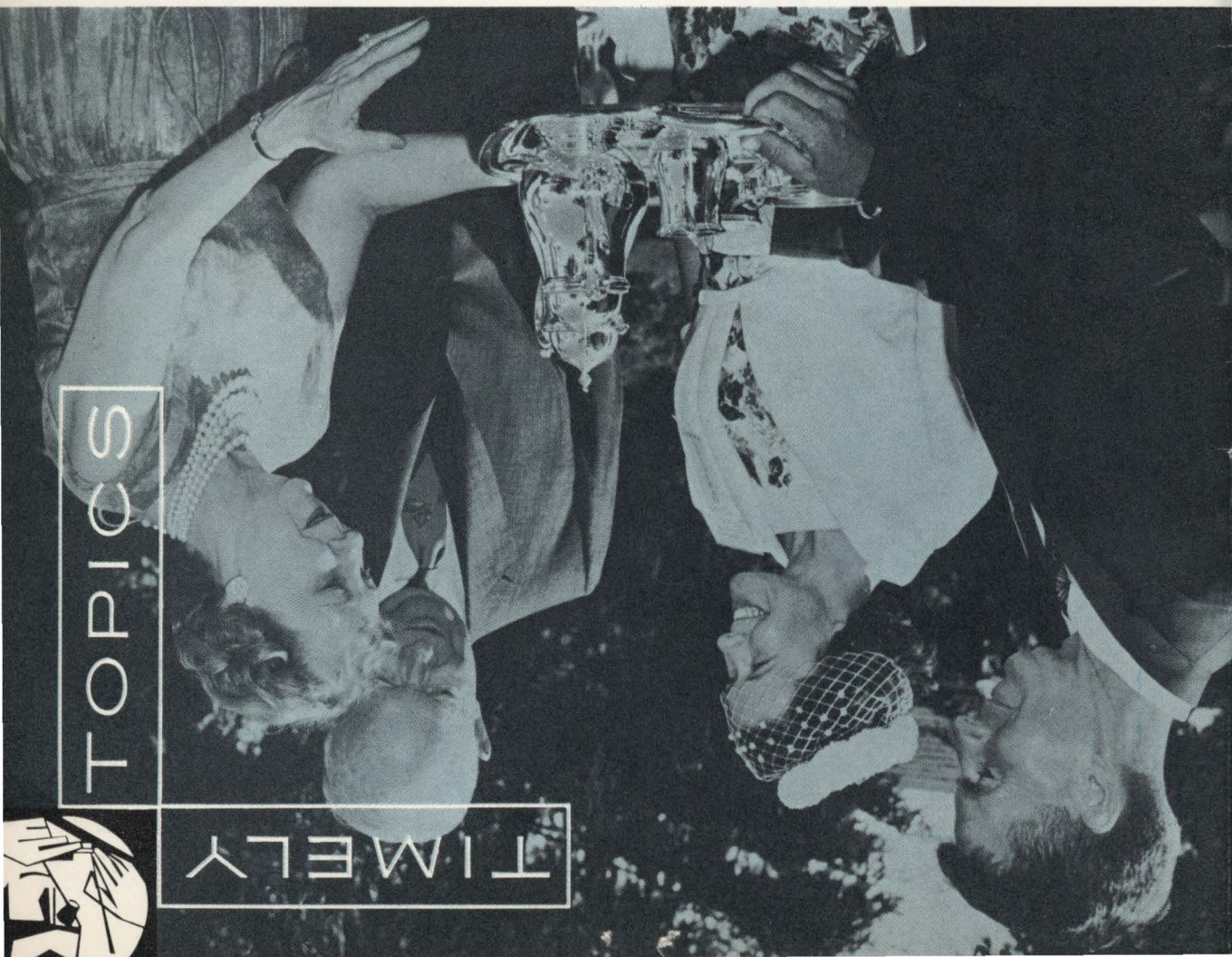


July-August 1962



TOPICS

TIMELY





July - August 1962

TIMELY



TOPICS

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**OUR COVER:** Hamilton Watches and Wallace Sterling were highly honored earlier this summer when Pennsylvania Governor David L. Lawrence selected them as official gifts for the Governors' Conference at Hershey, Penna. Full story on pages 8 and 9.

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# What In The World Happened On September 17<sup>th</sup> ?

Any school kid

(and *almost* any grown-up)

knows what happened

on the 4th of July.

And most people remember

February 22nd as G. W.'s birthday.

Even October 12th (Columbus Day)

is duly noted on most calendars.

But what in the world happened

on September 17th?

On September 17th, 1787,

thirty-nine delegates appointed by

"We, the people of the United States"

put their signatures

to a document creating:

The most powerful,

The most wealthy,

The most generous

Nation the world has ever known.

September 17th

is the 175th anniversary of

— remember now? —

The Constitution of the United States!





# IS THIS CONFERENCE REALLY

**"Yes!" say Donald I. Blank and Robert F. Wilson, sales directors for Hamilton and Wallace. To find out just what goes into a sales conference and what we hope to gain as a company, *Timely Topics* asks some questions of these two men whose sales organizations account for the largest share of Hamilton's annual income.**

**First of all, gentlemen, why do we have a Sales Conference?**

**Wilson:** We have a Sales Conference for many reasons. The primary one, of course, is to unfold the fall and Christmas program which is our major selling program because we are in a seasonal type business. A second, equally important reason is that this gives our men an opportunity to see and work and visit with the whole team of which they are a part.

**Do you think this holds true on the watch side of the picture?**

**Blank:** I agree in concept, but I think we are overlooking one important factor. It also serves as an opportunity for the sales group to review its activities and to refocus on where we are going.

**Is there also any effort behind the Sales Conference to get from the men information about current trends in the marketplace?**

**Wilson:** To a certain extent that's true. In our conference this year we held seminars with the men in charge. Here they talked about what was needed in product, what was needed to improve product or what was needed to improve policy. The reason we don't place a major emphasis on this during the Conference, is that we receive quarterly

reports which keep us apprised of conditions in the field.

**By quarterly report you mean a detailed, written report?**

**Wilson:** A summary. A summary by our salesmen to the home office of our activity, our competitors' activity, and general marketing activities.

**To return to our original question, would you say, then, there are several reasons for holding a Sales Conference?**

**Blank:** The three major reasons are to review the activities of the year to date, to see a new line and a new program and finally—the most important—to plan how we are going to make it be successful. There is a built in advantage when all the salesmen are together and have the opportunity of discussing plans for developing the success required.

