TIMELY TOPICS

MARCH • APRIL 1961

• APRIL 1961

MARCH

TIMELY TOPICS

Published by and for the employees of the Hamilton Watch Company.

IN THIS ISSUE

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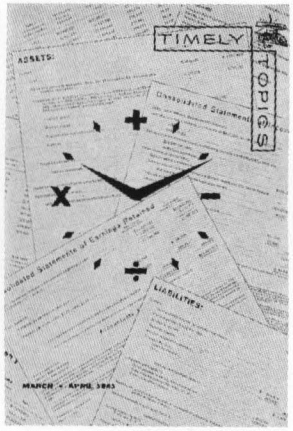
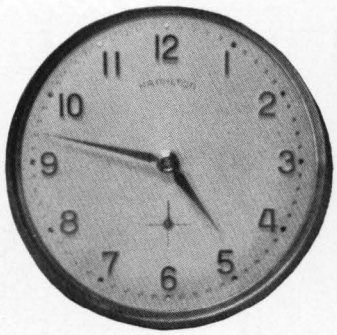


Our Cover

A companion piece to this issue of Timely Topics is the 1960 Hamilton Annual Report. The cover article is found on page 3 where the nature of profit is discussed in relation to the amount of work needed to produce it.

Profit:

13 Minutes a Day



The land of Erewhon, where people were penalized for illness, was a figment of Samuel Butler's imagination in his 19th century satire of the same name. Sensible people should avoid such things, reasoned Butler, so sickness was made a crime against Erewhonian society.

A parallel emerges here with modern business. The failure of a business to show a profit can only lead to its downfall. Sensible businessmen will manage their affairs so they may avoid the "penalty" of bankruptcy. The whole economy suffers if any segment fails.

At this point, however, the parallel ends. Where the citizen of Erewhon was not criticized for good health, modern business frequently finds itself attacked for "excessive profits."

How much profit is excessive?

Surveys have shown the man on the street believes most business makes about 25 cents profit on the sales dollar. He also believes 10 cents per dollar sales to be a fair return. The fact is, most businessmen would breathe an immense sigh of relief if a 10 cent profit per sales dollar could be assured. During recent years corporate profits in the United States have been averaging less than 3½ cents per dollar of sales —well under what the typical American feels is a "fair" profit.

How does Hamilton fit into this picture?

According to this year's Annual Report, Hamilton realized a profit of 2.7 cents for each 1960 dollar of sales. This figure may be computed by dividing the total sales listed on page 8 of the report into net income (or profit) listed on the same page. Even though the figures above represent the business of a company with which we are all familiar it sometimes becomes difficult to relate the seemingly large figures to our modest personal budgets.

One way to bring these figures "down to earth" is to relate the total business to the amount of work which is expended by the company. Stated in terms of a normal 8 hour day, we can get a picture of profit in relation to the amount of time needed to produce it.

Starting to work at 8:00 a.m., 5 hours and 51 minutes are needed to pay for materials and supplies. This brings us to 2:51 p.m. Wages and salaries add another 1 hour and 37 minutes and the time is now 4:28 p.m. Taxes to city, state and federal governments consume another 14 minutes. With an additional 5 minutes for interest and other expenses, it is now 4:47 p.m. What's left at 4:47—13 minutes—is profit, the return to the company for expansion of facilities and payment to the stockholders for the use of their savings.

This margin of profit, just 13 minutes of the entire work day, is so narrow that it obviously leaves no room for waste or error of any kind without seriously impairing the health which an adequate profit assures.

SYMBOL OF THE WORLD WE LIVE IN

Time without stop...
precise, unceasing time
in a watch untended,
free of human care.
This is Continuous Time,
the special province of the
Hamilton Watch Company
where service through accurate
timekeeping is a particular
concern. The world's first
Electric* watch and the
self-winding watch already
are symbols of our age where,
more and more, machines serve
man continuously, dependably,
without supervision or
attention. Continuous Time will
also be contained within the
ultimate watch. It will
probably be a Hamilton, too.
Hamilton Watch Company,
Lancaster, Pennsylvania

HAMILTON
creator of the world's
first electric watch

*Patented
©H.W. CO.

LEADERSHIP – QUALITY – INTEGRITY

Hamilton's approach to advertising stresses corporate image

When the "Continuous Time" advertisement (at left) appeared in five major national magazines in late 1960 and early 1961, it generated considerable comment in the jewelry trade, and within the company. Because this advertisement differs somewhat from those in previous campaigns, many people have expressed interest in the development of this idea—and in other new Hamilton consumer advertisements for 1961.

The "Continuous Time" idea does two things: first, it presents Hamilton as a modern, progressive company dedicated to public service through accurate, dependable and carefree timekeeping; secondly, it documents our claim to industry leadership in terms of our newest and most exciting consumer product—the Electric Watch. We want consumers to regard Hamilton as something more than just a watch manufacturer. We want to be thought of as a forward-looking company whose primary concern is to serve the market with the newest ideas in timekeeping —fine Electric or self-winding watches (in which wearer convenience is a most important factor), or some radically new and different watch of the future that may now exist only in the minds of Research. A more tangible example of the "Continuous Time" concept, however, was seen early this year when Hamilton announced the Pacer-Matic model, a self-winding watch in the famous "shield" case style. Now—for the first time—a consumer can choose the Pacer style with either an Electric or Automatic movement. Advertisements featuring Pacer-Lectric and Pacer-Matic are planned for later in the year.

The "Continuous Time" concept also fits very logically into our total corporate watch advertising philosophy. The basic objective of our consumer advertising is to build and sustain a corporate and brand image of quality, integrity and value. While some companies choose to emphasize price or mechanical features in their advertising, we attach greater importance to the Hamilton brand name—the one common denominator in all our products —and what it means to the person who buys or wears the watch. Our advertising works to develop special brand significance through colorful and attractive illustrations which "show-case" our merchandise in settings that dramatize a particular line segment, or feature seasonal themes such as "Spring Gifts" and Christmas.

