

WESTERNER

Omaha Works
February 1983



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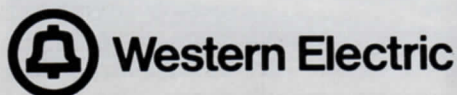
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On the cover

Neither snow, nor rain, nor threat of cold winds will keep Speakers Bureau member Charity Smith away from her scheduled speaking engagement. No matter how well prepared she may be for her talk, Charity admitted she still frets that she'll push a button on the slide projector and nothing will work. She and a couple of other Speakers Bureau members talk about public speaking in a story on Page 6.

WESTERNER

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Cost cuts surpass goal by \$1.2 million

A penny saved may be a penny earned, but \$12.2 million saved is a job well done.

The Omaha Works saved \$12.2 million in cost reductions during 1982 by paring down its manufacturing costs.

The final figure, which exceeded the \$11 million goal set at the beginning of last year, represents the second time in its history that the Works has broken the \$12 million mark. The last time occurred in 1979 when cost reductions amounted to \$12.4 million.

The 1982 cost reduction effort, involving 250 cases, set a couple of records along the way. It produced the largest single cost reduction case in the history of the Works — a whopping \$4 million in savings derived through the strip stock terminal operation.

Every organization exceeded its

goal for the year, but for the first time, every product engineering organization achieved more than \$1 million.

At a wrap-up meeting last month of the technical-professional employees involved in the cost reduction effort, general manager Jack Childs acknowledged their accomplishments and awarded recognition plaques.

The first award he presented was a traveling trophy — nicknamed this year the Touchdown Club Award — to old Subbranches 730 and 740 (subbranches have since been reorganized and numbers changed — see story on Page 5).

The subbranches were honored for achieving \$701,000 in savings — 175 percent of their \$400,000 goal. The award for the groups, whose responsibilities include Works' waste treatment operations, is proof that

Activities lined up for E-Week

George Washington's birthday is coming up and you know what that means: It signals the observance of National Engineers Week, Feb. 20 through 26.

Engineers Week — or "E-Week" — traditionally is observed during the week in which George Washington's birthday falls. The country's first president, who was a road surveyor, is considered the father of modern engineering.

This year several activities have been planned at the Omaha Works in conjunction with the observance, said Bill Krum, E-Week chairman. Krum is a senior engineer in Dept. 275.

On Feb. 22, Works technical-professionals will gather in the

auditorium to hear guest speaker Jess Chernak, executive director for the Loop Transmission Division of Bell Laboratories.

On Feb. 23, John Hackett of Gould Inc. — Modicon Division will address the tech-pros, and on Feb. 24 a representative of Apple Computer, Inc. will talk about personal computers in a modern industrial operation.

Mayor Mike Boyle will be the featured speaker on the morning of Feb. 25.

Two engineers who were awarded U.S. patents in 1982 will be honored during the week-long observance, Tom Blair and Al Kummer of Dept. 472. Plaques with their pictures will hang in the Works' technical library.

The winner of a contest among tech-pros will be announced. The contest challenges entrants to depict how the Omaha Works will look in the year 2000. An engineering yearbook will have been printed and distributed to tech-pros.

"working with sludge waste can have its rewards," Childs quipped.

Then Childs presented awards to the seven engineering departments who each collected at least \$1 million:

—Dept. 271. With a savings of \$1,006,055, this department returned to the "million dollar club," having missed the mark in 1981. Prior to 1981, the department had saved at least \$1 million for five years in a row.

—Dept. 273. For eight of the last nine years, this department has reached the \$1 million goal, saving \$1,301,754 in 1982.

—Dept. 275. Savings for 1982 amounted to \$1,657,701. It was the sixth year in a row that the

million dollar status has been maintained since the department's operations were transferred from Buffalo, N.Y.

