

the Westerner

OMAHA WORKS

MAY 27, 1977



PITCH RIGHT IN: Mel Bentzen means business when he's involved in a game of horseshoes. He takes careful aim before pitching the hefty good luck symbol about 40 feet across one of the game pits located in the Plant courtyard. What happened when Mel tossed this particular horseshoe? A ringer, of course. Right, Mel? For a look at what goes on in this lunch-time game of skill, see pages 4-5.

Company To Negotiate Saudi Arabian Contract

On May 18, Donald Procknow, Western Electric President, announced that the Company had been selected by Saudi Arabia to negotiate a contract to build a major microwave communications project in that country.

According to James Herbert, Executive Vice President, Government and International Sales, who has been directly engaged in discussions with Saudi officials, the project, known as the Intra-Kingdom Microwave Project, calls for the engineering, furnishing, and installing of approximately 300 radio relay (microwave) stations to provide telecommunications services throughout Saudi Arabia. Western Electric will be joined in the project by Collins Systems International, Inc., as the major subcontractor.

Herbert said: "We are very pleased to have this opportunity to assist the Kingdom of Saudi Arabia in the improvement and expansion of its telecommunications system. We believe that our long experience, both as a manufacturer and supplier for the Bell System and as prime contractor on major government telecommunications projects around the world, will be of considerable value in this Saudi Arabian project."

The project value is estimated to be in excess of \$400,000,000. Western Electric was one of the five teams from the U.S., Europe and Japan that bid on the project. Herbert said negotiations on the contract are expected to begin soon.

For Your Information

... the second 1977 Bloodmobile visit to the Omaha Works has been scheduled for June 23 and 24 in the Works Auditorium. A few minutes of your time and a few precious drops of your blood could mean life for someone else. Be sure to sign up when you receive your registration sheet. And encourage your fellow employees to do the same. See you there . . .

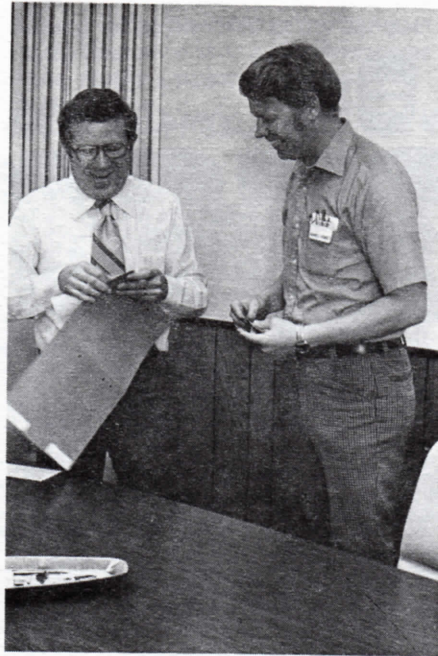
... the 31st annual round of the Bell System Postal Chess Tournament will get underway early this fall. If you have a knowledge of the rules of the game, the ability to read chess notation and the time and interest to keep eight games going at once, you should sign up now. You'll be joining approximately 1,200 other Bell System people, both active and retired, who are currently participating in the tournament. To receive an application form, send an envelope bearing your home address to Chess Tournament Director, 195 Broadway, Room 1338, New York, New York 10007. Requests must be received no later than July 1, 1977 . . .

... on July 1 of this year, the service eligibility for Pioneer membership drops to 18 years. On that day, 536 Omaha Works employees will become eligible for Pioneer membership. This marks the third and final year the service eligibility for Pioneer membership has dropped. The requirement will now remain at 18 years . . .

... the curtain goes up on the 7th Annual Weoma Club Talent Show, June 17. The two-hour event will spotlight the singing, dancing and musical talents of Omaha Works employees and members of their families. There's no admission for the event which will begin at 7:30 p.m. in the Works Auditorium. Bring your family and enjoy a pleasant evening that includes free refreshments . . .

... the Trustees of the Western Electric Fund have approved a change in policy regarding the National Merit Scholarship awards to children of deceased employees. The policy had been to award a scholarship to all Western Electric employees' children who became Merit finalists provided the parent was on roll or on the retired list when the child took the qualifying test. This policy has now been changed to include children of deceased employees, provided the employee/parent had a minimum of 15 years of service and was on the active or pension roll at the time of death . . .

