

November 29, 1965

timely

TOPICS

HAMILTON WATCH COMPANY



HRA Brings Santa To Town Early

Santa Claus is coming to town early this year just to be present at the Kiddies Christmas Party to be held by Hamilton Recreation Association Saturday, December 11, at McCaskey High School Auditorium.

With him, Santa will bring some helpers who will perform at a fun-filled show beginning at 1:30 p.m.

Chipso, the balloon man, returning by popular demand after last year's performance, the Tanners, a real wild west whip and rope act, Monty Rosci, accordionist, cartoons, carol singing, and Santa himself will entertain the children and their families.

Santa Claus will have a gift for every child of an HRA member who is eight years of age and under. In order to receive a gift the HRA member must register the family and receive a ticket for each child eight years old and under. Reservations blanks will be distributed throughout the plant.

The entire family is invited to attend the show, but only those children eight and under will receive a gift.

The committee in charge of the show is composed of Jim Stere, chairman; Nancy Maurer, Ray Ellis, and Wally Bork, company advisor to HRA.

Lost-Found Service

A lost and found service for all Hamilton employees is operated by the plant security office. Any employee wishing to report an item either lost or found is requested to see Fred A. Hauer, employee relations manager, or the personnel department.



Lancaster County teachers listen attentively as the Hamilton Watch Company's finance, manufacturing and marketing functions are explained. Presiding at the session were (from left) R. J. Censits, J. Reber and R. V. Hartman.

Teachers Tour Hamilton For BIE

The teachers came to school at Hamilton on October 28 when the company co-operated in the 16th annual Business-Industry-Education (B.I.E.) Day in Lancaster.

The objective of B.I.E. Day is to acquaint the business and educational communities with each other's goals and operations through an exchange of visits. This year it was industry's turn to play host to the educators.

A total of 28 teachers from the Columbia, Donegal Union and Warwick Union School Districts arrived at Hamilton early in the morning for a get-acquainted session in the Board of Directors room. A comprehensive tour was next and included the watch manufacturing area, precision metals division and the military products White Room. As with many visitors to the Hamilton Watch Company, the teachers marvelled at the patience and temperament characteristics required of Hamilton's factory employees.

After a luncheon in the cafeteria, the educators returned to the Board of Directors room where Richard J. Censits, assistant controller, Robert V. Hartman, director of merchandising, and John Reber, manager of manufacturing and engineering, conducted a session on the functions of the finance, manufacturing and marketing divisions of the company. Strong emphasis was placed on the free enterprise system to give the teachers a close look at how the United States economy is related to operations at Hamilton.

An address by President Arthur B. Sinkler concluded the day's activities.

COMIN' UP

- Dec. 7—Card Club
10—Christmas Dance
11—New York Shopping Trip
11—Kiddies Christmas Party
15—Garden Club Meeting
16—Retirees' Christmas Party
(Hamilton)
25—Christmas
Jan. 4—Card Club
18—Garden Club

Trophies for the **timely TOPICS** Photo Contest were presented recently by James Weidman III, Director of Public Relations, to the winners. At left, Jean P. Hold, merchandising, receives both first prize and honorable mention awards. In

right photo, awards are presented to (from left) Gilbert Vatter—honorable mention, John Henderson—honorable mention, Mr. Weidman, Marshall Ludaway—second prize, and Arlene Hershey—third prize.



A Correction

In the October 11 issue of *timely TOPICS* the retirement of Mrs. Clara E. Mohr was announced with an incorrect spelling of her name. Mrs. Mohr's name was incorrectly spelled "Moore."



'Hexolite' Officers Visit Hamilton

Only one to a customer. Officials of Hexolite Junior Achievement Company (sponsored by Hamilton) sell President Arthur B. Sinkler a share of stock in the company. Hexolite President Trudy Desmond (center) discusses the stock purchase with Mr. Sinkler while Treasurer Idella Treadway prepares the necessary financial papers.

The Hexolite Company has combined a Pennsylvania Dutch hex sign with decorator-styled match boxes, which are priced at 95 cents for an eight-box package.

Hamilton advisors to Hexolite are: Ronald W. Fenstermaker, management, William Parrish, production, and D. Thomas Reel, sales.