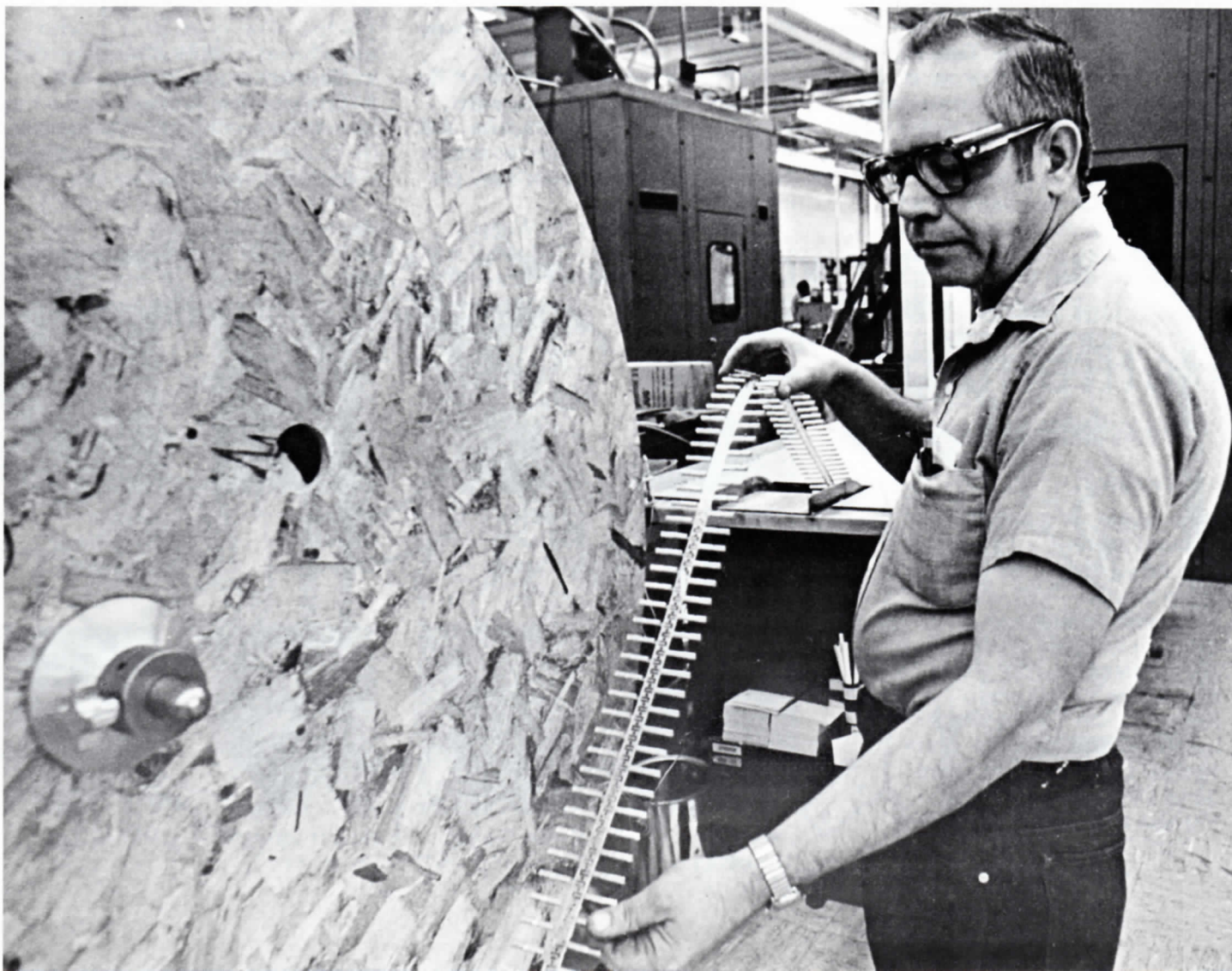
—Dept. 472. For the fourth year in a row, the department has gone over the million mark, achieving \$2,075,426 in 1982.

—Dept 475. Savings amounted to \$3,021,613, stemming in large part from the department's contribution to the strip stock terminal cost reduction case.

—Dept. 476. With \$1,002,113 collected, this is the fourth year in a row the department has met the million dollar mark.

—Dept. 477. Department savings amounted to \$1,393,261.

READY TO REEL . . . John Sharples, a punch press operator in Dept. 435, was one of the first production employees to work on the strip stock terminal operation that accounted for sizeable savings.



Who's Who in Senate and House

Incumbency was a powerful yet not invincible weapon in last year's Nov. 2 general election.

Although most names and faces on the House and Senate telecommunications subcommittees were familiar when the 98th Congress convened in January, several supporters of AT&T were missing when the gavels sounded.

Subcommittee assignments won't be determined until sometime in February. However, it is likely the composition of both House and Senate panels will be similar to that of the 97th Congress.

And, in light of a pledge to revive telecommunications legislation this year, the membership of the subcommittees scheduled to handle these bills becomes extremely important.

In the House, Rep. Timothy Wirth (D-Colo.), chairman of the telecommunications subcommittee, won re-election by a 2-1 margin despite what he viewed as formidable opposition.

Wirth, who has said he will introduce new telecommunications legislation this year, is expected to retain his

chairmanship.

The bill he sponsored and later withdrew from consideration, HR 5158, was strongly opposed by the Bell System. The Bell System urged Congress to await a decision on the modified Consent Decree and then write legislation that would complement that plan to split up the company.

