are recreating this mood in their show windows with a dramatic, life-size display duplicating the National Geographic advertising. Featured is a motorized rocking chair which rocks as though someone were relaxing before the “warm glow of an open fire.”

This fall, during the year’s busiest selling season, the rocking chair display will be exhibited by major department stores and fireside shops across the country. Many of these stores conduct fall housewares shows centered around Puritan’s “rocking chair” motion display.

Consumers seeing the national ad or the dramatic display with its ghost-like rocking chair in motion before the blazing fire, whether it be in Baltimore, St. Louis or San Francisco, will be reminded of the charm a fireplace brings to a home and, of course, fireplace equipment by Puritan.



Wallace Summer



1



2



3



4

Memories of
the 1961 Wallace Family
picnic — the Summer Fiesta at
Walco Park August 19. 1. Help
Wanted! Corn on the cob, anyone?
2. How about horseshoes to start the
day? 3. Chariot rides behind a noble
steed. 4. Pick a spot for lunch be-
fore they're all taken. 5. Nothing
like a cold drink on a hot day.

6. Duffers show their
skill.



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10

FESTIVAL

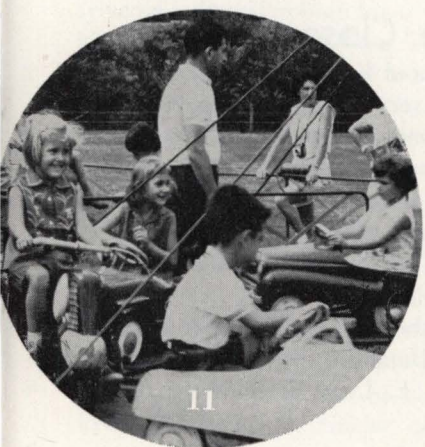


6

7. Hey, those
are my shoes, scramble
for your own. 8. Will she
trump? A lively game of pinochle
brightens the afternoon. 9. Magical
moments prove the hand is still quick-
er than the eye. 10. Proper body
english, always helpful in bocci.
11. "Mom, can I have another
ride!" 12. "Boy, did we
have a swell
time!"



7



11



12

Hamilton Chorus Begins Rehearsals

The Hamilton Chorus began rehearsals for its 1961-62 season on September 26 according to Charles Rahe, President of the group.

Rahe also announced that Abram Longenderfer is director of the chorus this year. Longenderfer is a former director of the First Methodist choir and the Hamilton Chorus.

Rehearsals at the present time are concentrated on songs for the Chorus' programs for the annual Hamilton Christmas party and the Management Association. However, if there is sufficient interest, the Chorus will once again be available for a limited number of appearances in local churches.

Rahe asks that any singers interested contact him or Wally Bork. Definition of a singer: anyone who enjoys singing.

H.W.M.A. Starts Program

Officers of the Hamilton Watch Management Association for the 1961-62 year pose for a "family portrait." (Below, left to right) Thomas S. Downs, secretary; Frank J. Byorick, first vice president; Lawrence T. Murphy, president; J. Fred Sener, second vice president, and Paul D. Lenox, treasurer.

The first meeting of the year was held September 18 and featured a panel discussion of corporate efforts to produce and market the 505. The next meeting, October 23, will feature a demonstration by the Bell Telephone Company.



"Phil" Biemiller Dies

Philip E. Biemiller, Manager of Physical Research, died October 3 after a several months illness.

Hamilton employees will remember Phil best



as one of the developers of the world's first electric watch, introduced by Hamilton in 1957. Phil joined Hamilton in 1951 and was named Chief Physicist in 1954.

Born in Baltimore, Maryland, he graduated from Gettysburg College in 1947 and received his

Master of Science degree in physics from Pennsylvania State University in 1951.

Surviving in his immediate family are his wife, Idamae, and two daughters: Susan Sarah and Julia Ann.

600 At Doggie Roast

The Hamilton Recreation Association played host to the largest crowd ever at its annual corn and doggie roast held in late August in Williamson's Park.

More than 600 employees and families who attended the evening event consumed 1600 hot dogs, 135 dozen ears of corn, 45 cases of cold drinks and 10 gallons of coffee. According to "Woody" Rathvon (Watch Assembly), Chairman for the event, and the HRA Committee the event was a great success.

Golf League Closes Season

The HRA sponsored Golf League brought down the curtain on a very successful season with a banquet held September 15 at the Mt. Joy Legion.

The "Ventura" team, as league champs, were on the receiving end of trophies. Captained by Al Kieley, the "Ventura" team included Jim Weiden-saul, Charles O'Neil, Ellis Landis, M. A. Johnson, Ray Pfautz and John Bergey.

New officers for the 1962 season are Wally Bork, president; Wayne Hamblin, secretary and Richard Benner, treasurer. E. Lynn Ervin is the retiring president for 1961.

