

timely TOPICS

HAMILTON WATCH COMPANY

LANCASTER, PENNSYLVANIA

FEBRUARY SERVICE AWARDS

50 YEARS - Herbert F. Glick, Service

45 YEARS - Charles E. Hoin, Jr., Systems Insp.

Walter W. Newcomer, Flat Steel

40 YEARS - Rowland P. Bitzer, Standard Time Corp.

William H. Fordney, Plate

Blanche M. Glasbrenner, Plate

35 YEARS - Joseph W. Caputi, Paul A. Straub & Co.

Louise Carroll, Wallace Flatware Buff & Finish

30 YEARS - Stephen Denya, Wallace Pack & Ship

Clara R. Seber, Press

25 YEARS - Ian A. Nightingale, Watch Service

Henry Totz, Wallace Plant Security

20 YEARS - Mary G. Brown, Prec. Metals

15 YEARS - Robert M. Klineffer, Mfg. Costs, Systems

Gloria T. Rampulla, Vantage Dial & Case

Henry M. Towar, Director of Advertising, Wallace

10 YEARS - Florence H. Bechtold, Mdse., Watch Division

Nora F. Hollinger, Plate

Hector A. May, Paul A. Straub & Co.

Samuel S. Miller, Metals Processing

Frank Polito, Wallace Power House

Frank A. Russell, Wallace Plant Security

5 YEARS - Arthur M. Brown, Heat Treating

Jean-Luc E. Desautels, Wallace Flatware

Buff & Finish

Ronald P. Freiberg, Service Dept., Cust. Relations

Malcolm Gritt, Tuttle Sales Manager

John E. Phillips, Prec. Metals

Ronald E. Slover, Plate

Kathleen J. Tobias, Systems

Vivian J. Walter, Systems Assem., E. Petersburg

Erma T. Jury
2730 Harrisburg Pike
Lancaster, Pa. 17601

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NEW MARKETING CONCEPTS ADOPTED BY WATCH DIVISION

An enthusiastic group of 31 Hamilton-Vantage salesmen winged home from their annual Sales Conference in Lancaster, January 5-8, primed with a potent lineup of new plans and programs for watch selling this Spring. The lineup was characterized by Vice President Richard Stork as "a new Hamilton, with new directions and new horizons." These new programs include:

New Distribution Policy — Hamilton will distribute its products only through the finest jewelry and department stores across the country and fair-trade pricing will be fully supported.

The Product Manager Concept — The product line has been reduced into segments so that each can be managed on a professional, de-centralized basis. Headed by General Marketing Manager, Eugene Angers, and General Product Manager, Charles Stiefvater, the Product Manager group will include: Steve Bomer, Hamilton Watches; Ed Jones, Vantage, Emblematic and Buren Watches; Frank Chiappetta, Sportsmen's and Designer Watches; Bill Vogt, Hamilton and Vantage Clocks.

New Sample Kits — A new zippered case containing two luxurious small cases was presented by Sales Director, Joe Strauss. One case contains trays of higher priced models; the other, an attache case, houses a leather-bound album showing all 404 Hamilton and Vantage watches in full



Emphasizing the direction that the "new" Hamilton will be taking, Ed Jones talks to a group of attentive salesmen during the four-day conference.

color, as a substitute for actual dummy samples.

The New Advertising Theme — "Expect a change in Hamilton." According to Hamilton's new advertising agency, Trahey/Wolfe of New York City, variations on this theme will be directed primarily at dealers this year.

In-House Design Center — Staffed by Jean Wuischpard, Ken Derr, and Joe Long, the center will be the focal point for the design of cases and dials.

New Advertising Co-op Program — There will be a return to the former practice of sharing advertising costs with dealers.

New, Standardized Trade Show Display — A colorful booth is being prepared for corporate participation in trade shows.

Xerox Training Program — The program was presented by Jim Robinson of

Xerox as a "Thinking Man's Plan" to re-train everyone, from industrial manager to salesman.

Commenting on the new directions Hamilton is taking, Vice President Stork emphasized that we are now entering the "Sober Seventies" — sober representing a "rational, well-balanced, dispassionate approach within the watch group in viewing where we've been, who and where we are presently, and where we are going." He envisioned the decade ahead as embodying Hamilton leadership in time technology, salesmanship, better company relations with dealers, leadership in the marketplace, group responsibility and group evaluation.