ONE VETERAN member of the House subcommittee who didn't take a stand on the Wirth bill isn't in Congress this year. Rep. James Collins (R-Texas) gave up his seat in an unsuccessful bid to defeat Democratic Sen. Lloyd Bentsen.

Meanwhile, two strong backers of HR 5158 didn't return to the subcommittee or Congress in January. Rep. Marc Marks (R-Pa.) chose not to seek re-election, while Rep. Ronald Mottl (D-Ohio) lost a primary fight for re-nomination last year.

Several strong subcommittee backers of the Wirth bill received new two-year terms. Rep. Edward Markey (D-Mass.), who has said HR 5158 "strikes a fair balance," was re-elected handily, as was Rep. Thomas Bliley (R-Va.). Bliley felt that Congress, not the courts, had the duty to set national telecommunications policy.

Reps. Allan Swift (D-Wash.) and Thomas Tauke (R-Iowa) breezed to easy victories, as did

Rep. James Broyhill (R-N.C.).

John Dingell (D-Mich.), a subcommittee member who chairs the parent House Energy and Commerce Committee, swept to victory by a 4-1 margin. During a Bell System letter-writing campaign against HR 5158, Dingell said the bill was a "balanced approach" to telecommunications policy.

THREE MEMBERS who voted for the Wirth bill in subcommittee but later noted reservations about the legislation also won new terms. They are Reps. Carlos Moorhead (D-Calif.), Thomas Luken (D-Ohio) and Matthew Rinaldo (R-N.J.).

Other subcommittee members re-elected were Cardiss Collins (D-Ill.), James Scheuer (D-N.Y.), W. J. "Billy" Tauzin (D-La.) and Henry Waxman (D-Calif.).

Several members of the House Energy and Commerce Committee who had doubts about HR 5158 when it was debated there also were successful in their quest for re-election. Rep. Thomas Corcoran (R-Ill.), who introduced a motion during committee hearings to have HR 5158 read line by line, won a new term as did Rep. Don Ritter (R-Pa.), who said he was "adamantly opposed" to the bill.

Reps. Norman Lent (R-N.Y.), Barbara Mikulski (D-Md.) and Phil Gramm (D-Texas) also survived challenges to win new

Retirements

Not pictured:

Cleo Tague — 21 years
Howard Stroh — 19 years
Ora Edwards — 36 years
Mary Smith — 25 years
Philomena Fleischer — 25 years
Richard Lubash — 21 years
Alvin Mierau — 31 years
Kay Teller — 12 years
Robert Olson — 32 years
Louise Kojdecki — 24 years
Bonnie Gerber — 20 years
John Carse — 26 years
Vernon Dill — 37 years



Linnie
Herrmann
20 years



Charles
Rehberg
26 years



Hazel
Norwood
23 years



Archie
Carpenter
30 years



Oscar
Timmons
37 years



Ernie Owens
16 years



Bud Hughes
26 years



Violet Kull
24 years

terms.

Still another opponent of HR 5158 lost his bid for higher office. Rep. Cleve Benedict (R-W. Va.), who had urged delay of the Wirth bill, was defeated decisively in his try to retire Democratic Senate Minority Leader Robert Byrd.

IN THE SENATE, the only member of the telecommunications subcommittee to face voters last year was Republican Harrison Schmitt of New Mexico. A former Apollo astronaut, Schmitt was denied a second term by New Mexico's Attorney General Jeff Bingaman, a Democrat, who won by a solid margin.

In letters to Bell employees last year, Schmitt indicated opposition to HR 5158.

Two key senators did not face re-election last year. Barry Goldwater (R-Ariz.), chairman of the Senate telecommunications subcommittee, and Bob Packwood (R-Ore.), chairman of the parent Senate Committee on Science and Transportation, retained their posts. Both were instrumental in passage of S 898, the Senate's version of the telecommunications act that was supported with some reservations by the Bell System.

(Article taken from *Today*, a biweekly publication for AT&T Long Lines.)

Ray Laux transfers to new job; Works' branches reorganized

The former comptroller at the Omaha Works, Ray Laux, is now Cable and Wire Products Division manager of information systems development and data services based in Atlanta.

His appointment was effective Jan. 1, 1983, filling a position that was held by Jack Wilkinson.

Laux joined Western Electric's San Francisco Service Center as a staff trainee in January 1957. He advanced to section, department and assistant manager positions, and participated in the company's management training program at headquarters.

to the Omaha Works in May 1975 to be comptroller.

The transfer of Laux (who headed Organization 300) and the earlier transfer of Richard Iaffaldano (who was manager of Organization 400) to Atlanta have prompted other administrative changes here.

Earl McLean, who was manager of Organization 700, engineering, inspection and technical services, is now manager of Organization 400, engineering and manufacturing — network distribution apparatus. Reporting to him are Bob Dunn, Herb Rhodes, Ralph Beisner and George Rosness (the latter heading new Subbranch 450).