New Timers



- Suzanne Marie born to Paul R. (Data Processing) and Mary V. Brubaker . . . July 14, Lancaster General Hospital.
- Robert Laurence born to Leslie A. (Quality Control) and Winona E. Toon . . . July 15 at the Charlotte Hungerford Hospital in Torrington, Conn.
- Christopher Anthony born to Norma L. (Merchandising) and Val Palumbo . . . July 19, Lancaster General Hospital.
- Margaret Ann born to James D. (Contract Ordinance Research) and Donna R. Weidensaul . . . July 26, York Hospital.
- Lisa Ann born to Louis C. (Plate) and Anna E. Markert . . . July 31, St. Joseph's Hospital.
- Robert Eugene born to George E. (Machine & Small Tool) and Geraldine Rinier . . . August 12, St. Joseph's Hospital.
- Robert F. III born to Robert F. (Metals Processing) and Marilyn K. Metze . . . August 18, Lancaster General Hospital.
- William Michael born to Miriam (Wallace Wholesale) and William C. Swingler . . . August 28, Columbia Hospital.

Hamilton Jr. Midgets Are Champs

The Hamilton Junior Midget Baseball Team scored a remarkable record in 1961, winning the local Manor-Buchanan League championship as well as the Mason-Dixon Tournament in York.

According to Richard Regar, manager of the team, hard work and high team spirit were the main ingredients in the Manor-Buchanan Championship which the Hamilton team won with a record of 11 wins and 4 losses.

In the Mason-Dixon Tournament, August 11, 12 and 13 at York, the boys competed against eight all-star teams from Maryland, Virginia and Pennsylvania. The Hamilton team was the first in the history of the Mason-Dixon Tournament to drop the first game and come on to win, since two losses cause an automatic elimination.

Officials for the Mason-Dixon Tournament and spectators alike were impressed with both the sportsmanship and behavior of the Lancaster team. As a tribute to the tremendous effort needed to come back and win after their original loss, the local boys received a standing ovation from all present when the final out of the tournament was made.

In recognition of the team's record each boy received a personal letter of congratulations from President Arthur B. Sinkler, along with a jacket.



1961 Hamilton Softball Team — First row (left to right) R. Roschel, B. Mowrer, C. Seitz, J. Snader, G. Gegg, E. Leese, W. Mathews; second row (l to r) C. Steely, R. Halstead, W. Shuttleworth, V. Meck, J. Leed, C. Koller, R. Ellis (H. Hagy missing).

Softball Team Places Second

With a record of 15 wins and 6 losses, the Hamilton softball team finished the season in second place, just one-half game behind the winning Quaker State Metals Company team.

This year the eight best industrial teams were placed in the "A" league, with all others going in the "B" league. Hamilton was placed in the "A" league. Each team played the others three games.

Hamilton, while finishing second, won two out of three from Quaker State Metals, Police and UGI. These teams finished first, third and fourth in the "A" league.

Actually the fifth place team knocked Hamilton out of the championship by taking all three games including the last two of the season. Against the other three teams, we won all our games.

The players for Hamilton were: Bill Mathews, catcher-outfield; Howard Hagy, pitcher-first base; Charlie Koller, pitcher; Bill Shuttleworth, first base; Jack Snader, second base-catcher-outfield; Dick Halstead, second base-shortstop; Barry Mowrer, shortstop; Kurt Seitz, shortstop; Elmer Leese, third base-outfield; Clif Steely, outfield-pitcher; Ronnie Roschel, outfield; John Leed, outfield; Jere Gegg, outfield; Virgil Meck, coach-assistant manager and Ray Ellis, manager.

Congratulations to all for a job well done.

Hamilton Junior Midget Champs exhibit their trophies. Manager Dick Regar is at top right.





Lutz Presents Award

Albert C. Lutz (Machine Shop), 10th District American Legion Commander, far right, explains the operation of a Hamilton "Polaris" watch presented to outgoing Eastern Vice Commander Daniel Kimmel (left). Theodore Foedisch (center) listens in on the explanation. Lutz is Commander of the 10th District of the American Legion which includes the Lancaster area.

I'VE GOT A QUESTION



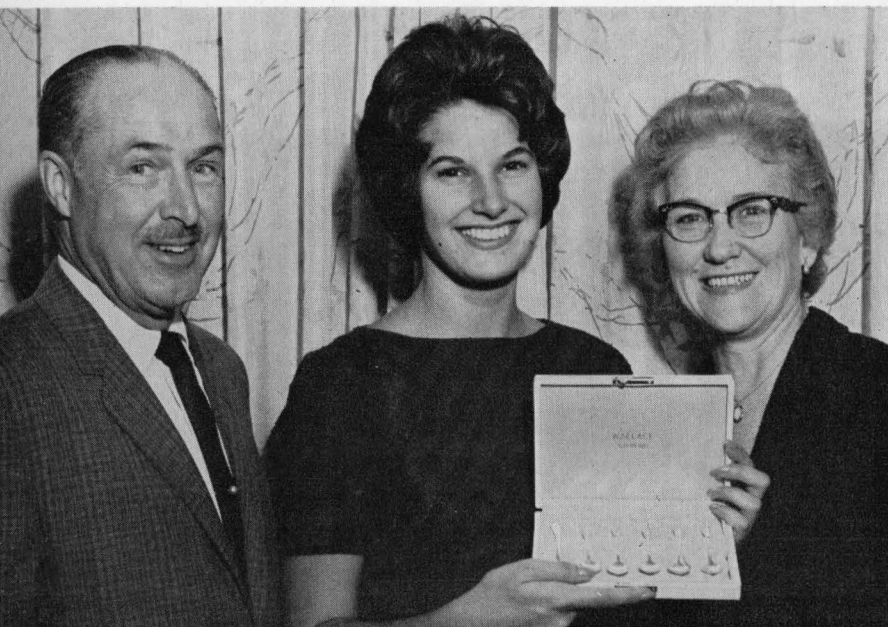
Who's got a question? Items for this column on any topic of general interest to Hamilton employees are wanted. Questions must be signed, but names will be confidential.

