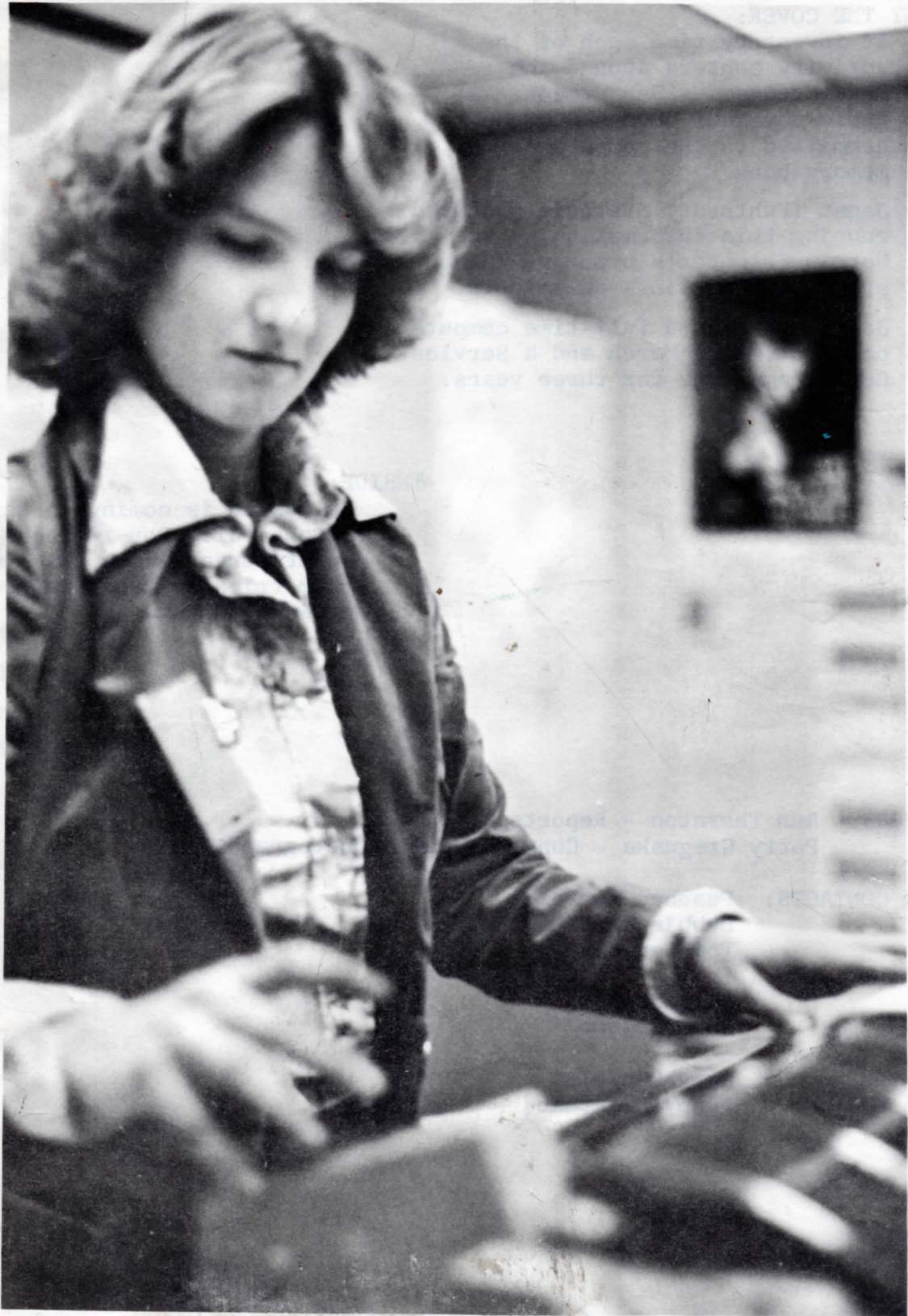


# Omaha Service Center News



**WESTERN ELECTRIC**

**ABOUT THE COVER:**

At inventory time much of the activity centers around the Data Processing Department. All those physical counts must be committed to the computer's memory bank.

Janet (Fuhlrodt) Nieto is pictured running this information on the Harris Computer's printer, which prints out 90 lines per minute.

Janet has been a full-time computer operator since March and a Service Center employee for three years.

**INSIDE:**

Halloween is coming up this October 31. For 10 "non-sweet" treat ideas to give your trick-or-treaters, see article on page 9.

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## Five Undertake JA Advisory

Remember when: MOM and DAD were their children's favorite heroes? This was true as recently as the early 60's, when teachers ran a close second. They were followed by friends and peers, popular heroes - sports idols, political leaders, etc. and the media (TV, records, movies and radio).

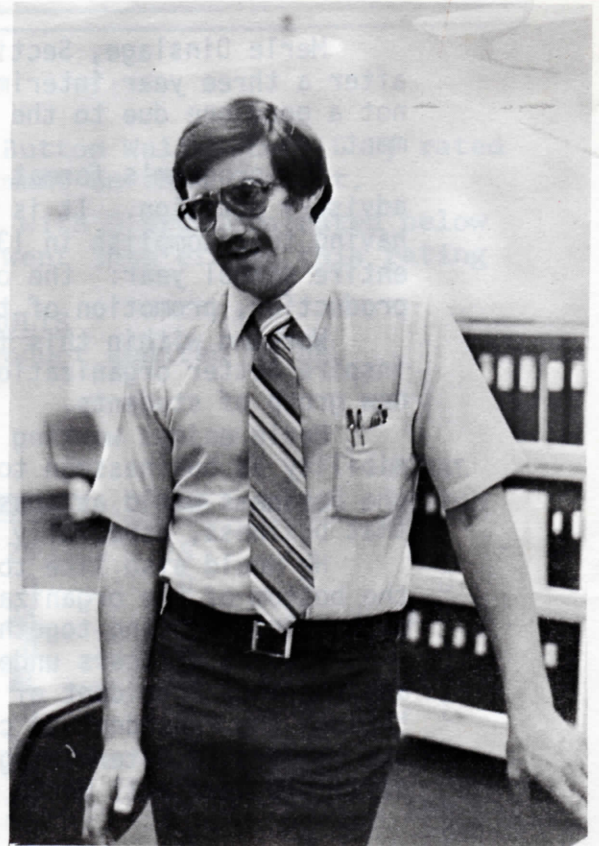
Today, almost 20 years later, this sequence of motivators has changed considerably. Mom and Dad have dropped to #2 position behind - you guessed it - the friends and peer group. Teachers have fallen to fourth place, behind the media, and are fighting a losing battle with 5th position "popular heroes" (rock groups nowadays).

This information, interesting though it is, may also be useful to five Service Center employees who will be dealing closely with today's youth as Junior Achievement advisers during this 1980-81 school year. They are Merle Dinslage, Evelyn Jones, Quincy Adams, Ed Fitzsimmons and Jerry Harrison. The above survey was related during their adviser orientation meeting.

The purpose of JA, according to the JA Adviser Manual, is to give youth the opportunity to learn firsthand how a business operates, to gain an understanding of economics and human relations, and to evaluate various careers. These objectives are accomplished by bringing 15 to 20 high school students together with adult business advisers.

Junior Achievement provides the facilities, funds, time-tested procedures and written materials; the adviser provides the business knowledge, experience, inspiration and personal leadership.

Our Service Center advisers were assigned a list of 90 applicants. Letters of introduction were sent out prior to the first meeting on September 23, and 31 students attended. Ideally, 20-25 youths will be retained.



*Merle Dinslage - Executive Adviser*

*Evelyn Jones - Financial Adviser*



Merle Dinslage, Section Chief Cross-bar, returns to the JA program after a three year interim. Merle says his past experience with JA was not a good one due to the JA program's disorganization and poor management.

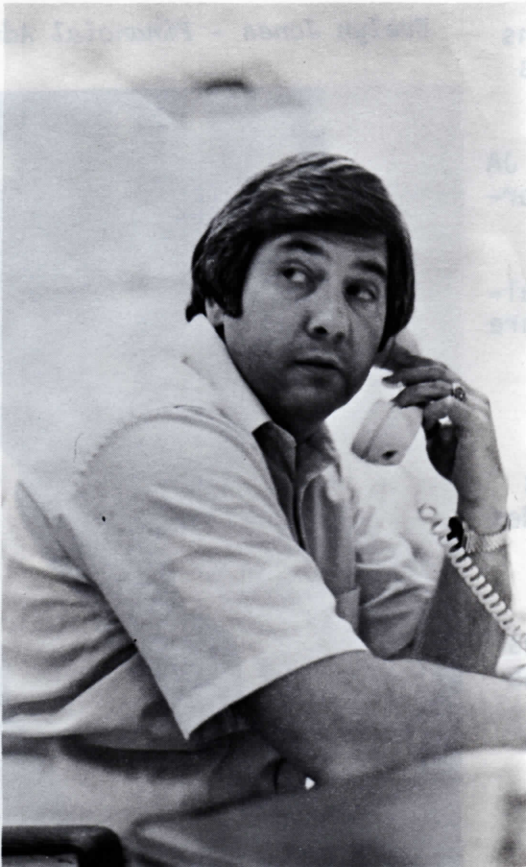
The program's format has been changed since Merle last held an advisory position. It is now divided into semesters, with each group having to accomplish in 13 weeks what they used to accomplish given an entire school year: the organization of their business, capitalization, production, promotion of their product and liquidation.