Reporting to Larry Lewallen, director of engineering and manufacturing, are Mark Foster (new Subbranch 020), Graham Seiter (new Subbranch 030) and Tom Bowman (new Subbranch 040).

James Bosworth has a new title — manager of administration and materials management. Added to those reporting to him is Hank Davidson (new Subbranch 530). Ed Wigg heads new Subbranch 070 and reports to Jack Childs, general manager.

Organizations 300 and 700 have been dissolved.



Ray Laux

Succeeding assignments brought him to the Cable and Wire Products Manufacturing Division in Newark, N.J., and to the Buffalo Plant. Laux moved to the Hawthorne Works in Chicago in December 1969, having been promoted to manager of merchandise and service for switching equipment. Laux transferred



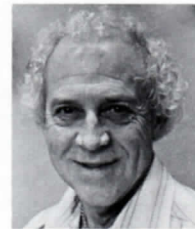
Glen Gutridge
27 years



Gaylord Long
36 years



Mary Nelson
20 years



Martin Hansen
25 years



Floyd Anderson
23 years



Anthony Jacobi
26 years



Al White
36 years



Vlasta Land
20 years



James Stuart
23 years



John Ogden
26 years

Talk isn't cheap ... it's free

More than 1 1/2 million people in this country have had the opportunity to meet the Bell System and Western Electric face to face.

Although they didn't have private talks with Western's president, Don Procknow, they did something just as effective. They invited a member of the company's Speakers Bureau to talk to their groups.

Since the program began in 1967, bureau speakers have delivered more than 25,000 talks. The program has grown to 500 active speakers at 43 company locations.

The speakers are volunteers drawn from employee ranks. Thirteen employees currently belong to the Omaha Works Speakers Bureau. They speak free of charge to an assortment of civic groups and organizations.

They deliver any of a dozen slide presentations provided by corporate headquarters. The topics range from solar energy to careers for high school students. Each includes reference to the Bell System's or Western Electric's role as it pertains to the subject matter.

THE GOAL of the Speakers Bureau is to "spread the word" about the Bell System, noted Dick Wiercinski. As corporate coordinator for the bureau, Dick's job is to train speakers at their various locations.

Works Speakers Bureau member Bob Attebery said, "It's becoming more important all of the time for people outside the company to understand what we do.

"I've been introduced as a representative of General Electric," Bob explained. Confronted with the split within AT&T and a surge in competition, the company is wise to promote its Speakers Bureau because it "sets

the stage for people in the community to be more receptive to us and our products."

When they see Western's phones for sale at Sears, they'll think about "that guy they talked to from Western Electric," he said. If the speaker has made a favorable impression, "maybe they'll buy our product."

An industrial engineer in Dept. 021 and Speakers Bureau member for about five years, Bob admitted to nervousness before an audience, a common speaker's malady.

Speakers learn how to deal with the jitters in Dick Wiercin-

ski's three-day basic Speakers Bureau course. Each student gives about a dozen presentations before the class, learning all about voice inflections, gestures and answering questions from the audience. Their talks are videotaped so they can see how they look to an audience.

If a speaker knows his subject and "takes a minute to think," he can dispel his fears, Bob suggested. "Be yourself" is the advice from another five-year Speakers Bureau veteran, Charity Smith, a section chief in Dept. 437.

Novice speaker Sharon Redlin-

How you do as speaker is up to you

Bob Reilly, a professor of communication at the University of Nebraska at Omaha, is a freelance writer of 11 books, hundreds of articles, short stories and poems, and film and TV scripts.

During his more than 30 years of free-lance writing, he has had innumerable occasions to speak before diverse groups. He's had plenty of opportunities to polish his speaking style.

"There are many texts and courses that deal with public speaking," Reilly said, and most are helpful. But basically, the ability to develop speaking skills lies with the individual, he stressed.

Everyone, at one time or another, will be in a position to speak in front of an audience — be it a Cub Scout pack meeting

or a neighborhood association. Approaches and results will vary, "so the speaker really has to come up with content and technique that are personal," Reilly said.

To help us avoid speaker's stage fright, Reilly has shared the following tips:

1. Know your audience. Get all the information you can about the makeup of the group you'll address. How many? What ages? What common characteristics? Male or female? Occupations? It makes a big difference if you're addressing 11 people or 1100. You have to approach college students and senior citizens differently. Also, try to avoid widely mixed groups that range from nervous toddlers to straining elders.