... already planning your vacation? Well, make the Weoma Club office your first stop before starting those vacation plans. That's where you'll find lots of good information about tours, weekend excursions and discount travel. Stop by today and take a look . . .



MONEY-MAKING IDEA: Darrell Yenny, Department 741, has collected \$1160 for his proposal that a tool modification be made on the punch presses that manufacture armatures for the miniature wire spring relay. The suggestion has resulted in considerable tool maintenance savings. Darrell received his check from Works Director Charlie Higginson.

St. Paul Alumni Plan Reunion

Summertime is reunion time and when it comes to nostalgic get-togethers, Western Electric is no exception.

A reunion of the people who were employed at Western Electric's St. Paul, Minnesota Shops has been planned for Sunday, August 14, beginning at 2 p.m.

The gathering will be at the 3M Tartan Park Employees' Clubhouse, Lake Elmo, which is about 15 miles from downtown St. Paul.

The reunion is open to both active and retired Company employees who worked in the St. Paul Shops any time during the period 1944 to 1958. Spouses and family members are also invited to attend. Admission is \$6.00 per person which covers the cost of a buffet dinner.

Omaha Works employees or retirees wishing to attend the reunion should send their reservations and money to Verna Mae Wilson, 1202 Margaret Street, St. Paul, Minnesota 55106. Checks should be made payable to Verna Mae Wilson. Deadline for reservations is July 15.

**a sure
winner**

**you can bet
and
bank on**

U.S. SAVINGS BONDS

1977 Western Electric Bond Drive

The Omaha Works in-Plant drive begins June 6. At that time you'll have the opportunity to sign up to buy bonds via the Payroll Deduction Plan or to increase the number of bonds you currently purchase. An employee solicitor will be contacting you.

SERVICE ANNIVERSARIES



Dick Branecki
35 Years 6/9/42



Len Branecki
35 Years 6/29/42



Katherine Bowlin
30 Years 5/5/47



Dick Reid
30 Years 6/13/47



Carl Knutson
30 Years 6/19/47



Nelson Perry
30 Years 6/27/47



Norm Groff
30 Years 6/30/47



Curt Morse
30 Years 6/30/47



Harvey Kriz
25 Years 6/3/52



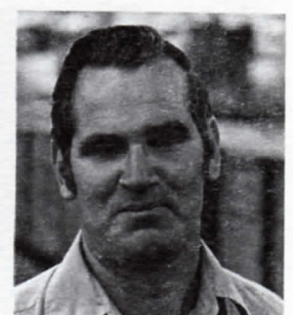
Bill Reeve
25 Years 6/16/52



Bob Armagost
25 Years 6/30/52



Tom Filipski
25 Years 6/30/52



Chris Madsen
25 Years 6/30/52

Other June Anniversaries

15 Years

D. P. Bailey
T. J. Bolton
C. R. Campbell
R. A. Crosbie
D. D. Dirks
L. U. Howell
A. M. Knight
J. E. Lovely
N. C. Marlin
B. J. McGrath
R. A. Mortensen
A. M. Moss
J. B. Moss
J. C. Nielsen
R. E. Payne
J. A. Sanduski
D. G. Stickman
R. R. Yates

10 Years

M. P. Daneff
P. I. Giglia
S. F. Kull
J. W. Musco
V. M. Potter
D. W. Salsbury
C. G. Spreier
W. Strack
G. S. Wilson
M. E. Yearout

C. E. Best Jr.
P. J. Broderick
C. H. Comstock
M. L. Fischer
B. K. Grap
T. P. Hanson
E. W. Hobbs
D. R. Hoschar
M. J. Huerta
J. L. Pedersen
J. C. Persinger
S. T. Zerbs

RETIREMENTS



Bernard Kunz
29 Years



Arthur Maassen
20 Years





HORSESHOES . . .

When the warm weather arrives, the trees and grass aren't the only things that come to life out in the Plant courtyard.

The resounding clank of horseshoes can be heard throughout the lunch periods during the spring, summer and early fall, attracting players and spectators alike.

Pictured on these two pages are just a few of the Omaha Works employees who partake in this mid-day past time.

