

MAY-JUNE 1963

timely TOPICS

HAMILTON WATCH COMPANY



THE OLD CONESTOGA TEAM

EXHIBITED AT THE
BI-CENTENNIAL, PHILADELPHIA, 1876



—BY THE—

LANCASTER WATCH COMPANY,

MANUFACTURERS OF

A. Bitner's Patent Dust & Damp-Proof R. R. Watches,
In Nickel and Gilt.—Correct Time Guaranteed.

An early (1882) example of public relations by a Hamilton predecessor recently turned up in the Farmer's Bank and Trust Company files. The homes in the background—with added foliage—still stand at Rider and Columbia Avenues, Lancaster.

For the historians: the Lancaster Watch Company was organized in 1877, succeeding the original occupant—the Adams and Perry Watch Mfg. Company founded in 1874. In 1884 the Lancaster Watch stopped ticking and the Keystone Watch Company took over until the Hamilton Watch Company was formed in 1892.

timely TOPICS

May • June 1963

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Cover: "Chomolungma" (Mother of the World) is the Tibetan name for Mount Everest, home of the gods according to local legend. When James Whittaker became the first American to stand higher on Earth than any man, Hamilton helped put him there. Story on page 6. (Indian Air Force photo courtesy Government of India Information Service.)

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time capsules



So what else is new?

Well, a goodly part of *timely TOPICS*, for one thing. Or, perhaps it is better to say the editorial approach to *timely TOPICS* is new.

A great many things have happened around this company of ours since *timely TOPICS* first appeared in the "furious forties." Twenty years ago watches were our business, and our *only* business. To paraphrase Henry Ford: you could have any product from Hamilton you wanted—so long as it was a watch.

Not so today. Although watches do, indeed, form the largest single part of our business, products for the electronics industry, satellite and rocket technology, silver, plastics and fireplace furnishings have joined watches as important facets of the Hamilton Watch Company's corporate personality in the "soaring sixties."

A company publication—if it does its job—is more than a chronicler of banquets, births and baseball scores; the good magazine is a "business communication" reflecting the company's plans and progress through thoughtful treatments of all phases of business life. Further, each presentation should be interesting and attractive.

To these ends we present a new format for *timely TOPICS*—still with strong emphasis on watches—but flexible enough to serve all the people in the growing Hamilton organization.

Like any parent, we send our journalistic baby to you, the reader. We hope you like it—we invite your comments.

"GIMME THE CASH...

Let the Benefits Go!"



(Editor's Note: The following fictitious story is based upon an article prepared by the National Association of Tobacco Distributors, and is reprinted here with the Association's permission. We thought you'd enjoy it, and also get a better conception of the importance of employee benefits. The figures used in this article are authentic for the Hamilton Watch Company.)

ONCE THERE WAS A FELLOW named John Bright. John worked for a very progressive outfit. One day John received a pamphlet about fringe benefits. According to the pamphlet, the company thought so much of John that it was providing him fringe benefits costing 70 cents an hour per employee.

As John was suffering from a financial virus known as the "shorts," this news gave him a brilliant idea. He rushed down to the personnel office.

"Look," he said to the personnel director, "we're one big happy family, right?"



"Right," the personnel director beamed.

"You like to see me happy, huh?"

"The happier you are, John, the happier we are."

"Well, would you like to see me really happy?"

"You name it," the director said.

"Okay," John said, "you see this pamphlet? Well, according to it, the company is giving me fringe benefits that cost 70 cents an hour. If you want to make me really happy, let's convert that to cash. You give me the 70 cents an hour and you keep the benefits."

The director almost wept. "But John," he pleaded, "you won't be happy without those benefits."

"For 70 cents an hour extra, I can enjoy being miserable. That will come to \$121 extra a month!"

"But, John, fringe benefits are worth a lot more than the money involved. They make this a nicer place to work. They give you peace of mind!"

"With \$121 extra," John leered, "I'll have peace of mind. So will my creditors."

"But, John, you'll lose money. You don't realize how many benefits you're getting."

"And you don't realize how many creditors I can do without."

"John, do you really want it this way?"

"Look," John said. "When you talk benefits I don't get the message. When you talk money though—I read you loud and clear."

"It's a deal then?"

"Heed not the rumble of a distant drum. Gimme that cash and let the benefits go."

So John went home that evening a very happy man.

"Give that chuck roast to the dog," he told his wife. "We're eating steak. I got over a \$121 a month raise today."

His wife was real impressed—until she heard how he had done it.

"You think that was smart?" she said.

"Certainly it was smart! What benefits can they give me that will be worth more than \$121 a month? You sound like the personnel director."

So the next morning, with a light heart and a head to match, John got in his car and started for work. When he arrived, there was a note for him to call his wife.

"John," his wife said, when he telephoned her, "Junior stuck a pea up his nose and it has worked its way up into his head. He's in the hospital."

"In the hospital!" John gasped.

"Yes, and it's going to cost us over \$17 a day," his wife said.

"Over \$17 a day!" John gasped again.

"Yes, he's got to have a semi-private room," his wife explained.

"Well, thank goodness I've got hospitalization!" John wheezed.

"But have you?"

With that John raced down to the personnel director's office.

"My boy's in the hospital with a pea in his head. You haven't cut my hospitalization, have you?"

"I had to, John," the personnel director sighed. "The company-paid hospitalization and medical-surgical care was one of the benefits you traded for cash."



"I ought to be shot!" John said.

"You can't afford it!" the director replied. "We've cut off your life insurance. That's another benefit."

John looked as though he was going to cry. "I need a long rest!" he said.

"You can't afford that either!" the director said. "Vacations and holidays with pay are another benefit. They cost the company more than \$750,000 last year. You'll be losing about \$20 a day on vacation."

"I think I'll just retire!" John whimpered.

"You can't afford that, either, John. Your pension has been cut off. That's another benefit included in your \$121."

"Well, I know what I can do!" John said grimly. "I can punch you right in the mouth. You let me think that those benefits amounted to just \$121 a month. You didn't tell me it would cost so much to duplicate them."

With that John hauled off and took a swing at the director. The director ducked and John's fist went through a window.

"Well, don't just stand there," John snarled, staring down at his bleeding knuckles, "Get me some first aid."

The director sighed, "That's a benefit too, John. As I said before, the company-paid hospitalization and medical-surgical care was one of the benefits you traded for cash."



"Well, can I make a suggestion?"

"Sure, as long as you don't expect a suggestion award. What is it?"

"All I want to suggest," John said, "is this: take back your lousy money and give me back my benefits."

"Gladly," the director beamed. "We know you're the one man who'll appreciate them!"

HIMALAYAN CHALLENGE:

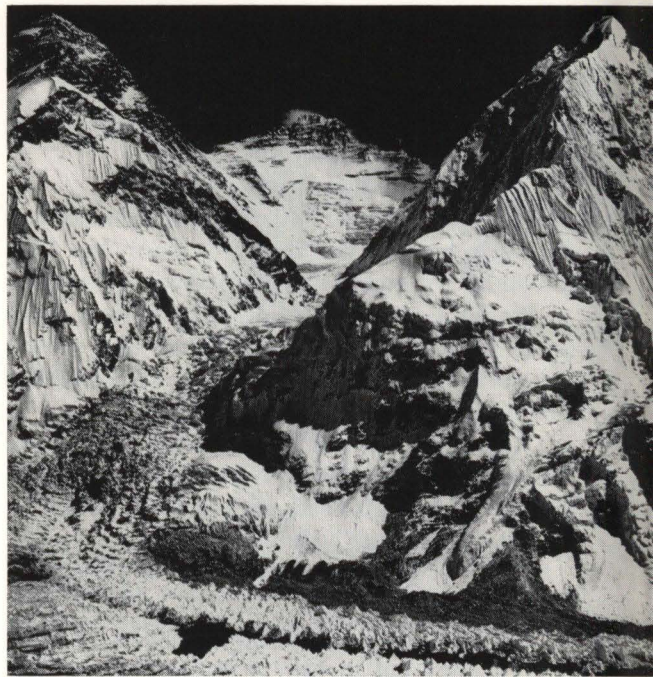
America's Turn

THEY'VE DONE IT! Across the world, two members of the U. S. Mount Everest expedition reached the summit on May 1st. The team of 19 American scientist-mountaineers then went on to the second part of the grand-slam climb: a major Himalayan traverse. A radio message from the expedition reported on May 23rd that one party scaled the unconquered west ridge to the summit and returned to camp by the traditional south col route.

