

FALL 1966

timely TOPICS

HAMILTON WATCH COMPANY





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Our Cover: In this issue *timely TOPICS* features the H.R.A. program which contributed 400 pounds of household goods and supplies to the Ke Sat Orphanage in Viet Nam. A most popular toy is the swing, here being assembled by Chaplain Dwyer, of Bien Hoa Air Force Base, under the anxious supervision of one of the orphans.

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Editor Richard F. Charles

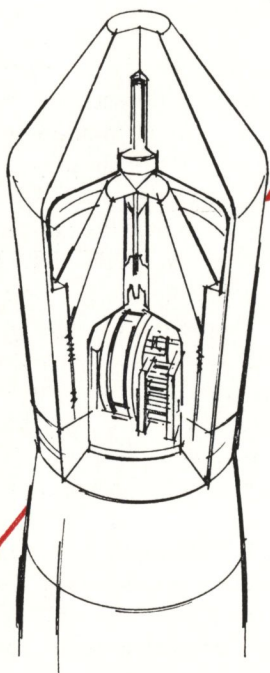
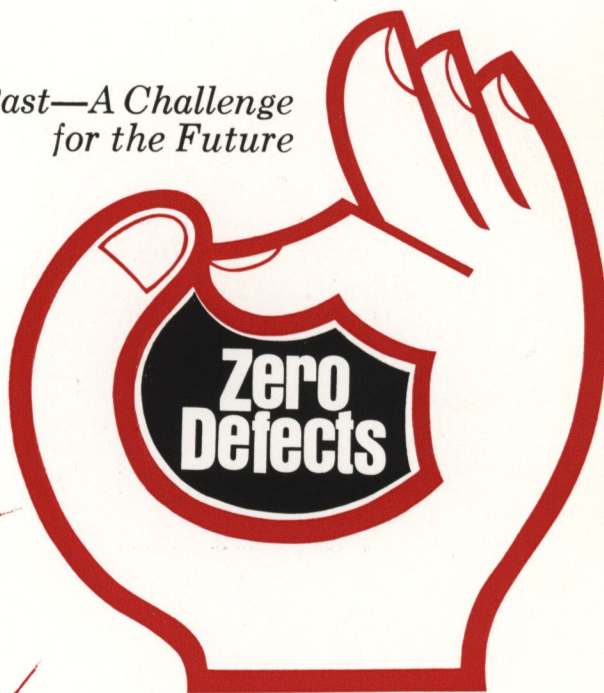
time capsules



There's nothing fishy about this photograph (opposite page) of the Hamilton Aqua-Date Watch. The fish, the watch, the hand and the water weeds are all real. The photographer needed an aquarium and infinite patience to catch the fish in the esthetically appropriate area. The new Aqua-Date is waterproof and tested to withstand pressures equal to a 600-foot dive.

Especially suited for all outdoor sports, the watch is equipped with an automatic movement and calendar window. The hands, hour markers and second hand are luminous, as are the markers and numerals on the enclosed elapsed time indicator. This indicator is controlled by a special setting crown at the two o'clock position. The strap is quick-drying synthetic rubber. These features, and a moderate price, make the Hamilton Aqua-Date a highly practical timepiece for the professional or skin-diving enthusiast.