**Wilson:** I still feel strongly about giving them an opportunity to meet with their home office departments. They can cover things verbally which are pretty hard to get on a memo.

**Could you give us some examples of these home office departments?**

**Wilson:** Advertising, merchandising, credit, production, data processing, etc., the ones with which they are directly involved.





# NECESSARY?

**Blank:** As a case in point this year each watch salesman spent a portion of his time in the service department, because servicing our product is a vital part of our program.

**What did they do in this session?**

**Blank:** A tour was conducted showing them the facilities we have and the services we can offer. The salesmen must be aware of this to be able to sell our whole program.

**In the past our *Timely Topics* readers have seen photographs of what looks pretty much like a dramatic presentation. Would either of you have any comments on the dramatic method versus the lecture or businesslike presentation and the reasons for each?**

**Blank:** It doesn't matter whether a Sales Conference is very dramatic in presentation or businesslike in presentation or informal as long as each conference represents a new, fresh approach. One of the underlying purposes of our Sales Conference is to inspire these men to want to be successful and this is the reason that the conference format has changed from year to year.

**Wilson:** I agree with that, and another reason that we use dramatics is to give the man a mental association with the program being discussed. He might remember seeing a feature of a weatherproof watch through some symbolic dramatization on the stage. This makes it more effective for him to get the story across to the dealer.

**Would you say that there would be two reasons—first, to vary the presentation and sec-**

**ond, for the impact on the salesman himself?**

**Wilson:** The primary reason is to create the maximum impact upon the salesmen.

**Blank:** Further, I think, we are virtually selling a program to these salesmen. And everytime you make a sale the presentation has to be different, just as a salesman varies his presentation for each and every call he makes. Sometimes the dramatic approach is very effective, other times a more business-like approach is effective.

**In addition to seeing the new products for the first time, what else do the salesmen learn at the conference?**

**Blank:** Well, we're not only selling a product, we're selling a merchandising scheme. So beside seeing the product itself they see the promotional efforts behind it and then, we hope, learn how to sell it.

**By promotional effort you mean . . . ?**

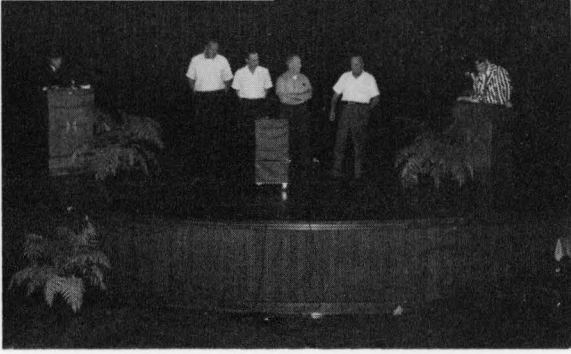
**Blank:** The electric watch is a good example. The promotional effort includes not only the product itself, but the dealer aids provided to help him sell the product such as displays, literature for mailing, the national advertising program, the support for local advertising, and even how to use the special 505 sales case to best advantage.

**Wilson:** All the planning and all the work executed by all the people in our factory and offices reaches a climax when we're ready to tie it into a product or program, and the first time it is being sold externally, so to speak, is to our salesmen. The many hours and literally hundreds of thousands of dollars that go into a new movement or a new flatware pattern culminate at the Sales Conference, because here is where we're going to launch it to the public to convert it into the dollars which in turn pay our salaries and also create a profit for the owners of the company.

**Would you say then that the Sales Conference is the first step in getting production out into the marketplace?**

**Wilson:** Production of not only the item or merchandise, but production of advertising programs, production of credit policies, and whatever else might be involved. It is at this point—the Sales Conference—where the money expended stops and the money to be returned—income—starts.

**Blank:** Providing our program is properly sold to these salesmen to inspire them to be successful.



"This, gentlemen, is a sample line!" D. I. Blank and W. B. Puffer use humor to make an important point about line security.

**Wilson:** Yes, and that's why it is so critical to have a well planned and well executed Conference.

**Then too, even though there is sometimes a humorous aspect to the presentation, isn't the subject usually a situation which a sales representative may find in the marketplace?**

**Wilson:** Always. Everything presented at the Sales Conference is of a most serious nature. A dramatization, whether it be humorous or not, is only a vehicle to transmit this knowledge to the man and certainly it is always followed up in a very serious vein. This is not a kidding proposition and for that reason we don't schedule Sales Conferences just for the sake of entertaining our men for two and one-half days.

**Blank:** I think a case in point might be the humorous presentation we did for the watch salesmen relative to line security. Four of our men in the past six months had their sample lines stolen. And this was a serious problem because it affects the profitability of the corporation when we have a loss—particularly when we're not covered by insurance because of the circumstances of the loss. We had to relate this to our salesmen in the most memorable fashion possible. There couldn't have been a more serious facet to the program despite the fact that it was handled with humor.

**Didn't the 1962 conference have fewer dramatic presentations than some others?**

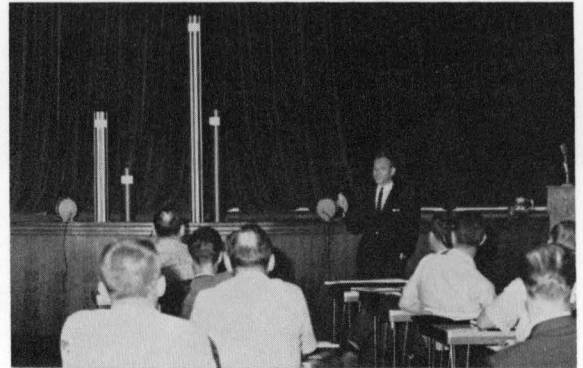
**Blank:** We had fewer because we wanted to change the pace. Basically the job at hand is to sell our salesmen our program so that they can in turn resell it.

**Wilson:** If we don't sell the salesman properly and to the best of our abilities we can't expect the salesman to sell his dealers properly and to the best of his ability.

**Blank:** The salesman can only sell what he is capable of buying.

**In looking over past Sales Conferences, can either of you recall any instance where a particularly tough selling job was accomplished?**

**Blank:** Yes, I think as far as watches are concerned, the biggest selling job occurred last year when we had to convince our watch salesmen that we had a fine product in the 505 electric watch. During the five year history of the grade 500, they had become disenchanted because of the complexity of the movement. The most effective selling job ever done for the watch men was when we intro-



Wallace salesmen hear the "cold facts" about the popularity of new Penrose and Royal Rose sterling flatware.

duced the new 505, proving that it was simple and that any watchmaker could service it with complete confidence.

