

SPRING 1966

# *timely* TOPICS

HAMILTON WATCH COMPANY







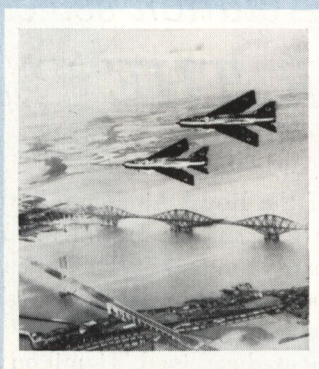


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Spring 1966

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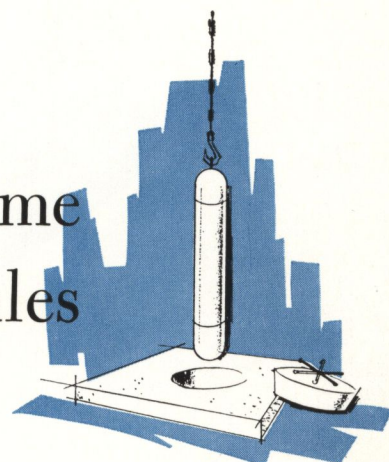
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**Our Cover:** Two swept-wing R.A.F. Lightning single-seat, all-weather fighters begin an attack run during maneuvers over the Firth of Forth in Scotland. The bridges are the old and new spans over the Firth. See "A Hamilton for the R.A.F." beginning page 4. (Cover photo and photos on pages 4 and 5 courtesy of British Information Service.)

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## time capsules

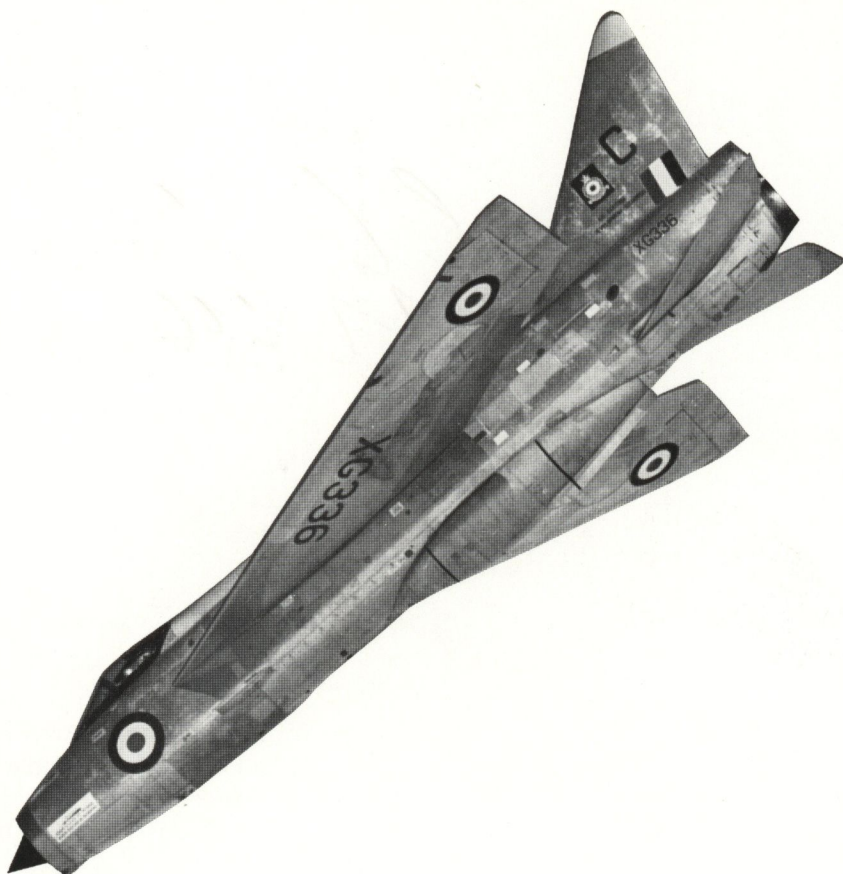


*Facing page:* Twenty-five years young and still going strong, Wallace's Grande Baroque pattern brings just the right touch of elegance to any table. To symbolize Grande Baroque's enduring qualities, our photographer chose a holloware piece—the Baroque three-light candelabra—in a chamber music setting.