Working within this framework, Merle says he hopes this time to inspire better organization and provide more advisory training for his new group of students.

Merle enjoys working with young people and feels "it is our responsibility as businessmen to familiarize our youth with as many aspects of the business world as possible and, in the process, reveal to the achievers that business, especially 'Big Business,' and profit are not evil."

He would also like to teach the Achievers that it takes teamwork from the bottom of the organization to the top to have a successful business, with people working together to achieve a certain goal.

Student officers under Merle's guidance will be the elected President and the Vice President of Marketing. As Executive Adviser, Merle must work through the President to coordinate all company functions, helping to guide the members in determining a realistic return to stockholders. His most difficult task will be to get the members to knock on the door of strangers



in the marketing phase, helping them to overcome their anxieties of possible failure and rejection. And, as in any good business, records must be maintained.

Evelyn Jones, Statistical Quality Clerk, also returns to JA with past experience. She entered the program last year with the initiation of the bi-semester program. Like Merle, Evelyn enjoys working with young people and hopes that some of her experience will benefit them.

She has also served as an adviser to Y Teens and coordinated the Service Center's telephone property exhibit at Omaha's Children's Museum.

Evelyn will serve as Financial Adviser, overseeing all financial matters and will work through the Administrative Vice President to build company morale and to encourage prompt and regular attendance by all members.

#### QUINCY AND ED TRY THEIR HAND AT JA

This year will be Quality Assurance Auditor Quincy Adam's first experience with JA, but he is certainly not lacking in experience with youths in general. A resident of Mead, Nebraska, Quincy is currently a member of his Church Council, a chairman of the Vocational Education committee and newly-elected Board of Education member. He also coaches the "Little Miss" (ages 8 to 12) softball team.

"I don't know if I'll be able to 'teach' the kids anything," Quincy says, "however, I would like to be able to relate some of my 'real world' experiences to them in such a way as to maybe help them over a small hump or two."

From the adviser orientation meetings Quincy was encouraged by the

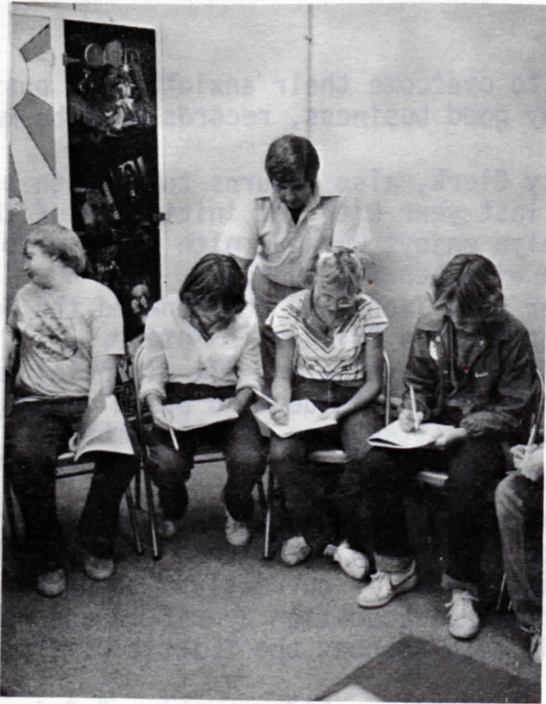


*(From left to right)*

*Quincy Adams - Production Adviser*

*Ed Fitzsimmons - Executive Adviser*

*Jerry Harrison - Production Adviser*



*Quincy Adams helps achievers fill out forms on first night.*

enthusiasm generated by the JA staff and said this year's program appears to be very well-organized.

The Vice President of Production will look to Quincy for advice. It will be up to Quincy to get the company into production as soon as possible, planning a job for everyone and rotating jobs to maintain interest.

Methods analyst Ed Fitzsimmons enters the JA program for the first time this year, anxious to discover what JA is all about and to experience working with a group of high-school-age kids. Ed will assist adviser veteran Merle as an Executive Adviser.

He has recently graduated from school himself, earning his degree in Industrial Engineering after years of going to UN-O on a part time basis.

Ed served as chairman of the Board of Trustees at his church during the construction of the new church building and feels he also has some "real world" experiences to impart to these high school students.

Any type of involvement with youths interests Shop employee Jerry Harrison. He has been involved with his church youth group program for years and is now entering his third year as a Junior Achievement Adviser. Working toward a degree in electronics, Jerry feels he can relate to the achievers not only as a businessman, but also as a student. He will work with the kids in the production end of the JA program along with Quincy.

#### MONTHS OF RESEARCH

Since it takes months to properly research and test a new product, the advisory team is expected to suggest a product to get the JA company off to a fast start. Considering the total production time available to each company during the 13-week period is only 24½ hours, it is understandable that the product selection cannot be left entirely up to the student. The advisers must be prepared to generate enthusiasm in the idea by illustrating demand and sales potential, asking for promotional ideas and by giving students an opportunity to voice objections. It is through this kind of early interaction that the students begin to accept the product as their own.

This year's advisory team is hoping to sell the achievers on a "Big Red" desk pen set.



*Thirty-one students showed for first night.*



*Sharon's specialty is her quilts and various baby items.*



*Lela Remijio received one of Sharon's creations at her baby shower, given by office women.*

## **They Are Indeed, "Labors of Love"**

A Positive Thinking Rally got her thinking about it; a trip to the Old Market gift shops spurred her into action.

For some time Sharon Daniels, wife of Stock Maintainer Gary Daniels, had felt she could turn out a marketable product with her sewing and crocheting handiwork. She just needed the right motivation to get herself started in the business.

For approximately a year now, Sharon has been producing her works for sale under the name "Labors of Love." The quality of her work only serves to reinforce the meaning behind the name.

Sharon says she's been sewing since she was a teenager and crocheting since the fifth grade where, in a convent school, the nuns taught the students the craft.

"Sewing has always fascinated me," Sharon says. "I appreciate knowing that if something isn't available on the market, I can always make it myself."

A few years ago, when Sharon's and husband Gary's youngest child was born, the Daniels wanted to dress the infant in a beautiful Christening gown with ruffles and lace, but could find nothing like this in the stores. So Sharon made the gown herself. Later, she entered it in the Nebraska State Fair - not necessarily expecting to win anything - only to come away with a blue ribbon.

Sharon looks for fresh ideas wherever she goes. When in Kansas City last month, she said she found a cute idea for a teenager's gift in a bath shop. Another source of ideas is in children's coloring books.