Mount Everest, the world's highest and most challenging mountain at 29,028 feet claimed a score of lives until the British finally conquered it in 1953. Three years later the Swiss made it to the top. Since then, only an unconfirmed (and widely disputed) claim by the Red Chinese—that two of their nation's climbers were "first" to climb to the top in 1960 has tarnished the invincibility of the mighty Everest.

Now, in America's reach to the summit Hamilton precision played its part. Adventure took a side seat in the American expedition; scientific study became the main premise. Our nation's explorers are testing the theory that the world's deepest crust rests below Everest. They also are studying Everest's terrain to determine if its glacial changes can unlock the key to changing world-wide weather patterns.

As Dr. Maynard Miller, one of the participating explorer-scientists, explains it: "We are studying the terrain and meteorological conditions. Everest is critically situated between two controlling air systems affecting the world over. We're looking for evidence of a 90-year cycle



© National Geographic Society

The Grand Slam of mountaineering: (from left) Mount Everest, Lhotse and Nuptse. The American team scaled the right (south) face of Everest in their first successful reach to the peak.

observed in Alaska from warm to cold to warm temperatures."

Among Dr. Miller's problems: The ever-changing glacial "face" of Mount Everest. "This is a true conquest of the unknown," he says. "The mountain changes every year; it never is the same."

To help in his study, the 42-year old scientist hopes to return with 200 rocks and 500 pounds of water from Khumbu Glacier, to determine in laboratory study whether the glacier originated in Tibet or in the plains of India. Ice age glacier, or one "just" 1,000,000 years old? This is one objective of Dr. Miller, who notes that a glacier can be thought of as a big "bank account," which has "so much snow put in during the winter; so much taken out in summer."

As might well be expected, this highest-level scientific exploration—a \$326,000 probe financed by several foundations (with \$100,000 contributed by the National Geographic Society)—involves some of the world's most modern and keenly sensitive equipment.

Among the more impressive instruments involved: a compact ultra-sensitive gravity meter, that weighs less than five pounds—but costs

To the roof of the world! One of the two marine chronometers which accompanied the American Mount Everest Expedition is shown in its "bean pot" protective case. Special shock-resistant mounting within the "bean pot" help the instrument to remain accurate in spite of handling. The second-signal light beams through the aperture near the "H" on the dial. The navigation stop watches in the foreground also were part of the U. S. team's scientific equipment.



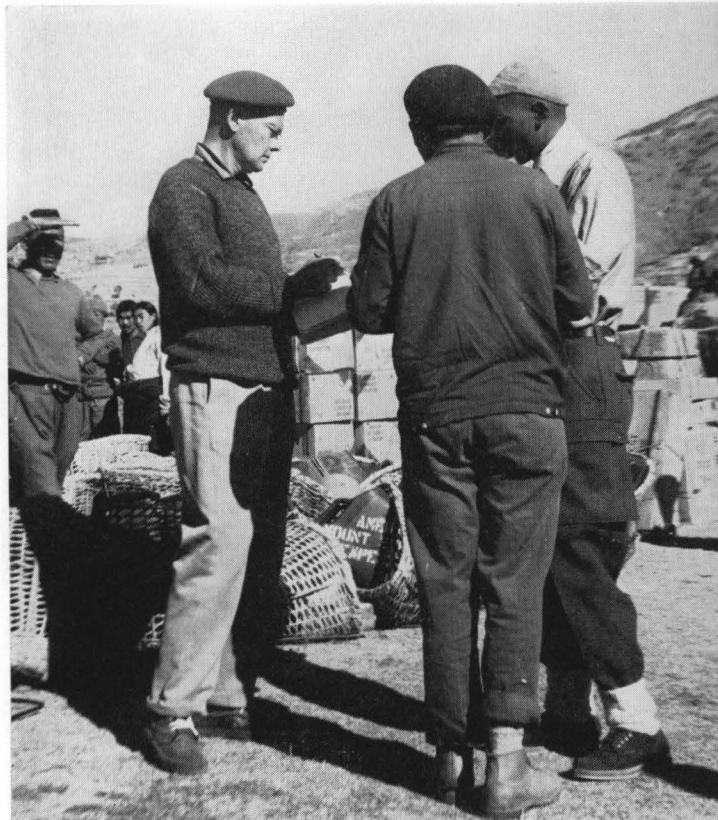
\$9,000! Another device—a 29-pound, \$7,000 seismograph—is being used to measure earthquakes and record sound waves of ice flow changes.

Two modified Hamilton Watch Company marine chronometers performed yeoman work on the expedition. Essential for ultra accurate time recording, these chronometers work perfectly in the extreme temperature ranges of -65 degrees F. to more than 90 degrees F.—the range experienced by the American scientist explorers as they moved from scorching desert heat to icy glacial temperatures.

A credit to the Hamilton technicians who developed them, these versatile chronometers will do more than keep accurate time. Each has an electrical connection to set external equipment, such as a recording chronograph, in motion at just the desired moment. A special battery-powered signal light mounted on each chronometer dial indicates seconds visually in synchronism with the regular second hand.

How can these precision timekeepers operate in extreme temperatures which would freeze your everyday wrist watch in a moment of exposure? Hamilton's chemical laboratory developed the answer—a special graphite grease lubricant produced expressly to withstand great ranges and changes of temperature.

The marine chronometers were not the only Hamilton instruments on the Everest trek. Two navigation stop watches and a 505 electric rail-



UPI

Everest awaited: Norman Dyhrenfurth (with notebook) leader of the American expedition supervises the distribution of loads to porters at Katmandu, before the monumental climb.



Mount Everest problem solvers. When the American Everest Expedition told Hamilton of its need for two specially adapted chronometers, this team of Hamilton technicians filled the bill. Ira D. Fickes, Jr. (right), senior manufacturing engineer, designed a battery-powered flasher synchronized with the chro-

nometer's second hand; Paul F. Rye, prototype technician (center), made the break-circuit mechanism which controls the flasher and Leroy C. May (seated), chronometer specialist, installed the device. Here the three men examine a chronometer movement similar to those which went up Everest.

road wrist watch went along to further aid timing requirements of the expedition.

Contrasting the chronometers, battery-powered electric shavers were taken along as "safety equipment" to keep the men clean shaven during the ascent. The reasons: a cleanly-shaven face insures proper fit of an oxygen mask. And a beard—that otherwise could hide the coloration in a man's face which shows he is freezing—will be whisked away. The face is one of the first

stretches of skin to turn bluish when freezing sets in.

Standing out against all the ultra-modern equipment, the scientific purposes for the climb and the elaborate preparations involved are the 750 Sherpa porters. These hardy Asians carried 15 tons of supplies and equipment to a 14,000 foot high acclimatization camp. At each succeeding camp site, they carried a decreasing amount of equipment—until they reached the final camp-

Three members of the expedition give two-man assault tent, oxygen masks and warm clothing the once-over during a test of men and equipment on Mount Rainier, Washington, before leaving for Everest.



