

the Westerner

Omaha Works
April 1981



Photo by Rog Howard

Gary Steinkraus (Dept. 521) isn't
a member of the group — Page 4

for your information

The Johns Hopkins University has initiated a national search for computer-based inventions to assist the handicapped.

Conducted by the applied physics laboratory of the university, the search is in the form of a national competition complete with 100 awards, including a \$10,000 grand prize.

The university seeks ideas, devices, methods and computer programs to help handicapped individuals overcome difficulties in learning, working and successfully adapting to home and community settings.

Categories that may be addressed include computer-based aids for the blind, deaf and mentally retarded; for individuals with learning disabilities, neurological or neuromuscular con-

ditions; and the orthopedically handicapped.

Contestants have until June 30, 1981, to prepare and submit entries. For more information including a descriptive flyer and contest application, write to Personal Computing to Aid the Handicapped, Johns Hopkins University, P.O. Box 670, Laurel, Md., 20810 . . .

. . . Organization 430 was the first this year to achieve the most points for quality workmanship as part of a campaign being conducted by the statistical quality control department. Organization 720 accumulated the most points during the second quality rating period. Points, tallied at the end of each quality rating period, are awarded according to five criteria. A sign calling attention to these organizations' achievements in quality control has been hanging over the entry aisle in Building 30 . . .

. . . Don't forget to go to the polls May 12 to cast your ballot for mayor and a City Council representative for your district. Less than half — 41.3 percent —

of the registered voters eligible to vote in the primary election April 7 showed up at the polls. If you are not a registered voter, or if you have changed your name, address or party affiliation, it's not too late. You can register at the Court House or at Douglas County offices at the Westroads until 6 p.m. on May 1.



Money machine

WORKS EMPLOYEES like Jim Sanduski of Dept. 514 are discovering the convenience of the Automatic Teller Machine (ATM) that has been in operation for about four months in the main cafeteria. Provided by the Bell Federal Credit Union, the teller unit allows people who hold Instant Cash cards to make cash withdrawals, transfers of funds and deposits on Works premises. During March, 535 transactions were completed through the unit, ranking it 40th among the 57 such units in operation in the Omaha area.

BSSP/SSP results

The following are the February unit values for both the Bell System Savings Plan (BSSP) and the Savings and Security Plan for non-salaried employees (SSP):

	BSSP			SSP	
	Units Value	Units Credited Per Dollar		Units Value	Units Credited Per Dollar
AT&T	2.2283	0.4487	AT&T	1.0407	0.9608
Government Obligations	2.2631	0.4418	Guaranteed		
Equity Portfolio	1.9575	0.5108	Interest Fund	1.2089	0.8271
Guaranteed					
Interest Fund	1.1178	0.8946			

Heffron heads division

Frank J. Heffron has been named the new vice-president of manufacturing for the Cable and Wire Products Division. He replaces Robert S. Kern who is now vice-president of finance for Western Electric.

A graduate of Fordham University and New York University's Graduate School of Business, Heffron formerly was vice-president of Bell Sales-East.

His career in the Bell System began in 1953 when he was a methods assistant in New York Telephone Company's accounting department. Since then he has held numerous positions with New York Telephone, including customer relations manager, assistant vice-president of personnel relations, and vice-president and comptroller.

During his career he also served as field information director in AT&T's information department and as director of AT&T's Corporate Policy Seminar.

He and his wife, Eleanor, and their five children reside in Upper Saddle River, N.J.