2. Work on content. If you have something compelling to say, your listeners will forgive occasional oratorical lapses. Ask yourself why these people should come to listen to you speak on this topic. You have to earn their attention. Use lots of anecdotes and examples and a minimum of

ger, a secretary for Dept. 471, said "don't be afraid to try" to speak in public. Sharon joined the bureau in November last year, partly because it affords her the chance to learn more about the company and to work within the community.

CHARITY mentioned that Speakers Bureau has helped her gain more confidence in work-related presentations she may give. She has "learned to appreciate other age groups more" and has learned much about the civic groups she has addressed. "Chit-chatting" with those who
(Continued on Page 8)

statistics. Organize material so it flows easily and logically — the listener wants to know he or she is getting somewhere. Add colorful phrasing to create mental images.

3. Have a good open and close. Unless you're discussing pay raises or a plant closing, your audience won't be all ears. You have to capture them. Notice how a radio commercial begins — with a catchy jingle, a strange voice or some other attention-getting device. This is an attempt to wean you away from apathy. Pull your audience into your talk.

When you conclude, use a summary technique, an appropriate quote or story, or a call to action. You might even decide to leave them hanging with a thought to ponder. Don't just stop as if you were tired or out of material.

4. Add humor if you can. A light touch creates a pleasant relationship between a speaker and listeners. A good joke or two or — better yet — some topical
(Continued on Page 8)



PLAY IT AGAIN . . . One of the challenges new Speakers Bureau member Sharon Redlinger faces is becoming thoroughly acquainted with the talks and slides she will be presenting before a group.

Employees reach out by speaking

(Continued from Page 7)

have invited them is one of the more enjoyable fringe benefits of Speakers Bureau, all three agreed.

The three speakers pointed out that groups who arrange for Speakers Bureau presentations (by calling Tim Raasch in the public relations department — 691-3956) also stand to gain.

The talks are educational, entertaining and certainly solve the problem of lining up luncheon and dinner speakers, they said. The talks also give people a chance to have their questions answered about the Bell System — and there is sure to be plenty with divestiture under way.

Speakers Bureau is letting people know we're accessible, Charity said. "It's changing the 'big corporation image' to one of a company that's community-minded.

"Western Electric doesn't just take from the community . . . it's giving something back."



TAILORED TO FIT . . . Prepared Speakers Bureau talks should be adapted to suit the individual style of the speaker giving the presentation. To do this, Bob Attebery takes into consideration who will be in the audience.

How to keep the audience interested

(Continued from Page 7)

one-liners let people know you're a "regular guy." The humor should be somehow pertinent to the talk, and you're wise to avoid blue or ethnic stories.

Keep a notebook of good stories or buy one of the many joke books for speakers. But remember, if you can't tell jokes, don't. Nothing says you have to be funny. Just launch into the talk.

5. Stay within the time limit. Twenty minutes is usually a good length for most after-dinner speeches, and you won't lose any friends if you're even shorter. Lectures may be longer. Be flexible. If the program is running overtime, pare down your comments.

6. Prepare well in advance.

Envision the audience and its response. Work hard on the speech draft and practice the speech — perhaps using a tape recorder or a patient friend. Put the speech in a form with which you are comfortable — written out, on cards, topic sentences. Visit the place where you will be talking and check out sound levels, the lectern and other items. Review this area before the crowd gathers.

7. Be careful with audiovisual materials.

Don't take anything for granted. Check the slides to see if they are in properly. Has the film been rewound? Do you know how to run all of the equipment? Can you work with it from the lectern?

Be sure to bring extra bulbs, extension cords, maybe even a nail file to extract slides that are jammed. Look for the best place to set up a screen and listen for distracting noise nearby. Just before your talk, make sure no-

body has kicked the plug from the outlet — or hidden the awards.

8. Be yourself. Use your personality — don't try to change it. If you are more like Bob Newhart than William Jennings Bryan, go that route.

9. Relax. Some speakers do deep breathing exercises before they go on or gargle with some syllables. If these help you, fine. The important thing is that you appear relaxed. This enables the audience to relax. If you are uptight and uncertain, the audience also will be jittery.

10. Practice. Use whatever opportunities you have to speak. Consider joining speakers' groups such as Toastmasters, in which you give talks before fellow members and are critiqued. Vary the circumstances under which you are speaking — find out what works and what doesn't. And finally, get out and listen to other speakers, picking up on their techniques.

etc.

WEOMA officers named

The WEOMA Club officers and directors for 1983 have been named.

The new president is John Sweeney, and Don Lanspa is vice-president. Phyllis Cain is treasurer and Jerry Levi is assistant treasurer.

Three directors have begun serving new terms: Tim Raasch, who is new to the board, and Bobbie Wilson and Hank Wnuk, who are returning to the board.

Other directors who are continuing their terms are Jim Kelly, Al Anthone, Myrtle Wolf, Kathy Fink and Darlene Wilhelm.