The graceful sweep of the candelabra arms with their thread texture echoes the delicate sculpturing of violin and cello. One can easily imagine the musicians in the background taking a respite from their playing and enjoying a bit of sherry from Grande Baroque goblets.

The photograph on the opposite page was originally published in the 1965 Hamilton annual report. Photograph by Harry R. Gehlert.





*After  
rigorous testing,  
the United Kingdom's Ministry of Aviation selects*

## **A HAMILTON FOR THE R.A.F.**

**I**T IS NOW OFFICIAL: Under the elegant styling of every Hamilton there beats a Commando's "heart."

Hamilton "hearts"—movements—were beating and keeping accurate time after the Chronometer Department of England's Royal Greenwich Observatory put them through technical trials. And they were still functioning accurately after British airmen wore them under severe mock battle conditions in the air, on the ground and under water, during parachute drops and jiu-jitsu training.

The gruelling field tests and laboratory checks were part of a competition conducted by the United Kingdom's Ministry of Aviation before awarding a preliminary contract for several thousand Hamilton "General Service" military

wristwatches.

Aircrews of the Royal Air Force have started receiving the first shipments and the Hamilton Watch Company, Limited of London has already told newspaper readers in the British Isles of the prestigious achievement.

Advertisements headlined "Hamilton Watches for the R.A.F." have appealed to prospective buyers in metropolitan dailies. They emphasize Hamilton's pride "to have been awarded the Ministry of Aviation contract to supply general service watches for use by R.A.F. aircrews."

M. L. Bateman, chairman of Hamilton Watch Company, Limited, commented:

"Although the severity of the laboratory and 'in use' trials is much greater than is likely to be experienced in normal everyday use, we were

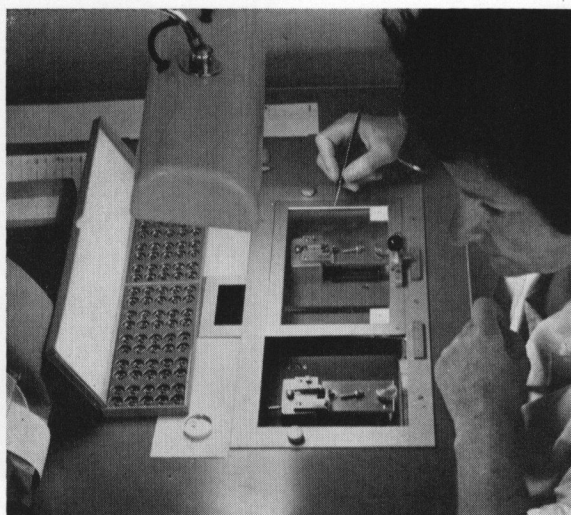








These craftsmen are making final adjustments to Hamilton watches for the Hamilton Watch Co. Ltd., of London, part of the worldwide Hamilton family.



Setting the beat of the balance wheel is the job of this modern electronic instrument at the Bienne factory.

The rugged Hamilton "G.S."





# A HAMILTON FOR THE R.A.F.

(continued)

pleased—though not surprised—to have the Royal Greenwich Observatory verify our findings that underneath the elegant styling of every Hamilton beats a Commando's 'heart,' ensuring precision time-keeping under all conditions."

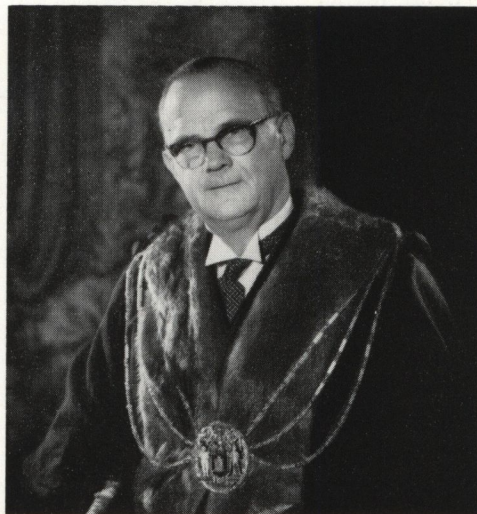
Mr. Bateman is not unknown in the trade, having entered it a little more than half a century ago. His experience includes marketing, designing, manufacturing and antiquarian conservation. He was Britain's first broadcaster on watches and clocks in the early days of the British Broadcasting Company and again in the early days of BBC-TV. Mr. Bateman's knowledge of watches is recognized in many official circles. He was Master of the Worshipful Company of Clock Makers in 1958 and is currently vice president of the British Horological Institute, of which he was chairman four times.