**Wilson:** Well, as far as the silver division is concerned, one of the problems in the silver industry today is the great influx of new flatware patterns. In the past two years literally a dozen and one-half new patterns have hit the market.

As a result, our silver salesmen are being told by the dealer that he doesn't want any more new patterns because they are diluting his inventory dollar. So the dealer automatically closes his mind when the salesman comes in to present a new pattern.

In this past conference we introduced the new Penrose pattern which is beautifully designed and very appealing and we did not do it with a lot of dramatics. Instead we used cold facts. Facts from the research survey made on the silver flatware preference tastes of women in the United States. Also the cold facts of our superiority of design, the cold facts of our superiority of manufacture through the weight of the sterling in the pattern, and then the cold facts of our strong advertising and sales promotion program for this fall which communicates not only to the dealer but to the



consumer. The whole program has convinced the men through a factual presentation that they can sell this pattern even in view of the objections which may be raised by the dealer.

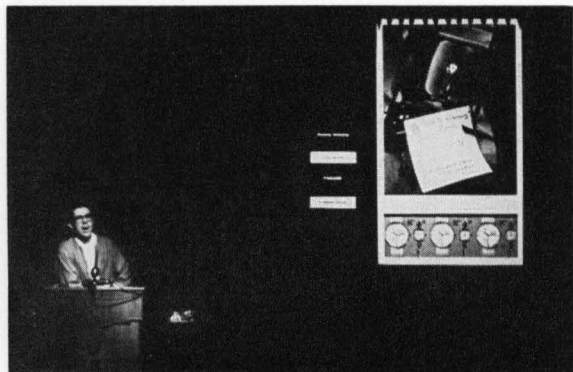
**Could you say how this has been reflected in Penrose sales even though we are only several weeks away from the conference?**

**Wilson:** This is by no means any criterion with which to measure the success of a pattern, but as of now Penrose sales are running well ahead of Royal Rose during the first weeks after its introduction. And, I believe, Royal Rose has been one of the most successful pattern placements in the history of the company.

**Blank:** Are you suggesting then that your presentation and introduction of Penrose was better than Royal Rose?

**Wilson:** No, the Royal Rose introduction was indeed successful, but we did that by means of a dramatization. We had a magician on stage to introduce Royal Rose to our salesmen and we didn't have any of that type presentation with Penrose. Although both patterns are very beautiful they are in two different design classifications, one is a con-

Slide presentation is used by E. L. Jones to introduce Hamilton's fall advertising program.



temporary asymmetrical design and the other is Victorian.

**To fit two different areas of the market?**

**Wilson:** Two different areas of the market and two areas in which, incidentally, there are other proven patterns but not of Wallace manufacture.

**Could we summarize our discussion for our *Timely Topics* readers?**

**Blank:** I'm sure the success we have met for the past seven years by having well-conceived and well-planned Sales Conferences should convince us all

that there is a continuing need for conferences of this type in the future. I can't think of any one activity that is more valuable to the organization and to the salesmen in the field than a major Sales Conference.

**Wilson:** I agree with that. It is at the conference, where we go over our weaknesses as well as our successes and strengthen our position in the industry through effective merchandise programs which come back to us in the form of dollars. It's our life blood.

**Blank:** There is one other thing I think we have to include here, and that is that all the creative contributions made internally, whether in manufacturing, marketing or finance are only as effective as the salesmen make them and that without the sales in the field our salaries are not paid, profit isn't earned and there is no return to the stockholders. I think the entire organization should and does recognize the value of our selling organization.

**Wilson:** I think this is important and there is no doubt in my mind about the calibre of the people we have in our sales groups and the fine job that they do. The Sales Conference is the point at which we actually expose these people and these programs and these products to the consumer.

**How is the consumer represented at the Sales Conference?**

**Wilson:** After all these months of planning and working and building—we now open the door and expose our plans to roughly 70 salesmen in both watches and silver. It's at this point that these 70 salesmen go out and expose Hamilton and Wallace to 15,000 dealers. These dealers in turn sell our products to 180 million consumers.

And here is the key—no matter how good the product or how good the program, if it is not sold properly to these 70 salesmen at the Sales Conference, it will not be properly sold to our dealers who, then, cannot effectively sell it to the ultimate consumer.

Sales directors Wilson (left) and Blank hear results of Royal Rose—505 sales contest.







The Watch of the Governors

Hamilton's 505 scored a new triumph when it was selected as the official timepiece for

# THE CONFERENCE OF GOVERNORS

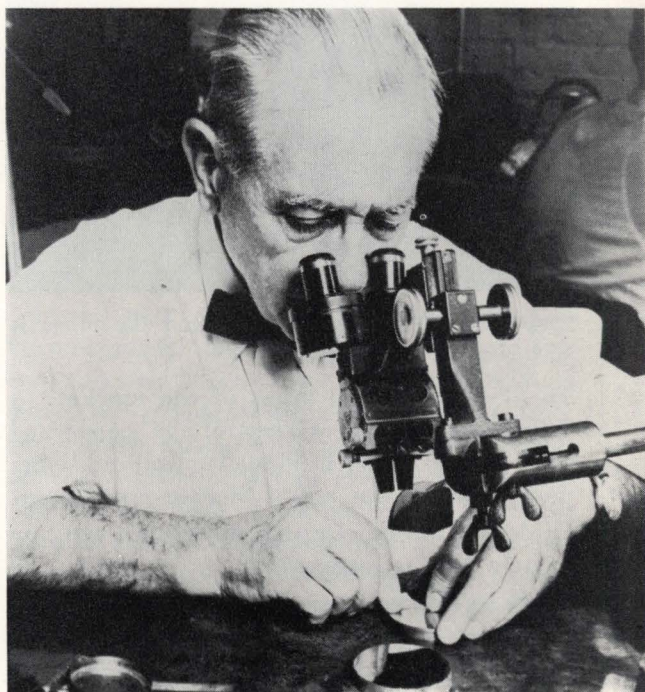
**T**HERE was no excuse for tardiness when the governors of all these United States met for their annual conference earlier this summer, for each governor was wearing a brand new Hamilton 505 electric watch.

Pennsylvania Governor David L. Lawrence, host for conference held at Hershey, Pa., presented as his official gift to each governor the Hamilton 505, a product invented and manufactured in the Keystone State. Even the watch case was made from Pennsylvania stainless by Carpenter Steel in Reading.