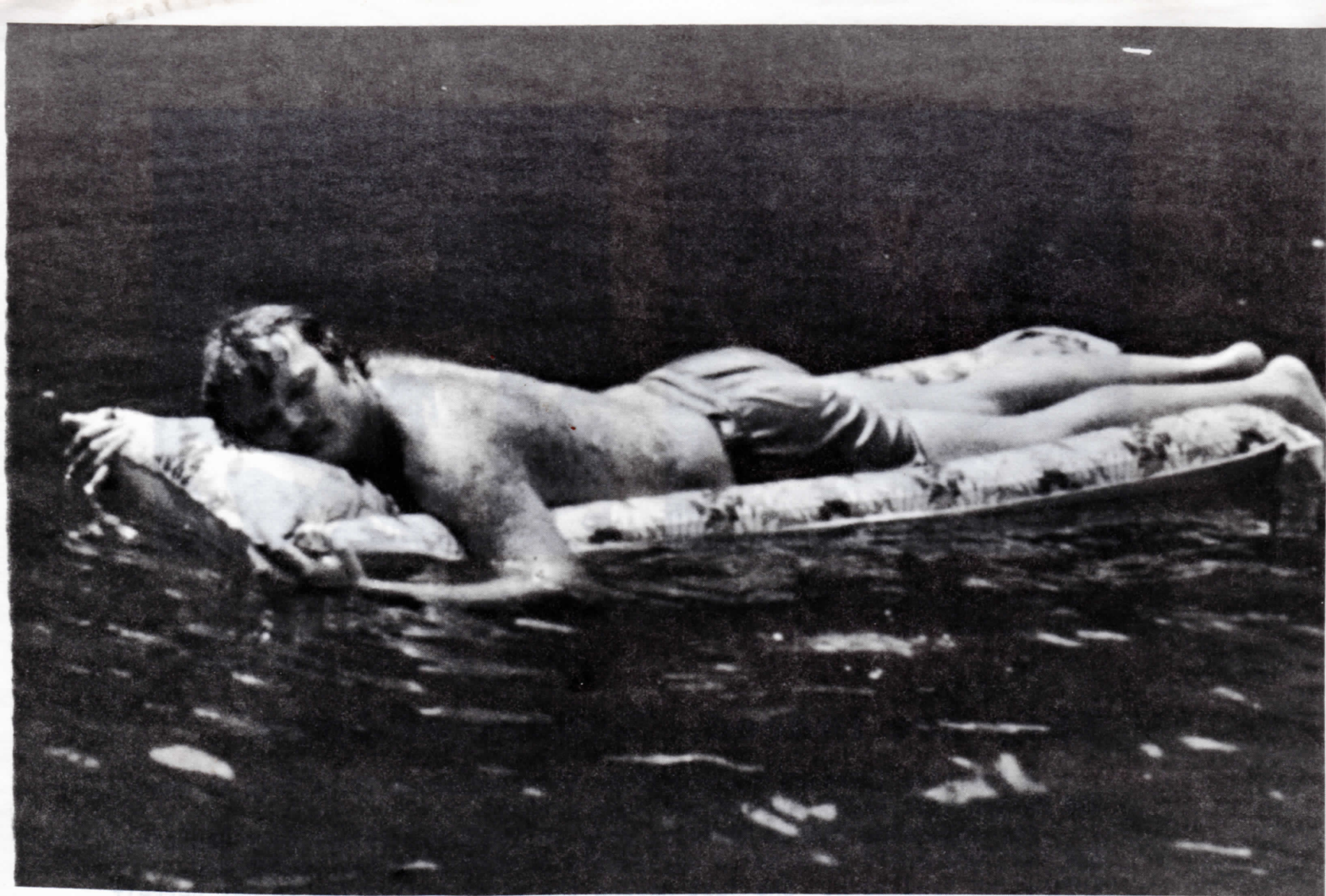
Her specialty is her quilts and various baby items. However, she says she has also had the opportunity to try some unusual jobs, the most challenging of which was completely outfitting two hand-painted china dolls.

Her biggest seller is her bibs, because, as Sharon says, "they are unusual and inexpensive."

Projects take anywhere from half an hour to make a bib, to approximately two weeks to finish her quilts, to 4-6 months to complete an afghan.

This job is definitely more time-consuming than she anticipated. "I never thought there would be such a big demand for the bibs. I'm working constantly to keep up with orders."

Most of Sharon's orders come from word of mouth, but the general public can enjoy her "Labors of Love" by browsing in Through the Looking Glass, an Old Market gift shop.



*Steve Willmer lazes away a hot summer day.*

## One Last Summer Fling...

A caravan of six couples left promptly in the a.m. on August 17th and headed for the Ozarks for one week...for one last fling of the summer season.

The vacationers were Service Center employees Steve Willmer and wife Debbie, Harold and Karen Cline, Tim and Miriam Tyrcha, and from Account Management, Jim Estey and wife Karla, plus two other couples.

The group spent seven days at the Kalfran Lodge for only \$105.00 per couple. Steve Willmer suggests making reservations six months in advance.

IF YOU'RE A TOURIST WHO LIKES TO BE CONSTANTLY ON THE MOVE, there are plenty of places to see and things to do in the area. This group of vacationers spent an entire day touring the Bagnell Dam by boat in the Willmer's 17', 140 HP Starcraft and the Tyrcha's 18', 165 HP Newman. They also used the boats extensively for water skiing and to tow 'lazy' rafters out to catch a few rays of sun.

The group enjoyed seeing the Fort of the Osage Water Show and touring Burger's Ozark Smoke House. They "took their lives in their hands" on the huge water slides in the area and relieved their "frustrations" in Bumper Boats.

Vacationers may also enjoy the Ozark Opry, cave tours and golfing.

WHEN HUNGER STRIKES, Steve recommends The Happy Fisherman restaurant if you like steaks and seafood, the Village Smorgasboard for a little bit of everything and low prices and Bentleys if you're strictly a beef lover, for their steak and prime rib. Both the Happy Fisherman and Bentleys are moderately priced.





*TOP PICTURE: Rafters Steve Willmer, Jim Estey, Karla Estey, Harold Cline and Karen Cline.*

*MIDDLE PICTURE: Harold and Tim take on "the world" in their bumper boats.*

*BOTTOM PICTURE: Per Tim Tyrcha: When you say Bud...you've said it all!?!*

(EDITOR'S NOTE: News contact Tom Feuquay has suggested we make a travelguide, along this order, a regular feature in our monthly newsletter. Anyone who would like to contribute information and pictures regarding a vacation they have found enjoyable, please refer this material to one of your news contacts, or call Patty Greguska on Ext. 1324. Thank you.)

# WECOMA NEWS

The WECOMA Club kicks off its Fall Season with a trip to the Nebraska U/ Kansas U game at Lawrence, Kansas on October 11. Although the officers were not able to retain a bus for this year's trip, all 46 tickets available for the game were reserved within half an hour after distribution of announcement flyers. In fact, the response was so good, the officers went in search of another block of 46 tickets and made a phone call to Kansas U in a last minute attempt. Kansas said they had the tickets and a check was sent out the same day.

There are more events to watch for during the next several months:

## HAYRACK RIDE

On Saturday, October 18, the WECOMA Club will be sponsoring its second Hayrack Ride at Shady Lanes Ranch in Council Bluffs. The ride starts at 8:30 p.m. and will be followed by a bonfire and weiner roast. Hot dogs, marshmallows and condiments will be provided by the Club. This is a BYOB (Bring Your Own Beverage) occasion. Cost is \$2.00 per person for the ride. Reservations must be made in advance.

## SKATING PARTY

A roller skating party will be held on Tuesday, November 18, at Skatetown on 5101 Harrison. The rink will be closed to the public. Bring your family and/or friends. It begins at 8:00 p.m. and is open until 10:00 p.m. Admission is \$1.75 per person, including skate rental.

## BAKE SALE - OCTOBER 30

Just in time to buy your family a special Halloween treat. Anyone interested in donating their baked goods to the affair is asked to contact Peaches on Ext. 1215 or Patty Greguska on Ext. 1324.

## VOLLEYBALL NIGHT

Remember - every Wednesday night, from now until December 17 is reserved at Beale School, 48th & Center, for mixed volleyball games. This is not a league. Whenever you decide you want to play, just show up at Beale's gym for an evening of fun and sport. The \$15 rental will be divided among the players that show for the evening.

## ADULT CHRISTMAS DINNER/DANCE

The Club has scheduled its Christmas Dinner/Dance at the Club 89 for Saturday night, December 20th. Once again we'll take over the entire dining room and main dance floor, with the Big Daddy Sailes as the entertainment.