Two of the newest consumer advertisements are reproduced in miniature at top left of page 6. The copy suggests Diamond and Weatherproof watches as particularly appropriate gifts for special occasions, and each ad displays three of the newest and best-looking watch styles. The inherent style and beauty of both ads (and of the watches pictured) convey an equally strong impression of *brand* quality and modernity. In this way, each ad, regardless of the kind of watches featured, sells both product and brand superiority.

Because style, color and mood are so important, Hamilton is primarily a magazine advertiser. The selective magazines we use (*Reader's Digest, National Geographic, Sports Illustrated, The New Yorker, Ebony, Newsweek, Harpers, Atlantic Monthly, Coronet*) provide quality reproduction of our printed messages—in an editorial atmosphere which is compatible to our advertising, and which tends to pre-select those consumer prospects who are most able and most likely to respond to our offer of quality, dependability and value in a fine watch. Because a fine watch is usually a considered purchase (rather than an impulse item), people like to study and compare watch advertisements. Because magazines are read and re-read at the consumer's leisure, he can refer back to pictures and copy facts as often as he wants, *when* he wants.

Most consumer watch buying occurs in two reasonably well defined seasonal periods—April through June, October through December. For this reason, we also advertise in "local" media (i.e., radio and newspapers) during these peak seasons. This Spring, for example, we have scheduled a 6-week spot radio announcement campaign in 20 of our biggest and most important trading areas. Our transcribed radio announcements feature veteran newscaster Kenneth Banghart and will promote Diamond watches, Weatherproof watches, and Spring Gifts. Diamond announcements will be scheduled within adult "good music" programming, where they will reach a large cross section of people interested in what we have to sell. Weatherproof commercials will be broadcast adjacent to local weather announcements, a most appropriate background for these watches. Spring Gift announcements, which suggest a Hamilton watch for important Spring Gift occasions, will be aired during early-morning and early-evening newscasts, when radio has its largest audience.

In these ways Hamilton advertising evolves as part of a total Marketing plan and program, with each advertisement reflecting the leadership of our company, the quality of our products, and the integrity of our brand. (*Watch the next issue of Timely Topics for an article on Wallace advertising.*)

COMPUTER ---

Symbol of Growth and Progress

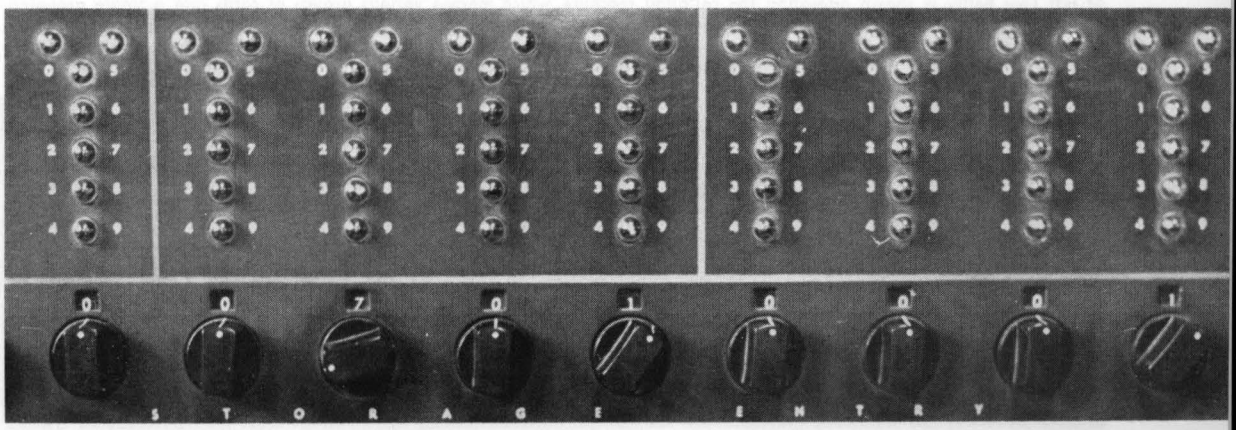
The constant search for progress and growth has led to the hottest word confronting the modern businessman—computer.

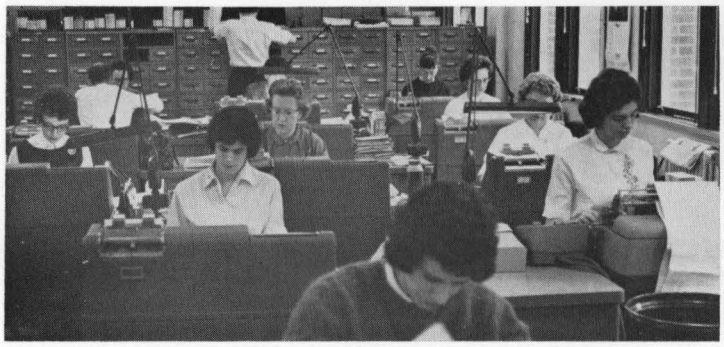
Some companies install these impressive machines as status symbols, hardly the case here at Hamilton. Our computer, an IBM 650, is located on the third floor of the office building. This electronic brain with unique characteristics has a job, actually many of them, and the only symbols it represents are accuracy, speed and efficiency. Automatic business machines are not new at Hamilton and since 1927, when the first tabulating department was established, both quantity and quality of the machines have greatly increased.

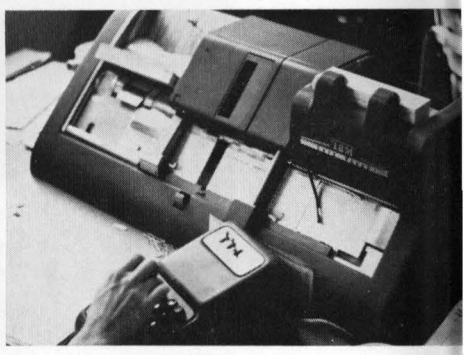
What is a computer, and why does Hamilton have one? The computer is a genius for processing facts and figures relating to the numerous activities of our company's business. Billing, payroll, sales distribution, inventories and accounting represent just a few areas with which the computer is involved. Facts about each subject are stored on a drum or memory device until the various analyses and calculations are made.