Frank J. Heffron

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Editor

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Western Electric

service anniversaries

april



Milt Fetterley
35 years
4/3/46



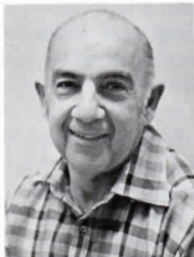
Gaylord Long
35 years
4/9/46



Al White
35 years
4/12/46



Lynn Landgren
35 years
4/8/46



John Aksentowitz
35 years
4/12/46



John Vamosi
30 years
4/26/51



Joe Hessner
30 years
4/11/51



Tom Lowndes
30 years
4/16/51



Bob Bruzek
30 years
4/26/51



Bob White
25 years
4/24/56



Don Kaar
25 years
4/19/56



Don Allen
25 years
4/23/56



Willard Huetson
25 years
4/23/56



Paul Elvers
25 years
4/25/56



Ed Brumbaugh
25 years
4/30/56



Lowell Iske
25 years
4/24/56

20 years

B. N. Gantt
M. D. Negrete

R. D. Stiehl
J. H. Voboril

15 years

J. F. Benning
G. O. Carroll Jr.
J. D. Coogle
B. K. Croghan
J. H. Eisenhauer
S. M. Gilbert
R. D. Hartwig
J. B. Holck
K. J. Israelson
T. J. Korpela
C. E. Lerdahl
R. E. Macaitis
L. B. Martinson

G. V. McKenna
T. F. Musil
A. L. Nelson
G. A. Paul
W. R. Pecha
C. A. Perchal
J. S. Pope
J. F. Rhode
R. Rodrigues
R. L. Sempek
L. C. Sloma
L. E. Standley

10 years

R. L. Baker
L. E. Cherry
J. S. Coffey
H. L. Cotton

J. W. Davis
L. Landrum
A. C. Ludlow
A. H. Young

Not pictured:

Dale Brahatcek
25 years
4/23/56

Minne Smyth
25 years
4/30/56

Philomena
Fleischer
25 years
4/17/56

Wendell
McCready
30 years
4/4/51

Grace Galbraith
25 years
4/30/56

Neil Murray
30 years
4/18/51

Safety record best in division

For the second year in a row, the Omaha Works has been proclaimed the winner of the Western Electric's Cable and Wire Products Division Environmental Health and Safety Award.

The award is in recognition of the Works' fine safety performance during 1980. Last year, the Works received the award for its 1979 safety record.

Although the number of serious injury cases increased from 1979's total of 64 to a total of 69 in 1980, last year's number of lost-time cases stood at 20, an all-time record at the Works. That amounts to a record low .45 lost-time cases per 100 employees.

According to Dick Veach, department chief of the environmental and safety engineering department, the Works' 1980 safety record is at least twice as good as any of the other locations within the Cable and Wire Products Division.



Clearing the air

At first there were nightmares.

Someone in the dream would tempt him until he'd give in. Afterward, he would be overcome by guilt and remorse . . . until he'd wake up and realize he had sinned only in his dreams.

It's not easy to quit smoking. The cable shop supervisor who suffered from nightmares in which he resumed his smoking ways will testify to that fact. And so will countless other Omaha Works employees who have chosen to leave smoking to chimneys.

Their reasons for quitting vary from fear for one's health to saving money. But there is one thing on which they all agree: The decision to quit smoking must come out of one's free will. No amount of gentle prodding or outright scare tactics can make a person quit smoking if he doesn't so choose.

"If I had any help it had to be from a Higher Power," said **Bill Adams** of Dept. 251. After 35 years of smoking up to 3½ packs of cigarettes a day, Bill quit "cold turkey" about three years ago.

He had tried quitting "many times before," but was unsuccessful. That was despite the fact "I used to cough a lot and always felt my lungs were sore," he said.

During a coughing spell, Bill noticed "people would move their coffee cups away from me. It'd aggravate me, but deep down I knew I should quit."

One day, Bill came to work with just one pack of cigarettes. He left them in the car, figuring he would ration them throughout the day. Instead, "I just got disgusted with myself" and quit entirely. Now he wonders how for so many years he put up with all the time it takes to smoke and "where to put the ashes."

Although not quite as successful as Bill, **Dick Baker** — also of Dept. 251 — no longer carries cigarettes with him. He's not entirely weaned from the ter-

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he weed however, admitting to smoking what he calls "two or three enjoyable cigarettes" in the course of the day. He sticks to two strict rules: He keeps no cigarettes inside to work and has no cigarettes inside his home. It means if he wants to light up, he officially must go somewhere to smoke.