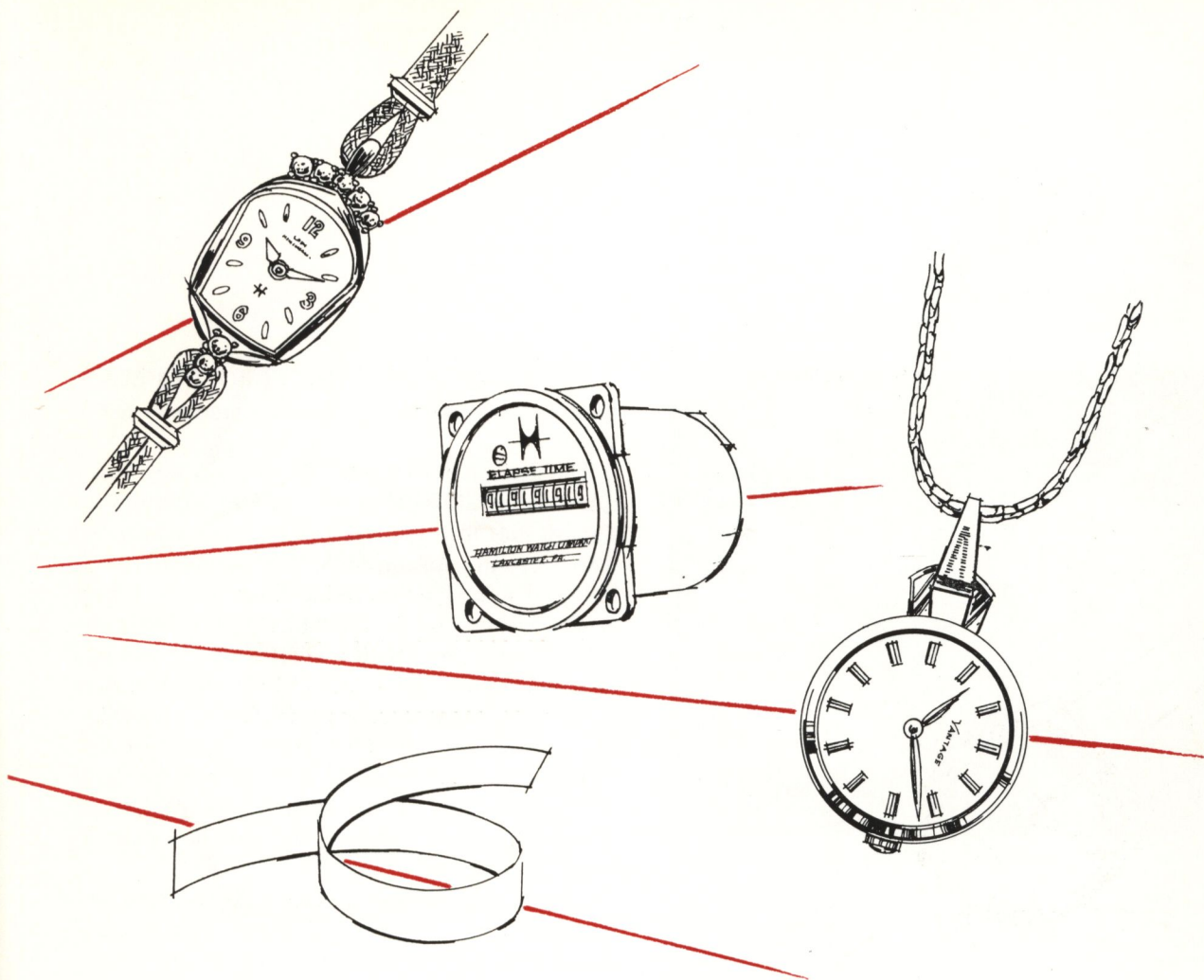
*Out of the Past—A Challenge
for the Future*



HAMILTON is reshaping an old idea to meet new problems.

On September 19, the company adopted what is called a "ZERO DEFECTS" program. Designed to meet the dual challenge of competition and changing technology, the program is intended to direct each employee's effort toward doing a job right the first time. Basically, it is a challenge to all employees—managers, engineers, watchmakers, typists, plant personnel, department heads—to exercise traditional values of individual pride and responsibility in job performance.

Good craftsmanship was encouraged as long ago as 2000 B.C. by the Babylonian Code of Hammurabi. Later the Romans set standards for everyone. Even the baker had to bake his name into each loaf of bread as his personal endorsement of its quality. In the Middle Ages, guild laws forced artisans to work in shops with open



fronts so the quality of their work could be readily seen. Inside, officers appointed by guild members double checked work done.