Detailed instructions—called a computer program—tell the computer what to do and how to do it. These are fed into the machine via cards, a little larger than a dollar bill. Holes punched in the cards are read by the machine which memorizes and stores the instructions in its brain. The data to be processed is then fed into the machine on another set of punched cards. This information is analyzed, rearranged, digested and the computer punches cards giving the answers. Calculations are performed at extremely high speeds, for example a multiplication such as 8,234,678,924 times 4,321,654,893 can be done in one-hundredth of a second. (The answer incidentally is 35,587,440,464,188,575,132.)

A typical operation illustrates the point. At 5 p.m. our inventory of a certain watch model







The girls at left are operating keypunch machines. Information from various departments is translated into holes on the punch cards which are then fed into the automatic machines. A total of eleven machines is needed to process the cards, six are Key Punches, five are Verifiers. At right is a close-up of one of the keypunch machines in use.

is 100 watches in the vault. Production was 50 watches. The inventory and production data are fed into the machine through the punched cards. Now our inventory, 150 watches, is ready to begin a day's work. Each order coming into the company is processed and run against the inventory position. For the example, if we had orders for 100 watches there would be 50 watches remaining in the vault. The computer punches out the new inventory balance and a daily inventory sheet is available for distribution the next morning. How about that for an up-to-date report on inventory?

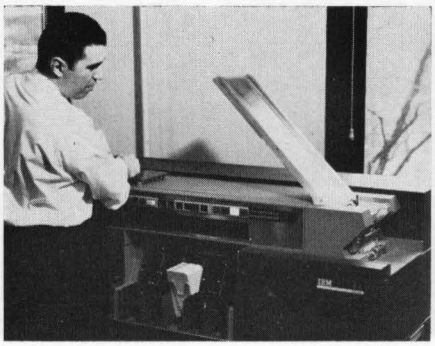
But this is only the beginning of the computer's job. From this basic information come invoices, shipping documents, and eventually extensive sales analysis information.

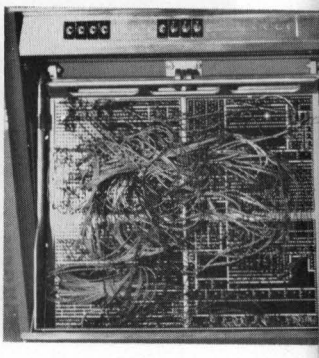
The example on watches holds true for Wallace silver and stainless inventories as well. But for them we must go a step further. Although we are speaking primarily of a computer, there are several other machines involved to complete the Data Processing operation. One of these machines is the transceiver.

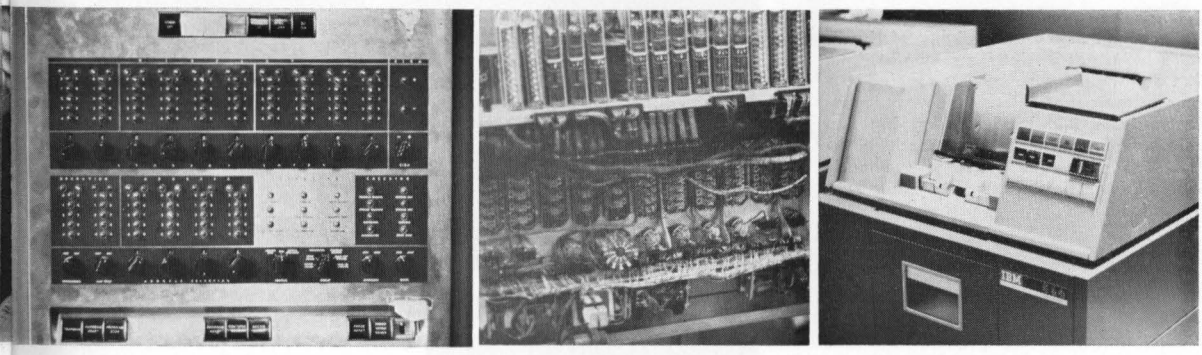
The transceiver system consists of a pair of automatic devices, one at each end of a direct telephone line, connecting Data Processing machines in Wallingford with those in Lancaster. All orders for sterling and stainless merchandise are transmitted daily from 4:00 to 8:30 a.m. These orders are converted into shipping documents for delivery of products to our customers. At 1:00 to 2:00 p.m. production is transmitted from Wallingford.

When the transceiver is not operating, the line serves as a direct connection for telephone calls between the two plant locations. This exclusive line, used only by the company, is available 24 hours a day, 7 days a week. It should be noted that this transceiver system saves at least one

At left Tom Reilly is shown operating the collating machine which merges various groups of cards into a single grouping. At center Darlette Shellenberger operates a card sorting machine which arranges cards in a given sequence, for example product number or customer number. Close-up of a control panel for a 407 accounting machine is shown at right. These panels are removable and interchangeable in accordance with the work to be done on the machine.







Operators set up the 650 computer by means of console dials at left. Center shows the maze of wires and connections which make up the heart of the 650 computer and translate the information on the punched cards into usable data. At right is the "read" portion of the 650 unit which reads information from the cards for use in the computer.

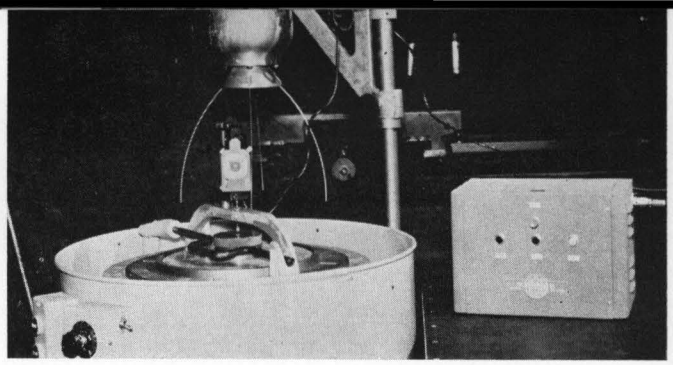
to two days mailing time on orders going to Wallingford.