UPI

ing point, 1,228 feet below the windy peak. The long line of these carriers suggests a throwback to another era, when mighty potentates used similar means to carry great quantities of supplies across deserts and mountains.

Today, science is an even mightier force in our world. And this expedition, led by a California motion picture director, Norman G. Dyhrenfurth, also seeks important findings in space research through a study of solar radiation.

Since last September, when the group completed a shakedown climb of Mount Rainier in America's west, it has moved at a fantastic pace. After a February 3rd sailing from San Francisco and subsequent stops at Hong Kong, Bangkok, Tokyo and Calcutta, the group reached Katmandu, Nepal, where final plans were completed.

Next came the 150-mile walk to the base of the Himalayas, through 90-100 degree temperatures before the climb to freezing zones began.

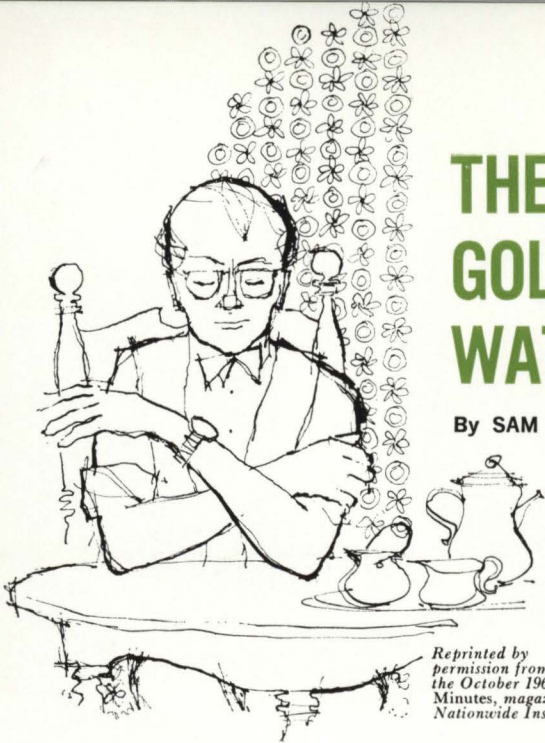
The first camp site was established at 22,000 feet. Succeeding camps increased the altitudes until the final level, Camp No. 6, which stopped at 27,800 feet. It took six and a half hours for the men to make the final 1,228 feet. They accomplished it in what spokesmen called "very high winds and low temperature," and they returned "tired but in good condition."

The entire expedition returned to Katmandu in early June, tired also, perhaps, but certainly a world of information richer.



UPI

Warming up for an icy climb, two American mountaineers train on Mount Rainier for their successful Everest assault. The American conquerors of the world's highest peak reported no evidence of the 1960 Chinese claim to reaching the summit.



THE GOLD WATCH

By SAM ELKIN

Reprinted by permission from the October 1962 Minutes, magazine of Nationwide Insurance.

WE LIVED THEN on the second floor of a two-family house. To get to our apartment you had to walk up some 20 wooden steps that announced your coming long before you got there. So when my father walked into the apartment I thought it was funny that I hadn't heard him coming up the stairs. But when I saw his face I knew he could not have walked up. He must have floated.

There was a light in his eyes, and on his face a curious, almost mystical expression. Even my mother noticed it, which was unusual because on her cooking days anybody could have walked into the house and stolen the furniture and she wouldn't have noticed.

"Pop," I said. "You've been drinking!"

He blinked. "Don't be silly. I haven't been drinking. Look!"

He raised his left arm and pulled back the sleeve of his coat, and there on his wrist was a watch, a handsome yellow gold wrist watch.

I examined it. It was a beauty. "Where'd you get it?"

"In the store," my father said.

"How much did you pay for it?"

"Nothing. They gave it to me."

I looked at my father. "Who gave it to you?"

"All of the salespeople, together," he said.

"For what?"

"Twenty-five years in the store."

I stared at him. Then I began to laugh, but stopped abruptly when my mother nudged me.

"But giving Pop a gold watch," I said. "Pop, of all people."

My father shook his head. "I know what you're thinking. But it's not like that at all."

I smiled. "Come on, Pop, you used to laugh at things like this yourself."

My father sighed, nodding. "It's true. I laughed." He sat down at the kitchen table.

"Sure," I said, and almost broke into laughter again. "Did you get your walking papers, too?"

The same smile drifted across my father's face. "You don't understand, do you?"

"Sure I understand. They gave you a gold watch after 25 years."


"Yes," he said, his eyes settling on the watch. "It cost them 80 dollars. And each one gave eight dollars out of his own pocket." His voice was very soft, and a sudden wave of feelings for which I had no words swept over me. I thought about him working 25 years at one place. Twenty-five years! A quarter of a century! All of my lifetime and then some. A world changed many times in 25 years, but not for him. Every morning he got up at the same time, walked down the same street, stepped into the same place—day after week after year. Twenty-five long years.

"It's true I used to laugh when I read about people being given a gold watch," my father said. "A man working all his life in one place and then getting a watch, as if a watch could make up for all the sweat and disappointment and struggle." He paused, trying to find words.

"But it isn't the watch, you see. It's the ten people in the store. Ten people I work with day after day, and all of them taking eight dollars out of their own pockets to give me this. It isn't the watch, or the eight dollars. It's the *people*. It's them wanting to do this for me."

The room suddenly became so hushed I could almost hear my heart beating. Then I noticed my mother looking at my father. Her cheeks were flushed and she was smiling. She put her hand on his shoulder. My father turned his head and looked up into my mother's eyes. "You ought to get a gold watch, too," he said. "Or something."

Quietly, I left the room and went into the living room and sat down. I felt a wonderful kind of warmth. I knew I would never forget that small moment in the kitchen of a two-family house: my father and mother looking into each other's eyes and smiling; my feeling of love for them—all because ten people in a store had given them, and me, some friendship and understanding.



Still Mood



Soliloquy

Newest Stars in the Wallace Sterling Sky

Nearly six months after Wallace Silversmiths took the daring step of introducing *Still Mood* and *Soliloquy* simultaneously, these two patterns are still being enthusiastically received by dealers. In fact, according to the sales department, *Still Mood* and *Soliloquy* rank among Wallace's most successful pattern placements.

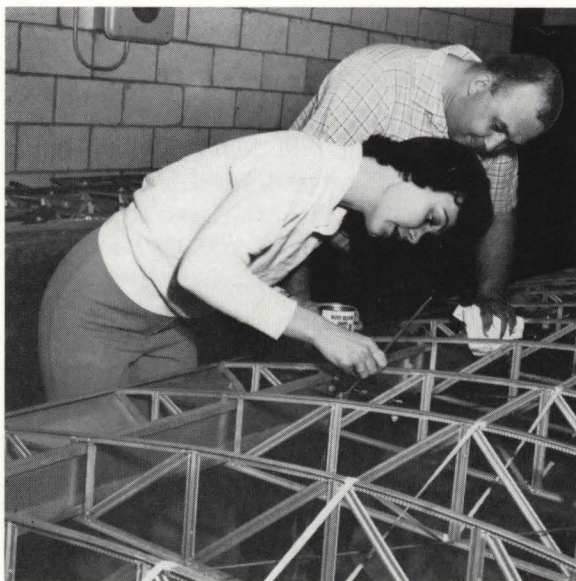
Designed as a harmony of then and now, *Still Mood* unites the sculptured grace of modern silhouette with a delicate touch of tradition in the dainty tracing of the stylized leaf design. *Soliloquy* exemplifies the ageless beauty of form and line. Light reflecting on one plane contrasts with the shadowed contours of other planes blending this contemporary pattern with any decor motif.