ZERO DEFECTS programs seek to revitalize ideals of good craftsmanship at all levels. They seek to do this without pointing out individual shortcomings and without using arbitrary standards dictated by management. Instead, they provide methods by which groups and individuals can establish their own capabilities. To accomplish this, they ask each employee to be his own worst critic. They count heavily on suggestions from employees. They recognize and reward outstanding performance.

About \$35 billion is spent by U. S. industry each year to provide reliable products and services. Most of this goes to catch and then correct mistakes. Much scrap, rework and modification is involved.

ZERO DEFECTS differs from these standard

quality control efforts. Its aim is prevention, rather than detection, of defects. At Hamilton, ZERO DEFECTS is planned to supplement and contribute to the goals of the Employee Suggestion System, Profit Improvement Effort, Value Engineering and Work Simplification programs.

A tremendous barrier to ZERO DEFECTS is that most people assume that in job performance "to err is human." People tend to ignore the fact that they perform numerous activities rarely making errors. For instance, the individual will always put on shoes that match, and will always take the right route home. The rare mistake in such activity is, for many reasons, long remembered.

ZERO DEFECTS attempts to counter this dual attitude in which people accept errors by themselves or others in some activities but not in others. It challenges the individual to make error-free performance his way of life.



(continued)



Arthur B. Sinkler, president of Hamilton Watch Company, recently presented a certificate of appreciation to Ralph F. Frey, president of the Hamilton Watch Workers Union, in recognition of the support and cooperation the union has given to the zero defects program. In a letter to Gilbert Vatter, who is in charge of the program, Mr. Frey said, "I have always believed in pride of workmanship; it is my belief that every worker should be proud of the product he or she is making, especially here at Hamilton, with the greatest name in the watch industry the world over. It is with these thoughts in mind that I hope every employee at Hamilton gets behind ZERO DEFECTS and gives his fullest cooperation."



Early participants in the zero defects program have already gained recognition. They are John C. Ulmer, Jr., (left) supervisor of attachment fitting and boxing, and Paul Krushinski, group leader of the attachment fitting and boxing department.

Two questions arise: are ZERO DEFECTS programs successful, and why does industry need them?

The first ZERO DEFECTS program was instituted by a missile producer in 1962. Results in savings and meeting strained delivery schedules were beyond expectation. Other companies soon followed suit. One firm reduced rework by 39 per cent in just one year. Today more than 2500 companies are using ZERO DEFECTS programs. Impressive gains are reported by scores of them.

The important factor of arithmetic answers the second question. One error a day by each Hamilton employee would add up to more than 3000 errors daily. Total waste would push cost of the company's products beyond the point of being competitive.

Intense competition reduces the amount of waste allowed. Customers, all of us, are interested only in perfection—at competitive prices.

Research people have come up with two main common causes for error—lack of knowledge and lack of attention. The first can be remedied through study, training and proper supervision. The problem of lack of attention is more difficult. It is closely associated with the belief that an occasional mistake is the price of being human. It can be corrected only by the individual.

Hamilton wants to be sure that every practical consideration is made to maintain the company's reputation for quality. Today this reputation must be imparted to industrial instruments, military products and precision metals as well as the more familiar timepieces, silver flatware and holloware.

Hamilton ZERO DEFECTS challenges each individual to consciously try to improve the quality of his performance and eliminate inattention to errors. It boils down to this: an organized effort to encourage every person to set his own high standard of quality, and achieve it.

This can be accomplished by acceptance of the challenge of ZERO DEFECTS.

HOW ZERO DEFECTS WORKS

Every Hamilton employee has by now received a copy of the Defect Cause Removal Proposal Form. Red boxes installed at Lancaster and East Petersburg will contain additional copies and further supplies will be available from supervisors. The program works like this:

1. Recognize potential or existing error or excessive cost.
2. Fill out the form or describe your idea to a supervisor, or to Gil Vatter, who will complete the form in your name.
3. A proposed solution to the problem *may* be included, but it is *not* necessary for an award. This is a unique feature of the Zero Defects program.
4. Drop the completed form in any mail outlet.
5. Proposal is evaluated by the Zero Defects Council and they call on experts for further evaluation.
6. If the council decides that a valid, solvable problem exists, you are recognized by a certificate and a gift.
7. If the proposal results in measurable savings, you are eligible for recognition and awards under other existing programs such as the Employee Suggestion System or P.I.E.