Not only can orders be processed rapidly, but also accurately. There is virtually no possibility of the computer making errors, excepting when the wrong information is fed into the brain, and this is extremely rare. Efforts are directed at preventing erroneous information from getting into the operation by building control check points into the system. For example, the total billings for today are compared against cards which represent what each customer owes us for the merchandise we shipped to him today. Thus the machines are used to insure accuracy by checking themselves as well as the operators.

People who work with these machines often think of them as being almost human. When observing what the machines are currently doing it is easy to conclude that they exhibit a great deal of mechanical aptitude. With today's rapid advance in machine designs, the future potentialities seem unlimited. Already computers hooked to microphones can hear—and sometimes understand—voices. Some of them can see when connected to camera devices. They can feel—through such devices as industrial gages. In a limited sense they can even reproduce themselves—one generation designs and calculates the very complex and sophisticated circuitry for the next generation. They even exhibit illnesses. The older models with vacuum tubes instead of transistors suffer morning sickness until they warm up.

But there is little to fear. While the machines are unbelievably capable and accurate, it still takes humans to design, program and operate them. Their effectiveness, therefore, is only as good as the people who instruct, operate and maintain the computer. We at Hamilton can take justifiable pride in the competent people who operate our "brains."

At left James Bradley, assistant supervisor, Data Processing Department, checks running of customer invoices on the accounting machine. Information between Wallingford and Lancaster is transmitted via the transceiver system. Frank Esworthy, right, is shown operating the transceiver machine.



An example of the adaptability of Hamilton's Industrial Products is shown at right. The dial indicator gauge was coupled with an electronic control box which was manufactured for a producer of lapping machines. When attached to the machine, the Hamilton gauge adapted the previously manual device into a completely automatic operation.

Scientific research finds many uses for Hamilton's chart drive shown at right. Completely self-contained, a cylindrical chart is attached to the unit which then rotates it as pens record findings.

OCEANOGRA

Hamil
ans

Henry Ford once remarked, "You can have any color Ford you want so long as it is black." Not too many years ago, you could have any product from Hamilton so long as it was a watch. Today of course the picture is quite different.

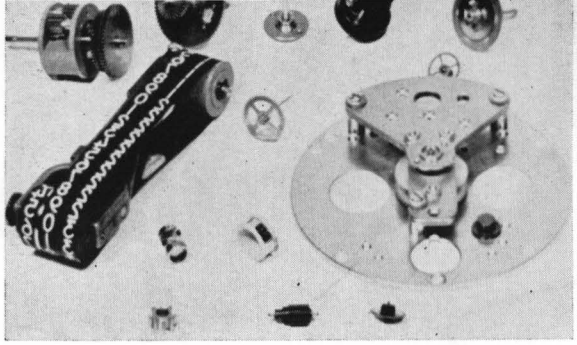
The watch business, still the company's mainstay, is now augmented by a wide range of products for consumer, industrial and military uses. The Industrial Products Division, formed in October 1960, consolidated into one division the many diversified products developed during the past eight years from the auto clock, the original Kwik-Chek hole gage and the electric watch.

Today in addition to military products and auto clocks the Industrial Products Division concentrates its effort in three main areas: battery-operated timing devices, gages designed to measure dimensions of small parts to extremely close tolerances and the manufacture of industrial components where extreme precision and exotic metals are involved.

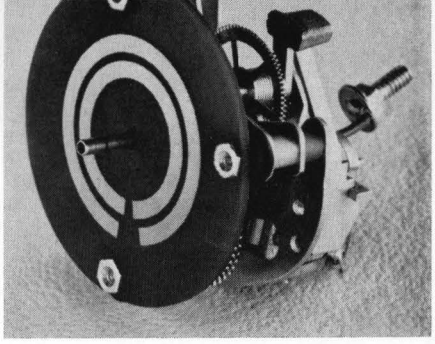
Industrial timers have found uses as chart drives, timing mechanisms and other meter-like instruments. Several government agencies use Hamilton chart drives at weather stations throughout the world to drive meteorological devices recording such things as temperature and humidity. One of the specifications for this unit was operating temperatures of minus 40° F to 150° F.

Oceanographic institutions are using Hamilton timing devices in deep water capsules. These timers periodically activate motion picture cameras which record the temperature and time (shown on a Hamilton electric watch). Scientists then analyze these figures for use in the expanding science of oceanography.

Hamilton gages, marketed under the Kwik-Chek label, are mechanical and electro-mechanical gages which measure dimensions of very small parts to extremely close tolerances. The small-bore gage provides an example of extremely close measuring abilities. This gage can measure



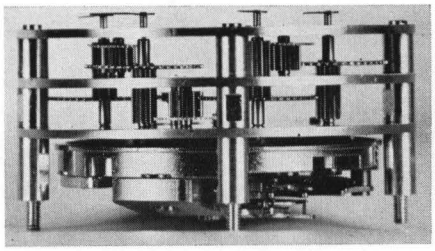
Shown above are only a few of the custom component parts which are produced in the Industrial Products Division. Precision base plates, toothed wheels and gears, parts of metering devices and small threaded parts represent just some of the parts produced here.

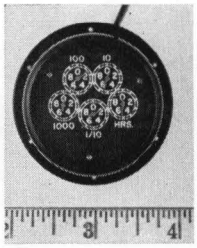


The interval timer shown above, has many industrial and scientific applications. It can automatically turn on equipment and then turn it off again at preset intervals.

HY TO ELECTRONICS

on's Industrial Products Division
vers needs of industry and science
for precision goods and services





The 10,000 hour meter produced by Military Products is shown in side view at above left. The electric watch is the basic unit for this device and can clearly be seen in the lower section of the unit. At right is a top view of the meter with a scale giving some idea as to its size. One interesting fact is that the Military Products frequently does not know the intended use of its devices because of security classifications.

bores .025 inches in diameter (the thickness of paper clip wire) and indicate variances of .00005 inches. The electronics industry is the main customer for Hamilton gages, and much of the work is in custom gages which are made for purposes specified by the purchaser.