During the first few days of this strategy, "I just about ripped off my shirt pockets" in search of a cigarette, he said. But the words of a recent newspaper article pointing out the dangers of cigarette smoke to nearby non-smokers (his young grandson) gave him determination.

"I wish they'd outlaw the dang things when I know I would quit for good," he said. Someday, he hopes never to smoke again. Meanwhile, he still enjoys a puff or two of smoke from co-workers' cigarettes.

People would move their coffee cups away from me.'

So does **Ken Korinek** of Dept. 514. "Sometimes I let a co-worker blow smoke in my face," admitted Ken, now ex-smoker for the second time around. The first time he quit, he went 16 years before resuming the habit. "When it was back to smoking one or two packs a day.

"It's been harder to quit this time," he stated. Before he quit in February of last year, he had been smoking what he considered as more refined and filtered cigarettes than he had in his early smoking days. They seemed to make cigarette smoking even more enjoyable for him; in fact, "I loved to smoke,"

he said.

What he didn't love was smoking with his head out of his car window in subzero temperatures. "I hate the smell of stale smoke," he explained. So, he quit smoking in his car and eventually all together.

The urge to smoke is still there, as are people who try to talk him into having "just one."

"I've got one friend who's a jellyfish wimp who couldn't give up smoking if his life depended on it. He's always trying to tempt me. He doesn't have the will power himself," Ken said. "I just hope I don't give in."

Bob Wustrack of Dept. 361 thinks he's found a "surefire method" that assures he will never smoke again. "I watched myself smoke in the mirror — and I looked bad," he said. Then, he started watching others smoke. "They looked stupid. You know, blowing smoke out of their noses, burning their clothes and furniture."

Bob chose to quit smoking gradually. First, he wouldn't smoke at work and then in his car to and from work. He began reading exercise magazines, reasoning that "people who exercise look good and I was trying to improve my own appearance and well-being."

He began jogging, but when he ran a mile "it hurt so bad I figured it had to be the cigarettes." Bob cut down further, having only what he called "social cigarettes."

Finally, having listened to a radio program about systematic goals being the reasons behind a successful Nebraska University football team, Bob decided to quit smoking entirely.

Looking back, Bob thinks it was helpful to quit smoking at work initially because work wards off temptation by keeping a person busy. It also helps if smokers wouldn't tempt a person trying to quit, he said. But most of all,

"the key is to develop your own reason for wanting to quit. For me, it was my appearance."

Bob Rist's system for quitting involved attending class sessions sponsored by an organization dedicated to helping smokers break their habit. As part of his "homework," Bob — of Dept. 723 — was required to keep track of every cigarette he smoked during the day.

You know it's time to quit when you light up a pencil.

He was in his car driving one day when he reached into his shirt pocket for a cigarette. He proceeded to light a pencil. That's when he knew his smoking had gotten out of hand.

Now, after 35 years of smoking, Bob is free of the habit. However, he seems to crave food more than ever. "Food's always tasted good to me, but now it tastes even better," he said. "I've been lucky. I've put on a couple of pounds, but not too bad."

The craving for food apparently is a common plight of ex-smokers. **Betty Johnson** of Dept. 725 used to carry carrot sticks around with her when she first quit smoking a year ago last February.

She's determined to neither give in to the continued urge to smoke nor gain the weight that comes from increased eating. "I've always been slender and I'm determined to stay that way," she said.

Dick Winter of Dept. 521 would like to keep his weight in check, too, since snacking has replaced smoking.

"I've never eaten breakfast or lunch,"
(Continued on Page 7)

Antitrust suit: What's it about?

The government's 6-year-old antitrust suit against the Bell System has been the subject of much speculation in recent months.

Would the case go to trial? Would it be postponed again? Would it be settled?