The watches were presented by Governor Lawrence during a dinner for all the governors and their wives on Saturday, June 30, the first day of the conference. Governor Lawrence, known for his punctuality, admonished his fellow governors with "Gentlemen, be on time!"

"The Watch of the Governors" is a truly customized piece. The special insignia of the conference was placed on the dial and a personal inscription from Governor Lawrence to each governor was engraved on the back of each watch case. Even

Cal Allison, Hamilton's chief engraver, prepares the dial for the governors' watches. Six specially engraved tools were required to make the governors' dial.





the box was customized with a brass plate describing the 505 affixed to the lid.

The entire conference motored through central Pennsylvania Sunday, July 1, and called on General and Mrs. Dwight D. Eisenhower at their Gettysburg farm.

The governors' visit coincided with the Eisenhowers' 46th wedding anniversary and, in a surprise ceremony, the governors presented the former President and first lady with a Wallace sterling tea service. The pattern was Wallace's George I and the set included teapot, coffee pot, sugar bowl, creamer, waste bowl and an engraved waiter.

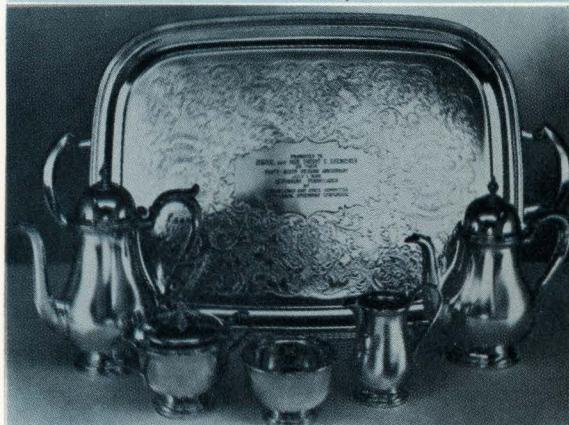
The 54th Annual Governors' Conference ended July 4 at Independence Hall when the governors heard President Kennedy deliver his now-famous address on "interdependence." Again Hamilton was highly honored to have Governor Lawrence present a Hamilton 505 to the Chief Executive. According to reports, when he received the watch the President said, "It's terrific!"

We thought so, too.

A "watch bench" was set up at Hershey to adjust the governors' bracelets. R. C. Frey, manager of watch products, explains the 505 to Gov. Keyser of Vermont.



"And we'll want you on time, too, Governor!" Conference Chairman Gov. Powell of New Hampshire (right) surprises Gov. Lawrence with a 505 after the Pennsylvania governor gave watches to the other governors.



The George I sterling tea service by Wallace which was presented by the governors to Gen. and Mrs. Eisenhower on their 46th wedding anniversary.

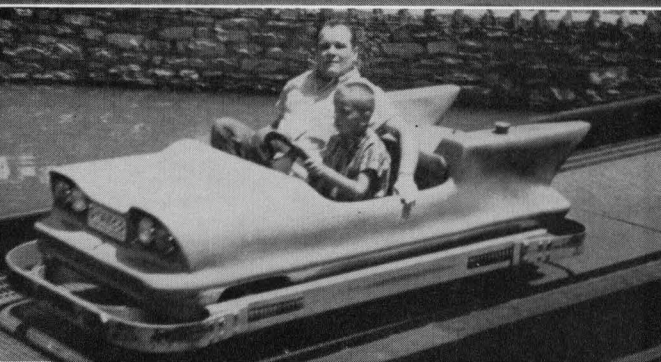
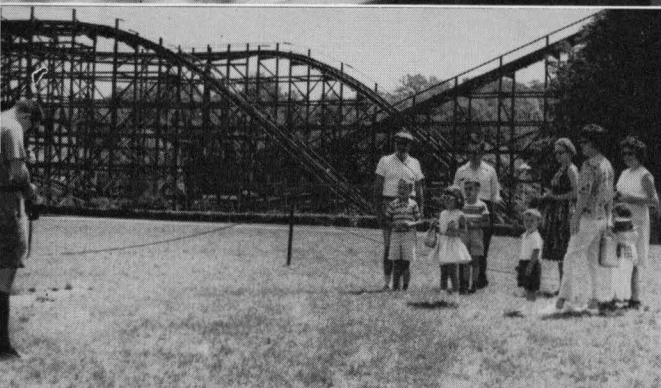


(Top) "Electric watch? I've got one, too." Gen. Eisenhower compares his Hamilton with Gov. Reed of Maine. Looking on (l. to r.) are N. Y. Gov. Rockefeller, Ohio Gov. DiSalle and Gov. Brown of California. (Lower) The dial and case back of the Presidential watch. The faces of the Kennedy children were placed on the dial by Hamilton's photo-etching department.





# THE HAMILTON FAMILY PICNIC



'Twas a grand old fashioned "good time had by all" when more than 3,000 Hamiltonians met for the Grand Old Fashioned Family Picnic at the Hershey Amusement Park Saturday, June 16.

Even the weatherman cooperated with brilliant sunshine all day long for the games in the morning, bingo in the early afternoon and a four-act show in the bandshell later in the day.