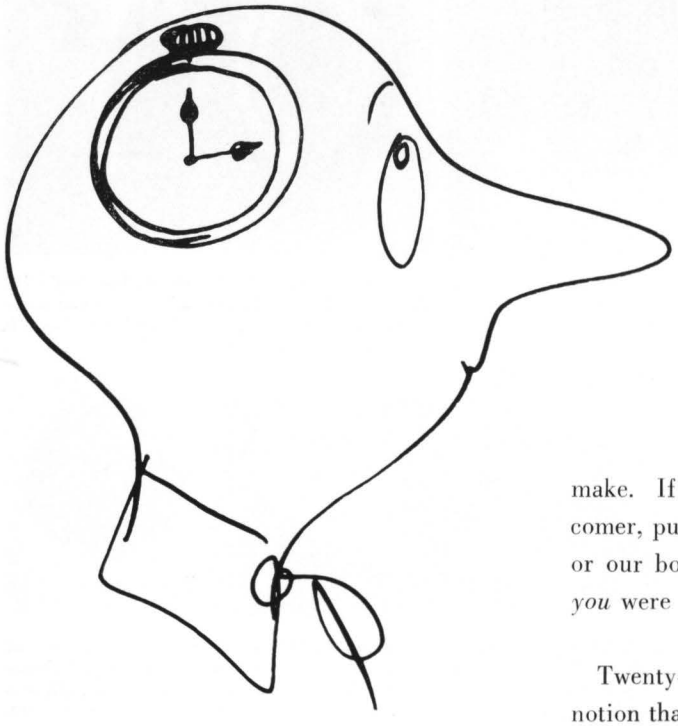
Hamilton's know-how in the production of precision watch parts and processing exotic metals has been put to work in the manufacture of custom component parts, another major activity for the Industrial Products Division. Precision base plates, toothed wheels and gears, pinions and arbors, and small screws and threaded parts are only a few of the many parts produced here. Hamilton's special field in precision industrial components lies in handling exotic metals, holding tolerances to as close as .0001 inches and in parts where a secondary operation such as plating or slotting is required.

Rounding out the picture are the auto clocks and military products. Auto clocks are currently being assembled at the East Petersburg plant for several divisions of General Motors. Military products produced at Hamilton include safety and arming programmers for various missiles, electromechanical safety devices used in such missiles as Bomarc, Terrier, Tartar and Redstone and landmine timing devices. Security classifications prohibit a detailed discussion regarding the complete nature of production facilities and ultimate use of the military products.

The Industrial Products Division is, then, an outstanding example of Hamilton's application of skills and techniques gained in the manufacture of quality timepieces. Today, this division is primarily responsible for development and marketing of a wide range of precision manufacturing services and products, military and industrial timing mechanisms and a comprehensive line of precision measuring instruments.

The growth and progress of the Industrial Products Division exemplifies Hamilton's program of continuing expansion through new products and broad facilities to fill the increasing demand for precision goods and services.

"LAT



"I'll have to talk to Johnson . . . late three times again this week." "Don't invite Helen . . . she's always late!"

Johnson and Helen suffer from a malady called "Latecomeritis!" The cause of the disease is either a disorderly mind (the individual can't get organized and out on time) or an inflated ego (the individual thinks he's definitely worth waiting for, no matter how long he takes!).

"Latecomeritis" is a chronic condition and like many others, the longer it's ignored, the worse it becomes. Symptoms range from slight absentmindedness to nervousness, tension and fretfulness. Poor time planners, whose cases of "Latecomeritis" are most acute, become emotionally upset, build up physical tension. This serves as an engraved invitation for stomach ulcers, heart strain, high blood pressure and certainly is no aid to a sweet disposition. Happily, though, there *is* a cure!

First: realize the impression your bad manners make. If you suffer from the disease of the latecomer, put yourself in your host's or your date's or our boss's position. How would you feel if *you* were on the other side of the minute hand?

Twenty-five years ago, Emily Post blasted the notion that it's "smart" to be late. In her booklet, "Time Etiquette," written for the Hamilton Watch Company, she said, "We all know people who are attractive as they can be. Yet when we think of asking them to lunch or play bridge, we hesitate. We *know* that half an hour after every other guest has arrived, the careless one will blandly appear."

Only on a few special occasions, such as an "Open House from three to five," is a choose-it-yourself arrival time permissible. Otherwise, try to be there *first* instead of last, till the habit is set. Your friends may make allowances for occasional lateness because they enjoy your company . . . but a business associate or client can only react with displeasure.

A list of "must" appointments can help keep you on schedule. If you have several com-

ECOMERITIS"

. . . AND ITS CURE

mitments in one day, allow enough time between for the unexpected—the late train, the traffic jam, the talkative lunch partner, the important phone call, or the urgent emergency.

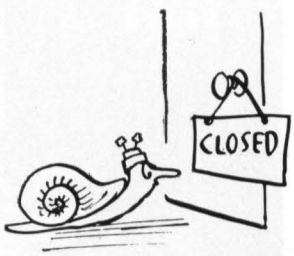
Give yourself frequent warnings that you're due at a certain spot at a certain hour.

Those appointments we dread—the trip to the dentist or the "courtesy call" on someone's Aunt Martha—should be scheduled early in the day so you get them out of the way.

When Emily Post wrote her booklet in 1935, "My watch stopped" was the most popular excuse of the latecomer. Emily advised, "Wind your watch at the same hour every morning until this becomes an automatic as brushing your teeth!"

But Emily didn't foresee portable electric time!

Forgetful watch winders gratefully welcomed the introduction of the world's first electric watch by Hamilton early in 1957. Accuracy that Miss Post never dreamed possible was assured . . . without winding or agitation.



Any expert will tell you "Latecomeritis" can't be licked without the help of a reliable timepiece. But occasionally, when we have the best intentions, lateness is unavoidable. At these times, no matter how harassed you are, remember that you've *spent* someone else's time and offer a sincere apology.

To *save* the time usually spent waiting on endless lines, and to keep one tick ahead of the clock, have transportation schedules on hand to check correct departure and arrival times. Know what means of travel are available to you and when. Order entertainment tickets, railroad or plane tickets well in advance.