Bob Pierson continues as executive vice-president for the WEOMA Club, and Charlotte Pfeffer is secretary.

Safety contest ends

The Works' Safety's a Winner contest has ended, with eight winners named in the final week. They are Norma Dorsey and Cherylene Leffall, Dept. 283; Al

Reskevicius, Dept. 313; Bill Pokorny, Dept. 435; Virginia Smolinski, Dept. 437; Walter Peczulik, Dept. 439; Jan Connolly, Dept. 444; and Dorothy Doty, Dept. 445. (Department numbers are as they were at the end of the year.)

The subbranch that had the best safety record for 1982 was old Subbranch 740. As a result, each employee in the subbranch is entitled to a prize of his or her choosing, ranging from workshop tools to pewter jewelry.

Ideas pay off

An idea to change to a different kind of switch on the IPVC vaults resulted in a suggestion award of \$450 for Al Anthone of Dept. 035. He submitted the idea to the employee suggestion program.

Other employees whose suggestions resulted in their receiving awards include John Ogden, Dept. 035, \$205; Gene Utterback, Dept. 031, \$205; Peter Heim, Dept. 032, \$185; and Christopher Madsen, Dept. 441, \$100.

Don't look now, but . . .

Come on, don't be tempted. File your income tax return now and avoid the rush later.

To help you, a publication is

available through the Internal Revenue Service — publication No. 553 — that highlights 1982 tax changes.

For instance, do you know that if you retired during 1982 or plan to retire during 1983, you may have to pay estimated tax? You are referred to another IRS publication, No. 505 — "Tax Withholding and Estimated Tax."

Also, for charitable contributions made in tax year 1982, you may deduct part of your contributions even if you do not itemize your deductions. You will be able to claim this partial charitable contributions deduction in figuring your taxable income on Form 1040, Form 1040EZ or Form 1040A.

For 1982 and 1983 the partial charitable contributions deduction is limited to 25 percent of your first \$100 (\$50 if married and filing separately) of qualifying contributions. Therefore, you may deduct up to \$25 (\$12.50 if married and filing separately) in those years.

Speaking of deductions, the safety department offers this reminder: Safety shoes are tax deductible, too.

For brochures and publications providing further tax information, call the IRS office at 422-1500.



Pheresis donors aid in crisis

People who regularly donate a pint of blood to the Red Cross are well aware of its lifesaving potential.

Nothing drives that point home more, however, than a phone call from the Red Cross to a donor's home late some evening, asking for an immediate donation of blood.

That can and does happen in the pheresis blood donor program initiated several years ago by the local Red Cross chapter. Pheresis is a procedure in which blood is taken from a donor, white cells or platelets or both are removed, then the blood is returned to the donor.

The procedure is used in times of crisis to help cancer patients — leukemia patients particularly. These patients normally depend on white cells (which fight infection) and platelets (which assist in blood clotting) taken from blood of random donors.

But the platelets are of different types — typing other than the whole blood typing of A, B, etc. — and is denoted as HLA typing. If the HLA typing of donor platelets doesn't match the patient's HLA typing, the patient's body eventually may reject the donor platelets.

IF THE PATIENT doesn't receive platelets to match his in a matter of a few days in a crisis situation, he could bleed to death. That's what makes the pheresis blood donor program so important.

Donors who participate in the program give a sample of their blood in advance so their platelet HLA typing can be determined and recorded. Platelet typing isn't done during random blood donor programs, like the Bloodmobile program.

The pheresis program helps the Red Cross know who has the right type of platelets to assist a patient in crisis. Donations must be "fresh" — neither platelets nor white cells can be

THIS WON'T HURT . . . The Works medical staff members like Connie Peterson draw blood samples for the Red Cross from employees who have volunteered to participate in the pheresis blood donor program.



frozen.

The Red Cross needs participants for the program. As of the first of January, 18 Works employees had volunteered.

Three employees already have undergone the pheresis procedure during their off-work hours. They are John Mabry (Dept. 030-1), Carnell Green (Dept. 289), and John Sweeney (Dept. 035).

The procedure can be done only with special equipment at the Red Cross center and takes about 2 1/2 hours. The donor sits in a reclining chair with a tube from each arm hooked up to a machine.

Blood is taken from one arm, the platelets (or white cells) are removed, and the blood with red cells intact is returned to the donor in the other arm. Less than a pint is taken, with the process repeated six to eight times.

Because red blood cells are returned to the donor, pheresis can be done every two or three

days if necessary. In the Bloodmobile donor program, a donor must wait eight weeks before donating again to permit regeneration of red cells.