Now that the trial has resumed, this might be a good time to review what the antitrust case is all about.

Basically, the Department of Justice charges that the Bell System has illegally monopolized the market for telecommunications products and services in the United States. To correct what the government prosecutors charge is an illegal monopoly, the justice department's suit essentially asks that the Bell System be dismembered.

The Department of Justice specifically proposes that Western Electric be divested from AT&T along with that portion of Bell Labs that currently does research and development work for Western. Divestiture of the Bell operating companies from AT&T and from each other also is asked in the government's suit, such that the operating companies could own only interexchange facilities.

AT&T, Western Electric and Bell Labs, the official defendants in the case, deny the charges of illegal monopoly. They also contend that the divestiture asked by the Department of Justice would not be in the national or public interest.

The government's specific charges are many and varied, but they can be grouped into three basic areas: equipment procurement, terminal equipment and intercity services. The govern-

ment's charges and AT&T's responses in each of these three areas are summarized briefly as follows:

Equipment procurement

Government position — AT&T has monopolized the equipment markets (in particular, the Bell operating companies) to ensure that Western Electric would be the dominant supplier of equipment, regardless of competitive merit.

AT&T response — The Bell System companies have satisfied most of their needs for telecommunications equipment by using the system's research, development and manufacturing facilities because they believed these facilities most often produced the best equipment at the most reasonable prices.

Terminal equipment

Government position — At least until 1979, AT&T used its control of the national telecommunications network to make it difficult for competitors in the terminal equipment business to connect their products to the network. AT&T imposed terms and conditions for interconnecting this equipment that were restrictive enough to keep numerous competitors out of the market.

AT&T response — AT&T's interconnection policies were reasonable and necessary at the time they were implemented and were imposed to safeguard the integrity of the public switched network. In any event, this

whole question already has been resolved by the FCC's registration program for terminal equipment. Any remaining issues over terminal equipment pricing under tariff have been decided by individual state public utility commissions.

Intercity service

Government position — Despite the FCC's clear rulings that competition in intercity transmission service is in the public interest, AT&T tried to maintain its traditional monopoly by preventing other companies from entering this market. AT&T did this by restricting the ability of private transmission companies to interconnect their lines with the Bell System, and by underpricing some of its own transmission services to undercut its competitors.

AT&T response — The conduct complained of by the Department of Justice was not an attempt to maintain a monopoly, but was simply a good faith effort by AT&T to fulfill its responsibility to provide comprehensive telecommunications service. The Bell System resisted uncontrolled efforts to interconnect transmission equipment to the network in order to protect the quality of communications service and to protect most of the American public against substantially increased communications costs. The Bell System adjusted its rates to compete with private transmission companies engaged in "cream skimming," that is, offering services on only the high-volume, high-profit routes.

Cable terminal sections new

The punch presses formerly used in the manufacture of crossbar equipment are part of the machinery used today to make one of the Omaha Works' newer products, the 3A/4A cable terminal sections.

Installed on customer premises, they house such cable terminal equipment as protectors, 88-type hardware and binding post hardware. The sections are similar to cabinets made at the Kearny Works, except that our product — in two sizes — is wider and deeper to accept newer hardware items, noted Ed Stacey, an engineering associate in Dept. 475.

Production on the new product began late in the third quarter of 1980. An anticipated 15,000 cable terminal sections will be manufactured at the Omaha Works this year.



FIRST THINGS FIRST . . . Machine operator Frank Schleimer of Dept. 437 welds 3A panels before they are to be painted.



ALMOST READY . . . Bo Bullock and JoAnn Prokupek of Dept. 437 are responsible for the final assembly and packing of the cable terminal sections before shipment to Material Management Centers.

'High' follows panic

(Continued from Page 5)

Dick said. But since giving up smoking in January, "I go home and eat the table! I push my wife away from the stove just to get to the food." Furthermore, litter in his wastebasket at work is evidence of his succumbing to vending machine delights.