Members of departments "sign the pledge" to support the Zero Defects concept of quality. Above, five members of the Plate Department display scores of signatures of fellow workers which have been framed for display purposes. From left: Alice Marion, John Springer, Mary Musser, Gilbert Vatter, Zero Defects administrator, Frances Schober, Herbert Swisher, foreman, and Roseine Troop.



Members of the Hamilton Zero Defects Council who review all defect cause removal proposals: (from left) Richard Hess, Roderick Jackson, Kenneth Marks, Leslie Toon, Gilbert Vatter—Zero Defects administrator, Paul G. Kutz—cost improvement manager, C. E. Hendrix, Donald Weaver. Missing from photo is Richard Censits.



People perform numerous activities every day without error. The rare mistake is, for obvious reasons, long remembered.

MATCHING GIFTS





*New plan
doubles employee
"Giving Power" to education*

THERE'S A SPANISH proverb that "he who gives quickly gives twice." Now Hamilton employees can "give twice" to the college of their choice, whether they do it quickly or slowly.

Under a program called "financial gift matching to higher education" the company will match an employee gift from \$25 to \$1500 to one eligible college or up to \$5000 per employee distributed among a number of qualified recipients.

In beginning the program, which covers gifts of cash or securities made since February 1, 1966, Hamilton joins 300 corporations in the United States who, with their employees, have contributed \$43 million in matching funds to higher education during the past decade. The matching plan does not replace Hamilton's direct support of higher education, but complements it and broadens its base.

To date, the program has already resulted in more than \$2400 in gifts to institutions of higher learning.

The Council for Financial Aid to Education, which promotes the idea of aid to education by

private sources points out that "The matching plan is only one of the many desirable forms of business support for education, designed to supplement such other forms as scholarships, fellowships, loans, equipment assistance and the many forms of outright grants, which all go to make up a balanced program meeting the needs and interests of any business."

"Support for higher education in 1964, from the business community, approximated \$250 million, and support from all voluntary sources was something in excess of one billion dollars. It has been judged that the *current levels must at least be doubled by 1970 in order to meet the demands placed upon the nation's higher education establishment* by the population explosion, by a more complex economy, by the pace of scientific and technical developments, and by the increasing cost of new facilities."

The council goes on to say, in an evaluation of employee matching plans after ten years that they are "distinguished from the many other forms of aid to education by two factors—they are initiated by a company and not by an educational institution, and their success is measured directly by the voluntary contributions of individual employees."

Any full-time U. S. employee of Hamilton Watch Company is eligible. The recipient must be a four-year, degree-granting institution within the United States or its possessions, listed in the most recent issue of the Education Directory of the U. S. Department of Health, Education and Welfare, or an organization which will transmit contributions to such a college or university, or use them for its benefit. The gift must be personal, and paid rather than pledged.

Further details and applications are available from James Weidman III, public relations director, who is also chairman of the corporate contributions committee. To contribute, simply fill out the form and mail it with your check to the institution of your choice, which will complete its portion of the form and return it to Hamilton. The company will then mail the matching contribution and notify the contributor of the payment.



Hamilton gifts **THE**

THERE IS ANOTHER war in Viet Nam, a war usually out of the headlines and usually—but not always—waged away from the crack of rifles and the thunder of explosives. This is the quiet war, the battle being waged for the minds and hearts of the people of South Viet Nam.

A part of this “other” war was brought a little closer to Hamilton as a result of a recent project carried out by the Hamilton Recreation Association with the cooperation of the United States Air Force.

