

the Westerner

OMAHA WORKS November 28, 1975

5th Annual
Christmas Party

Saturday, December 6

Works Auditorium

10 a.m.-4 p.m.

Santa Claus will be there with
a gift for each child

Free Refreshments * Entertainment

For Your Information...

... who own AT&T's 565 million common shares outstanding? Not including the October 1 offering, the Company's shares outstanding belong to people who reside in all 50 states and 127 nations. Of AT&T's 565 million shares outstanding, 31% are owned by women, 17% by men, 18% by joint ownership and 34% by trusts, financial institutions and brokers...

... one of the largest crowds in recent years attended the annual luncheon for retirees on Thursday, November 13. The buffet luncheon in the Works Auditorium drew 76 retired employees...

... AT&T has reached an agreement with Iran to plan and engineer an integrated national telecommunications system to meet that country's needs over the next 10 to 20 years. AT&T's role in the program will include system planning and engineering. The agreement calls for development of a general plan for a fully integrated system to be operational by 1983. The contract will be between AT&T and the Electronics Systems Division of the U.S. Air Force, the official contracting agency under the long-standing foreign and military sales agreement between the U.S. and Iran...

... how safe is your shopping, particularly where Christmas toys are concerned? Don't overestimate your child's ability to master certain toys. And don't purchase toys that could prove a potential danger to your child's health. If you are concerned about safe shopping, the Works Safety Organization and the Omaha Safety Council have material available to help guide you in your purchases. Make this Christmas really happy by making it safe for your children...

... on Friday, December 19, hourly rated employees will be paid for the week ending December 14. At this time the holiday allowance for the Christmas Holidays will be advanced to all hourly rated employees. Wages for the week ending December 21 will be paid to hourly rated employees on January 2, 1976. The January 2 payment will include adjustments for holiday overtime as well as deductions of the holiday allowance for those who did not qualify...



MEET THE WEOMA CLUB OFFICERS AND BOARD: George Parkerson, Department 132, is wielding the gavel in preparation for his role as President of the Weoma Club for 1976. Assisting George in his duties will be Vice President Herb Rhodes, Department 134, left; Treasurer Neil Becker and Assistant Treasurer Iris Lindell, both from Department 333; and Directors (three-year terms) Bob Eggert, Department 341; Bob Gaddie, Department 241; Charlene Van Hooser, Department 132; and Elmer Johnson, Department 241.

Etc.

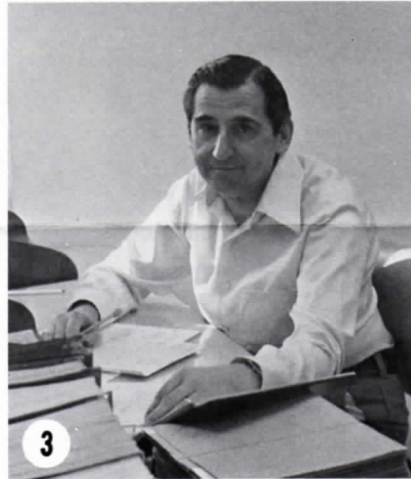
1. Dick Seaman, Department 253, is again in the news with a \$3910 supplemental suggestion award which he recently received from Works General Manager Frank Lefebvre. You may recall that Dick's original suggestion involving the repair of z-screen cable won him \$1835 earlier this year.



2. At the conclusion of the 1976 United Way of the Midlands campaign, Works employees Betty Orley, Department 9452, and Mike Wenninghoff, Department 254, were named "Loaned Executives of the Year" for the city-wide drive. Betty and Mike were cited for their outstanding work from among the 116 individuals who participated as United Way account executives in this year's successful campaign.



3. Works employee Ed Cooperrider, Department 9961, has received the Silver Beaver Award from the Mid-America Council of the Boy Scouts of America. Ed was among 21 adult scouting volunteers who were presented the Council's highest award for distinguished service to boyhood.



4. Vincent Miller, Department 435, was minding his own business when all of a sudden he found himself peering into the lens of the camera. He says he's growing a beard for the Bicentennial and claims (with the photographer's urging) that by this time next year he'll have the best beard in the place.



5. Lucille Lane, Department 423, is the recent recipient of a \$295 suggestion award. Lucille proposed that a particular sub-unit be routed directly to the frame area for both wiring and testing thus reducing the material handling. She's pictured with her Department Chief Pete Prest, left, and her Assistant Manager Dale DeBoer.