We're a FLYING FAMILY

By ALLETTA M. SCHADLER

OUR FAMILY HOBBY is airplanes—not model types—but real honest-to-goodness planes. My husband has been interested in airplanes since he was a child and I have grown up around them since my father also flies. So it followed quite naturally that flying and airplanes became my hobby, too, when Bill and I were married.

Editor's note: William E. Schadler is an ordnance engineer with Hamilton's Military Products Division and Mrs. Schadler, author of the article, is a home economist with the Lebanon Division of Metropolitan Edison Company. The article first appeared in Metropolitan's Meco System.



Airplane parts fill the Schadler basement, above, where a wing strut receives a coat of rust-resistant paint. Electric heat helps dry the paint.

We have become so involved in flying that we are now living in the same house with the planes. If this sounds unbelievable, you need only to visit our home to see what I mean.

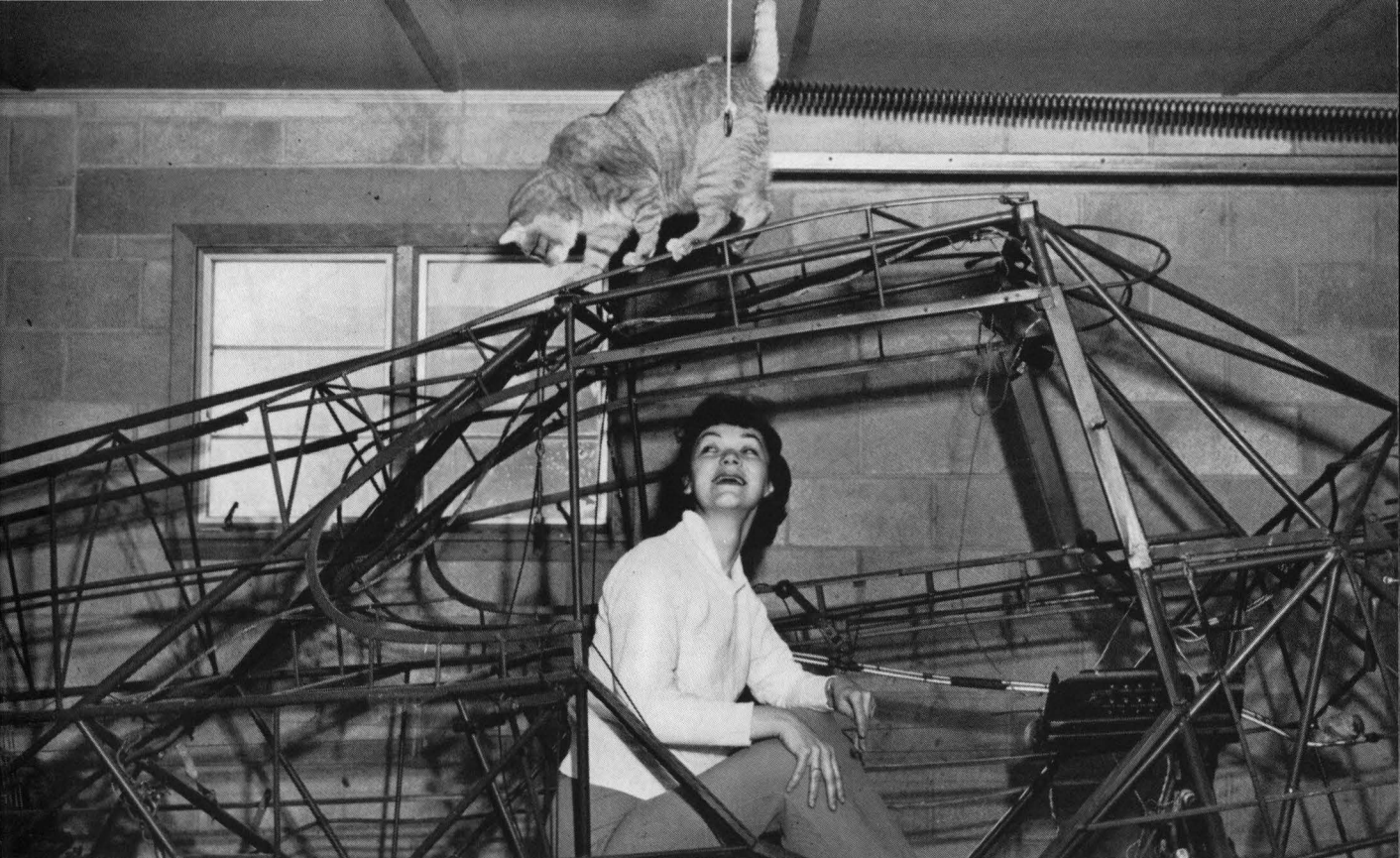
To begin with, we built our home within walking distance of the Farmers' Pride Airport in Fredericksburg so that my husband would be near planes and fly whenever he chose. Shortly after we finished our house, he decided to buy broken-down airplanes and rebuild them. He also belongs to a flying club which owns three light planes. They service and do almost all their own work on the planes.

When winter came and it was too cold to work outside, the airplanes moved into the house—in pieces! We probably have the only two-car garage, equipped even with a radio-controlled door, which has never housed a car. But we find good use for it as storage for wings and fuselage. The garage is attached to the house and opens into our living-dining area.

Last winter, Bill was working on a wing which needed to have some gluing done on the woodwork. It required special glue and the glue needed to be at least 70 degrees for 24 hours in



Wing covers, not furniture covers are often found in the living room of the Schadler Gold Medallion Home. The Schadlers are shown above re-covering a tail rudder.



The other "member" of the Schadler family who closely supervises all the aeronautical activities is a mischievous cat named Sylvester J. Pussycat ("Puss" for short).

order to dry. We tried heat lamps and a heating pad in the garage but it was not satisfactory. So there was nothing to do but move this 17½ foot wing into the living room.

Fortunately (or unfortunately), the door from the garage is in line with the door from the kitchen—so the wing was placed half in the living room and half in the kitchen with a glue joint in front of the open door of the electric range—very warm and toasty. The glue joint cured beautifully! Of course, my kitchen was sort of an obstacle course and the view through my picture window from the street must have confused the people passing by.

I might add that our neighbors have become used to seeing all kinds of things moving in and out of our home. We have had airplane parts in the bathtub (what better place to soak off tape). We have given propellers such comfortable accommodations as the guest bed (we don't want them scratched). We have had a gas tank and center section in another room on saw horses.

Fortunately, the room by room control with electric heat makes it possible to make just one room the perfect temperature to work with epoxy

resin and fiberglass without having to heat the entire house to that level.

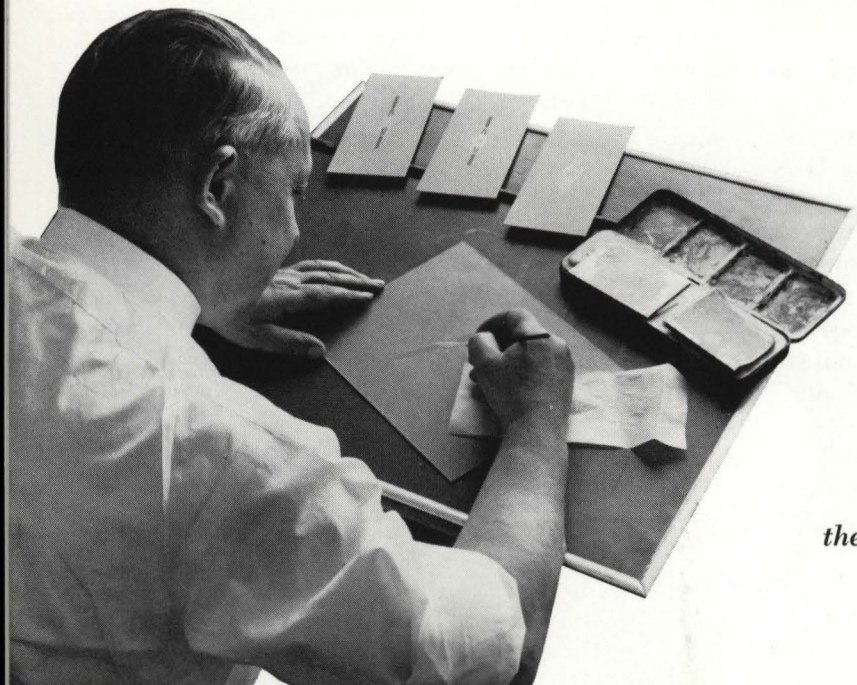
Of course the basement is filled with plane parts also. At present two full-sized wings and two engines are there. We have had a special six-foot window installed in the basement so we can get the wings in and out. Things are never dull!