Last spring, Sally Kirchner, formerly of the military products division, learned through her fiancé Capt. Richard R. Sexton, that his unit, stationed at the Bien Hoa Air Force Base, had “adopted” the Ke Sat Orphanage at Ho Nai. The project which Capt. Sexton and other air force officers had undertaken was to improve the lot in life of these Vietnamese children. They spent off duty hours in construction projects including a new kitchen, sanitation facilities, and pens for

win friends in **QUIET WAR**

domestic animals. Especially needed were household items, soap, shower equipment, and—since children are alike the world over—all sorts of toys.

Miss Kirchner brought the project to the attention of the H.R.A. dance committee who were just deciding upon plans for their spring dance. "Why not," they reasoned "make the admission price of the dance some item which could be used by the Ke Sat Orphanage?"

And that's just the way it happened. More than 400 pounds of books, towels, soap, toys, pots and pans were shipped out in early summer as a token of the response of Hamilton people.

The accompanying photos were taken by Capt. Sexton, *timely* TOPICS, and an official air force photographer.

Sally Kirchner became Mrs. Sexton in July. Capt. Sexton's tour of duty in Viet Nam ended in June, just after the Hamilton contributions arrived. Dick and Sally Sexton now live in California where he has recently been stationed.



1

Conditions at the Ke Sat orphanage, though primitive, are vastly better than those most of these Vietnamese children have known all their lives. They have congregated here from all over the country, and when they arrived at the refugee village of Ho Nai the orphanage grounds had no buildings whatever.

Photograph (1) shows the front gate of the orphanage. Ho Nai is in the background. The Air

THE QUIET WAR

(continued)



2



3

Force personnel helping at the orphanage have found that constructive work on the orphanage and in the village also serves as an antidote to the despair felt by refugees who have lost their homes, families and possessions.

Photograph (2) shows the kitchen of the orphanage. It was in this area that modern utensils were badly needed. Cooking is done over open wood fires on a cement hearth. A better cooking area is a top-priority project for those who have "adopted" the orphanage.

The well in the orphanage courtyard is shown in Photograph (3) with some of the refugee women who help the nuns. The limited space of the courtyard is also used as a playground, bathroom, animal pen and garden. To reduce the disease rate, the Air Force personnel are trying to improve both sanitation and gardening. They are digging a new well and will put in a pump and generator, making the orphanage the only place in the village with electricity. The building in the background was put up by the Vietnamese and the airmen. Photograph (4) shows

some of the livestock that escape regularly from their pens.

Inside the living quarters, photograph (5) shows a bedroom. Four to six children sleep in each bed, lying across it instead of lengthwise. More beds are now being built. While the children are asleep, barred windows with shutters provide some protection from terrorist bombs and grenades, photograph (6). Officers wear uniforms and sidearms on their trips to the orphanage, so that the children will come to associate them with help and protection rather than terror. An additional reason is that the orphanage is 10 miles from Bien Hoa through an area still infested with Viet Cong.

Back at Hamilton in the company cafeteria, donations from the H.R.A. dance are packed to Air National Guard Specifications, photograph (7). From left to right are Sally Kirchner (now Mrs. Sexton); Jack Brubaker, dance chairman, now treasurer of the H.R.A.; Mrs. Louise Scarborough, traffic secretary; Henry Benner, traffic manager; and Allen Kapp, military products. Al Kapp, a member of the Air



4



6



5



7

THE QUIET WAR

(continued)



8

National Guard, helped to coordinate delivery to Bien Hoa Air Force Base.

The supplies arrived quickly at the orphanage, in good condition. In photograph (8) Capt. Sexton lifts the first carton off the truck from Bien Hoa. Bars of soap, towels and other necessities were the first to be distributed, photograph (9), then came the important things, the toys (10) and the story books (11).

Some of the children assembled with Capt. Sexton and Father Hoa of the orphanage for a group photograph (12) and later (13) with a display of kitchen goods (including a toy piano) in the courtyard. From left to right are Chaplain Dwyer, Chaplain Longworth, Capt. Sexton and Father Hoa.