Punctuality has been called "the courtesy of kings." It not only implies, but *shows* regard for others. On the other hand, those who try to stretch time, usually wind up short of it!

noted . . .

JOIN H.R.A. TODAY

Your membership in the Hamilton Recreation Association is your ticket to a complete program of planned activities for the entire family.

A full year of planned activities has been announced by Charles Koller, Jr., president of the Hamilton Recreation Association.

Kicking off the 1961–62 membership drive, which began March 20, Koller described membership in the Hamilton Recreation Association as a "ticket to a complete program of planned activities for the entire family."

A special feature of the membership drive is the H.R.A. sweepstakes. Anyone who joins the H.R.A. during the March 20 thru April 7 period is eligible for one of 20 valuable prizes. Top prize in the sweepstakes is 100 gallons of gasoline, with the other 19 prizes consisting of various items ranging from a bowling ball to $5.00 gift certificates.

The successful year just completed included six dances, fifteen out of town trips, softball, baseball, picnic, formation of an active and growing garden club and many other activities in sports and recreation.

Along with the membership drive each member has the opportunity to vote for officers for the 1961–62 year. The candidates are: president —Charles Koller, Jr. (maintenance), Elwood Rathvon (watch assembly); vice president—Kenneth McMurtrie (industrial products engineering), Jack Snader (job shop); assistant secretary—Mildred Beckenstrater (Wallace sales), Marie Seiger (personnel) and assistant treasurer —William Kiphorn (job shop), Esther Miller (factory payroll).

In addition to the officers, ten nominees for the five vacant positions on the H.R.A. Board of Directors have been named. They are: John Adams, machine shop; Lillian Bennett, advertising; Dorothy Campbell, merchandising; Blake Dulaney, order services; William Heeps, auto clock assembly; Arlene Hershey, public relations; Jake Johnson, budget; Ralph Mozian, merchandising; Mollie Wiebush, movement assembly and Helen Witmer, production planning.

Best wishes from Timely Topics to all the candidates. We know, regardless of the election results, that a fun-filled and eventful year will be in store for all the members of the Hamilton Recreation Association.

President Arthur Sinkler pays his annual membership dues for the Hamilton Recreation Association to Nancy Starr, accounts receivable, and receives card no. 1. Nancy is the H.R.A. representative for the 4th floor of the main office building. At right, Mr. Sinkler looks over the selection of nominees for officers before casting his ballot.

noted . . .

Credit Union Anniversary

On September 10, 1936, a group of ten Hamilton Watch Company employees applied for a charter to found the Hamilton Watch Employees Federal Credit Union. The Charter was granted shortly thereafter and the first business was transacted on September 25, 1936.

Growing rapidly, the Credit Union had a membership of 630 employees after only one year of operation. During this period members deposited a total of $24,966 and made loans for $18,887.

During the eventful twenty-five years since its founding, the Credit Union has continued to grow and is now regarded as one of the outstanding organizations of its type in this area.

By the end of 1960 membership reached 1,184, and the amount on deposit grew to $519,367. Loans amounting to $431,630 were granted to 615 fellow employees during 1960. The total number of loans made to members since the organization of the Credit Union in 1936 is 13,305 for a total amount loaned of $3,823,601.

In 1942 the Credit Union, with the cooperation of the company, enabled employees to purchase U. S. Savings Bonds through the payroll deduction plan. This proved to be an attractive way to buy bonds and to date 95,842 bonds have been issued with a face value of $3,372,896.

Hurwitz Honored

Leon Hurwitz, director of precision metals and electronics, was honored in early March as "Man of the Year" at the Purim Banquet of Temple Shaarai Shomayim.

A member of the temple's board of directors for three years, Hurwitz was chairman for four years of the Lancaster board of the combined campaign of the Union of American Hebrew Congregations, and state chairman for one year of the combined campaign of the Union. He was recently elected to the board of the Lancaster Chapter of the National Conference of Christians and Jews.

Stanley Wisniewski, resident army inspector for military products, second from left, receives an award for Sustained Superior Performance from Col. J. G. Duncan, Commanding Officer of the Philadelphia Ordnance District. Looking on are Jack McDonald, chief of the ammunition branch and Major George Williams, chief of the inspection division for the district.

Wisniewski Cited By Army Ordnance

One of the most unheralded but responsible positions at Hamilton is held by Army Inspector Stanley Wisniewski. As resident inspector he is directly responsible for the acceptance of a myriad of complicated items produced by military products for the defense effort. The Hamilton inspection program which he administers is valued at six million, 400 thousand dollars.

Recently Wisniewski was honored by the army for Superior Sustained Performance from August 1959 to August 1960. The award, which was for $200 in addition to a certificate, was presented early March by Col. J. G. Duncan, Commanding Officer for the Philadelphia District. This was the first award of this type for anyone in the Philadelphia District.

The items and spare parts produced at Hamilton, in which Wisniewski plays such a vital part, are for Honest John, a surface-to-surface missile, Bomarc A and B, surface to air missiles, and the Zuni Rocket.

As complicated as the parts of a watch are such locally produced items as delay mechanisms, chronometers and timers for safe operation of the booster from the missile itself.

A veteran of 16 years government service, fourteen with the Army Ordnance Corps, Stanley has been in charge of inspecting Hamilton's products for ten years. His wife, Norma, and three children, Gerald, Arleen and Carol, can be proud of the job being performed by the "top man" at 2040 Ursinus Avenue.

noted . . .

Condensed Time?

If we imagine that the whole of the Earth's history were compressed into a single year, then on this basis, the first eight months would be completely without life. The following two months would be devoted to the most primitive of creatures, ranging from viruses and single-celled bacteria to jelly-fish, while the mammals would not appear until the second week in December. Man as we know him would have strutted onto the stage at about 11:45 p.m. on December 31, and the age of written history would have occupied little more than the last 60 seconds on the clock. —Richard Carrington, *A Guide to Early History.*

'Canadian of the Year'

D. Arnold Wilson, director of marketing for the Hamilton Watch Company of Canada, Ltd., awards a Hamilton electric to the Reverend Morris Zeidman, B.D., Ph.D., voted "Canadian Citizen of the Year" by readers and editors of the Toronto Telegram. The presentation, shown below, was made at a dinner sponsored by The Canadian Progress Clubs of Toronto. Mr. Wilson, right, is a past national president of the Canadian Progress Clubs. The gentleman to Rev. Zeidman's right is a member of the Royal Canadian Mounted Police who was present as an honor guard.