In addition to Mel Bentzen, pictured on the cover, the players on these pages include Paul Warren, Chester Sears, Bill Dineen, Jerry Peterson, Dean Anderson, Dick Savicky and Carl Soby. Spectators on this particular day were Frank Zajac, Dick Filarecki, Joe Koch and Ken Terry.





ON CAMERA: Sandy Prue, Department 722, was literally the center of attention when she was visited at her work location by a U. S. Marine Corps Reserve representative. While the Marine took Sandy's picture from one angle, the *Westerner* shot from another with the above result. Sandy has been a member of the U. S. Marine Corps Reserve for six years and was on active duty the three years prior to that time. Her picture will be used in a recruiting brochure the Marines are preparing.



IDEA EARNS DOLLARS: A suggestion that a tool modification be made on specific balance spring tools utilized in Department 437 has netted Dick Glaseman a \$532.50 suggestion award. An employee of Department 741, Dick received his check from Manager Earl McLean.



Carl Knutson, left, and Tom Larsen are coordinating the drive for Radio Talking Book volunteers.

Pioneers' New Project Worth "Talking" About

For some people, listening to the radio is the only way to "read" the daily newspaper.

These are people who are referred to as print handicapped. They are either visually impaired to the extent that they cannot read normal-size print or suffer a physical disability which makes it difficult for them to handle printed material.

A service called Radio Talking Book currently conducts live radio broadcasts during which RTB volunteers read the Omaha World Herald and the Lincoln Journal to individuals who have special receivers set up in their homes.

The broadcasts originate from Omaha Public School facilities located at Tech-

nical High School.

As part of their community service activities, the Telephone Pioneers are working with Radio Talking Book to acquire additional volunteers for the radio broadcasts.

These volunteers are needed from 6-8 p.m. Monday through Friday and from 10 a.m. to 12 p.m. Saturdays and Sundays. Services do not have to be on a continuing basis. Jinx Graham, Department 434, was the first Omaha Works employee to become a Radio Talking Book volunteer.

If you're interested in participating as an RTB volunteer, contact either Carl Knutson, Ext. 3808 or Tom Larsen, Ext. 3887.

Employee Tours Now Under Way

The last issue of the *Westerner* carried an article concerning proposed employee/spouse tours of the Omaha Works.

Due to the positive response received from the initial inquiry, the tour program was inaugurated on May 25.

If you haven't signed up for a tour, it's still not too late. Simply contact Tom Waples, Ext. 4224, at least two weeks prior to the day you wish to tour.

The tours only take place on Wednesdays and must be scheduled outside your normal working hours.

The program has been arranged to accommodate employees and spouses only.

At this particular time, children of any age cannot be included in the program.

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It's A WATS Happening

Editor's Note: The following story is an AT&T Long Lines news feature. We thought it would be an interesting way to introduce many of you to another member of the Bell System family.

It serves adults on the go and children on the run, lonely hearts and ailing bodies, hypnotists and botanists, coin collectors and concerned consumers.

"It" is the Bell System's Wide Area Telecommunications Service (WATS), designed for business customers who make or receive large volumes of telephone calls.

Like parallel one-way roads, WATS is available on an outward or inward basis. Businesses use outward WATS to call toll-free to any telephone within a specified calling area. Others can use inward WATS — with its widely publicized 800 area code — to dial in, toll-free, for a growing number of products and services.

Together they make WATS one of the Bell System's major successes. From the

introduction of interstate outward WATS back in 1961, through the start of interstate inward WATS service in 1967, WATS revenue has grown steadily. Last year it produced over \$1 billion in revenue for the Bell System.

The reason for its success, says a Long Lines official, is that "WATS is both simple and application-oriented. People with a need can make calls more efficiently and cheaply. In fact, outward WATS users usually call twice as much as they did before they had the service."

But if outward WATS has stimulated customers to make more calls, inward WATS has stimulated their imaginations, as they discover it can sell everything from "Acupuncture — Chinese" to "Zodiac — Signs of."

Many of the more unique WATS uses have blossomed in the medical field. The Chinese acupuncture line, for instance, is a referral service which connects callers with a pain to doctors with a needle.

A flying hospital group, based in California, depends on WATS to meet life and death situations anywhere in the country. One recent case involved a man who was shot accidentally while hunting in Colorado. He remained too weak to be moved and too seriously injured to be treated properly at the site. By using both inward and outward WATS, the medical group was able to fly in a fully-equipped surgical unit to successfully perform an emergency operation. The medical firm can organize such teams in any part of the continental United States with its national WATS lines.