PHERESIS is no more uncomfortable than the usual blood donating process, Carnell said, although cooled blood returned to the donor may make him feel slightly chilled.

Any minor discomfort is offset by "knowing you're giving blood to someone who really needs it," John Mabrey noted.

The Red Cross needs volunteers for platelet donations more often than for white cells. Usually a patient's family provides white cells, which needn't be matched by type. But the special typing of platelets means a patient must rely on the generosity of strangers.

Employees interested in volunteering for the program should call Bobbie Wilson at the WEOMA Club, Ext. 3617. She helps coordinate the Bloodmobile program at the Works.

Service anniversaries

35 years

A. G. Brown	283	2/15
G. J. Bures	431	2/26

30 years

V. C. Kieffer	749	2/16
H. J. Slaight	475	2/2

25 years

R. I. Beardsley	312	2/17
L. W. Berggren	1231	2/20
E. C. Bosak	746	2/24

D. P. Hutchison	745	2/19
E. Jershin	746	2/3
G. C. Parkerson	711	2/27
L. Perkons	741	2/18
R. S. Tomczak	283	2/22
C. P. Zvolanek	713	2/21

20 years

A. K. Davis	439	2/16
L. S. Maaske	3453	2/28
W. S. McCormick Jr.	741	2/11
P. H. Metoyer	253	2/8
R. F. Metzler	251	2/4
S. B. Peterson	435	2/8

R. J. Renter	251	2/12
G. H. Shelton	3453	2/5
E. Snutch	313	2/17
J. T. Tyson	437	2/7

15 years

C. H. Blanchard Jr.	435	2/5
J. R. Faust	445	2/12
R. R. Kelly	331	2/21
A. J. McPheeters	435	2/7
E. B. Montgomery	435	2/3
B. B. Prather	445	2/22

WE helps sponsor '84 Olympics

Several Bell System units — including Western Electric — will help carry the torch for the 1984 Olympic Games in Los Angeles.

AT&T, Western Electric, Long Lines and Pacific Telephone are the official sponsors of the games, having joined in partnership with the Los Angeles Olympic Organization Committee (LAOOC).

"As official sponsors of the 1984 Olympics, AT&T and Pacific Telephone will provide vital communications support and services to the games," said Peter Ueberroth, president of LAOOC.

"This partnership will bring benefits not only to the Olympics, AT&T and Pacific Telephone, but also in the United States and the world through state-of-the-art technology and equipment."

While athletes from around the world are demonstrating their physical prowess in the games, Western Electric will be demonstrating its prowess as a state-of-the-art communications company.

As part of the company's role as an Olympic sponsor, WE will provide the terminal and switching equipment needed for the complex job of tying together an

efficient communications system. This job is complicated by the fact that athletic events will be held at existing facilities spread throughout the 2,600 square miles of greater Los Angeles.

An electronic mail system using Western Electric equipment will expedite transmission of results and messages to the news media and Olympic staff. Representatives of the Business and Residence Products Division are working closely with the Olympic committee on extensive plans for other communications equipment and services.

Meanwhile, a Western Electric lightwave project now being installed to serve customers of both Pacific Telephone and General Telephone in the Los Angeles Basin will also play a major role in carrying digital television signals from the scattered sports sites to the American Broadcasting Company's broadcast center in Hollywood.

Western Electric will provide and equip 20 to 30 vans outfitted to the network's specifications to assist in the transmission of the TV signals via satellite, microwave and land cable transmission.