6. It was more a treat than a trick when Raggedy Ann and Raggedy Andy showed up for work on October 31. Barb Kruse (Ann) and Monnie Menzel (Andy) drew a lot of startled looks when they decided to celebrate Halloween in costume.

7. Thanks to the efforts of a number of people, including Carol Moore, Department 242, the annual Urban League Guild Fashion Show was again a huge success. This year's show, held at Peony Park, attracted 1500 people. Carol is currently serving as recording secretary for the Guild.



Arts & Crafts Show

The Second Annual Weoma Club Arts and Crafts Show proved to be a second annual success.

The three-day exhibit, October 27-29, drew over 800 employees to the Works Auditorium where a variety of displays spotlighted the talents of 26 Works employees.

A sampling of that talent is on this page along with photos of the employees who accomplished the various "works of art." To test your intuitive powers and your knowledge of your fellow employees, we've left it up to you to match the person with the talent. Once you think you've accurately matched the people with their respective products, turn to the back page for the correct answers.



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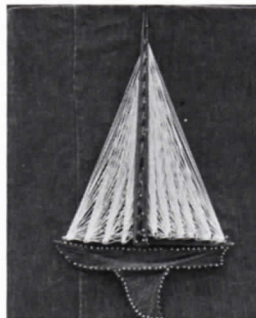
A



B



C



D



E



F



G



H



I



J



V. P. VISITS: Switching Division Vice President E. J. Eckel is shown viewing a display on the prewired 88 type wiring block during a recent visit to the Omaha Works. Mr. Eckel's shop tour also included the new granulator and insulating line facilities. He's shown with General Manager Frank Lefebvre, foreground, and Manager J. C. Stewart, background.



DOLLS BY THE DOZENS: Theresa Farnan, Department 423, left, and Bonnie Wiblishouser, Department 422, are pictured above with just a sampling of the 320 dolls outfitted by Omaha Works employees for the Salvation Army's annual "Dress-A-Doll" Christmas project. The completed dolls will be distributed to needy Omaha-area children by the Salvation Army.

Arts & Crafts Quiz

- 1B Roger Hedin
woodcarving
- 2G Cathy Placzek
painting
- 3I Martin Barges
cut paper art
- 4D Richard Cowger
string art
- 5H Donna Kerans
painting
- 6E Maxine Tatreau
woodcraft
- 7F Steve Miller
photography
- 8A Mary Anderson
dip drape doll
- 9J Steven Chaffin
drawing
- 10C Barbara Poffenbarger
painting



Western Electric

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Editor

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Service Anniversaries



Ray Moulis
35 Years
12/8/40

20 YEARS

Orville R. Lamb 12/12/55

15 YEARS

Rita B. Matheny 12/01/60
Dorothy A. Krumwied 12/06/60
Theresa S. Farnan 12/07/60
Alice B. Placek 12/27/60
Evelyn K. Sacco 12/27/60

10 YEARS

Murtle W. Mapes 12/01/65
Margery B. Warren 12/01/65
Robert L. Wilson 12/01/65
Gerald W. Demont 12/06/65
Lawrence P. Dolleck 12/06/65
Donald L. Goodell 12/06/65
Wayne D. Hadfield 12/06/65
Harvey P. Hess 12/06/65
Algis Praitis 12/06/65
Larry L. Scott 12/06/65
Sharon J. Yearsley 12/06/65
Peggy W. Gilbert 12/07/65
Herbert Woicke 12/09/65
Virginia A. Smolinski 12/12/65
Sharon M. Swingholm 12/12/65
Max L. Harmon 12/13/65
Don G. Streeter 12/14/65
Arthur L. Bobier 12/15/65
Sharon L. Strong 12/15/65
Robert G. Wilson 12/15/65
James J. Krutina 12/16/65
Linda G. Harmon 12/19/65
William G. Sahulka, Jr. 12/20/65
William J. Sloup, Jr. 12/20/65
Maryann S. Dyer 12/20/65
Joseph E. Updegraff 12/21/65
Gerald L. Dinville 12/22/65
Darlene W. Skocz 12/22/65
Mary F. Turner 12/27/65
James L. Richardson 12/28/65
Shirley J. Ingram 12/29/65

Western Electric: A Vital Component in the 'One Bell System' Concept

The business of the Bell System is to provide the public with telecommunications service — high-quality service, reasonably priced. This is done via a nationwide telecommunications network, capable of making any one of seven-million-billion possible connections, on demand, at any time, 365 days a year. Contained in this network are literally billions of parts, each of which must work reliably, quickly, and with great precision.