He is a member of the court of the Worshipful Company of Scientific Instrument Makers and a member of the Antiquarian Horological Society of London.

The British, incidentally, do not offer contracts for bidding; they open them "to tender," an offer of a bid for a contract. Before the R.A.F. contract was awarded to Hamilton, the Aviation Ministry opened the contract to tender by the entire watch manufacturing industry.

"Tender" is hardly the word for the handling Hamilton's sample shipment of 20 G. S. watches received. They were required to maintain accurate timekeeping capabilities in various positions, at varying temperatures from arctic to tropical, under outside pressures ranging from upper atmosphere to under water and in a magnetic field of high intensity.

United Kingdom experts prepared a detailed list of specifications for a precision wristwatch to meet the exacting requirements of the Armed Forces—not only of the United Kingdom—but also NATO.



MICHAEL L. BATEMAN, F.R.A.S., F.R.S.A., F.B.H.I., and chairman of the Hamilton Watch Company, Ltd., has had a distinguished career in British horology. He is shown robed as Master of the Clockmakers Company.

Mr. Bateman's latest achievement was his election, in 1965, to the Court of the Worshipful Company of Scientific Instrument Makers, the youngest of the London Livery Companies. A British livery company is roughly equivalent to an American professional society. His work with instruments took place during the 1939–1945 War, when he was concerned with the invention, development and production of "delay mechanisms." Prior to World War II, Mr. Bateman was in charge of the Crusader Watch Company and with the outbreak of war he turned from making watches to instruments, much as did Hamilton during the same conflict.

More recently, Mr. Bateman has been four times chairman of the British Horological Institute and is a vice-president; he was Master of the Worshipful Company of Clockmakers in 1958. In addition, he is honorary president of the Watch and Clock Importers Association of Great Britain, a member of the Antiquarian Horological Society and a past-vice-president of the British Clock and Watch Manufacturer's Association.



## A HAMILTON FOR THE R.A.F.

(continued)

A fortunate circumstance for Hamilton—doubtless considered otherwise by competition—was that Hamilton did not have to design a movement to meet the specifications. It was already being made.

The same basic 17-jewel movements used in Hamilton sweep-second hand wristwatches for men were already on sale throughout the world. They proved to be more than enough. The G.S. watch selected protects the movement with a heavy stainless steel case and shows the time with a luminous dial.

No matter how it is said, Hamilton will accept all invitations to tender, or to compete, if quality is a prime criterion. □

Checking on the time-keeping qualities of the G.S. watches at the Hamilton Watch Co. factory in Bienne, Switzerland, is accomplished on an electronic timing device. Watches are now being made at Bienne for the Hamilton Watch Co. Ltd., of London to fill the Ministry of Aviation contract.



Although these watches look quite different, they have the same movement. On the left is the G.S. and at right is a watch from the standard Hamilton line of wrist watches for men. Both are manufactured at Bienne.





*New uses for platinum:*

## *Playboy Paperweight to Satellite Magnet*



Platinum ingots in days gone by might have found use as paper weights for prosperous playboys or as raw material for high priced jewelry. Modern science has changed all of this. The platinum of today—even higher priced—finds its way into such sophisticated devices as magnets used in electric watches or in traveling wave tubes for communications satellites.

These two platinum ingots weighing ten pounds each and valued at \$41,000 provide a backdrop to the Hamilton Clearview model electric watches. Between the watches are small platinum cobalt magnets used in the watch.







# WHO SAYS A FINE WATCH CAN'T BE

Exciting?

**“E**XCITING,” Webster says, is “arousing to feeling.” Who says a fine watch can’t be exciting?

That is the question Hamilton will be asking millions of magazine readers in the coming months. A series of full-page, full-color advertisements is scheduled to appear in seven national magazines, each a leader in its field.

Another definition of “excite” is “to call to action.” In Hamilton advertising, it is the job of an elegantly styled watch “to arouse to feeling,” just as it is “to call to action,” hopefully active buying.

In the opinion of Hamilton marketing and advertising experts, Hamilton watches are exciting; and they also believe the new Spring advertising program to be the most exciting in the company’s history.