SPEAKERS . . .

. . . John Reber, Manager of Manufacturing Engineering, presented a program about Hamilton and its role in the watchmaking industry to the Reading Kiwanis Club, September 20.

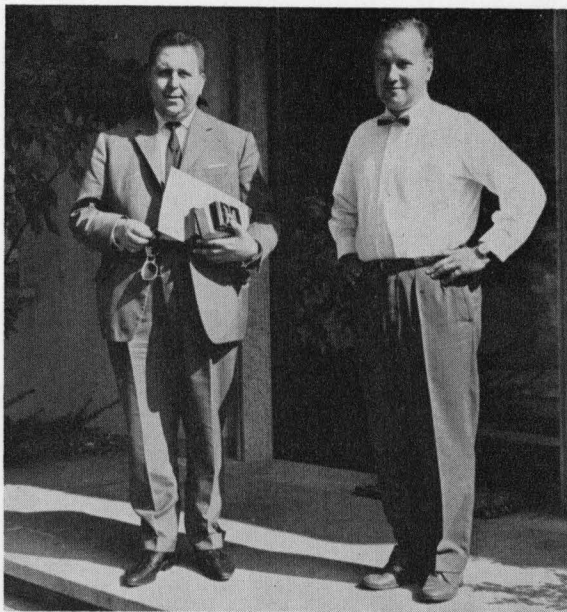
. . . Arlene Hershey, Public Relations, discussed antique timepieces and showed "Ages of Time" to the York Chapter of the National Association of Watch and Clock Collectors, September 21.

. . . Arthur B. Sinkler, President and Chairman of the Board, addressed the New York Society of Security Analysts, September 26.



NICE WORK IF YOU CAN GET IT: Obviously enjoying his work, Silver Division Salesman John W. Hepburn presents six Wishing Star demitasse spoons to Jody Bourne, 20-year-old winner of the Miss Oregon Contest. Looking on is Miss Ella Carson, silver buyer for Meier & Frank, Portland. Jody selected Wallace's Wishing Star even before the contest and already has four place settings. Sorry, guys, she has a special fella.

From Our Swiss Correspondent



OUR VISITORS—Henry Huguenin (right), Director of A. Huguenin Fils, S.A., says good-bye to Mr. Andre Herrmann, new member of the Huguenin Sales Organization of Brussels, Belgium. Mr. Herrmann spent a few days in Bienne for technical and sales training.



Pictured above is the new Hamilton factory under construction in Bienne. Slated for completion by March, 1962, the modern three-floor building will result in a 50% increase in the Swiss plant capacity. In the background can be seen the existing Huguenin plant.

Notes From All Over

Several members of the Mechanical Engineering section recently completed a course on "Machining of Metals" offered by the York Chapter of the American Society for Metals.

Completion certificates were awarded to J. B. Balding, R. E. Esbenschade, R. L. Hostetter, J. E. Kauffman, R. M. Kilheffer, F. B. Redman and M. A. Ryan.

Harold C. McCune, Models Lab, was recently installed as Commander of Paul Revere Leber Post #372, American Legion, Columbia, Penna. Albert C. Lutz, Machine Shop, District 10 Commander, was the installing officer.

CONGRATULATIONS TO . . .

James F. Hutchison (Hamilton Sales Representative) who was married to Kathlene Ann Keck, July 10 at First Presbyterian, Miami, Oklahoma. They will make their home in Kansas City, Missouri.

Joseph E. Kauffman (Mechanical Engineering) and Evelyn L. Rohrbaugh who were married June 25 at Jefferson, Pennsylvania, in the Trinity Lutheran Church. The couple will reside in Millersville, Penna.

In Memoriam

Sympathy is extended to the families of Philip E. Biemiller (Physics and Research—10 years), William R. Boyle (Spring—40 years), Lyman H. Foltz (Maintenance—18 years) and John P. Sanders (Escape and Flat Steel—49 years) who passed away during the last few months.

FOR SALE: 100 ft. of fence wire, 12 posts and one gate. Call Ray G. Galebach (Ext. 342).

FOR SALE: Simmons 2-cushion sofa bed, cocoa brown tweed, nylon cover, all foam—\$150. Mrs. Binkley (EX 3-5378).

GIVE

THE UNITED WAY



HAMILTON WATCH COMPANY
CREATOR OF THE WORLD'S FIRST ELECTRIC WATCH