Much of the rebuilding work entails recovering the framework with cotton or synthetic fabric. This is sewed to fit the wing and other parts and then covered with many coats of dope (a lacquer-like finish). I help to sew the covers and stitch them on the plane. Rib-stitching the wings is a tedious job requiring two people, a strong light, a two-foot needle and ten feet of thread. Special knots and seams must be used.

The fact that we're busy, to say the least, is proven by the four planes we're working on presently—a Piper Super Cruiser, Stearman Bi-plane, Aeronca Champion and a Baby Ace (a home-built single-seater). But plane rebuilding is not the whole story. My husband already has his commercial pilot's license and I hope to have my private license by mid-summer.

We are really a flying family!

Every watch case is created first in the mind of the designer. Max Rudolph, who has been designing cases for more than 32 years, puts the finishing touches to a new creation.



THE WALLACE CASE

*No whodunnit tale here,
this is the story of
the Wallace Watch Case Division.*

by

EUGENE P. BARBER

WHEN IS A SILVER company not a silver company?

Why, when it manufactures watch cases—naturally!

In 1961, when the Wallace Watch Case Division was formed by moving the R. W. Biggs subsidiary to Wallingford, another chapter in Hamilton's plan for competing actively in all phases of the watch business was quietly but definitely taking shape. As an internal supplier the Watch Case Division offers both efficiency and economy.

The success of this plan is seen in the growth in watch case business during the division's association with Wallace. As for the future, plans are now underway to double the division's capacity.

Editor's note: Eugene P. Barber, General Manager of the Wallace Watch Case Division, first joined Hamilton as a trainee engineer in 1947 and has served in various capacities within the manufacturing division since that time. Prior to assuming his present post, Mr. Barber was Director of the Industrial Products Division.

But what are the specific advantages of owning a watch case manufacturing facility when Hamilton can buy excellent cases elsewhere?

Probably the most compelling reason is that it places at the disposal of Hamilton's marketing division a fully integrated and staffed watch case operation. The Wallace Watch Case Division offers many services including design, model making, diamond setting and all final finishing operations.

The division's technical staff, headed by Philip V. Spina, Assistant Manager, is made up of six men having a combined total of 104 years experience with the Hamilton Watch Company, R. W. Biggs Company and Wallace Silversmiths. Phil Spina was first employed by Biggs in 1947. Upon completion of his apprenticeship as a jeweler, he progressed through various case manufacturing supervisory positions including model making, custom jewelry manufacturing and other production operations.

Other key members of the technical supervisory group are Jack Barach, stamping and casting; Nat Messina, polishing and plating; Walt Rossi, jewelry and custom manufacturing; Bob Geisler, diamond administration and crystal fitting and Max Rudolph, designing.

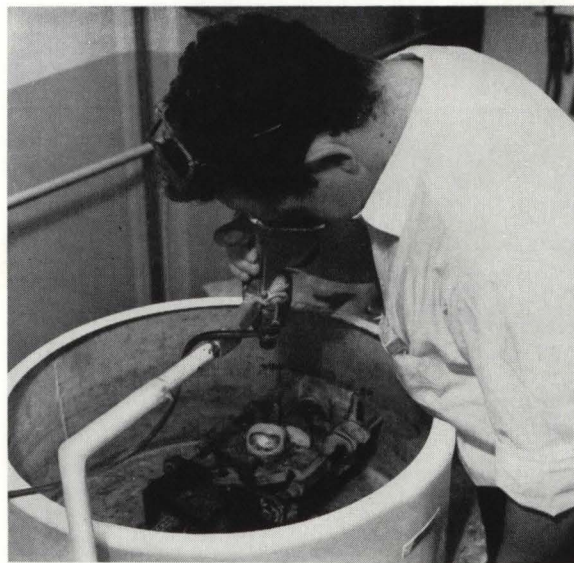
An integrated facility brings more flexibility and—most important—better value to the watch purchaser.

Flexibility in quantity is demonstrated especially in the area of production planning. If a certain model sells in excess of forecast, production can be increased without cutting back in other watch styles thereby jeopardizing deliveries to other customers—especially beneficial during critical selling periods. Further, “special” watch promotions—like the customized watch case recently required in volume for a presentation sales customer—can be handled without endangering the production schedule of other models.

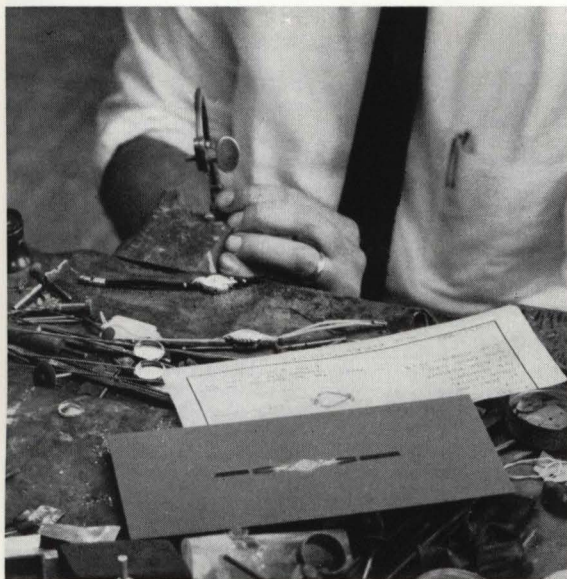
A company-owned case operation affords an additional measure of security when working on new products. In the early days of the electric watch, the case division experimented with external batteries, found them impractical, and went on to try several battery locations inside the case; all without tipping off the competition that Hamilton was about to market a radically new timekeeper.

Flexibility—important in volume products—becomes the paramount virtue when producing “limited edition” watch styles. Wallace is the sole supplier for the Biggs line of exclusive dia-

mond and solid gold watches. In certain Biggs models, only one or two per year are needed; Wallace cases fill the bill here and do it within a price framework which would be impractical from any other supplier.



Delicate end ornaments are made by investment casting. The case metal (usually gold or platinum) is melted to a white hot liquid and drawn into the mold through centrifugal force created by spinning the whole mechanism inside the machine above. Jack Barach, supervisor—casting and stamping departments, developed many of the techniques used in this operation.



Once the basic design has been approved by Hamilton's merchandising department, a master model—complete in every detail—is fashioned from the design and detail drawings. The expert hands belong to Walter Rossi, supervisor—jewelry department.