Those full page advertisements reproduced here and which will appear in such national publications as *LIFE* and *SPORTS ILLUSTRATED* did not just happen. They took months of creative planning.

They also required the combined efforts of Edward L. Jones, Hamilton advertising manager, his staff, and one of the world’s best photographers, as well as Grey Advertising Inc., New York, Hamilton’s agency.

Although the first ad did not appear until the March 15 issue of *VOGUE*, Hamilton salesmen had the opportunity to see the entire program during national sales meetings in January. At that time they received reproductions of all of the dramatically different ads.

During the weeks following the January sales meetings the representatives showed the ads to their customers, retail jewelers. The retailers were thus alerted to the expected heavy demand resulting from advertising and were encouraged to order the featured merchandise in advance.

So far, the consensus is “exciting.” An exciting new look at Hamilton watches is being unveiled to the world. Response from Hamilton salesmen and jewelers has been enthusiastic.

Ideas which went into the program were born long before January—and several others were discarded. One of the first decisions, Jones says, concerned “Do we want to emphasize the brand or product?”

The new program obviously promotes the brand, and in a direct way, the corporation. Since the advertisements will be seen by many millions of readers who need to know more about the exciting things happening at Hamilton, the next question was, “What do we want to tell them?”

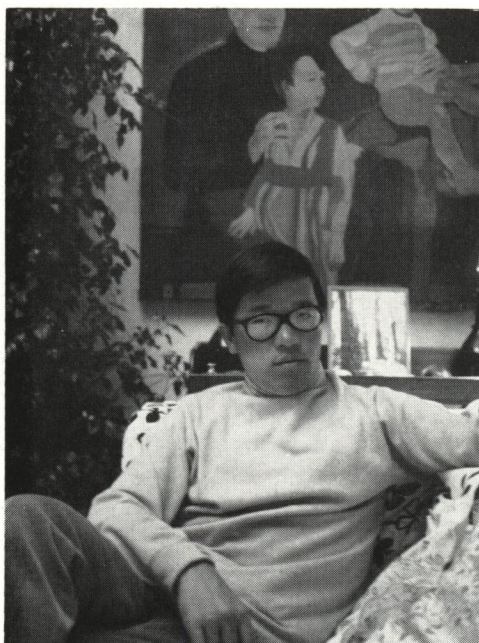
“The entire Hamilton story cannot be told, so we decided to emphasize the Hamilton brand image of quality, style and value,” Jones explained.

When a basic marketing approach has been established, creative strategy can be oriented to both immediate and long-range corporate goals.

Admittedly, it is quite a challenge to create a new and exciting image of an “old line” company, tell the story of leadership and quality, and at the same time sell watches. The challenge was principally graphic, of proper illustration;



# Exciting!



HIRO was born in Shanghai and spent most of his youth in Shanghai, Peking and Tokyo, where he received his education. In 1954 he left Tokyo for New York to study photography with the famous art director, Alexey Brodovitch at the New School of Social Research. In 1957 he became a free lance photographer and joined *Harper's Bazaar* in 1958. He has received a number of Distinctive Merit Awards from the Art Directors Club of New York.

For the Hamilton job he used three lenses: an 8 × 10, Schneider 6½, and the Super Angulon.

only the best could accomplish the mission.

So Hamilton got the best. The best in this instance happens to be Yasuhiro Wakabayashi, who, according to *NEWSWEEK* magazine, "has become the hottest new photographer in the business during the last few years with his elegantly simple style."