Dick never expected to break his 30-year habit. He recalled the countless times his family would wait in the car before an outing while Dick would run back into his house for more cigarettes.

"I figure I've smoked the equivalent of a 13-mile-long cigarette over the years," he said.

His joining the ranks of non-smokers was strictly unplanned. Dick said he almost panicked one night when he went to bed, only to find he was entirely out

of cigarettes. Instead of dressing and heading out for an all-night grocery store, he decided to wait until morning.

"The next day, I decided to see how long I could go without," he said.

In contrast to other ex-smokers, Dick doesn't think food tastes or smells any better than when he was smoking. "In fact, I don't even feel any better physically," Dick noted.

"Psychologically, though, I do feel better. When you've been smoking for 30 years and then quit so you're no longer a slave to cigarettes, you experience a high," he explained. "I feel better having beaten the habit."

Add to that high a revelation Dick considers a source of constant inspiration: "There's no longer a blue haze on my car windshield."

Energy contest winners named

Omaha Works winners in the Western Electric energy poster contest have been announced.

Catherine Brown of Dept. 441, Jim Kelly of Dept. 435 and JoAnn Knott of Dept. 445 are winners in the adult division. In the children's division, the winners are Chris Cheshek, Amy Fisher and Shaun Stewart. They are the children of George Cheshek Sr., of Dept. 744, Larry Fisher of Dept. 741, and Jay Stewart of Dept. 475, respectively.

As local winners, each has been

awarded solar-powered calculators. Their winning posters have been forwarded to headquarters in New York for corporate-wide judging. AT&T stock or savings bonds are prizes to be awarded to winners nationally.

The contest was sponsored to promote company-wide energy conservation awareness. Posters depicting energy conservation are being judged based on originality, imagination, concept and neatness.

suggestion box

Jerry Fitzgerald of Dept. 445 doesn't plan on standing empty-handed on the shores of Branched Oak this fishing season, while scores of boat fishermen show off stringers of prized catches.

Jerry has applied his \$1,225 suggestion award toward a bass boat so he can be where the fish are. He earned the suggestion award for an idea involving cutting cable to length for cable assemblies. He's won awards before, but none in amounts as great as this, Jerry said.

Three other employees also have

received awards of more than \$1,000. **Darrell Yenney** and **Joe Kessler**, both of Dept. 741, turned in a joint suggestion modifying small switch hold armature tooling. Their idea accepted, each was awarded \$1,320. An award of \$1,205 was presented to Jerry Subbert of Dept. 413 for an idea on how to ship 2-type closures at less expense.

Other recent recipients of suggestion awards include:

Ron Hanner, Dept. 746, \$560.

Robert Voss, Dept. 746, \$250.

Gene Stoltenberg, Dept. 744, \$100.



Joe Kessler



Darrell Yenney



Jerry Fitzgerald

energy...

less is more

After months of spelling out energy-related news in The Westerner, now it's your turn. Included in the answers to this crossword puzzle are words pertaining to energy.

The puzzle is the creation of Charlie Petersen of Dept. 743. Charlie is one of the Works engineers responsible for making sure energy conservation measures are carried out.

Answers are on Page 8. No peeking!

ACROSS

2. OPEC asset.
4. Prepare for war.
6. Unit of energy.
8. Carry _____ to Newcastle.
9. Residue from (8) across.
10. Source of solar energy.
12. Boiler house heating product.
14. Used to make (12) across.
18. Electric prime movers.
19. Conservation _____ disaster.
21. Jonas _____, conqueror of polio.
22. Eat.
23. Short for North Dakota State.

DOWN

1. Leave.
2. Clue.
3. "_____ is more."
5. American Beauty.
7. Son-of-a-_____.
11. One who consumes energy.
13. Corporate energy czar, Paul _____.
15. Done with a coin.
16. Repondez, s'il vous plait (or, please reply).
17. Prime house heater.
18. Lay down for score.
20. Good car pool vehicle.