James F. Hutchison, Hamilton salesman in the Kansas-Nebraska area, receives a congratulatory handshake from Arthur B. Sinkler, Chairman of the Board, upon receiving the Hamilton-Vantage "Salesman of the Year" Award for 1969. Joe Strauss, Director of Hamilton Field Sales, is shown in the center.

An engraved Wallace Paul Revere bowl was presented to Jim for his outstanding performance.

NEW CREDIT UNION OFFICERS



The following Credit Union officers were elected at the January 26 annual meeting: (left to right) Carl Yecker, First Vice President; William Almond, President; Virginia Bessette, Secretary; Ray Trout, First Assistant Treasurer and Marc Phillips, Treasurer. Credit Union Manager, John Buchinski, is shown in the center. Robert Kopp, absent when the photo was taken, was elected Second Vice President.

Other business included the approval of a 5.5% dividend on shares and a 10% interest refund on loans, both effective December 31, 1969. Also, semi-annual dividends rather than annual, will be declared beginning June 30, 1970.

HAMILTON AWARDED CONTRACT FOR MILITARY RADIOS

Launching the first step in a major swing to make a wide range of new products, the systems division of Hamilton Watch Company has been awarded a \$6,097,000 contract by the Army Electronics Command to manufacture military radios.

The contract calls for the production of 12,247 sets of one type and 1,485 of another type over a 2½ year period. Weighing 37 pounds and measuring 12 by 12 by 4 inches, the military radio was designed by RCA and will have 96 channels operating on 16 selected crystals.

James Guerin, general manager of the systems division, announced that 200 employees will begin production of the radios in approximately 90 days; and, a

58,000 square foot building at 1245 Manheim Pike, formerly occupied by Glenco Industries, has been leased as a manufacturing and assembly complex for the radios. It is expected that employment will reach 500 to 600 at the new facility within a two-year period as production lines will be set up for other products manufactured by the group.

According to Donald G. Cooper, vice president of the metals and instruments group, "Our precision metals division will be growing at a rapid rate in 1970 and needs additional manufacturing space at our main plant. And the systems division, which is broadening its technical and manufacturing capabilities, needs additional facilities for its high volume semi-automated assembly lines."

HAMILTON BRIEFS NEW TIMERS

Charalamjos born to Gerasimos (Janitor Services) and Anastasia Pastras, August 24, 1969 at St. Joseph's Hospital.

Phyllis Helen born to George (Janitor Services) and Kiki Goropoulos, December 18, 1969 at St. Joseph's Hospital.

Michael born to Michael (Systems) and Gretchen Valudes, January 30, 1970 at St. Joseph's Hospital.

RETIRED



Leroy H. Hain, chemical laboratory, retired from Hamilton on February 1 after completing 25 years of service. He'll be busier than ever, though, as his interest in lapidary work has led to the opening of the L&D Gemcraft

Shop. Mr. Hain will work full time making and selling jewelry and would welcome visits from his Hamilton friends.

He resides at Silver Spring, Pennsylvania.



Richard W. Slaugh, Hamilton's chief watchmaker, retired on January 1 after serving over 50 years with the company. A professional artist, Mr. Slaugh is taking courses in painting and drawing at Millersville State College and he

teaches landscape painting at the Lancaster County Art Association.

He lives at 1102 Maple Avenue, Lancaster.



Richard L. Spangler, machine shop, retired on February 1 after 32 years of service with Hamilton. Along with fishing, hunting and traveling, Mr. Spangler plans to pursue his avocation, gardening, after retirement.

He lives at 844 Landis Avenue in Lancaster.

FOR SALE

Kenmore Ironrite Ironer in perfect condition - \$25. Phone Mrs. Dale Hallman, 898-7134.

Fender guitar and amplifier, like new - \$115. Call Ken Fauser, ext. 360.

Panasonic 8 track car stereo, two speakers and six tapes included, like new. For 6 and 12 volt cars. Call ext. 207.

Wanted: Interested in obtaining one used set of encyclopedias. Contact John Keener, ext. 447.

CORRECTIONS

Timely Topics wishes to correct the Hamilton Retiree list posted in the last issue.

Thelma Mutzel, Vantage dial & case, has served 35 years.

Jane R. Schoenberger, dial, has served 32 years.

Edward G. Bostick was employed as a tool and die maker in the machine and tool shop before his retirement.