To build and maintain such a delicately-balanced mechanism requires, first and foremost, a total coordination of effort. Everything connected with the operation of that network — from research and development, through engineering, manufacturing, and supplying right on to operating the services of the network — must be done by one planned system, a system designed to operate as a single entity. Within that system, each unit that shares a portion of the responsibility must also share the goals of the system as a whole.

The various units of the Bell System operate in just such a way. While the responsibilities are many, the basic objective of the Bell System — the best possible and most economic service — is one. It is the same for Bell Labs, for AT&T Long Lines, for each of the 23 operating telephone companies, for AT&T headquarters and for Western Electric.

For us, this singleminded devotion to the needs of the whole Bell System makes our role quite different from that of other large manufacturing companies. As H. W. Bode, a Harvard professor and former Bell Labs executive, put it in his book **Synergy: Technical Integration and Technological Innovation in the Bell System**, "Superficially, Western Electric may appear to be a standard sort of manufacturer. In fact, however . . .

Western is the servant of the operating branches of the Bell System and is not an independent entity with freedom of action."

Western Electric's commitment to the Bell System, then, serves to complicate our endeavor. We have a continuing commitment to provide not only the latest designs developed by Bell Labs, but also must make available replacements for the older products still needed for economical maintenance of the network. And, as if making a high-quality product at the lowest possible cost weren't enough for one company to do, we must also engineer, supply, install and repair Bell System equipment. It's a big job, made possible only by working shoulder-to-shoulder with the other members of the Bell System team.

The close collaboration between Bell Labs research and development and Western manufacturing insures network integrity and speeds the innovation of improved products and services. Equipment reliability and compatibility, so crucial for such a vast network, are built in at the earliest stages of design and development. The Bell Labs-WE partnership has contributed strongly to the Bell System's unique capacity for innovation. This capacity is illustrated by the estimate that, by 1976, more than 40 percent of our total sales of manufactured items will consist of products introduced since 1972.

A planned telephone system also assures the attention to the future that is required for developing complex new communications systems. Western Electric professionals, working closely with operating experts from AT&T Long Lines, the Bell telephone companies and Bell Labs, are committed to providing the products that will be needed. For example, each of the two new Electronic Switching

Systems — No. 1 and No. 4 — required the expenditure of \$400 million for design, development, engineering and initial production. It is doubtful that other manufacturers would be able or willing to invest so much on one product for one customer, years in advance of its introduction.

In other areas, the Bell System has been able to keep costs down: In product design through Bell Labs-WE collaboration; in the low total-life cost of high-quality equipment; in production scheduling based on operating company forecasts; in the economies of the day-to-day costs of maintaining the network. Most important to the customer, the planned telephone system has been able to provide efficient and economic telecommunications service. Since 1960, local telephone rates have gone up only 29 percent, while the Consumer Price Index soared by 77 percent.

Judged by a number of criteria, Western Electric, as part of the unified Bell System, helps serve the public interest. Consider these factors:

- 1) Profits. Our return on investment of the past 25 years has been significantly lower than the average for the country's 50 largest manufacturers. And, because Western is part of a regulated public utility, our prices and profits are indirectly regulated by the FCC and state utility commissions.
- 2) Prices. Western's prices average 20 to 40 percent lower than the lowest general trade prices for communications equipment.
- 3) Purchasing Policy. Bell operating companies annually purchase tens of millions of dollars worth of telecommunications equipment from suppliers other than Western Electric. There is no requirement that the Bell telephone companies buy their equipment from us; on the contrary, if they can get comparable quality at a lower price elsewhere, they do so.

The basic issue, of course, is whether it is in the public interest to replace the Bell System, which has a proved record of providing high-quality, reasonably-priced telecommunications service to the public, with an alternative of unknown and uncertain performance. The Bell System believes the inevitable result of such replacement would be deteriorating service and higher prices.

In the meantime, WE and our Bell System partners will continue to do what we've always done — our jobs, the best way we know how.