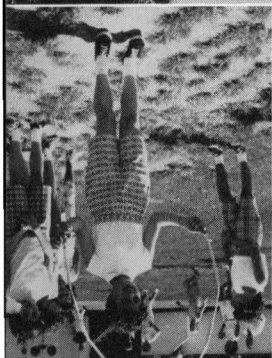
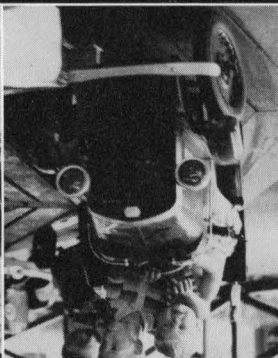
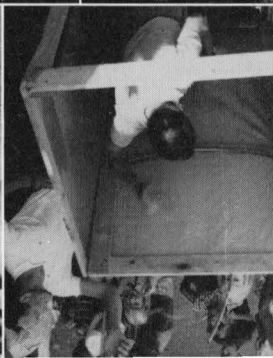
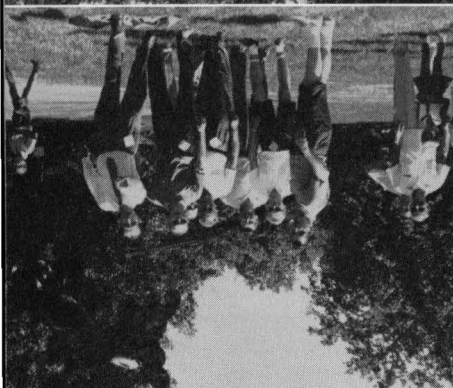
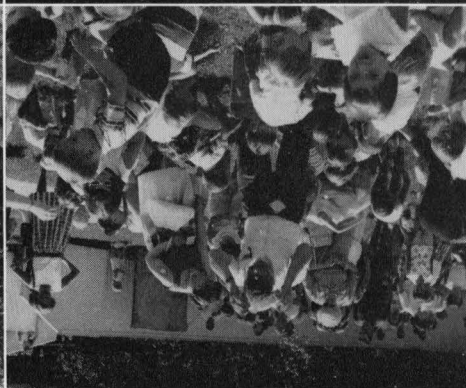
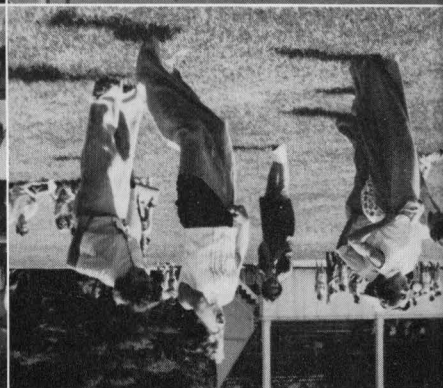
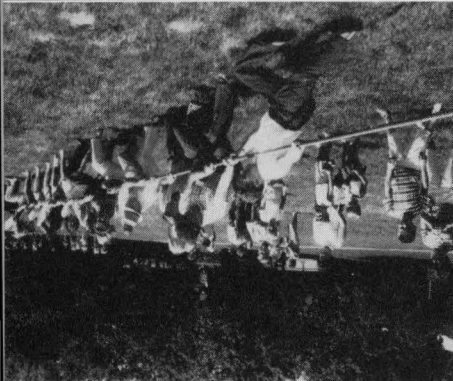
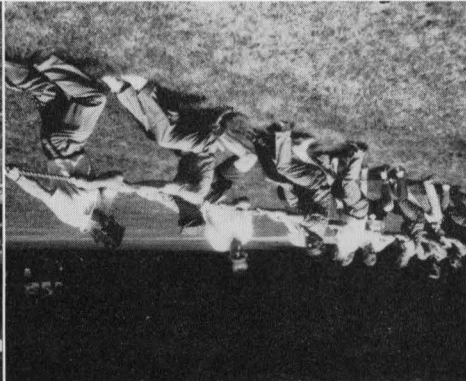
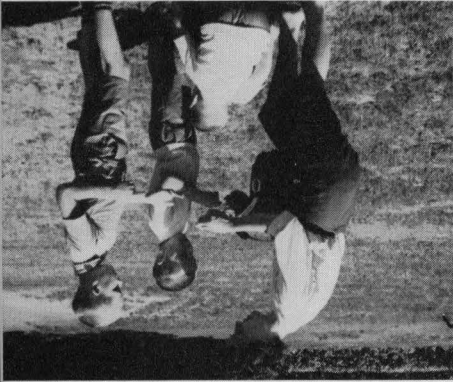
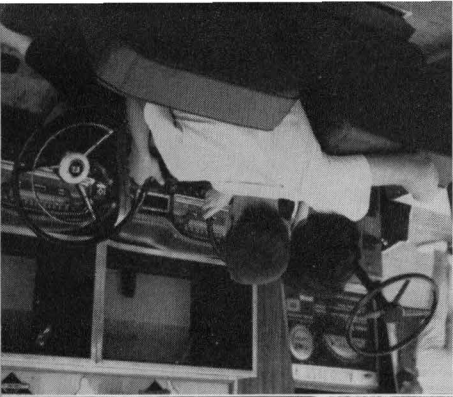
H. D. "Chip" Weeks, general chairman for the picnic, announced the following winners of prizes: Hamilton Watch Company Prize of \$100 savings bond—Jacob Souders, retiree; H.R.A. prize of a trip to New York for two—Stanley Wiker, watch assembly; and the \$5 family prize was won by Roy S. Bender, assembly T, and his family.

It took a lot of work by a lot of people to make this year's picnic one of the best ever. The committees planning and carrying out the picnic were: chairman's aides—Robert Shenk, Carl Yecker; coordinator—Wally Bork; registration—June Bomberger, chairman, Dorothy Bowder, Leo Fregley, Dorothea Hain, Denise Mihalko, James Rice, Arthur Schneider, William Sterling, Marilyn Kuntz, Marlin Wolf, Dorothy Lentz.

Refreshments—Jeanne Mowrer, Jean Reisinger, Dorothy Prentice, Ginny Bauer, William Hatfield, Ellsworth Stoll, Paul Steffy, Richard Koller, Charles Fritsch; games—Robert Markley, chairman, Jack Snader, Don Bly, Stanley Wiker, Henry Wolf, Martin Ryan, Jack Purcell, Woody Rathvon, Jerry Gegg, Russ Hoxworth, Mike Peterson, Richard Horst, Al Lutz, George Kohlmaier; bingo—Red Bauer, chairman, Robert Henry, Lloyd Drybred, Ray Ellis, Richard Horst, Charles Starr; transportation—Mary Depue, chairman.

The "candid cameras" were out in force at the picnic—can you find yourself on any of these pix?





HEADQUARTERS  
HAMILTON  
WATCH CO.

## Quality Control Course Ends

S.Q.C. the initials of Statistical Quality Control have taken on greater significance for 85 members of Hamilton's manufacturing group as a result of a series of courses recently completed by Mark H. Ryder, who retired August 1 as Supervisor of the Quality Control Section.

Beginning October 4 of last year and ending July 18 of this year, eight courses of ten to twelve members each were conducted by Mr. Ryder. The objective of these courses was to familiarize those attending with the fundamentals of Statistical Quality Control, a study which applies data to manufacturing processes to reduce waste and cost.

During the courses, which Mr. Ryder developed himself, inspectors, job bosses, foremen, supervisors and engineers learned how to apply the laws of mathematics to improve the quality and reduce the costs in their particular product areas.