Graphics by Fred Cormaci

Daughters follow in moms' tracks

Remember when those dish soap commercials dared you to tell apart mother from daughter?

The Omaha Works isn't exactly in the dishwashing business, but we do employ a number of moms and daughters throughout the plant. Because Mother's Day is coming up on May 10, it might be interesting to find out how much truth there is to "like mother, like daughter" — and how some of them feel about working for the same company.

"I see my mom more here than I do at home," quipped Karen Anderson, an invoice clerk in Dept. 331. Karen's mom is Elaine Anderson, a disbursement auditor in Dept. 333.

The two probably do see more of each other at work than at home because their jobs place them in the same office area. However, don't expect Elaine to exercise at work a mother's prerogative to tell her daughter what to do.

Their work relationship is "strictly professional," said Elaine. Besides, "I'm too independent," added Karen.

Professional or not, Elaine doesn't disguise the pride she has in her daughter working for the same company she herself has served for 31 years. "Everybody says she's just like me," Elaine said, "even to the point of never leaving any of one day's work for the next."

Phylis Smith of Dept. 411 also thinks she sees more of daughter Pat Smith of Dept. 122 at work than off hours. But the only time Phylis, a clerk on the receiving dock, runs into Pat is in the cafeteria.

They don't eat together, but mom figures it's a good opportunity to see



LIKE MOM, LIKE DAUGHTER . . . Karen (left in photo at left) and Elaine Anderson, and Lucille Christiansen (left in photo at right) and Monica Walters have more than just their families in common.



how daughter's getting along — and it's a good chance "to give her a bad time about those tennis shoes she wears sometimes," Phylis said.

Pat said her mother encouraged her to come to the Works and apply for a job. Pat is a keypunch operator, a job her mother once had in the earlier days of her Works career.

Marcia Hofmann, a clerk-typist in Dept. 411, is grateful she can turn to her mother, Blanche Hofmann, for an explanation of sometimes confusing company procedure. Blanche is the secretary of Works managers Richard Iaffaldano and Jess Ault.

Marcia admitted she feels pressure occasionally to be on her best behavior ("What if Mom finds out?"), but she likes being able to join her mother for lunch when she can.

Blanche's motherly pride is evident, too, as she recalled some 16 years ago when toddler Marcia posed for a safety

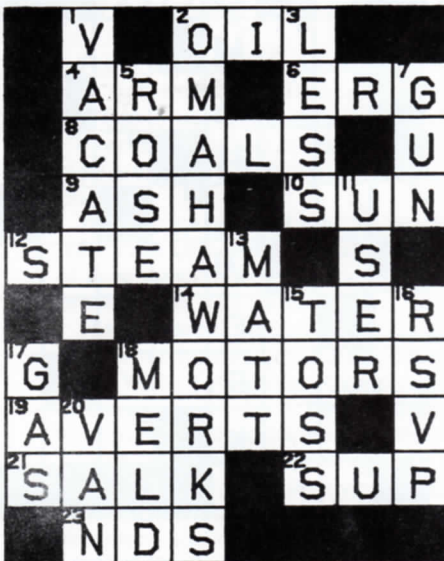
photo in *The Westerner*. "Little did we know someday she'd be working here," she said.

The first thing people notice about Lucille Christiansen and her daughter, Monica Walters, is "she's so much taller than me," said Lucille, a petite welder in Dept. 437. Otherwise, they're much alike in their happy-go-lucky ways.

As the only daughter and baby of the family, Monica thinks working for the same company has brought her and her mother even closer. A bench hand in Dept. 443, Monica's work area is far from her mother's in Building 30's high bay area.

Still, their rides together to and from work each day allow them to engage in mother-daughter talk about their families and what not. Monica considers herself fortunate to be able to share her thoughts so often with a woman who is more than a mother . . . she's the best of friends.

Crossword answers



retirements



Jack Hurd
23 years



Anna Fast
19 years



Charles Chiburis
23 years

Not pictured:
Elmer Rimerman
12 years