UNITED STATES DEPARTMENT OF COMMERCE
OFFICE OF INTERNATIONAL TRADE FAIRS

CITATION

1960

IN RECOGNITION OF OUTSTANDING SERVICE TO THE UNITED STATES GOVERNMENT, THIS CITATION IS AWARDED TO

Hamilton Watch Company

for contributing to the success of the Office of International Trade Fairs presentation of official United States Exhibits overseas during 1960, thereby aiding significantly in the advancement of world understanding of peace and prosperity under the American system of competitive free enterprise.

Signed, in Washington, D. C., by

Secretary of Commerce

Director, Office of International Trade Fairs

Commerce Department Cites Hamilton

The U. S. Department of Commerce, Office of International Trade Fairs has recognized Hamilton Watch Company for its work in trade fairs by a certificate (shown above) received here last month.

During recent years Hamilton has placed exhibits on display in fairs at Milan, Vienna, Izmir (Turkey), Paris, Damascus (Syria), and Tokyo (coming up in April of this year) in cooperation with the Department of Commerce.

SPEAKERS

. . . Rod Jackson, assistant director of electronics, discussed New Products at Hamilton before the Manheim Township Lions Club, March 13 at the Glass Kitchen Restaurant.

. . . Blake Dulaney was elected president of Conestoga Toastmasters Club, 1090, of Lancaster, Pa. Prior to this he was administrative vice president and Sergeant at Arms.

. . . James Weidman, director of Public Relations, discussed time and showed the film "Ages of Time" at the dinner meeting before Wheatland Sertoma Club at Overlook Country Club on Tuesday, February 28.

noted . . .

LOVE & TIME

They say Love knows no Age nor Time

That countless years ago
The caveman and the girl he loved
Kept tryst by burning spark that moved
Up rope of knotted grass, and proved
The flight of Time so slow.

Slow? True in hours of waiting—yet

Wind-swift when once those lovers met!
"Time goes," you say? Ah no.
Alas, Time stays—we go.

Though sundial, hour-glass, water-clock

All down through ages past
By pyramids, in leafy bowers
Still mounted guard o'er flying hours—
Yet all their genius, all their powers
Come down to this at last:

Tonight's moon hears the age-old cry,

The startled lovers' wistful sigh;
"Time goes," you say? Ah no.
Alas, Time stays—we go!

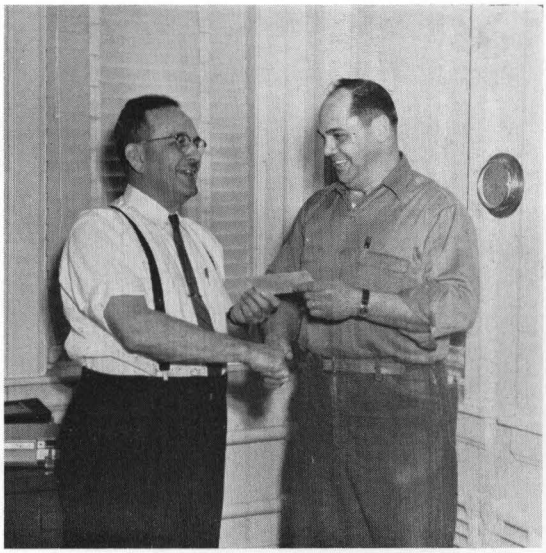
New Timers

- Jewel Ann born to Gerald H. and Carrie A. Becker . . . February 17, Lancaster General Hospital . . . Gerald is in military products.

- Robert W. born to Mervin J. and Nancy Yeingst . . . March 3, Lancaster General Hospital . . . Mervin is employed in the machine shop.

- Julia Elizabeth born to Gil and Pat Vatter . . . March 18, Lancaster General Hospital . . . Gil is in production planning.

- Wendy Carrol born to Elwood and Abbie-Jane Brice . . . March 21, Reading Hospital . . . Elwood is employed by military products.



G. E. Shubrooks, assistant to the vice president, congratulates Jack Stumpf, maintenance, for his suggestion and presents him with his award.

Stump Receives Award

Jack Stumpf, maintenance department, was recognized last month for his suggestion to add a second solenoid valve to the air line supplying the gas stainless steel furnace in Metals processing.

According to Ken Stehman, production costs, this suggestion was found to provide a safety device in the event of a malfunction of the single valve now used. The suggestion netted Stumpf an award of $25 and will prevent overheating of the furnace and resulting damage to the work being processed.

Graning Is Institute Secretary

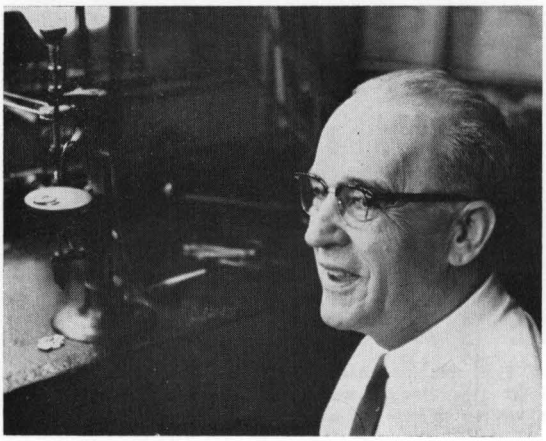
Congratulations are in order for J. Gordon Graning, general sales manager for Puritan Fireplace Furnishings. At a recent meeting of the Institute of Fireplace Equipment Manufacturers in Chicago, Graning was elected secretary of the group.

A member of the Wallace organization for nearly eleven years, Graning has been associated with Puritan for more than a year.