In (14) an officer holds a child. Capt. Sexton, in a letter written earlier this year, said "All the children are starved for affection and generally mob us just for a touch or some indication of affection. I never realized how important it is to children to have parents to care for them. The fact that someone cares is much more important than anything physical we can do."



9



10



11



12



14



13



HONOR ROLL ANNIVERSARIES

July, August, September 1966

45 Years

Agnes M. Palmer, Payroll
Richard C. Schober, Sr., Material
Sales

40 Years

James J. DiNisio, Plate
Grace M. Hamlin, Prod. Planning
Dorothy M. Hertz, Train
Maude E. Kendig, Movement
Assembly
Louis C. Market, Plate
Eleanor B. Pickell, Movement
Assembly
John F. Schwebel, Train
Elizabeth Shoff, Mil. Prod. Inspection
Sophie Wactowski, Sterling Flatware
Quality Control
John H. Westheaffer, Heat Treating

35 Years

Carolyn S. DeLaney, Movement
Assembly
Wilbur Pelatzky, Machine Die
George T. Wolf, Movement Assembly

30 Years

C. Edward Hendrix, Material Sales
& Services
Charles W. King, Movement Assembly
Amos N. Kline, Maintenance
Alfred O. Kurkowski, Watch Assembly
Katherine O'Connell, Wallace
Returned Goods
Richard F. Palmer, Maintenance
Henry Pietruski, Holloware Buff
Elwood L. Rathvon, Watch Assembly
Christian Steckervetz, Mil. Prod.
Production
Sarah H. Warfel, Spring
Thelma M. Weitzel, Movement
Assembly
Henry R. Ziegler, Watch Assembly

25 Years

Naomi B. Acheson, Electric Movement
Assembly
Robert T. Bauer, Machine & Tool
Shop
Joseph S. Carter, Chemistry
James L. Dunn, Mil. Prod.
Engineering
Anna B. Freeland, Automatic
Fred R. Gearhart, Heat Treating
James G. Hostetter, Machine Shop
Leonard G. Kissinger, Service
Paul G. Kutz, Manufacturing Costs
Lionel Macnamara, Sterling Flatware
Quality Control
Chester B. Mann, Machine Shop
Robert C. Markley, Mil. Prod.
Assembly
Leroy H. Martin, Attach. Fit. & Box.
Albert J. Mathews, Industrial Engrg.
John M. Rice, Machine & Tool Shop
Dorothy E. Rohrer, Movement
Assembly
George F. Rose, Machine & Tool Shop
Charles R. Rothfus, Mil. Prod.
Production
Lottie Rundle, Sterling Flatware
Quality Control
Ned H. Scheffer, Accounts Receivable
Fred W. Sigman, Maintenance
Kenneth R. Shenk, Mil. Prod.
Production

20 Years

Jack Barach, Watch Case Press and
Cast
Joseph Belniak, Holloware Soldering
William F. Bradley, Metals Prod.
Mildred H. Denlinger, Train
Edith M. Fry, Plate
Anna A. Kautz, Mil. Prod. Assembly
Raoul Lufbery, Sterling Flatware
Quality Control
Walter Nalewajek, Sterling Flatware
Buff
Jean J. Miller, Train
George W. Myers, Dial
George J. Nicholaou, Metals
Processing
Pauline E. Plank, Mil. Prod. Assembly
Rodney J. Reese, Watch Assembly
Ruth Sackory, Wallace Accounting
Joseph Tenczar, Watch Case Polish
Josephine A. Tessitore, Plate
Arlene V. Trubiani, Escape
Michael G. Valudes, Elec. Movement
Assembly
Harold J. Wilhelm, Maintenance

15 Years

Ruth M. Cassel, Advertising
Herman B. Greer, Metals Processing
Marilyn F. Kuntz, Material Sales
Ella M. Reinhart, Mvt. Assembly
Verna G. Sell, Mil. Prod. Inspection
John S. Snader, Precision Metals
Helen R. Wiker, Watch & Pts. Mfg.
Supv.

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