HRA Xmas Dance Set For December 10

The HRA will hold its annual Christmas dance at the Host Motel Friday, December 10. The dance will be from 9:30 p.m. to 1:30 a.m. The "Nomads," under the direction of Steve Goba, will provide music for the event.

Admission will be one \$3.00 gift per couple. This gift should be appropriate for a girl or boy between the ages of nine and twelve. If the gift is suitable for a particular sex, the package should be marked "boy" or "girl" to so indicate. All gifts collected will be turned over to the Salvation Army for distribution to underprivileged children.

In addition to door prizes, prizes will be awarded for various dance contests. Although the prizes are as yet unannounced, indications are that there will be a wide variety keyed to please all.

With the added personnel at the Lancaster plant, the H. R. A. is expecting a record turnout this year, far in excess of previous attendance. Reservations will begin December 1 in the cafeteria from 12:00 noon to 1:00 p.m. and close Thursday, December 9.

PEOPLE...

New Timers: *Jill Suzanne* born to *Thomas D.* (automatic) and *Janet F. Mawhinney* October 3, Ephrata Community Hospital.

• *Donald Wade* born to *Donald* (physics) and *Shirley Brashear* October 23, Lancaster General Hospital.

• *Susan Elizabeth* born to *D. Thomas* (advertising) and *Judith C. Reel* October 23, Lancaster General Hospital.

• *Dawn Louise* born to *Harry E., Jr.* (I. & M.P. inspection) and *Juanita L. Hart* November 3, St. Joseph's Hospital.

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In Memoriam: Sympathy is extended to the families of *Frederick V. Gerfin* (retiree—six years), *Matthias J. Hauser* (retiree—37 years), *Evelyn O'Shea* (New York office—12 years) and *Charles S. Resh* (retiree—five years) who passed away in recent weeks.

LCHS Choir To Sing For Retirees' Party

Hamilton Watch's retirees will again be guests of honor at the annual Retirees' Christmas Party, Thursday, December 16.

Retirees will arrive in the morning to visit in the factory with friends and fellow workers. At 11:30 p.m., they will be served Christmas dinner in the cafeteria. In keeping with tradition, a program of Christmas music and carol singing will be presented to the community over radio station WGAL at 12:30 p.m. Highlighting the program will be a message of Christmas greetings from President Arthur B. Sinkler.

A concert of Christmas music will be presented by the Lancaster Catholic High School Choir under the direction of Sister Marie Constance, I.H.M. Lancaster Catholic High School will be the second in a series of local schools to entertain at this annual affair. Last year's concert was presented by the McCaskey High School Choristers.

In charge of arrangements for this party are Arlene Hershey and Wallace Bork.

WANT ADS

(Note: Both items for sale and items wanted can be listed with *timely TOPICS*. Ads can be repeated as necessary . . . call 213).

For Sale: 45 RPM Portable Record Player, good condition, plus stack of records. \$25.00. Sally Kirchner, ext 391.

Hamilton Meets Accutron Challenge

Ed Michals, watchmaker at the Hamilton Certified Service Center in Chicago, recently visited the Merchant Fair at Westchester, Illinois, where a well known local jeweler had a booth set up, challenging any and all comers to have their watches electrically timed against a Bulova Accutron for accuracy.

Ed took his Hamilton electric from his wrist and accepted the challenge.

Although it had been only necessary to time all previous watches in two positions before Accutron became the winner, it was necessary to run the Hamilton electric through four positions, with an aggregate position error of 0 while the Accutron aggregate position error was +5 seconds.

It was later announced that the Hamilton electric was the only winner and Ed picked up Gift Certificate #1.

RETIRED

Natale S. Ascari recently retired after 39 years of service. During most of this period he was associated with the hollow handle cutlery departments where he has held a number of jobs, specializing in rag wheel buffing.

He resides at 104 Bull Avenue, Wallingford.



A.A. NEWS

The winners in the 1965 A.A. Fishing Derby are: Walter Zwible—13" brown trout, John Kastukevich—15½" perch, Alfred Weber—8 lb. black, Walter Zwible—16¾" rainbow trout, Clifford Baumann—6½ lb. shad.

The Annual A.A. Workers' Party was held November 18 at the Italian Hall. This affair is given in appreciation to the volunteers who help make the outings and socials so successful.

A.A. members who wish to purchase New Haven Ice Follies tickets at reduced prices should see Joan Hagerty immediately.