According to Mr. Ryder, many of Hamilton's customers for products in the industrial and military areas are placing increasing emphasis on statistical quality control as a means of achieving economies while insuring the quality of the product. These courses were started, he added, as a means of insuring the continuing high quality of Hamilton's products for both industrial and consumer uses.

## In Our Mail . . .

Hamilton Watch Company

Dear Sirs:

A few days ago it occurred to me that a watch I own had passed its 19th birthday. This watch is a Hamilton that I purchased in 1943 just before I completed my Marine Corps flight training. Since then the watch has been in constant (and accurate) use.

During World War II the watch and I were subjected to two dunkings in the ocean, once in the central Pacific and once in the East China Sea. For both periods the watch was subjected to salt water for over 24 hours.

In the Korean War it withstood hard use from the heat of Pusan to the extreme cold of the Chosin Reservoir without effect or damage. Maintenance to date has been only cleanings, crystals and a main-spring, the total cost, under \$20.00.

Because I believe performance of this nature should be reported I write this letter. My Hamilton

is a bit battered and worn but yet lets me know the exact time whenever I need it. It is worn continually and has flown over 5000 hours with me at speeds to Mach 2 and altitudes to 70,000 feet.

I look forward to reliance upon this excellent timepiece for many more years.

Thank you.

Major John J. Fischer, USMC



## Hamilton Ad Honored

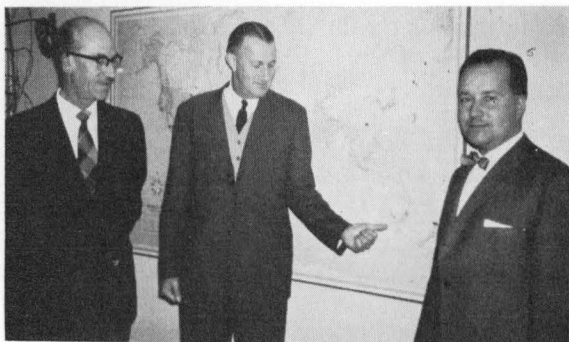
During a brief ceremony in the advertising department recently, R. J. Gunder (center), general advertising manager, and E. L. Jones (right), advertising manager—Hamilton, were presented a plaque citing Hamilton's 1961 Christmas advertisement as one of 100 selected for inclusion in the forthcoming book "The Best Advertisements from Reader's Digest." B. R. McMannis (left), eastern advertising manager for Reader's Digest, made the presentation. The book will be published in mid-August by Random House and will sell for \$17.50.

Smiles of victory! (Below) Hamilton's junior midget baseball team lines up for a family portrait. The boys were champions of the Manor-Buchanan league and runners-up in the playoff. They have a record of 11 wins, 1 tie and no losses in league play. Front row (l to r): D. Smith, J. Banzhof, B. Maul, G. Fawber, B. Keiser, S. Groff, B. Arnold, R. Giangreco, A. Coleman. Standing: Lou Giangreco (automatic dept.), manager, S. Kiphorn, J. Supplee, B. Alleman, M. Conlin, G. Grill, R. Burger, C. Daecher. Missing are E. Gochenaur and G. Brooks, coach.





## From Our Swiss Correspondent



Mr. Cain (above, left) and Mr. Sneddon (center), representatives of our Australian agents, Prouds & Edments Ltd., discuss the watch business with Henry Huguenin. The Australian visitors were in Bienne to place orders for the next year.



Harry Rüttiman (right), a leading Lucerne watch retailer, visited our Bienne factory recently. Lucien Gobetti, manager of the case and dial department, shows some new styles to Mr. Rüttiman who sells Hamilton watches to tourists visiting his city.

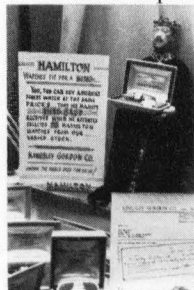
(Below) A sales training program for representatives of Gerl & Schipper, Cologne, Germany, was recently conducted by Heinz Moor (first from right), sales manager, and Hans Gerl (second from right). Here they meet with Henry Huguenin, director, and pause for a photographic record of their two-day stay in Bienne.



## Notes from All Over

The reason **Kelso Horst**, inspection, is looking so proud these days is that his son, Kelso Jr., will soon be entering the United States Military Academy at West Point. Congratulations to both father and son!

Watches for a king! **Ed Eagan**, Hamilton's sales representative in the Boston area, sends us this photo of the Kingsley Gordon Co.'s window. King Ibn Saud of Arabia had shortly before bought 118 Hamiltons from the Boston jeweler, and they lost no time in devoting a whole window to the subject.



## NEW TIMERS

- Kelly Ann born to Clyde E. (Automatic) and DeAndra Brown . . . May 5, St. Joseph's Hospital.
- Susan Lee born to Norman (Sales) and Elinor Reiffarth . . . June 13, Community Hospital, Indianapolis, Indiana.
- Sharon Louise born to John M. (Maintenance) and Alice Rogers . . . June 19, Johnstown, Penna.
- Charles Robert born to Robert G. (Material Sales) and Peggy Hull . . . June 20, Lancaster General Hospital.
- David Earl born to Zelma G. (Electronics) and Laurence A. Brendlinger . . . June 21, Lancaster General Hospital.
- Gary Burnell born to Sterling E. (Industrial Products Shop) and Phyllis M. Hostetter . . . June 21, Lancaster General Hospital.
- Keith Lavern born to Joseph E. (Physical Measurements Lab) and Evelyn R. Kauffman . . . July 4, Mercy Hospital, Sea Isle City, New Jersey.
- Jeffrey Scott born to Donald J. (Sales) and Shirley Moore . . . July 21, Richmond, Virginia.
- Walter T., III born to Walter T., Jr. (Watch Assembly) and Marilyn Gable . . . July 27, Lancaster General Hospital.

**WANTED TO RENT:** First floor apartment with two bedrooms or small house. Must be in city. Elaine Crozier, ext. 327.

**FOR SALE:** Complete set of golf clubs. Includes four matched woods. \$125, Bill Sprenkle, movement assembly.

**GIVEAWAY:** Tropical fish outfit. Pump, filter, stand, 15-gal. tank, light. Dick Charles, ext. 213.

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S.Q.C. the initials of Statistical Quality Control have taken on greater significance for 85 members of Hamilton's manufacturing group as a result of a series of courses recently completed by Mark H. Ryder, who retired August 1 as Supervisor of the Quality Control Section.