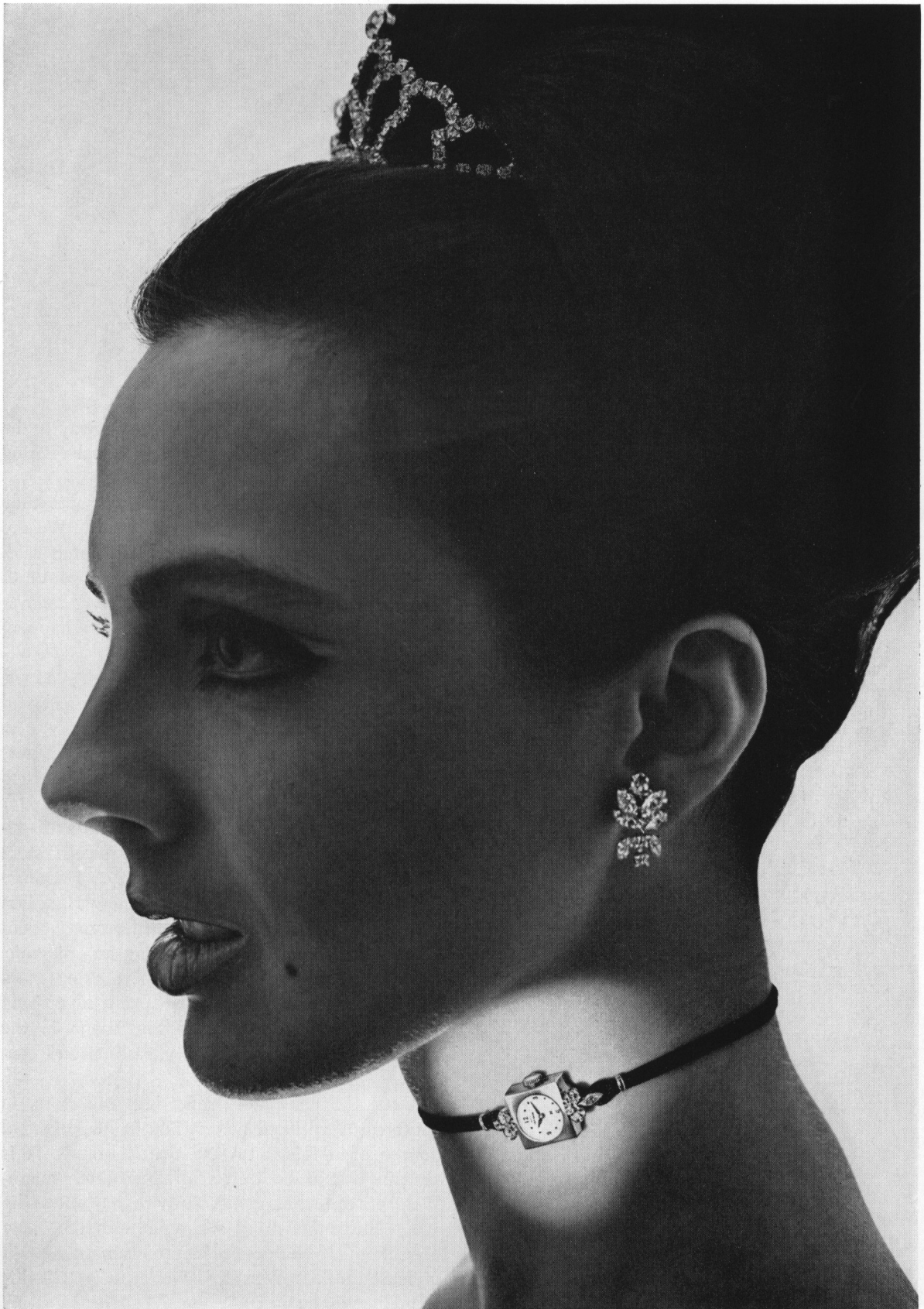
Hiro, as he is known in the trade, runs the show. Hamilton advertising specialists explained the message they wished to portray and gave him free rein. Final results were over 200 shots of girls with watches in their hair and around their necks, a mountain climber with a Hamilton in his hat and a racing car driver with a watch behind his goggles. "Who says a fine watch can't be exciting?"

A Hiro does not take four photographs and submit them to his client. He shoots as many as 50 of each subject—which he actually did on this assignment—and then submits those which best combine all elements (lighting, modeling, watch detail, etc.).

He has a staff of technicians and a complete studio complex. He also has unexpected problems which crop up in his work. For instance, after Hamilton selected the photographs on which the spring program would be built, Hiro was processing them in his dark room when the now-notorious blackout hit New York City. The days of preparation and shooting were lost. Hiro did it all over again, working nights to meet Hamilton's fast approaching deadline.