If the problem is less drastic — trouble sleeping or a hard-to-break habit — the solution might be found with a Georgia-based service. It uses a national WATS number to supply callers with the names of medical doctors who use hypnosis as part of their practices.

An East Coast pharmaceutical firm has a WATS number of Cardio-Dial, which doctors across the country use to get computerized "odds" on a patient's chances of a stroke or heart attack. Within seconds after a doctor calls with a patient's medical background, a computer operator responds with the risk factor.

And if the heart's not sick, but merely lonely, WATS still offers a cure. Runaway children, for instance, can use one of several WATS numbers for assistance. These often desperate youngsters keep their anonymity and still get answers to critical medical, social and legal problems or simply talk out their fears.

Want to check on the safety of junior's toys or complain about a hazardous product? The Federal Consumer Products Safety Commission runs a nationwide WATS hot line just for that purpose. The commission investigates products ranging from bicycles with faulty brakes to flammable fabrics and improperly wired utility lights.

WATS also works while America plays — helping fill leisure hours with nearly every type of vacation, be it a tropical isle cruise, a mobile home excursion to the great Northwest or a golf or ski trip to just about anywhere.

For stay-at-home collectors who still want to poke around the country for interesting items, WATS lines take them right to the source.

For the discriminating gardener or botanist, a Houston-based firm takes WATS line orders on special ferns grown wild in the most inaccessible parts of Mexico and Central America.

If you're interested in a rare Danish krone or a sampling of gold bullion, several WATS lines can link you right to the bank or exchange that sells them.

In Ohio, there's even a WATS line for horse owners who want their steeds at the track on time. Owners can call the service toll-free to have their horses dropped off ready to run.



The new Northwestern Bell city directories being prepared for in-Plant distribution by Clem Minor carry WATS information at the beginning of the book.

WE Stars At Annual JA Banquet

The 15th Annual Junior Achievement Awards Banquet could very easily have been renamed "Western Electric Night" because that's exactly what it was.

The three Omaha Works-sponsored JA companies (Bleon Bracs, Successes Unlimited and Western Eccentrics), the Service Center company (TRABAJA) and the Underwood, Iowa, Material Management Center company (Japan) were nominated for nearly 50 awards.

TRABAJA took nine major awards including Company of the Year with Japan receiving first runner-up honors for that award. TRABAJA also won the 3rd Annual General Manager's Award for the outstanding Junior Achievement company among those sponsored by Western Electric in the Omaha area. That award was presented during a special pre-banquet ceremony hosted by Omaha Works General Manager Frank Lefebvre.

Among those honored at the banquet for long-time service as a JA advisor was Omaha Works employee Joe Bonaiuto, pictured below.

Joe has been an advisor for six years.



IDEA PAYS OFF: Evelyn Leaver, Department 437, recently collected \$895 for a proposal made through the Employees' Suggestion System. Evelyn's proposal involved the recycling of boxes used to ship wire from where it is manufactured in the Plant to where it is utilized in the coil winding operations where Evelyn works. She received her check from Manager Dick Iaffaldano.



General Manager Frank Lefebvre presents airplane tickets to Roger Drapal, center, and Stephen Skinner.

Two Travel East, Tour Labs

Roger Drapal, a Millard High School senior, and Steven Skinner, an instructor at the school, recently got an inside look at the Bell Laboratories facilities in Murray Hill, New Jersey.

The two were participants in the annual Bell Labs High School Science Visit, jointly sponsored by the Omaha Works and Bell Labs for outstanding science

students and science teachers. They were nominated by Millard High School for this year's visit.

Prior to their two-day tour of the Laboratories on May 16-17, the 1977 participants were guests at an in-Plant luncheon hosted by General Manager Frank Lefebvre.

We interrupt this newspaper to bring you a special BULLETIN! The *Westerner* has just learned from a reliable source that arrangements have been made to hold the 20th Annual Weoma Club Picnic at Peony Park. According to our source, the decision to return to Peony Park was made to accommodate numerous employee requests. All indications are that this will be the biggest and best picnic in the Weoma Club's history. The date selected for the event is September 25. Stay tuned to this paper for further updates.