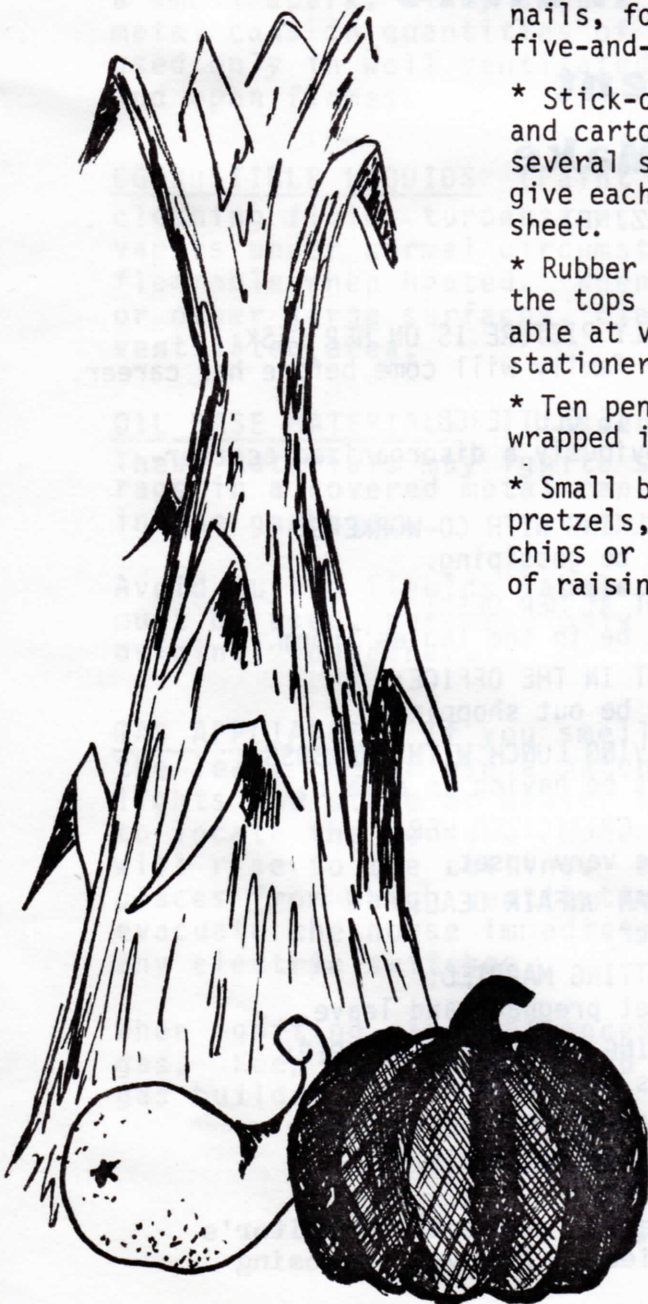
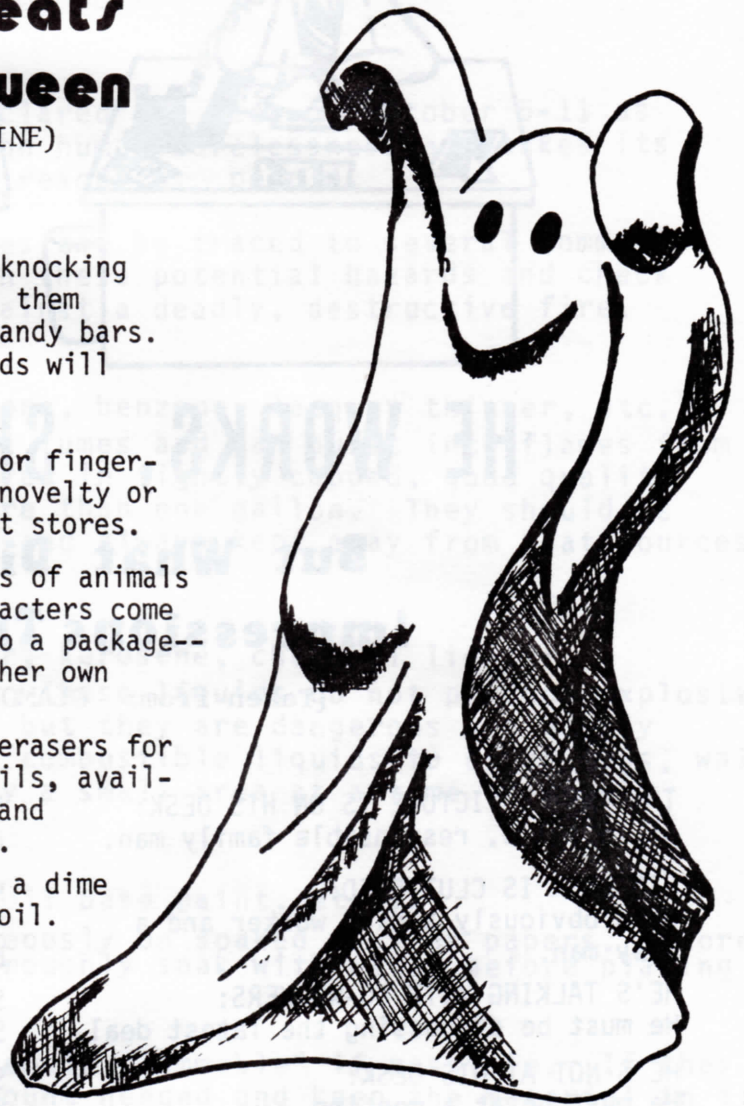
Dinners will be staggered this year in order to alleviate the service problems experienced at last year's event. Watch for more details as we approach the date.

# 10 non-sweet treats to give on halloween

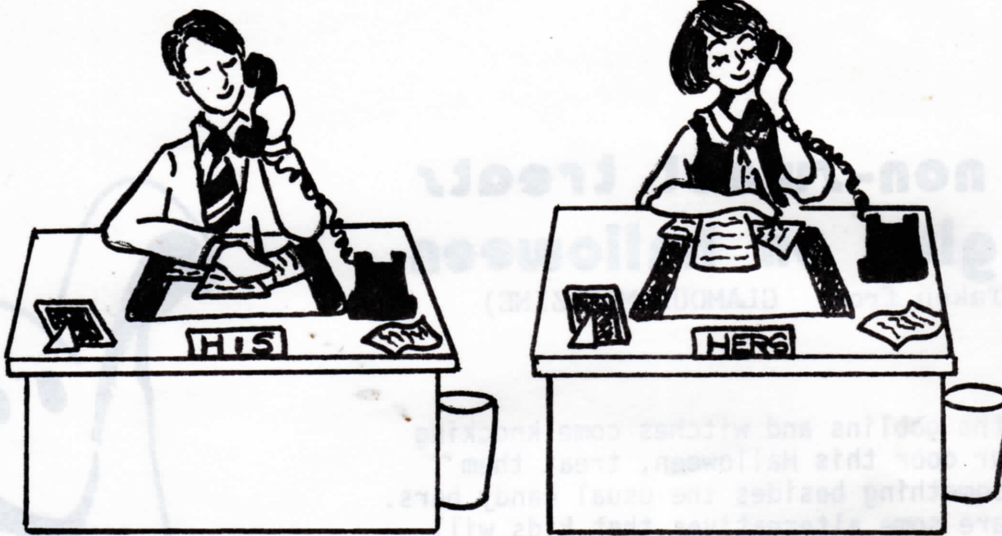
(Taken from: GLAMOUR MAGAZINE)

When the goblins and witches come knocking at your door this Halloween, treat them with something besides the usual candy bars. Here are some alternatives that kids will love:

- \* Fake wax lips or fingernails, found in novelty or five-and-ten-cent stores.
- \* Stick-on decals of animals and cartoon characters come several sheets to a package--give each child her own sheet.
- \* Rubber animal erasers for the tops of pencils, available at variety and stationery shops.
- \* Ten pennies or a dime wrapped in tin foil.
- \* Small bags of pretzels, corn chips or boxes of raisins.



- \* Several party balloons (buy a large bag in a variety store).
- \* Sticks of sugarless gum.
- \* Baseball cards and/or inexpensive barrettes, such as a bobby pin with a small decoration on it.
- \* Buy roasted pumpkin seeds (nutritious and in step with the holiday) by the pound and hand out individual portions in plastic sandwich bags.
- \* Rubber spiders, trick rings or other fun gadgets found in novelty or magic shops.



# HE WORKS, SHE WORKS

## But What Different Impressions They Make

(Taken from: GLAMOUR MAGAZINE)

THE FAMILY PICTURE IS ON HIS DESK:  
Ah, a solid, responsible family man.

HIS DESK IS CLUTTERED:  
He's obviously a hard worker and a busy man.

HE'S TALKING WITH CO-WORKERS:  
He must be discussing the latest deal.

HE'S NOT AT HIS DESK:  
He must be at a meeting.

HE'S NOT IN THE OFFICE:  
He's meeting customers.

HE'S HAVING LUNCH WITH THE BOSS:  
He's on his way up.

THE BOSS CRITICIZED HIM:  
He'll improve his performance.

HE GOT AN UNFAIR DEAL:  
Did he get angry?

HE'S GETTING MARRIED:  
He'll get more settled.

HE'S GOING ON A BUSINESS TRIP:  
It's good for his career.

HE'S LEAVING FOR A BETTER JOB:  
He recognizes a good opportunity.

THE FAMILY PICTURE IS ON HER DESK:  
Hmm, her family will come before her career.

HER DESK IS CLUTTERED:  
She's obviously a disorganized scatter-brain.

SHE'S TALKING WITH CO-WORKERS:  
She must be gossiping.

SHE'S NOT AT HER DESK:  
She must be in the ladies' room.

SHE'S NOT IN THE OFFICE:  
She must be out shopping.

SHE'S HAVING LUNCH WITH THE BOSS:  
They must be having an affair.

THE BOSS CRITICIZED HER:  
She'll be very upset.

SHE GOT AN UNFAIR DEAL:  
Did she cry?

SHE'S GETTING MARRIED:  
She'll get pregnant and leave.

SHE'S GOING ON A BUSINESS TRIP:  
What does her husband say?