HERBERT F. GLICK CELEBRATES 50th ANNIVERSARY



Herbert F. Glick, Service Department (center) proudly shows the sterling silver salver he received in commemoration of his 50th anniversary with Hamilton on February 2nd. Shown with Mr. Glick are Richard Stork, Vice President of the Watch Group and Park McKinney, Foreman of the Service Department.

Mr. Glick was employed in the train department for 26 years before being transferred to the service department where he works as a jewel setter.

Recalling the many Hamilton friends he has made over the years, Mr. Glick says, "I've always enjoyed working at Hamilton."

He lives at 442 S. Prince Street, Lancaster.

HRA TRIPS

An exciting variety of trips have been tentatively scheduled by the HRA Trip Committee for the 1970 season, so mark your calendar now and check for details later.

On March 1, there will be a journey to the Mummers String Band presentation entitled "Show of Shows." Also, a combination trip to the Philadelphia Flower Show and Moorestown Mall will take place on March 21.

A weekend in New York is planned for April 10, 11, and 12 and an Embassy tour in Washington, D.C. is scheduled for May 2. This year's family picnic will be held in Hershey on June 20.

On Thursday, July 23, there will be a one-day sightseeing trip to New York City which will feature a tour of the S.S. Queen Elizabeth II.

Other trips are being scheduled as follows: Cow Town Rodeo, August 15; Atlantic City weekend, September 11, 12 and 13; and an ever-popular Williamsburg weekend in October. Last, a one-day New York shopping trip is being planned for December 5.

New ideas for trips are always welcome so please contact Helen Baehr, Trip Committee Chairman, or John Ruhl, HRA President, concerning your suggestions.

CLOCK CATALOG AWARD



A "Best of the Year Award" for the design and printing of the Hamilton-Vantage clock catalog was presented to Mel Evans, Advertising Operations Manager, and Dale Hallman, Advertising Production Manager, at a special banquet held during Printing Week, January 12-17. The prestigious award was made by the Graphic Arts Association of Delaware Valley, Philadelphia.

Shown left to right are Mel Evans; Sandra Lassoff, one of the judges; Edward Maddock, Exhibit Chairman; Dale Hallman and James Morton, Vice President of Edward Stern Majestic Press, printer of the catalog.

HRA COMING EVENTS

Ski Trips - March 3, 11
Mixed Bowling - March 21
Horse Racing, Pimlico - March 30
Special Days at Dutch Wonderland - April 4, 5
Special Days at Dutch Wonderland - April 11, 12

HAMILTON SPORTS BOWLING

Ninety-four bowlers attended a Mixed Doubles Bowling tournament held at Leisure Lanes on Saturday, January 17. TOP WINNERS WERE:

Erma Jury and Floyd Jury, high team triple with handicap; Dotty Swarr and Dave Eckenrode, high team triple without handicap.

BASKETBALL

Hamilton's Hoopsters finished second in the YMCA Holiday tourney held over the Christmas holidays. They lost the final game to the "Y Little Five" in the last nine seconds of play with an 83 to 82 score. The team now holds a one game lead over Flexsteel Industries in the race for the Lancaster County Industrial Basketball League title.

With leading scorers Bill Hougendobler (25.9 points per game average), Ray Wenger (24.1 average) and Harry Geraci (21.1 scoring average), Hamilton's record to date is 15 victories and 1 loss.

The Hoopsters are aiming for an unprecedented sixth consecutive Industrial League title.

WALLACE ATHLETIC ASSOCIATION



New officers of the Wallace Athletic Association are (left to right—seated): Linda Polsin, Ticket Chairman; Dennis Tosney, Vice President—Treasurer; Theodore Berube, President; Donna Bandecchi, Secretary; Charlotte Schwarz, Publicity Chairman.

Those standing are (left to right): John Kramarczyk, Grounds Chairman; Walter Rossi, Social Chairman; and Eugene Barber, Management Advisor.

Absent from meeting was: Joseph Festa, Sports Chairman and Assistant Social Chairman.

1970 BRIDAL FAIRS



Illustrating an actual bridal gift display table, this inviting display by Wallace Silversmiths is being featured at the 1970 Bridal Fairs sponsored by Modern Bride Magazine. Another table featuring a three-piece place setting in all of the active patterns by Wallace is also being exhibited. The girls are invited to register their favorite Wallace pattern, and a four-piece place setting in the pattern of their choice is donated to the winner.