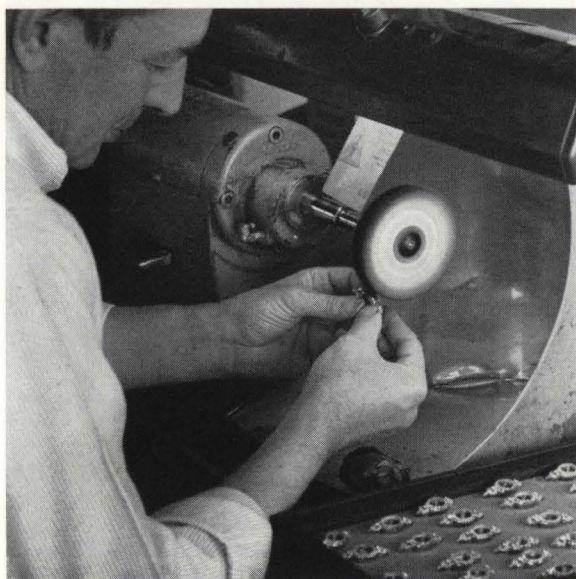


Mary Cantarella, using hard gold solder, attaches the end ornament to the case shell. The many combinations of case shells and end ornaments provide an almost infinite variety of styles.

Individually styled watch cases are offered by the Biggs Division to customers of Biggs dealers. Under this program jewelers may recommend that a customer have her diamonds set in a stock case, or—as happens in many instances—a special, one-of-a-kind design may be drawn to the customer's specifications, incorporating items of



If all that glitters is not gold—it might be diamonds! Al Buchetto, one of Wallace's expert diamond setters, prepares to set the stones in a diamond case. Diamonds for the job are in the small tray.



Nat Messina, supervisor—polishing and plating department, puts the final polish on Hamilton cases which will now be sent to Lancaster to receive movements. Biggs watches are all cased in Wallingford.

outdated jewelry into a strikingly modern case.

The Watch Case Division now has about 200 stock case styles, each style having individualized end ornaments. The possible combinations of cases and end ornaments is, therefore, almost infinite and is limited only by the imagination.

As the watch business becomes more competitive, the Wallace Watch Case Division—offering complete case service from drawing board to wrist—expects to play an increasingly important part in Hamilton's effort to bring quality watches within the reach of a watch buying public with a growing appreciation for value.



Three ladies from Lancaster. Representative models of Wallace cases as they appear in the final product such as the Lady Lancaster karat-weight series. Models A ($\frac{1}{4}$ kt), D ($\frac{1}{2}$ kt) and E (1 kt) are shown.



Small diamonds from a watch that had lost its movement and two larger brilliants from an outmoded ring—now brought to life in a lovely barrel shaped new diamond watch from Biggs—and at a cost that is only a fraction of its real value.

'MAINSTREET' Comes to Lancaster

*Museum on wheels
visits Hamilton's
home office city*

Two railroad carloads of Americana visited Lancaster in early April this year and Hamilton was aboard. "Mainstreet U.S.A."—a museum on wheels created as a tribute to the American retail merchant—is a traveling exhibit of 16 shops right out of the 19th century. The Hamilton Watch Company is a co-sponsor along with twenty-five other nationally-known companies.

The Mainstreet U.S.A. museum is actually a pair of specially-constructed railroad cars in which the interiors have been designed to recreate a typical shopping district in a small town in the mid- and late 1800's. The entire project is a cooperative public service program by twenty-six leading American business firms.

Included in the antique stores are such all-time favorites as the barbershop, general store, confectionery shop, blacksmith, butcher shop and —of course—the jeweler and watchmaker's store, and others. Carried out as an extension of the Henry Ford Museum and Greenfield Village at Dearborn, Michigan, Mainstreet is almost constantly on the move from city to city across the country. It was first established in 1960.

Hamilton has been a Mainstreet exhibitor since its beginning, and is sponsor of the retail jewelry store where many early Hamilton watches, old clocks and articles of antique jewelry are shown. Directly across the corridor from the jewelry shop is a Hamilton electric watch display enabling the visitor to see both the old and the new in timekeeping.

During its five-day stay in Lancaster, Mainstreet U.S.A. attracted some 29,000 viewers. In a typical year more than 1,000,000 persons will see the exhibit in about 35 cities across the nation.



"Perhaps, my dear, a fine watch would be appropriate." Two models in gay nineties costume enter the antique jewelry shop in Mainstreet U.S.A.



The "Grand Opening" of Mainstreet U.S.A. for Lancaster. Robert B. Johnson (left), curator, assists Hamilton President Arthur B. Sinkler in ribbon cutting ceremony. Lancaster Mayor George Coe (right) holds key to city presented to Johnson as part of the program.

H.W.M.A. Anniversary Dinner

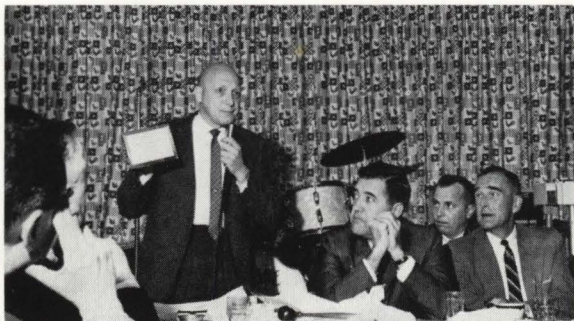
The 20th anniversary of the Hamilton Watch Management Association was observed at the association's annual banquet held April 22, and attended by more than 200 members.

A special feature of the evening was the recognition of 58 members who had submitted successful proposals to the "Profit Improvement Effort" cost reduction program. As part of the ceremony, all PIE winners received a certificate encased in a sterling silver frame.

Also at the meeting Blake V. Dulaney was installed as president for the coming year along with Donald I. Blank, first vice president; Wallace R. Bork, second vice president; Carl A. Yecker, secretary and John H. Fry, treasurer.



Frank J. Byorick, Jr. (left), retiring H.W.M.A. president receives souvenir gavel and congratulations from his successor in the office, Blake V. Dulaney.



Three presidents listen intently to Frank A. Christoffel (left), General Manager of Manufacturing, during the presentation of PIE awards at recent management association banquet. The presidents are: (from left) Blake V. Dulaney, new H.W.M.A. president, Frank J. Byorick, Jr., past president, and Arthur B. Sinkler, first H.W.M.A. president.



They baked a \$100,000 PIE! The six top PIE proposal winners who collectively accounted for nearly \$100,000 in cost reduction accomplishments received congratulations and certificates framed in sterling silver during the Hamilton Watch Management Association's annual banquet April 22. Each of the Profit Improvement Effort certificate winners in the photo accounted for more than \$10,000 savings individually. Receiving congratulations from President Arthur B. Sinkler and PIE Chairman Paul Kutz are: (left to right) Harry L. Hovis, precision metals; Robert E. Schafer, precision metals; A. B. Sinkler; Nelson F. Craige, systems and procedures; Gilbert W. Vatter, production planning; P. G. Kutz; Richard C. Schober, material sales; and George T. Wolf, watch assembly.



H.R.A. Executive Committee New officers for 1963-64 line up in front of the office building: (from left) Wallace Bork, advisor; James Stere, assistant treasurer; Leo Fregly, treasurer; Priscilla McKain, secretary; William Kipphorn, vice president and Ellsworth Stoll, president. Missing from photo is Dorothy Lentz, assistant secretary.

RETIRED

Miss Myrl G. Baker, service office, retired April 1 after a 45-year association with Hamilton which began in 1917. Miss Baker was honored by her co-workers with a party on her retirement day. As a special surprise, friends presented her with a "money corsage" to go with the orchid she received earlier.

When warm weather finally arrived, Miss Baker got busy in the garden of her home at 415 Pearl St., Lancaster, where she raises flowers. She says that she enjoys traveling, especially the H.R.A. trips, and may plan to visit her sister in Utah sometime in the future. Miss Baker adds that although she is thoroughly enjoying her new leisure, she misses her many friends at Hamilton.

Jerome D. Bitzer, industrial products job shop, began his retirement April 1 after more than 19 years with Hamilton. Mr. Bitzer first joined the company as a member of the small tool department before transferring to industrial products.