SHE'S LEAVING FOR A BETTER JOB:  
Women are undependable.

(EDITOR'S NOTE: This article does not necessarily reflect the editor's opinion. It was printed as an entertaining piece. However, opposing viewpoints are welcome.)

## FIRE HAZARDS IN THE HOME

The National Safety Council has declared the week of October 5-11 as Fire Prevention Week. Fire feeds on human carelessness and takes its toll on the most important natural resource: people.

Statistics show that most home fires can be traced to several common sources. Familiarize yourself with these potential hazards and check their use in your home to guard against a deadly, destructive fire.

FLAMMABLE LIQUIDS (gasoline, acetone, benzene, lacquer thinner, etc.). These liquids can produce explosive fumes and can burst into flames from a small spark. They should be stored in tightly capped, good quality metal cans in quantities of not more than one gallon. They should be used only in well ventilated areas and always kept away from heat sources and open flames.

COMBUSTIBLE LIQUIDS (Paint thinner, kerosene, charcoal lighter, cleaning fluid, turpentine, etc.). These liquids do not produce explosive vapors under normal circumstances, but they are dangerous and highly flammable when heated. When using combustible liquids to clean rugs, walls or other large surfaces, clean only a small area at a time in a well ventilated area.

OIL BASE MATERIALS (linseed oil, oil base paint, etc.).

These materials may ignite spontaneously on soaked rags or papers. Store rags in a covered metal can or thoroughly soak with water before placing in the garbage.

Avoid buying liquids labeled "extremely flammable" if possible. If they must be used, purchase only the amount needed and keep the material in its original container.

GAS APPLIANCES If you smell a gas odor, look immediately for the source of the leak. Never use a match or candle for this purpose. Check pilot lights and stove or heater burners. Call the gas company if you are unable to locate the source. Remember that natural gas is lighter than air and will rise to the ceiling. LP gas will leak and collect on the floor in places from which ventilation is difficult. If the odor is strong, evacuate the house immediately, leaving the doors open. Don't operate any electric switches.

When igniting gas appliances, have the match lighted before turning on the gas. Keep your face turned away to avoid the flashback of an unsuspected gas buildup.



Western Electric

WALL AND CEILING MATERIALS Many plastic laminates, acoustic ceiling tiles, exposed insulation materials or wood panelings are highly flammable. If these materials are used in large quantities, corrective steps such as covering the material with gypsum wallboard or installing extra smoke detectors should be used.

HOLIDAY DECORATIONS Christmas trees, costumes, candles and paper decorations can pose extra fire risks in your home. Use only flame-retardant materials and maintain and dispose of them properly.

SMOKING MATERIALS Cigarettes and other smoking materials are among the most common causes of fires. Dispose of ashtray contents carefully and look for smoldering smoking materials in chairs and couches before retiring for the night.

THE KITCHEN Oil and grease fires can burst into flames and are difficult to extinguish. Small fires, confined to a pan, can be extinguished by covering the utensil with a cover. An oven fire will usually go out once the heat is turned off and the oven door closed.

THE BARBEQUE GRILL Charcoal cooking should always be done outdoors. Never "freshen up" the fire by pouring starter fluid over smoldering coals. Don't use gasoline to start a fire.

HEATING EQUIPMENT FIRES Follow all manufacturer's maintenance instructions regarding cleaning and service. Inspect the equipment annually and arrange for needed repairs promptly. Use only the fuel for which the appliance was designed. Place portable heaters where they won't tip over or come into contact with curtains or bedding.

#### ELECTRIC DEVICES

- Do not overload circuits. If a fuse keeps blowing, it is probably overloaded. Try a dual-element fuse to correct the situation.
- Keep appliance cords and extension cords in good condition. Replace rather than repair frayed or brittle cords. Don't tack them to walls or lay them under rugs.
- Don't use an appliance that isn't working properly. Get it repaired immediately.
- Keep appliances away from things that can be ignited and from wet surfaces.

TELEVISION SETS TV sets with the "instant-on" feature have been suspected of causing fires. To be safe, use the "instant-on defeat" switch if it is provided, or plug the set into a wall outlet controlled by a switch. TV sets need ventilation. Don't cover ventilation openings with cloth or paper and don't place the set against a wall or furniture.

The best precaution for fire safety is to prevent the fire from occurring in the first place. Follow good fire prevention measures to protect your property and loved ones.

# Voter Alert

## ELECTION 1980

### AMERICA'S TWO MAJOR POLITICAL PARTIES ADOPT CHANGES THAT WEAKEN THEIR GRIP

Americans going to the polls these days are casting their votes with an independent frame of mind. We have entered what some election experts are calling the "Age of Independents."

In the last ten years there have been many changes in the nation's two major political parties. The result of these changes is that the loyalty voters once had for either the Republican or the Democratic party has diminished according to some political observers.

"Few elements of our political system have changed as much in recent years as the major parties," wrote Austin Ranney in *The New American Political System*, "and almost all of these changes have taken place since the late 1960's. As a result, presidential politics has become, in substance if not form, something closely approaching a no-party system."

From the time the present day parties as we know them were formed in the early nineteenth century, political parties in the last century and most of this century have shaped and directed our political system. With expanding power the Democrats and the Republicans were the main forces behind choosing presidential nominees. Most of the delegates to the nominating conventions were old-hand "party regulars" who were either elected officials or leaders of state and local organizations. Their presence was a sign of influence and a reward for loyalty and service.

But about 1968, dramatic changes started taking place. Political leaders called these changes "reform," and it was this reform that fueled the trend toward independent voting. A study conducted by the University of Michigan found that the number of voters calling themselves independents has nearly doubled in the last fifteen years. Polls taken in the 1980 primary season also indicate that more

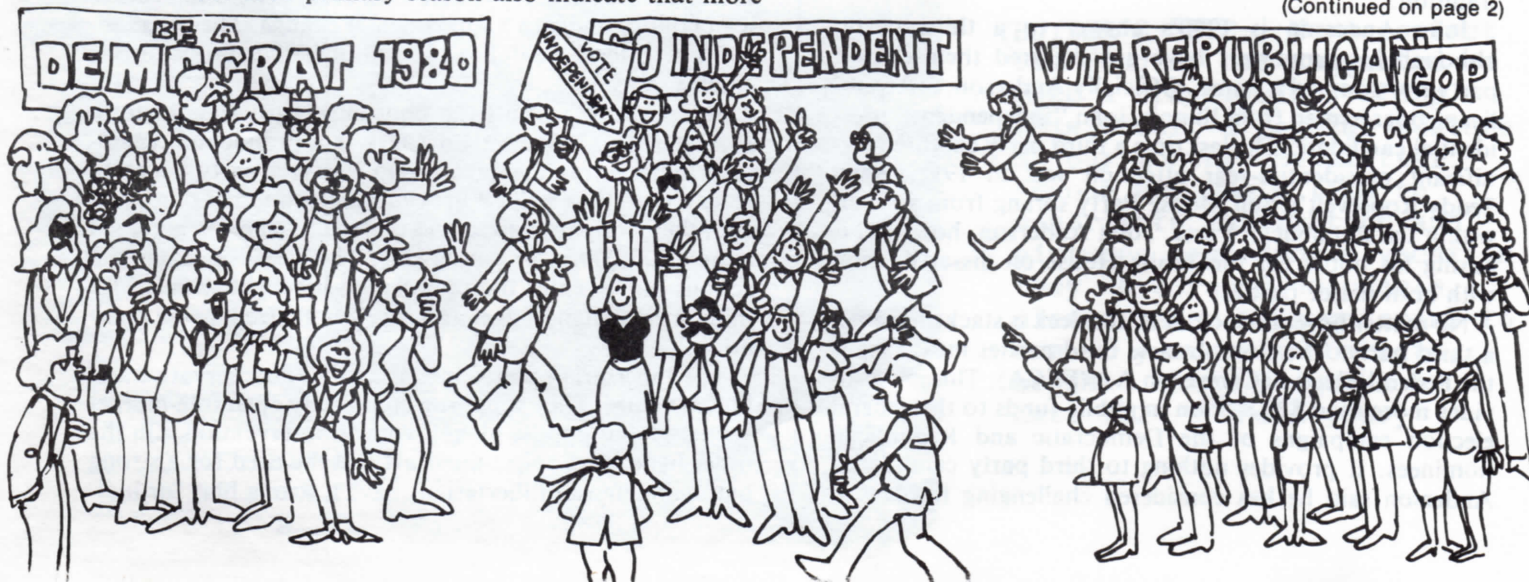
and more people are declining to call themselves either a Democrat or a Republican. "By election day 1980," said William Schneider in *Politics Today* magazine, "independents may well be the largest political party in this country."