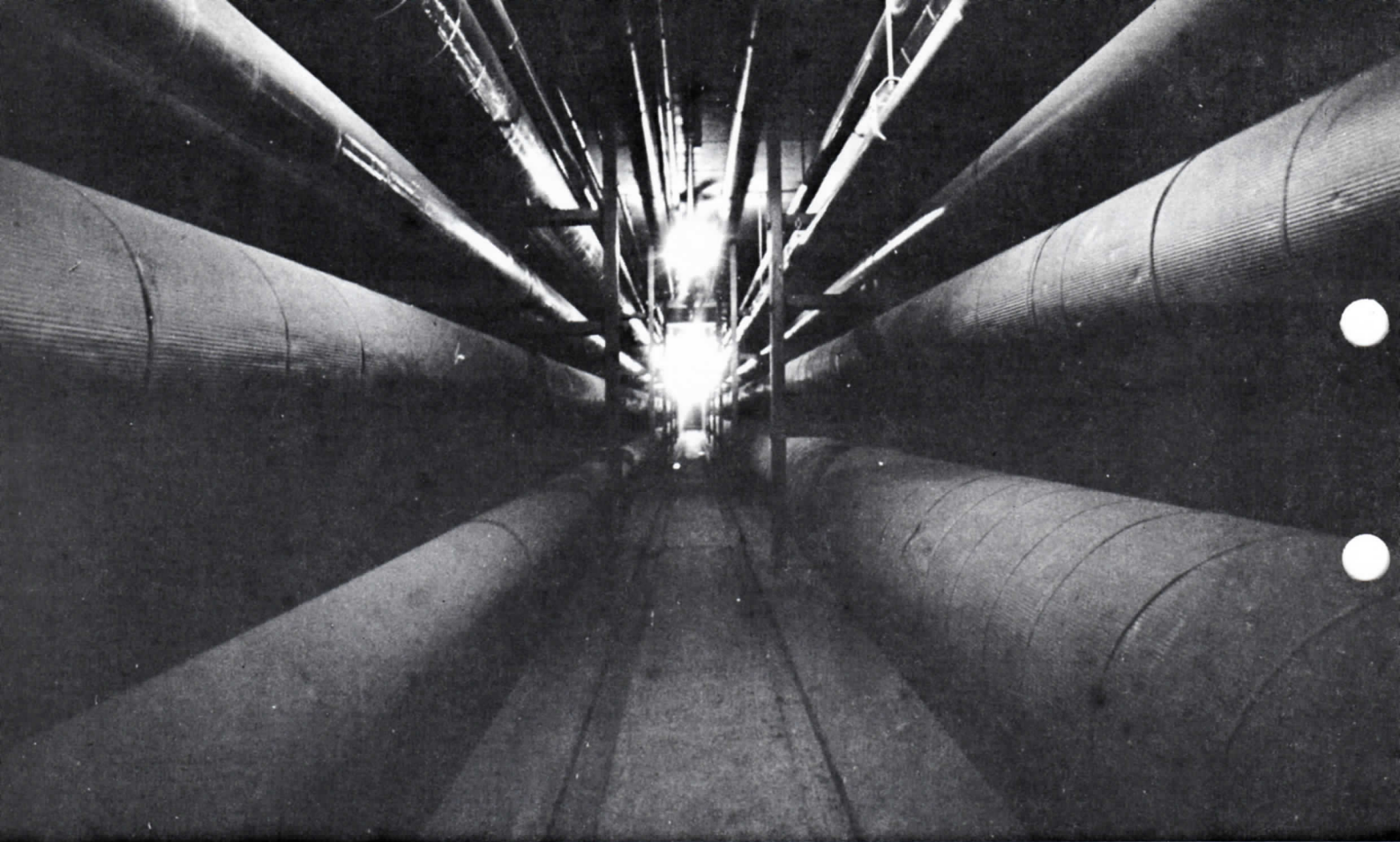
In addition, AT&T will be the

official sponsor of the 1984 Olympic Torch Relay, the ceremonial carrying of the torch from Athens, Greece, to Los Angeles for the opening of the 23rd Olympiad.

BSSP/SSP results

The following are the October (first figures listed) and November (second figures listed) unit values for both the Bell System Plan (BSSP) and the Savings and Security Plan (SSP) for non-salaried employees:

	<u>BSSP</u>	<u>Units Credited Per Dollar</u>
	<u>Units Value</u>	
AT&T (Oct.)	2.9688	.3368
(Nov.)	3.0665	.3261
Government Obligations	3.0081	.3324
	3.0339	.3296
Equity Portfolio	2.0858	.4794
	2.2049	.4535
Guaranteed Interest Fund	1.3621	.7341
	1.3760	.7267
	<u>SSP</u>	<u>Units Credited Per Dollar</u>
	<u>Units Value</u>	
AT&T (Oct.)	1.3870	.7209
(Nov.)	1.4319	.6983
Guaranteed Interest Fund	1.4605	.6848
	1.4739	.6784



Last frame

Do you believe in the underworld?

An underworld of sorts exists beneath the buildings of the Omaha Works. A service tunnel system connects all of the main buildings on the premises — approximately 750 feet of tunnels in all.

The main access to the system

is through the boiler house. Upon entering one of the tunnels, it seems that the system is endless. You're flanked by giant pipes, with smaller pipes and conduit overhead.

Twin grooves in the concrete floor look as if they might be coal car tracks. They provide drainage in the event of water leakage.

The pipes carry processed water, city water, well water, compressed air, natural gas and steam to all areas of the plant. The conduit houses wiring for some of the Works electrical and communication services.

The service tunnel system doubles as a storm shelter for employees in the boiler house. It's also a handy shortcut in inclement weather for trades employees, whose jobs take them back and forth between the buildings.

They're fascinating passages with maybe just a tinge of eeriness. In fact, if you thought you were alone and the figure of a person suddenly appeared in the quasi-darkness ahead of you in a tunnel, you'd think twice about the underworld.



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