A true outdoorsman, Mr. Bitzer not only does all kinds of hunting and fishing, but is especially fond of winter fishing. ("It's the only time you can catch good suckers in the Conestoga!" he declares.) At other times, he says, Mrs. Bitzer "finds plenty for me to do around the house."

The Bitzers, who have two sons and four grandchildren, are also active at St. Stephen's Lutheran Church. They reside at 548 Reynolds Ave., Lancaster.

Ruth Hess, cafeteria, retired March 1 after seven years with Hamilton. Friends and fellow workers arranged a party at which Mrs. Hess was guest of honor, and at that time she was presented with a number of gifts from well wishers.

Now that she is retired, Mrs. Hess tells us that she spends an hour or so each day at her main hobby which is sewing.

In addition to general housework, Mrs. Hess keeps busy by visiting with her family which includes four children, ten grandchildren and two great grandchildren. She makes her home at 724 Columbia Avenue, Lancaster.

Walter H. Kulp, plate department, retired March 31 after 20 years with Hamilton. Mr. Kulp first joined the company as a member of the special manufacturing (now industrial products job shop) department, was later transferred to fuse manufacturing during the Korean War and then was assigned to the plate department.

Mr. and Mrs. Kulp, who reside at 717 East Main Street, Ephrata, plan an automobile trip to visit relatives in Virginia during the near future. Outside of occasional trips, Mr. Kulp states that he is looking forward to working in the yard and flower beds surrounding his home.

Mr. Kulp is obviously a man who enjoys his family since he looks forward to baby sitting for some of his grandchildren. The Kulp family has four children, eight grandchildren and one great grandchild. When not kept busy by other activities, Mr. and Mrs. Kulp enjoy attending affairs of the Church of the Brethren in Ephrata.

Mrs. Mary Louise McCloskey, escape, rounded out a career with Hamilton that began in 1925 when she retired from the company on March 31. During the intervening years Mrs. McCloskey worked a total of more than sixteen years with time out for marriage, lay offs, etc. In addition to the escape department, Mrs. McCloskey has also worked in the train, fuse, dial and plate departments.

Although she says that she and Mr. McCloskey have no special plans, she does admit to looking forward to a hobby of rose cultivation in her garden at home. The McCloskeys live at 2502 Helena Road, Lancaster, and have one son and two grandchildren.



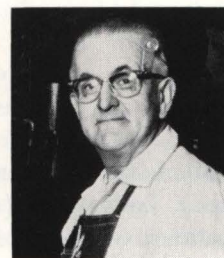
Myrl Baker



Jerome Bitzer



Ruth Hess

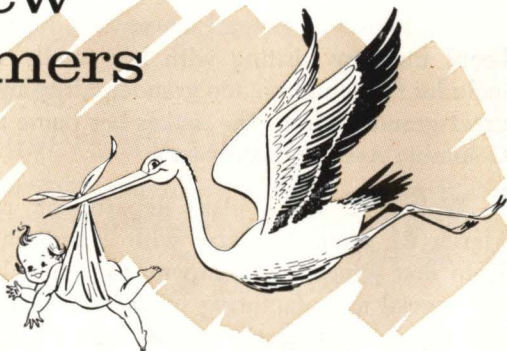


Walter Kulp



Mary McCloskey

new timers



David Russell born to *J. Eugene* (military products) and *Kathryn E. Mummau*...February 1, St. Joseph's Hospital.

Thomas Levan, Jr. born to *Thomas* (plate) and *M. Louise Stoudt*...February 8, Lancaster General Hospital.

Jonathan Edward born to *Rodney E.* (mechanical engineering) and *Betty Jane Moseman*...February 12, Lancaster General Hospital.

David L. born to *Richard* (Hamilton sales) and *Audrey Doumeng*...February 22, Southside Hospital, Bayshore, New York.

Sondra Marie born to *Gordon G.* (machine shop) and *Alice Sloat*...March 8, York Hospital.

Patrick Francis born to *Donald* (military products) and *Kathleen M. Trees*...March 13, St. Joseph's Hospital.

Margaret born to *John J.* (Hamilton sales) and *Margaret M. Lagana*...March 24, St. Luke's Hospital, Pittsfield, Mass.

Andrea Marie born to *Ronald E.* (precision metals) and *Frances H. Roschel*...March 27, St. Joseph's Hospital.

Steven Edward born to *Lawrence* (electronics) and *Sandra L. Napolitan*...April 5, Lancaster General Hospital.

Wendy June born to *Paul* (dial) and *Trudy Hershey*...April 7, Lancaster General Hospital.

Mark Stewart born to *Marshall* (production planning) and *Catherine C. Fair*...April 10, St. Joseph's Hospital.

In Memoriam

Sympathy is extended to the families of *Bertram Childs* (retiree), *James Hall* (retiree), and *John Kreider* (retiree) who passed away in recent months.

From Our Swiss Correspondent



Francis Stehly (right), service department, is congratulated by *Ernest Criblez*, Head Watchmaker, on completing 25 years with Huguenin—Hamilton.



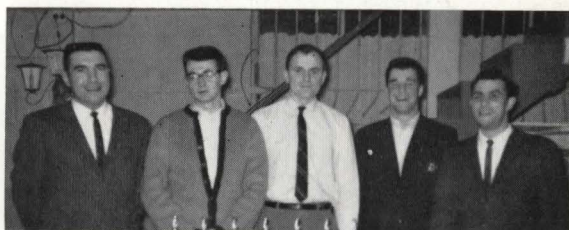
Who is "our Swiss correspondent" is a question we are delighted to answer with both picture and prose. *Miss Trudy Born* is mostly a secretary in the export sales department of the Hamilton Watch Company,

S.A., of Switzerland, but sometimes she is *timely* TOPICS Swiss correspondent.

Rowdies Are Net Champs

The "Rowdies" topped the league to become the first champs of the new Hamilton Recreation Association basketball league which ended its first season in early spring.

Trophies were presented to the winning team and officers were installed for the coming year at the league banquet in late March. Officers for the 1963-64 year are: *Ronald Roschel*, president, *Curt Seitz*, vice president and *John Leed*, secretary-treasurer.



The "Rowdies"—Winners of the H.R.A. basketball league: (from left) *Tom Reilly*, *Dale Mock*, *Ray Bejgrowicz*, *Harry Geraci* and *Curt Seitz*, captain. Missing from photo is *Jim Rice*.

idea dollars



One of the top awards in the history of Hamilton's suggestion program was recently awarded to J. Robert Kopp, machine shop. Mr. Kopp (right) receives a check for \$500 and congratulations from Frank A. Christoffel, General Manager of Manufacturing while John C. Adams, machine shop foreman, looks on.



Lester D. Martin, Sr. (center), precision metals, is congratulated by Ralph Henry (right), Mill Supervisor, for his three recent suggestions which netted Mr. Martin \$90. Robert E. Schafer (left), Production Manager, was also present for the occasion.

Early Retirement Rules

The Hamilton Watch Company retirement plan provides for normal retirement at age 65; however, with the approval of the company and upon request, employees may retire up to 10 years before their 65th birthday. This important feature of the plan is one that is not familiar to many of the employees, according to the Personnel Section.

Recently, an employee with a long service record came to the Personnel Section with the intention of terminating employment for personal reasons. Action such as this, of course, is entirely voluntary and something which each employee has the right to do. In this instance, however, termination would have taken place two months prior to age 55, when early retirement may be requested.

In this case the employee was not aware of the provisions for early retirement and eligibility for a monthly pension. After an explanation of the benefits involved, needless to say, the employee decided to stay the additional two months and to retire at age 55.