Among changes that have taken place is one that was initiated by the parties themselves. It has to do with how delegates are selected to the national nominating conventions. In 1969, the Democratic party adopted rules that *mandate* participation by women and minorities. Later, the Republicans adopted rules that *encourage* participation by these groups. Prior to 1969, the majority of delegates to both party conventions were chosen by party leaders on the basis of activity in the party, party loyalty, etc. Consequently, the nominating process is now much more open.

"About 80 per cent of the delegates are now chosen directly by the voters in the presidential primaries," said veteran political reporter David Broder of the *Washington Post*. "And the delegates are just as likely to be political amateurs as they are old party pros." In some cases, the new-comers, compared to delegates in earlier times, are less likely to vote as a cohesive group influenced by party leaders.

This year there were 36 presidential primaries, more than any other election year in history. The number of voters who participated in these primaries also was record-breaking, although the exact number is not yet certain. In 1976, the total was 30 million, nearly three times the number who voted in the 1968 primaries. The "proliferation of primaries" has drawn more voters to the polls, where they are demonstrating that casting a straight party ticket is not as popular as it used to be.

(Continued on page 2)



To some extent, the primaries have allowed voters to do a kind of end-run around the influence of the two major parties. A primary is an opportunity for a voter to state his or her presidential preference directly, without waiting for the nominating convention to decide. And in an age of instant, mass communications, most voters feel they are well-informed enough to select the nominees without advice from the parties.

One of the biggest changes that contributed to the draft toward independent voting (and away from traditional two-party alignment) came in 1974. That year Congress decided to provide public funds for the presidential campaigns. It decided *not* to give this money to the parties, but to the campaign committees of the Democratic and Republican candidates. The consequences of this in the 1975 race were that most of the money went for the media advertising and moving the candidates around the country. Less was spent on such tasks as setting up local party headquarters where grass-roots workers could get involved. So while the new law allowed the parties to receive huge sums of money, it ironically diminished some participation in the parties at local levels.

Some political observers have forecast Election Day 1980 to be the closest thing yet to a nonpartisan popularity contest. They believe that the majority of voters will cast their ballots according to where the candidates stand on the issues, not according to party label. Yet, some expect that the movement away from the political parties is short-lived and may eventually reverse itself. Wrote David Broder in *Political Profiles* magazine, "I think American-style political parties are needed to make the Constitution work. They are needed to bridge the gap between the citizens in their communities, across an ever-broadening belt of this continent, and their elected officials. Broder said the parties provide "a common thread of responsibility" between local, state and federal officials.

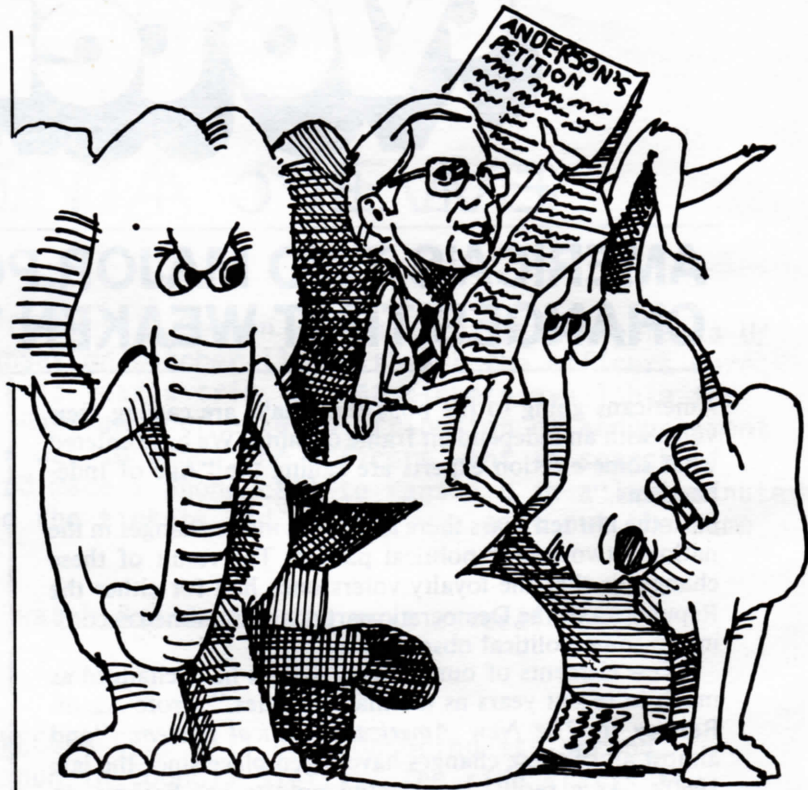
## VOTERS' INDEPENDENCE INVITES THIRD PARTY RISE

### A PIECE OF THE VOTE

The pundits tell us that few other times in American history have been so ripe for the growth of a third party. The dwindling influence of the Democratic and Republican parties has invited a third-party challenge to our two-party tradition.

John Anderson is 1980's answer to a third party, although his supporters have not declared themselves a party nor adopted a name. Officially Anderson, a Republican congressman from Illinois, is an "independent" presidential candidate. The last time a third party captured significant presidential-year attention was in 1912, when Teddy Roosevelt's Bull Moose Party sprang from a revolt within the Republican Party. John Anderson, however, is basing his hopes for the White House on dissatisfaction with both major parties.

No matter how you look at it, the deck is stacked against a third party. The first obstacle third parties must face is the Federal Election Campaign Act (FECA). This law provides more than \$20 million in public funds to the general election campaigns of the Democratic and Republican nominees. It provides nothing to third party candidates. Anderson said he has considered challenging the law in



court. But that might turn out to be slightly embarrassing to him since he was one of FECA's major architects when it was created in 1971.

The second obstacle to a third party is strict state laws that limit access to the ballot. To get on the ballot, Anderson has had to circulate petitions gathering signatures of registered voters. Each state has its own laws determining how many signatures he must get. California, for example, mandates 101,000 signatures for an independent presidential candidate. New York requires 20,000 signatures and insists that at least 100 come from each of at least half of the state's 39 congressional districts.

Despite these obstacles, Anderson's supporters appear intent on helping their candidate with the election. Anderson himself sees the changing political landscape as his biggest asset, calling for a "new coalition" of voters who dislike the two major parties, their platforms and their nominees. Roger Masters, a professor of government at Dartmouth College, says that once every generation American politics undergo a fundamental change. The "realignment of voters" behind Anderson in 1980 is proof of this change, he says.

John Anderson isn't the only third-party candidate in 1980. California lawyer Ed Clark is a presidential candidate representing the Libertarian Party, a party which in recent years has gained growing recognition. Four years ago, the poorly organized and underfunded party gathered a mere 175,000 votes nationwide. This year it is making a serious bid to enter the presidential limelight with a \$3.5 million campaign budget and a well-organized media operation.

The Libertarian philosophy is a mix of conservative and liberal values. They support a completely open free-market economy and oppose all government intervention. On the other hand, they reject the draft and the need for a strong national defense. Libertarians have a strong bias for indi-



vidual liberties and believe, above all, "the government that governs least governs best," according to the party's campaign literature.

Although Ed Clark was eligible for matching federal campaign aid, he says he rejected it on principle. He and his supporters believe their party is on the rise; in the 1978 off-year elections, Libertarian candidates at all levels of government gathered about 1.5 million votes.

Another third-party effort underway in 1980 is the Citizens Party, whose presidential candidate is ecologist Barry Commoner. Less than one year-old, the party is a coalition of Ralph Nader's "public interest" groups, environmentalists, and peace activists. The party's platform stresses opposition to nuclear power, a greater government role in energy production, guaranteed jobs and stabilized prices.

"The Citizens Party is committed to alternatives on an issue-by-issue basis," says David Levy, a party official from New York. "At our founding convention, we spoke of change and our willingness to take the time building a majority party of substance with candidates who support local and national citizens' issues."

Commoner says that one of his biggest aims is to rein in the power of large corporations. His party favors government control of the energy industry and wants public representatives on corporate boards. Like other third-party candidates, he sees an opportunity to take advantage of the apparent decline of the Democratic and Republican parties.

## YOUNG AND OLD, WHERE HAVE ALL THE VOTERS GONE?

1971 was an important year for the American electorate. That was the year the Twenty-sixth Amendment to the Constitution lowered the voting age from 21 to 18. Nearly 12 million young people immediately became eligible to go to the polls.

Consequently, the attitude of a huge bloc of new voters—high school and college students—began influencing American politics. Studies show that most of these voters were not likely to hold strong party loyalties, and that is said to be one of the main reasons partisanship began to slide. The 18-to-21 year-olds, however, have not had as much influence as their numbers suggest because their turnout at the polls has been low.