Beginning October 4 of last year and ending July 18 of this year, eight courses of ten to twelve members each were conducted by Mr. Ryder. The objective of these courses was to familiarize those attending with the fundamentals of Statistical Quality Control, a study which applies data to manufacturing processes to reduce waste and cost.

During the courses, which Mr. Ryder developed himself, inspectors, job bosses, foremen, supervisors and engineers learned how to apply the laws of mathematics to improve the quality and reduce the costs in their particular product areas.

According to Mr. Ryder, many of Hamilton's customers for products in the industrial and military areas are placing increasing emphasis on statistical quality control as a means of achieving economies while insuring the quality of the product. These courses were started, he added, as a means of insuring the continuing high quality of Hamilton's products for both industrial and consumer uses.

## In Our Mail . . .

Hamilton Watch Company

Dear Sirs:

A few days ago it occurred to me that a watch I own had passed its 19th birthday. This watch is a Hamilton that I purchased in 1943 just before I completed my Marine Corps flight training. Since then the watch has been in constant (and accurate) use.

During World War II the watch and I were subjected to two dunkings in the ocean, once in the central Pacific and once in the East China Sea. For both periods the watch was subjected to salt water for over 24 hours.

In the Korean War it withstood hard use from the heat of Pusan to the extreme cold of the Chosin Reservoir without effect or damage. Maintenance to date has been only cleanings, crystals and a main-spring, the total cost, under \$20.00.

Because I believe performance of this nature should be reported I write this letter. My Hamilton

is a bit battered and worn but yet lets me know the exact time whenever I need it. It is worn continually and has flown over 5000 hours with me at speeds to Mach 2 and altitudes to 70,000 feet.

I look forward to reliance upon this excellent timepiece for many more years.

Thank you.

Major John J. Fischer, USMC



## Hamilton Ad Honored

During a brief ceremony in the advertising department recently, R. J. Gunder (center), general advertising manager, and E. L. Jones (right), advertising manager—Hamilton, were presented a plaque citing Hamilton's 1961 Christmas advertisement as one of 100 selected for inclusion in the forthcoming book "The Best Advertisements from Reader's Digest." B. R. McMannis (left), eastern advertising manager for Reader's Digest, made the presentation. The book will be published in mid-August by Random House and will sell for \$17.50.

Smiles of victory! (Below) Hamilton's junior midget baseball team lines up for a family portrait. The boys were champions of the Manor-Buchanan league and runners-up in the playoff. They have a record of 11 wins, 1 tie and no losses in league play. Front row (l to r): D. Smith, J. Banzhof, B. Maul, G. Fawber, B. Keiser, S. Groff, B. Arnold, R. Giangreco, A. Coleman. Standing: Lou Giangreco (automatic dept.), manager, S. Kiphorn, J. Supplee, B. Alleman, M. Conlin, G. Grill, R. Burger, C. Daecher. Missing are E. Gochenaur and G. Brooks, coach.





## From Our Swiss Correspondent



Mr. Cain (above, left) and Mr. Sneddon (center), representatives of our Australian agents, Prouds & Edments Ltd., discuss the watch business with Henry Huguenin. The Australian visitors were in Bienne to place orders for the next year.



Harry Rüttiman (right), a leading Lucerne watch retailer, visited our Bienne factory recently. Lucien Gobetti, manager of the case and dial department, shows some new styles to Mr. Rüttiman who sells Hamilton watches to tourists visiting his city.

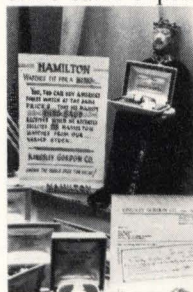
(Below) A sales training program for representatives of Gerl & Schipper, Cologne, Germany, was recently conducted by Heinz Moor (first from right), sales manager, and Hans Gerl (second from right). Here they meet with Henry Huguenin, director, and pause for a photographic record of their two-day stay in Bienne.



## Notes from All Over

The reason **Kelso Horst**, inspection, is looking so proud these days is that his son, Kelso Jr., will soon be entering the United States Military Academy at West Point. Congratulations to both father and son!

Watches for a king! **Ed Eagan**, Hamilton's sales representative in the Boston area, sends us this photo of the Kingsley Gordon Co.'s window. King Ibn Saud of Arabia had shortly before bought 118 Hamiltons from the Boston jeweler, and they lost no time in devoting a whole window to the subject.



## NEW TIMERS

- Kelly Ann born to Clyde E. (Automatic) and DeAndra Brown . . . May 5, St. Joseph's Hospital.
- Susan Lee born to Norman (Sales) and Elinor Reiffarth . . . June 13, Community Hospital, Indianapolis, Indiana.
- Sharon Louise born to John M. (Maintenance) and Alice Rogers . . . June 19, Johnstown, Penna.
- Charles Robert born to Robert G. (Material Sales) and Peggy Hull . . . June 20, Lancaster General Hospital.
- David Earl born to Zelma G. (Electronics) and Laurence A. Brendlinger . . . June 21, Lancaster General Hospital.
- Gary Burnell born to Sterling E. (Industrial Products Shop) and Phyllis M. Hostetter . . . June 21, Lancaster General Hospital.
- Keith Lavern born to Joseph E. (Physical Measurements Lab) and Evelyn R. Kauffman . . . July 4, Mercy Hospital, Sea Isle City, New Jersey.
- Jeffrey Scott born to Donald J. (Sales) and Shirley Moore . . . July 21, Richmond, Virginia.
- Walter T., III born to Walter T., Jr. (Watch Assembly) and Marilyn Gable . . . July 27, Lancaster General Hospital.

**WANTED TO RENT:** First floor apartment with two bedrooms or small house. Must be in city. Elaine Crozier, ext. 327.

**FOR SALE:** Complete set of golf clubs. Includes four matched woods. \$125, Bill Sprenkle, movement assembly.

**GIVEAWAY:** Tropical fish outfit. Pump, filter, stand, 15-gal. tank, light. Dick Charles, ext. 213.





## Hamilton Ups Power

Hamilton became one of the few primary consumers of electricity in the Lancaster area on July 27 when Richard J. Blakinger (right center), vice president, presented a \$10,000 check to Raymond Snyder (left center), district manager for Pennsylvania Power and Light Company, for the purchase of expanded power facilities. Also present at the time of the purchase were Donald Moore (left), P. P. & L. industrial sales representative, and Raymond D. Sams, supervisor of plant engineering.

The successful growth of Hamilton's diversification program created a need for additional power,

particularly in the company's expanding precision metals, military and industrial products divisions. Mr. Blakinger stated that nearly half the Lancaster manufacturing facilities are devoted to products other than watches.