Three employee suggestion winners, all members of the parts manufacturing division, are congratulated by William A. Sterling, Manager of Parts Manufacturing. The winners (from left) are: Lloyd H. Drybred, plate—\$15, William Mellinger, automatic—\$10, Mr. Sterling, and Robert L. Lenhart, automatic—\$100.

notes from all over



The folks in material sales will be pleased to know that *James L. Geib*, formerly of that dept., graduated April 17 from the Hershey, Pa., State Police Academy.

A certificate of merit was recently awarded to Hamilton by the Lancaster Industrial Management Club in recognition of the company's outstanding safety performance record.

• • •
 Congratulations to—*Rita Hofbauer*, material sales, who was married June 1 to Ronald Goodman of Niagara Falls, Canada where they will make their home...*Robert Taylor*, photoforming, engaged March 15 to Joyce E. Keller; a September wedding is planned...*Bonnie Malehorn*, precision metals, and *Bruce Ressler*, data processing, who were engaged January 30 and will be married June 29...*Sylvia Frey*, personnel, engaged to Albert Gainer.

• • •
 Steve Armstrong, first civilian selected for astronaut training, is a 505 wearer. The watch was presented to him by the Chamber of Commerce in Wapakoneta, Ohio.

• • •
 Remember the *timely* TOPICS article in the January-February issue about "Our Favorite Family," the Hamiltons of Los Angeles? Well, their names no longer match the Hamilton Christmas ad. According to a note sent by Mrs. Hamilton, Brian H. arrived April 30 at 4:10 a.m. (Hamilton watch time, no doubt), weighing in at 6 lbs., 1 oz.

• • •
For Sale: Hand wind record player (floor model) and 100 old records. Charles Price—ext. 284. . . '56 Ford Victoria 2 dr., r & h, p.s.—\$525. Curt Seitz—ext. 392.

Wanted: Apartment-size piano, Louise Scarborough—ext. 250. . . Ride or riders from Marietta area. Elsa Mowrer—ext. 392.



Governor "Flips" Over 505

Governor William W. Scranton of Pennsylvania flings his old watch into the audience to make way for a new Hamilton 505 electric during a Lancaster Chamber of Commerce dinner. Moments before, Hamilton President Arthur B. Sinkler presented the 505 to Governor Scranton on behalf of the Lancaster Chamber.

Before making the presentation, Mr. Sinkler told a story of the Governor breaking his old watch during the rigors of the 1962 election campaign, and replacing it with a drug-store substitute. Mr. Sinkler suggested that Governor Scranton throw that one away and wear one of Lancaster's famous products. The Governor promptly took off the timepiece and threw it into the crowd. He then accepted the Hamilton.



Hamilton to Miss Dixie

Rita Wilson, Miss Dixie '62, displays the Hamilton watch which she won in the contest held in late 1962 at Daytona Beach. Murray Kirby, Hamilton sales representative in Florida, was responsible for the presentation.

March-June 1963

HONOR ROLL ANNIVERSARIES



45 YEARS

James C. Buehler, *Watch Assembly*
Abram H. Fricker, *Machine Shop*

Robert Meisenberger, *Watch Assembly*

40 YEARS

Kathryn Allison, *Train*
Edith Divet, *Automatic*
Barbara Eshelman, *Factory Payroll*

Hazel R. Keller, *Sales*
Alma L. Workman, *Movement Assembly*

35 YEARS

Anna Brunthal, *Mil. Products*
Andrew Burkhardt, *Service*

Robert J. Gunder, *Advertising*
Edward Layendecker, *Mil. Products*

30 YEARS

Carl O. Homsher, *Model Lab.*
Amos S. Lenhard, *Dial*

Florence E. Lewis Riale, *Watch Assembly*
Stanley P. Wiker, *Watch Assembly*

25 YEARS

Paul S. Ginter, *Maintenance*
Marian Peters, *Attachments*
Harold A. Quickel, *Purchasing*

Edith H. Shanabrook, *Plate*
John Waller, *Movement Assembly*
Harry C. Youtz, *Service*

20 YEARS

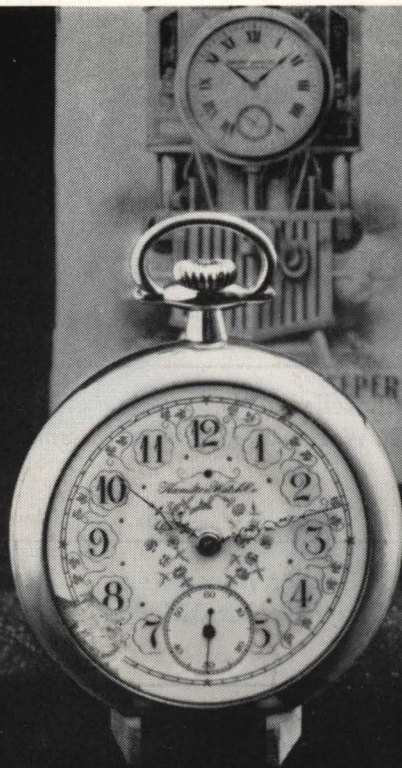
Bertha L. Albright, *Plate*
William J. Baker, *Dial*
Phyllis C. Bish, *Tabulating*
Esther Bowers, *Escape*
George E. Clor, *Movement Assembly*
Robert Creamer, *Inspection*
Anna M. Gehman, *Dial*
Helen E. Graybill, *Escape*
Mildred K. Gross, *Plate*
Carl E. Hamaker, *Plate*
Dorothy E. Herr, *Plate*

Sterling E. Hostetter, *Job Shop*
Richard C. Koller, *Machine Shop*
Roselyne G. Martin, *Spring*
Theresa McMichael, *Plate*
Raymond S. Meese, *Metals Processing*
George P. Meissner, *Automatic*
Harry E. Mentzer, *Flat Steel*
Dorothy A. Mohr, *Inspection*
Fred E. Orr, *Sales*
Harold G. White, *Model Lab*
Doris Yarnell, *Accts. Payable*

15 YEARS

Erma K. Fornoff, *Traffic*
Phares H. Lefever, *Dial*
Charles R. Miller, *Automatic*
Mary Ellen Miller, *Elec. Movement Assembly*
Gordon Minnich, *Movement Assembly*
Alice I. Morrow, *Mil. Products*
Edward A. Myers, *Industrial Prod. Engr.*

Mary Reapsome, *Cafeteria*
Frank B. Rittenhouse, *Boiler House & Grounds*
Martha Stathopoulos, *Plate*
Vivian M. Trimble, *Plate*
Harry W. Waller, *Machine & Tool Design*
Mary E. Warfel, *Escape*
Richard J. Williams, *Maintenance*



accurate.



more accurate. it's electric!

R.R. Special No. 50; \$89.50. With bracelet \$100. Prices plus tax.

The history of Hamilton accuracy in railroad timekeeping goes back more than 70 years to the days when railroad men eagerly bought up just about every Hamilton made. In fact, the very first Hamilton sold (in 1893) was passing time inspection by a wide margin when its owner replaced it with a Hamilton 992 in 1934.

Now, in the tradition of service to railroad men, Hamilton has created a modern Railroad Special, the 505 Electric. Fully approved by leading railroad time inspectors. Its bold look of authority makes it ideal not only for a railroad man but for any man who really wants to know the time. Runs up to two years on a tiny, replaceable energy cell. Sets easily to the exact second. The 505 Electric movement can't get out of adjustment. It has only 12 moving parts. Has dress-watch styling with a special easy-to-read dial. Many men have waited years for such a watch. And you don't have to be a Railroad Time Inspector to sell it. Hamilton Watch Company, Lancaster, Penna., U.S.A.

THE NEW WATCH OF RAILROAD ACCURACY

HAMILTON 505 ELECTRIC

**HAMILTON
WATCH
COMPANY**

LANCASTER, PENNSYLVANIA

D. C. Connor
1820 Wheatland Ave.
Lancaster, Penna.

B