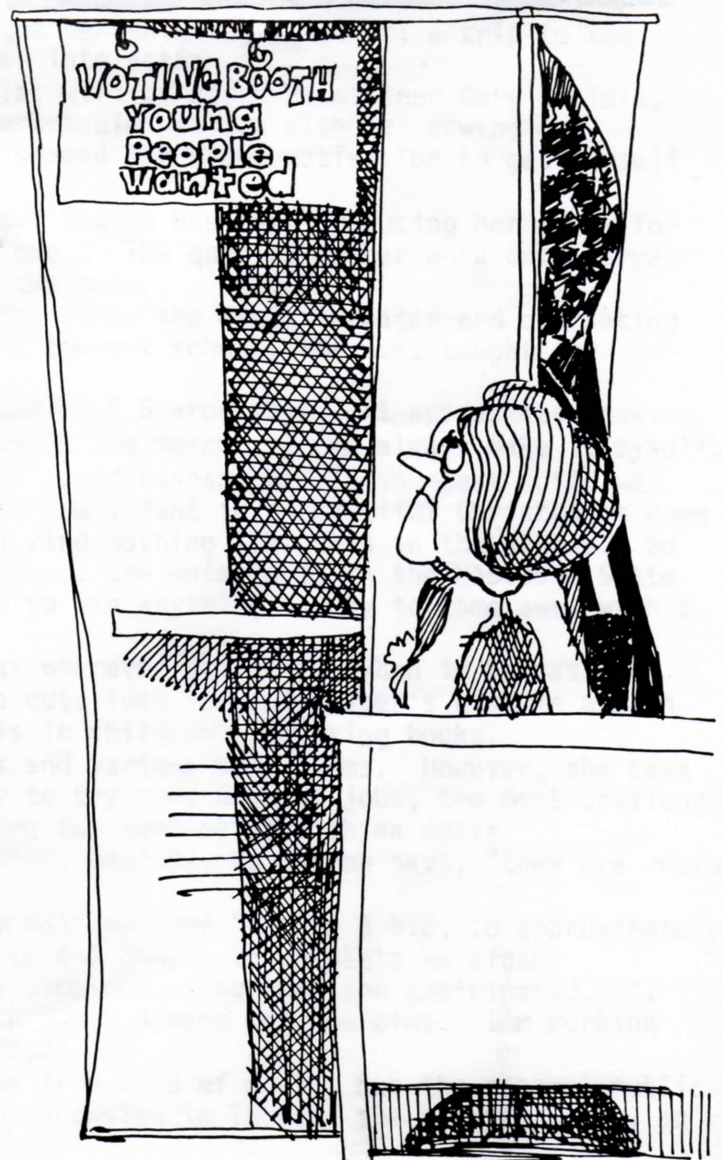
"No one disagrees that the youngest voters constitute the largest segment of non-voters or that their participation can fluctuate widely," wrote Robert J. Samuelson in the article, "Fragmentation and Uncertainty Litter the Political Landscape." "We not only don't know how they'll vote, but we don't know whether they'll vote at all. A drop in voting participation of all age groups has been one of the pronounced trends of the past 20 years."

Why is it, the largest group of voters who are not going to the polls is young people? According to President William Dwyer of the Voter Education Foundation, a non-profit, non-partisan group whose goal is to boost voter participation, "Voting seems to be a function of age more than any other single aspect of the population." Dwyer says the older people become, and as they become more "aware", become better educated, have more responsibilities, the more they are likely to vote.

For those who think their vote is inconsequential, the Voter Education Foundation cites numbers to the contrary. Less than a third of Jimmy Carter's fellow citizens who were eligible to vote voted for him for president in 1976. The governor of New Jersey, Brendan Byrne, received less than 15 per cent of the eligible vote in his successful re-election bid in 1977. New York City Mayor Ed Koch was the choice of less than 12 per cent of that city's voters. Sen. Henry Jackson, (D-Wash.) won the 1976 New York presidential primary with less than six per cent of the eligible vote.

The downward trend is a paradox because it is happening at a time when several changes are making it easier to vote. In the last two decades the poll tax was eliminated, residency requirements were eased and registration dates have been made more convenient. Many states have adopted mobile registration centers, postcard registration and even election-day registration. Despite this, nearly 100 million eligible Americans did not vote in the 1978 elections.

All of this is prompting more and more concerned observers to ask, "What if they held an election and nobody came?" So this offers vivid proof that often a few votes can make a difference.

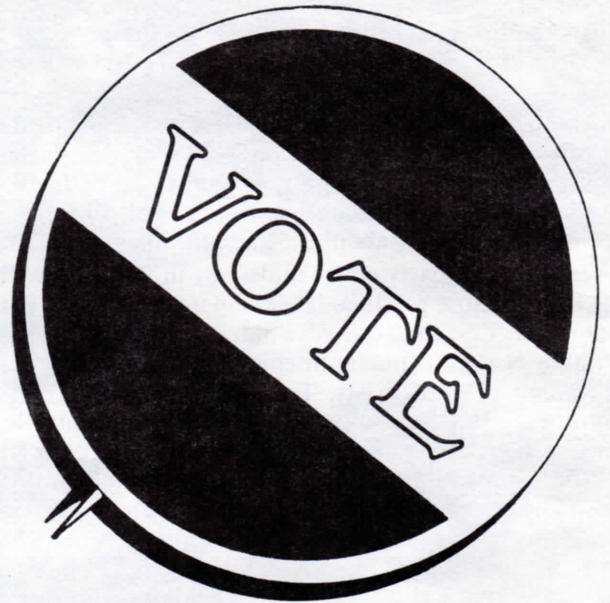


### US vs. THEM

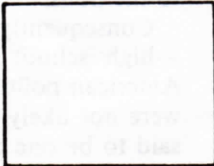
Each "party system" in American history was founded on conflict over great issues of principle, according to William Schneider, author and political historian. The Federalists opposed Jefferson's Democrats over the question of whether the infant republic should side with England or France during the Revolutionary Wars in Europe. Republicans opposed Democrats over the great issues of the Civil War. In the 1880's, the Democrats became identified with rural Populism and the Republicans with urban industrialism. Our current party system had its birth in the 1930's, when the Democrats became the party of organized labor and New Deal social welfare policies. In each case, a sense of "us" versus "them" served to solidify party loyalty.

### VOTER ALERT ELECTION 1980

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**REMEMBER—  
YOUR VOTE COUNTS**



# RESULTS

## SERVICE PERFORMANCE

SERVICE PERFORMANCE is a measurement of all stock shipments from Western Electric to the Telephone Company. This measurement is based on Corporate Goals of 98.0% shipped on time for Critical Items and 92.0% shipped on time for Other items.

### SERVICE PERFORMANCE (IN %)

<u>CRITICAL</u>	<u>AUG.</u>	<u>8 MONTHS CUM.</u>	<u>TOTAL-1979 12 MO. CUM.</u>
Minneapolis	99.1	99.5	98.9
Omaha & Iowa	98.8	99.3	98.6
Denver	98.4	98.9	98.3
Phoenix	98.6	98.5	98.2
Salt Lake	96.9	98.7	98.1
CORPORATE GOAL - 98.0%			

### OTHER

Minneapolis	93.8	94.1	93.4
Omaha & Iowa	94.7	95.0	93.2
Denver	94.8	94.8	93.2
Phoenix	94.6	94.0	92.6
Salt Lake	91.4	94.2	92.2
CORPORATE GOAL - 92.0%			

## R/S & R

REPAIR/SERVICE AND RETURN performance is a measurement of how well we do in repairing and returning our customer's (Northwestern Bell) products in the Standard Repair Interval. Our Corporate Goal is 85%. Following results are for the month of August, 1980

	<u>In-House Local Customer % on Time</u>	<u>Repd. at Other S/C % on Time</u>	<u>Bell Sales Composite % on Time</u>	<u>Repd. at Mfg. Locations % on Time</u>	<u>Repd. at Outside Supplier % on Time</u>	<u>Total Composite % on Time</u>
Denver	99	92	96	72	88	88
Minneapolis	90	76	82	80	96	82
Salt Lake	98	88	93	75	97	89
Omaha	100	94	97	74	99	93
Phoenix	100	93	96	74	96	89
Total Region	97	88	93	75	96	88

# RESULTS

## VARIATION

VARIATION is a measure of our deviation profit or loss from zero.

While there are many individual segments of our operation which contribute to our results, the most important number is the sum total of all these figures which tells us how well our operation is doing. This is our Variation.