The following employees won turkeys at the Annual Thanksgiving drawing held early in November: Edythe Brindley, Kay Erff, Joseph Sotak, Walter Zwible, Edward Thiede, Rafael Vasquez, Sophie Wactowski, Theresa O'Looney, Sandor Nemeth, Richard Clarke, Thelma Miller, Raymond Kensel, Arthur Draghi, Andrew Uliasz, John Kontnick, Mary Zyzo, Mary Ritz, Albert St. Onge, Mary Edwards, Stephen Ahern.

OUT HIS EARS! Some time ago, Wallace Sales Director Bob Wilson passed a remark or two in the direction of the Wallace factory to the effect that he wasn't receiving Wallace's popular Grande Baroque pattern as fast as his salesmen were selling it. The situation was corrected, and the next time Bob visited the factory he found the production personnel had rigged this photo to show it was literally "coming out of his ears."



The Wallace United Fund Committee (l to r) Eugene Barber, August Rebelo, Stanley Warzocha (holding 1965 Award), Chairman, Edith DeBaise, Joan Hagerty, Stephen Denya and Sylvio Ferrari. William Wheeler is missing from photograph.



UNITED FUND INCREASES

Wallace employees increased their contributions to the United Fund by \$900 during the campaign just ended for a total of \$6,027. The Wallace division contribution was increased \$500 to \$5,500. This resulted in a total pledge of \$11,527, an increase of \$1,400 over last year.

Much of the credit for this showing was due to the Committee shown above and the energetic group of solicitors. These, in addition to the committee,

were: Joseph Belniak, John Dringoli, Rose Falbo, Anthony Lopez, Florence Perkins, Mary Saba, Michael Sullo and Dennis Tosney.

A total of 52 new pledges were secured. The committee feels that participation is not yet what it should be but has plans to remedy this next year.

The good results at Wallace were instrumental in pushing the town of Wallingford over the top at the fourth report meeting.

A HAMILTON IS FOREVER

Hamilton watches are now guaranteed forever in writing, according to a policy recently publicized to employees and Hamilton dealers throughout the world.

A recent memorandum from Vice President of Manufacturing Frank A. Christoffel has called to the attention of watch manufacturing, assembly, and service personnel an important recent revision in the wording of Hamilton's watch guarantee.

Hamilton watches have traditionally carried a "Lifetime Guarantee." However, this year it was revealed at the January sales conference that the guarantee would apply to all original defects in material and workmanship "Not for five or ten years. Not even for just a lifetime. IT IS FOREVER."

Replicas of the guarantee are posted throughout the factory. "We do this," Mr. Christoffel stated "as a constant reminder of the pride we have in our product and our employees—and the responsibilities it implies."

The "forever" guarantee actually existed previously in practice, explains Director of Merchandising Robert V. Hartman, "Hamilton's policy has always been to correct, free of charge, any original defects in material or workmanship discovered in their products, regardless of age. We are now merely capitaliz-

Names In The News

John Wood has been elected Treasurer of the Wallingford Kiwanis Club.

Several apprenticeships have recently been opened and the following young men have been selected:

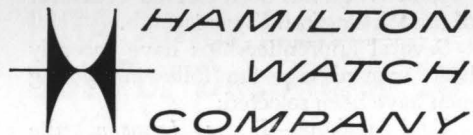
Tool making—Roger Johnson, die cutting—Theodore Glatzel, engraving—Herbert LaFountain, spinning—Chester Wojcik, soft soldering—Raymond Sardinas.

In Memoriam: Sympathy is extended to the family of John Salko (retired after many years of service).

PAR REPORT

The most recent PAR report showed a 96% attainment of the annual goal of \$35,103. With several months left it appears certain that the program will go over the top during its second year. However, the gains are coming harder and it means that everyone has got to get into the act in order to make a really good showing. All gains listed for this year are in the cash column which is where the PAR committee likes to see them.

ing upon this by spelling it out to our customers. Easel cards bearing the guarantee are displayed prominently by jewelers carrying the Hamilton line."



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Our Cover: Miss Dixie, 1965, Miss Rita Lou Munsey of New Tazewell, Tennessee, admiring one of her lovely gifts, a beautiful Hamilton diamond wrist watch. Hamilton has participated in the contest for many years.

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