(Below) President Arthur B. Sinkler tells Mr. Yo K. Okada, director of the National Science Museum, Tokyo, Japan, about the world's first electric watch. Mr. Sinkler presented the electric watch display, one of many such units in museums throughout the world, during his recent visit to Japan.



## RETIREEES

On July 1 **Margaret C. Dagen**, movement assembly, concluded a career in watches which began in 1916 and included the Illinois and Waltham Companies as well as Hamilton. During her 27 years with Hamilton, Mrs. Dagen worked in the balance and hairspring and the movement assembly departments. Mr. and Mrs. Dagen are losing no time in enjoying their new leisure, having started on a vacation trip July 2. They plan to enjoy the rest of the summer at their Peach Bottom cottage. The Dagens live at 24 E. Frederick St., Lancaster.

**Clayton F. Erisman**, service foreman, wound up almost 50 years of watchmaking when he retired on July 1. Mr. Erisman came to Hamilton in September 1912 and worked here continuously except for a 28-month stint at technical school. Before World War I he worked in the hairspring department, and after his return from technical school, joined the service department in 1922 becoming foreman in 1941. He is a former president of the Hamilton Watch Management Association and served for 12 years on the Lancaster Township school board. Mr. and Mrs. Erisman admit to

enjoying a certain amount of babysitting activity with their grandchildren. The Erismans live at 1183 Maple Ave., Lancaster.

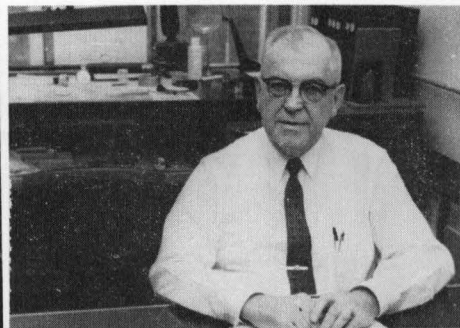
**Clarence M. Ernst**, movement assembly, retired August 1 after more than 32 years with Hamilton. All of this time was spent in departments on the fourth floor of the factory in what Mr. Ernst describes as a "very enjoyable" career. Although Mr. Ernst likes to watch baseball on television, he emphatically states that he has no plans for the immediate future until after a three-month vacation at home enjoying his new leisure. Mr. and Mrs. Ernst live at 13 E. Filbert St., Lancaster.

**Reba Sensenig**, watch assembly, who recently observed her 35th anniversary with Hamilton, retired August 1. During her employment, Mrs. Sensenig worked in the case office and, more recently, on the attachment line. She asked Timely Topics to note that she especially enjoyed her association with her fellow employees. Mrs. Sensenig says she "loves to cook" and that her specialty is making desserts. After her retirement, she plans to become more active in church work. Mrs. Sensenig lives at 438 Pennview Dr., Millersville.

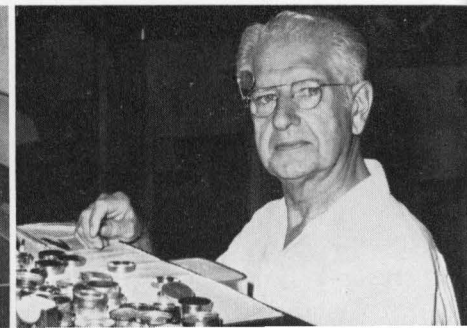
Margaret C. Dagen



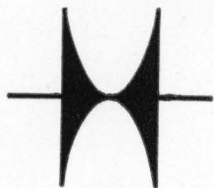
Clayton F. Erisman



Clarence M. Ernst







# HONOR ROLL ANNIVERSARIES

**July-August 1962**

## **40 years**

FRED CHAMBERS, *Military Products*

ZELMA M. HARTLEY, *Assembly T*

## **35 years**

A. CATHERINE FRANTZ, *Service Office*

OSCAR M. HOWELL, *Service*

MAUDE C. HOUGHTON, *Movement Assembly*

VICTOR J. WARFEL, *Movement Assembly*

CHARLES P. WOLF, *Military Products*

## **25 years**

HARRY B. BRENNEMAN, *Boiler House*

ALBERT B. McCUNE, *Small Tool*

EARL L. BRINKMAN, *Heat Treating*

ROBERT W. METZE, *Automatic*

EDITH M. BRUBAKER, *Movement*

WILLARD C. OESCHGER, *Movement*

DELMA A. DETWILER, *Order Services*

JOSEPH W. PARR, *Watch Assembly*

CHARLES H. DIETRICH, *Flat Steel*

EDWARD L. SCHWAR, *Plant Engineering*

GEORGE F. DOMMEL, *Watch Assembly*

LESTER L. SHERR, *Engr. Services*

EVELYN T. HALEY, *Assembly T*

JAMES R. SLAUGH, *Prod. Methods*

GRACE M. LEFEVER, *Movement Assembly*

RICHARD L. SPANGLER, *Machine Shop*

## **20 years**

HELEN M. BAYMOND, *Job Shop*

RUTH A. KREIDER, *Train*

THOMAS S. DOWNS, *Mfg. Stocks*

ROBERT LENHART, *Automatic*

LOUIS S. GIANGRECO, *Automatic*

SARA K. MADONNA, *Elec. Movement Assembly*

MARION R. GIANGRECO, *Assembly T*

MAUDE C. McCOY, *Cafeteria*

PHYLLIS A. HARTMAN, *Factory Payroll*

DOROTHY M. WEINER, *Spring*

CLARA E. HENRY, *Movement*

MARGARET F. SHAUB, *Service*

RAYMOND C. HUHN, *Job Shop*

ELSIE STRAUSS, *Assembly T*

JOHN C. ULMER, JR., *Watch Assembly*

## **15 years**

STEPHEN J. CEPEKI, *Maintenance*

DOROTHY L. PRENTICE, *Plate*

NAN V. DOMAN, *Dial*

IRENE M. SAUDERS, *Mfg. Stocks*

WILLIAM B. HATFIELD, *Maintenance*

EUGENE L. SENSENIG, *Inspection*

LILIANE J. HODGEN, *Electronics*

CLARENCE B. SHENK, *Small Tool*

RICHARD K. KEENE, *Metals Processing*

SAMUEL W. SINGER, *Small Tool*

HELEN M. STAUFFER, *Movement Assembly*

LANCASTER, PENNSYLVANIA