### VARIATION (\$000)

Numbers in ( ) are negative

	<u>July</u>	<u>1980 8 Mo. Cum.</u>	<u>1980 Forecast</u>	<u>Total-1979 12 Mo. Cum.</u>
<u>SHOPS</u>				
Minneapolis	(8)	246	114	56
Salt Lake	116	224	149	(283)
Phoenix	(18)	96	48	208
Omaha	(73)	(286)	(290)	(771)
Denver	9	127	7	(29)
<u>WAREHOUSE</u>				
Phoenix	3	(100)	15	58
Salt Lake	4	(81)	(130)	(297)
Denver	7	(24)	(86)	209
Minneapolis	(6)	(197)	(73)	28
Omaha & Iowa	1	(127)	186	(48)

## EFFICIENCY

EFFICIENCY is the amount of time actually taken to do each job, measured against the engineering time specified to perform the work.

### SERVICE CENTER SHOPS

	<u>AUG. 1980</u>	<u>8 MO CUM.</u>	<u>1980 FORECAST</u>
Minneapolis	117.0	113.8	111.0
Phoenix	111.1	111.2	112.0
Omaha	110.6	108.0	109.9
Salt Lake	123.1	111.7	108.1
Denver	112.6	109.5	108.0

### SERVICE CENTER WAREHOUSE

Phoenix	113.0	112.0	112.0
Salt Lake	110.0	110.0	100.0
Omaha	102.0	102.4	100.0
Minneapolis	102.0	102.0	100.0
Denver	107.0	104.1	100.0

# RESULTS

## Q U A L I T Y

We finished rating Period 6 with our 6 & 10 Button Wall Sets (165F) rated below normal. However, we did receive treatment on that product.

We are currently in our 1st week of Period 7 with 0 products rated below normal. The Quality Measurement Plan (QMP) went into effect this rating period.

### 1980 SHOP QUALITY QA RESULTS

Corporate Goal - No more than 2% of product audited to be rated below normal.

<u>PERIOD</u>	<u>DENVER</u>	<u>SALT LAKE</u>	<u>PHOENIX</u>	<u>OMAHA</u>	<u>MPLS.</u>	<u>TOTAL REGION</u>
1. Products Sampled	21	20	23	25	23	112
Below Normal	0	0	0	0	0	0
2. Products Sampled	21	20	23	26	23	113
Below Normal	0	0	0	0	1	1
3. Products Sampled	21	19	21	26	22	109
Below Normal	0	1	0	0	0	1
4. Products Sampled	20	19	22	25	22	108
Below Normal	0	0	0	0	0	0
5. Products Sampled	19	17	22	27	23	108
Below Normal	0	0	2	0	0	2
6. Products Sampled	19	17	20	26	23	105
Below Normal	0	0	0	0	0	0
CUM. PRODUCTS SAMPLED	121	112	131	155	136	655
CUM. BELOW NORMAL	0	1	2	0	1	4
% of Prod. Audited Below Norm.	0.0	0.9	1.5	0	0.7	3.1

## I B I

This is a measurement of the accuracy of the Warehouse in receiving, storage, inventories, selections and shipment of material.

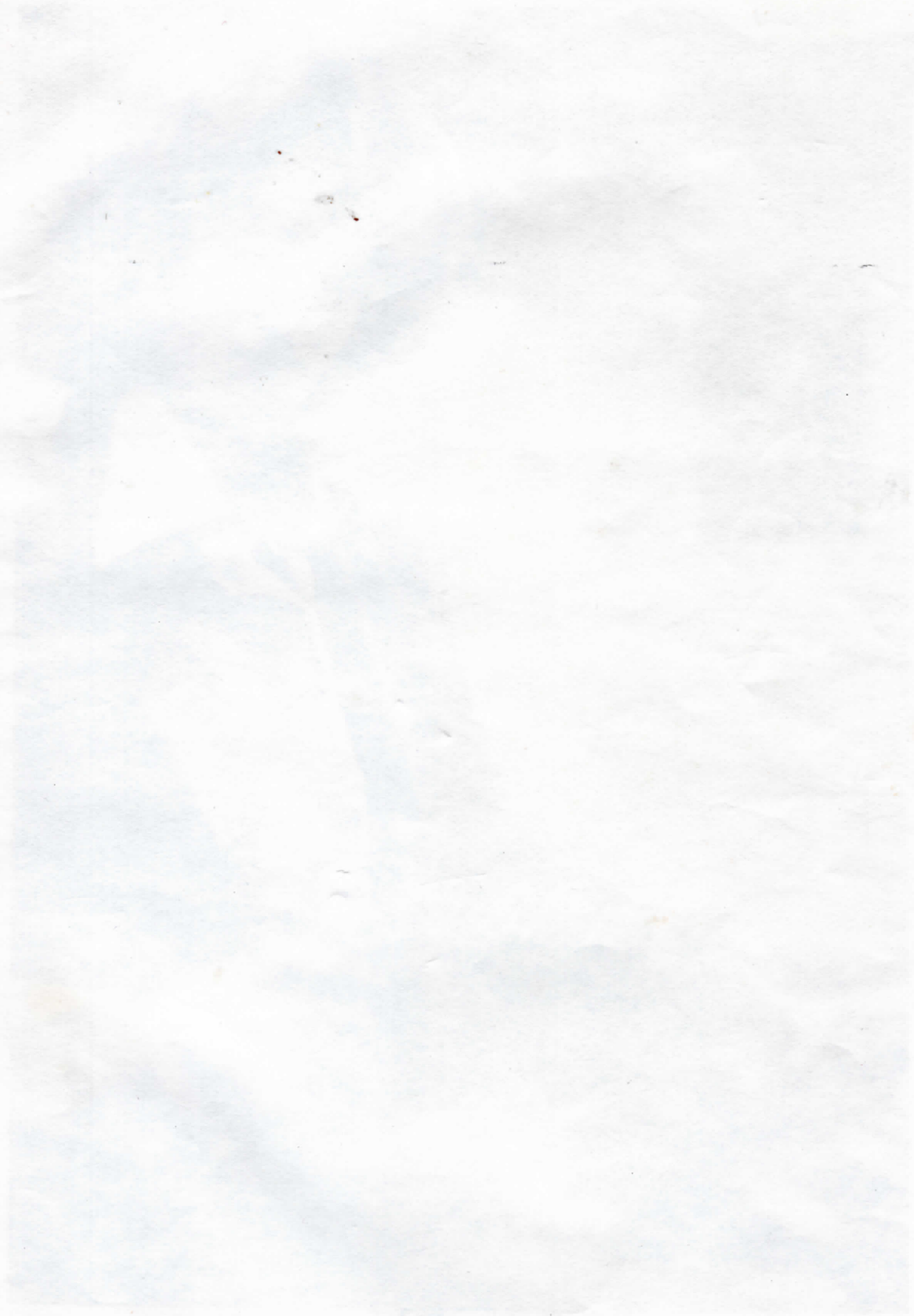
### AUGUST 1980 WAREHOUSE QUALITY MEASUREMENT (IBI)

	<u>SCIM</u> <u>Shipments</u>	<u>Receipts</u>	<u>MLS</u> <u>Storage</u>	<u>OGIS</u> <u>Balances</u>
Iowa SDC	95.3	100.0	95.5	98.0
Omaha	93.6	99.9	97.5	92.6
Minneapolis	98.8	100.0	100.0	91.2
Denver	98.2	100.0	97.0	79.7
Salt Lake	90.8	96.5	93.5	96.5
Phoenix	93.1	99.3	86.1	90.6
Total Region	95.0	99.3	94.9	91.4
Corporate Goal	95.0	95.0	95.0	95.0

## OCTOBER SERVICE ANNIVERSARIES

<u>ANNIVERSARY DATE</u>	<u>NAME</u>	<u>YEARS OF SERVICE</u>
1	Bob Paluka	18
2	Madonna Schmitz	13
2	Bob Sopcich	13
2	Richard Munoz	2
3	Lynn Benish	14
6	Dave Kresha	9
7	Jim Hurt	17
12	Hugh Shields	16
17	Francis Schram	14
20	Tom Rushing	11
22	Sandra Schovanec	6
23	Jack Cornwell	30
23	Shirley Ochsenbein	22
25	Dave Lundberg	15
27	Alzean Scott	11
28	Howard Mosley	17
28	John Haney	11
29	Blair Walters	6
30	Louis Costanzo	13
30	Jerry Mack	13

# Machine Services Center News



WESTERN ELECTRIC

THE COVER

At approximately 10:30 a.m. on October 31, 1971, the following information was received from the Omaha Police Department: All information received from the Omaha Police Department on October 31, 1971, is being furnished to you for your information. The information is being furnished to you for your information.

NOTE:

This report is being up dated October 31, 1971. For information, the following information is being furnished to you for your information.