FOR SALE: 3-bedroom home, modern kitchen, full dining room, automatic heat. Close to Hamilton. Call R. Eager (small tool shop) EX 7-5788.

noted . . .

RETIRED

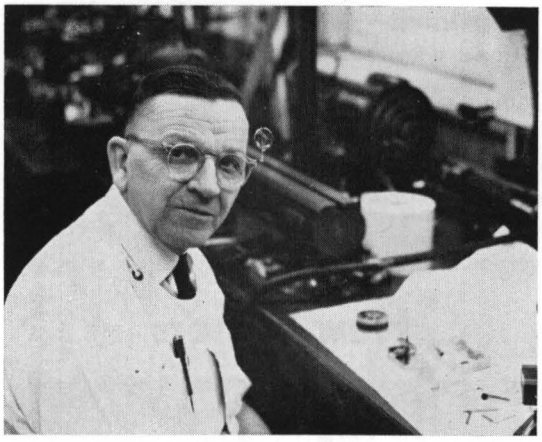


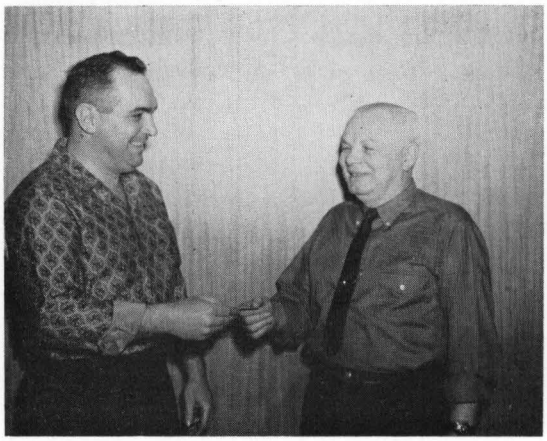
Paul Brodhecker, a jobber in the Plate Department, retired this March after more than 49 years service with Hamilton. He celebrated his 49th anniversary March 15.

An avid sports fan, Brodhecker plans to spend some of his time fishing and also at his unique hobby of sewing. He is an accomplished tailor, having made wedding dresses for his daughters. Paul and his wife Ellen are active in church and sunday school work. An interesting fact is that Paul has had 57 years of perfect sunday school attendance. The Brodheckers reside at 312 Ruby St., Lancaster.

C. Walter Griffiths, Small Tool Department, has no special plans for his retirement. Griffiths and his wife Irene plan to decide later on what travels they may make. A surprise party was held by fellow employees in the Machine Shop at which Griffiths was awarded a Polaris electric watch.

Mr. Griffiths expects to be kept quite busy checking on his seven grandchildren and also with activities at Lodge #43, F and AM where he is a former officer. He is a member of Bethany Evangelical and United Brethren Church. The Griffiths' live at 255 Pleasure Road. He joined Hamilton in January of 1927.





Charles Koller, Sr., who retired last month, had the unusual experience of receiving his gold life membership in the Hamilton Recreation Association from Charles Koller, Jr., who is currently president of the organization. When the weather turns for the better Mr. Koller and his wife Marion expect to spend a great deal of time at the seashore where he likes to swim and fish for flounder.

The Kollers reside at 130 Fairview Ave. He was employed in the Machine Shop for 42 years. They have seven grandchildren.

HONOR ROLL ANNIVERSARIES

March - April 1961

45 years

HARRY F. DOERR, *Heat Treating*

35 years

JONAS R. CHANDLER, *Maintenance*
NORMAN F. CROCKETT, *Movement Assembly*
RALPH H. LEAMAN, *Automatic*
GILBERT C. WARNER, *Watch Assembly*

30 years

L. MARGARET FOUTZ, *Automatic*
ROSE PISHL, *Movement Assembly*
ROSA E. KOHLMAIER, *Automatic*

25 years

WILLIAM D. SCHAEFFER, *Plant Security*
AUGUSTA M. CARLSON, *Sales*
ROBERT E. FICKES, *Watch Assembly*
ROBERT C. FREY, *Production Planning*

20 years

J. EDWARD JOLINE, *Metallurgical Lab.*
WILLIAM E. MELLINGER, *Movement Assembly*
RUTH E. LESHER, *Automatic*
IVA S. ESHLEMAN, *Train*
RENO B. LONG, *Job Shop*
GILBERT C. CHILDS, *Mechanical Design & Test*
ROBERT L. BREDBENNER, *Balance and Flat Steel*
ELDRED S. WILLIAMS, *Watch Assembly*
GRACE HERSHOUR, *Military Products*
JACOB WEAVER, *Plate*
RUSSELL F. LUTZ, *Machine Shop*
MARY L. GREGG, *Escape and Flat Steel*
ADELE ORMOND, *Plate*
CHARLES L. FISHER, *Automatic*
RICHARD N. McMULLEN, *Machine Shop*
GALEN McCAULEY, *Dial*
ISABEL LEONARD, *Assembly T*
IRA M. KENDIG, *Train*
CHARLES A. FRITSCH, *Maintenance*
RAYMOND W. MUSSER, *Chemistry*
WILLIAM STERLING, *Production Methods*
LEON G. FORNOFF, *Watch Assembly*
MARGARET F. NIES, *Movement Assembly*
HOWARD H. KUHNS, *Service*
JOHN W. MONTGOMERY, *Job Shop*
ELLWOOD S. JOHNSON, *Dial*
DOROTHY M. BRACHTENDORF, *Factory Payroll*
EVELYN M. CIBOS, *Movement Assembly*

15 years

ARTHUR F. SCHNEIDER, *Works Lab*
RHODA S. WHITE, *Engineering & Inspection*
CLYDE D. BARLEY, *Watch Assembly*
NATHAN K. NISSLEY, *Movement Assembly*
PHILIP H. LICHTY, *Chemistry Lab*
GEORGE H. RUDY, *Watch Assembly*

H.R.A. MEMBERSHIP

Your ticket to a COMPLETE PROGRAM of planned activities for the ENTIRE FAMILY

MEMBERSHIP DRIVE • March 20—April 7