His results, accompanying this article, are remarkably brilliant, just as the photographs are brilliantly exciting. They tell the story, but, just







# HONOR ROLL

## ANNIVERSARIES

January—March 1966



### 45 YEARS

Clarence J. Rohrer, *Automatic*

### 40 YEARS

Joseph R. Brill, *Service*  
Jonas R. Chandler, *Maintenance*  
Charles D. Eckman, *Train*  
Garfield L. Fellman, *Service*  
Mary L. McGaw, *Movement Assembly*

### 35 YEARS

Louis Faraone, *Holloware Finish and Inspect*  
L. Margaret Foutz, *Automatic*

### 30 YEARS

Anna Mae Afflebach, *Production Planning*  
Edward G. Bostick, *Machine Shop*  
William C. Melbert, *Machine Shop*  
Vivian T. Reese, *Train*  
Robert E. Sides, Sr., *Movement Assembly*  
Mary Jane Stewart, *Movement Assembly*

### 25 YEARS

Martha K. Bialicki, *Wallace Pay and Cost*  
Robert L. Bredbenner, *Flat Steel*  
Clinton K. Burkhart, *Plate*  
Irene M. Cavallo, *Sterling Flatware Buff*  
Gilbert C. Childs, *Mechanical Des. and Testing*  
Wilbur B. Danielsen, *Watch Assembly*  
Hammond S. Datesman, *Machine Shop*  
David I. Dickel, *Maintenance*  
Edward C. Dickel, *Automatic*  
John W. Dringoli, *Spin*  
Iva S. Eshleman, *Train*  
Werner F. Fischer, *Wallace Machine Die*  
Mary L. Gregg, *Flat Steel*  
Warren H. Harnish, *Machine and Tool Shop*  
Gerald E. Herr, *Models Lab.*  
Grace E. Hershour, *MPQC and Inspection*  
Edward J. Joline, *Metallurgy (Prec. Metals)*  
Ruth E. Leshner, *Automatic*  
Reno B. Long, *Job Shop*  
Russel F. Lutz, *Machine Shop*  
William E. Mellinger, *Movement Assembly*  
Carl A. R. Nelson, *Mil. Prod. Assembly*  
Adele Ormond, *Plate*  
Anna F. Reehl, *Data Processing*  
Earl B. Rettew, *Plate*  
Erla S. Sheaffer, *Plate*  
Jay R. Souders, *Machine and Tool Shop*  
Jacob C. Weaver, *Plate*  
Eldred S. Williams, *Watch Assembly*

### 20 YEARS

William J. Aukamp, *Sales*  
Clyde D. Barley, *Watch Assembly*  
Raymond R. Ellis, *Watch Inspection*  
Gerald P. Frey, *Automatic*  
James A. Hager, *Machine and Tool Shop*  
Chester G. Groff, *Mil. Prod. Assembly*  
Samuel R. Hammond, *Wallace Sales, San Francisco Office*  
Helen B. Lee, *Wallace Personnel*  
Leroy S. Lindemuth, *Movement Assembly*  
Frederick J. Long, *Sterling Flatware Buff*  
Beatrice M. Lutz, *Escape*  
Frank McCormack, Jr., *Wallace Sales*  
John L. Morrison, *Heat Treating*  
Nathan K. Nissley, *Service*  
Joseph P. Pyskaty, *Machine Buff*  
Arthur F. Schneider, *Plate*  
Arthur L. Schreier, *Wallace Casting*  
Clara R. Seber, *Plate*  
Edgar J. Wentz, *Machine Shop*  
Rhoda S. White, *Ind. and M. P. Inspection*  
Mary J. Wiebush, *Movement Assembly*

### 15 YEARS

Virginia M. Bauer, *Purchasing*  
Angus A. Colvin, *Sales*  
Edward G. Devery, Sr., *Sales*  
Stephen J. Faracy, *Sales*  
Francis M. Fischer, *Metals Processing*  
Walter E. Gingham, *Spring*  
Marion M. Good, *Dial*  
Warren H. Greenawalt, Jr., *Models Lab.*  
Erma T. Jury, *Metallurgy and Elect.*  
Edward F. Konopka, *Wallace Hand Die*  
Albert B. Miller, *Mil. Prod. Engineering*  
Ralph Mozian, *Wallace Prod. Dev. and Plan.*  
Walter L. Rossi, *Wallace Watch Case Jewelry*  
Harry G. Schleef, *Sales*  
Bayard E. Shindle, *Mil. Prod. Engineering*  
Roy B. Spangler, *Plate*  
Pauline K. Staab, *Parts Scheduling*

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