Wallace will participate in bridal fairs at the following schools: Ohio State University, Tulane University, University of Massachusetts, University of Georgia and the University of Maryland. Expected attendance at each fair ranges from 1,500 to 8,000 students.

CREDIT UNION MEETING



Appearing at the Annual Meeting of the Credit Union on January 29 were the following officers (left to right — front row): Mrs. Frederick Monahan, Assistant Treasurer; Mrs. Louis Cantarella, Board Member; Mrs. John Charczynski, Supervisory Committee; Mrs. Robert Reising, Treasurer-Secretary.

Officers in the back row are (left to right): Zigmund Lengyel, Board Member; Kenneth Hall, Board Member; Teresa Senese, Supervisory Committee; William Post, Board Member; Mrs. Michael Sackory, Chairman, Supervisory Committee; Ralph Ives, Credit Committee; Anthony Benarro, Vice President; Mrs. Miriam Brown, Secretary, Credit Committee; Peter Gillespie, Board Member; and Stephen Denya, Chairman, Credit Committee.

Other officers and committee members of the Credit Union: David Hoover, President; William Totz, Credit Committee; and Russell Detuzzi, Credit Committee.

WEDDING BELLS

Cecelia Bayer, Sterling Flatware Buff, was married to Harold Nelson on December 23, 1969 in First Lutheran Church, Waterbury. They reside at 687 West Main Street, Meriden.

NAMES IN NEWS

Pedro Mejias completed his apprenticeship in the Soft Soldering trade January 23, 1970.

John P. Wood, Accounting Manager, was a participant at the January meeting of the New Haven Chapter National Association of Accountants. His subject was "Direct Costing for Decision Making."

IN MEMORIAM

Sympathy is extended to the family of Thomas J. Downey, retired (37 years).

NEW PATTERNS

Dominic Russell born to Victor E. (Holloware Buff) and Marie E. Smith January 5, 1970.

Mitchell David born to Leroy W. (Wallace Sales) and Albina A. Kaylor, November 27, 1969.

Alvin A. born to Luis A. (Flatware Buff) and Fala A. Santoni, January 7, 1970.

RETIRED

Sidney G. Richards retired on November 30, 1969 after 42 years of service. Sidney became a nickel silver spinning apprentice in 1919 in the old Wallingford Company, then a subsidiary of Wallace Silversmiths. He also learned Britannia spinning; and, still later, he learned sterling spinning. Since the spinning of the company's normal lines was stopped in 1942 because of the lack of metal during the war period, Sidney was transferred to cartridge clip inspection. After the war, he returned to spinning and was supervisor of plated holloware from 1950 to 1953. During the following four years, he was in charge of spinning at Middlesex Silver Company, Wallace's Middletown subsidiary. Returning to Wallingford in 1957, he became assistant supervisor of the holloware spinning department.

He and his wife reside at 11 Wooding Road, Yalesville, Connecticut.

Lawrence Ciampaglia retired on December 31, 1969 after 17 years of service. Champ, as he is known, worked for several years with the Middlesex Silver Company, Middletown as a soft solderer. In 1957, he transferred with the plated holloware operation to Wallingford where he continued his soft soldering trade.

He and his wife reside at 88 Jacobs Terrace, Middletown, Connecticut.

HRA ELECTIONS — MARCH 3-27

VOTE FOR ONE

It's March already — and time to select HRA officers for the 1970-71 year. Candidates for office are:

PRESIDENT



J. Weidensaul



J. H. Keener



J. Ruhl

VICE PRESIDENT



W. Hamblin



D. Weaver



D. Bechtold

SECRETARY



E. Crozier



G. Arment



S. Weirich

TREASURER



D. Johnson



B. Henry

In addition, five of the following will be elected to the board of directors: Norm Meiskey, Bob Cramer, Tom Heberlein, Edna Young, Elizabeth Darling, Ed Long, Joe Dennison, Hal Brubaker, Ron Stokes, Helen Martin, Yvonne Dull, and Jim Dunn.

The Hamilton Recreation Association will hold its annual membership drive from March 3 through March 27 for the 1970-71 season. A \$1.00 membership fee entitles the employee to vote for officers and to enjoy a variety of activities planned for the entire family.

Ballots will be distributed by HRA department representatives beginning March 3.

Join HRA today and cast *your* vote!

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HAMILTON WATCH COMPANY

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