

the Westerner

OMAHA WORKS AUGUST 20, 1976

FCC's Telecommunications Policy Is It In The Public Interest?

The Federal Communications Commission is pursuing policies that will hit hard at the pocketbook of the typical home telephone user.

The FCC is promoting what it calls "competition" in certain parts of the telephone industry. What *actually* is developing, however, is an arbitrary division of the market.

An example is the market for intercity private lines — that is, communications channels between cities that are leased for the exclusive use of certain customers, mainly large businesses. The regulated telephone companies serve *all* customers, regardless of cost, regardless of location. Newly authorized suppliers, however, may

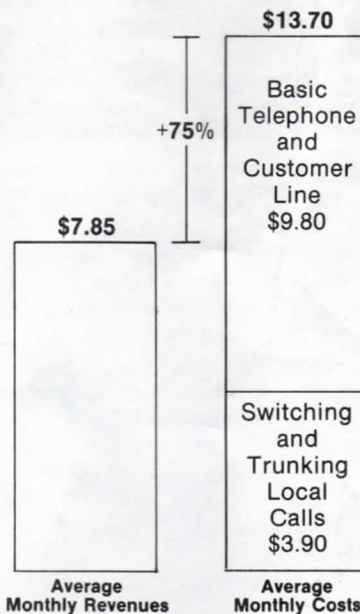
pick and choose the routes and customers they will serve, "skimming the cream" from the more profitable intercity routes.

MOST PEOPLE WILL LOSE

Some communications customers — mainly big businesses — stand to gain
(continued on page 2)

Why Federal regulatory policies will force home telephone rates upward

Long distance and other services now cover substantial costs of facilities needed to provide local telephone service. To the extent this support is eroded because of regulatory policy, charges for local home phone service will be forced upward.



NOTE: Corporate overhead costs are not included; if they were, the 75% differential would be higher. The customer line and basic telephone are used for both local and long-distance services. (Based on a study of individual-line residence service submitted in testimony by the Bell System to the U.S. Senate in July, 1974.)

Works Welcomes Buffalo People

As Buffalo Works operations are being consolidated with those at Omaha, Atlanta and Phoenix, many Buffalo Works employees are on the move.

Among them is Elliott Banner, who recently transferred to Department 257. Employed at the Buffalo Works 25 years ago this month (see pages 4-5), Elliott had never been further west than Toledo, Ohio, when he made the decision to come to Omaha.

That decision meant selling the home the Banners had lived in for 26½ years. It meant putting a considerable distance between themselves and their two grown children. It meant sorting through over a quarter century's accumulation of possessions to determine what would go to Omaha.

Elliott Banner is just one of many Buffalo Works employees who are pulling up stakes and making new lives for themselves and their families. It's not an easy task to make a major move. But maybe we could make it a little easier by saying — WELCOME TO THE OMAHA WORKS.

For Your Information ...

... the Omaha Works was among six Western Electric locations that helped to provide the over 300 million conductor-feet of cable requisitioned for the August 16 Republican National Convention in Kansas City. A complete telephone system comparable in size to one normally required to serve a city of 15,000 has been installed in the city's Kemper Arena, the convention site. Included among the equipment required to fill convention needs are 10,000 telephones, 276 coin phones and 150 teletypewriter units. And the Bell System was at the mid-July Democratic convention in New York's Madison Square Garden, accommodating the convention needs of some 20,000 media representatives and Democratic delegates. To prepare New York and Madison Square Garden for the convention, enough wire was added under the streets of Manhattan to circle half way around the globe. When the final 1976 convention gavel sounds, telephone people representing Long Lines, Western Electric, New York Telephone and Southwestern Bell — with the assistance of other Bell and Independent telephone companies — will have planned and worked for nearly a year to provide a wide assortment of communications needs for the conventions of '76 ...



Public Interest?

(continued from page 1)

from these developments. *But for the vast majority of telephone users, it will be a losing proposition.*

Current Federal regulatory policies will force the telephone companies to depart from traditional pricing patterns which favor home users. At the same time, the industry is being made less efficient — because of needless duplication of facilities and the fragmentation of service responsibilities.

In the final analysis, the nation could well be faced with:

- Higher home telephone rates.
- Higher long distance rates for less-populated areas.
- A higher telephone bill for the country as a whole.
- Lower quality service.

WHY PUBLIC INTEREST GOALS ARE IN JEOPARDY

The introduction of telecommunications competition, real or contrived, involves major economic implications for tens of millions of home telephone users — *with particular impact on low-income families and those on fixed incomes.*

The reason is simple. For many years the industry and its regulators have pursued the goal of "universal service" — a telephone in every home — a goal which is embodied in the Communications Act of 1934.

To achieve this goal, local residential telephone service must be priced at rates most customers can afford.

Revenues from long distance calls, services for business and optional services are used to cover some of the costs that would otherwise have to be covered by local service revenues. This holds down local rates.

Also, the averaging of prices for long distance calls has helped assure the development and availability of this service across the country. (You can make a call from New York to Chicago, for example, for the same rate as a call from Twin Falls, Idaho, to Pierre, South Dakota — a route of comparable distance but with higher transmission costs.)

Ironically, the very pricing policies that have helped the industry achieve universal service make it vulnerable to new suppliers who seek to capture only those parts of the business which can be served at the least cost and highest profit.

In addition, because of the integrated and interdependent nature of the telephone network, fragmenting responsi-

bility for service among many competing companies will adversely affect its quality and efficiency.

The network presently consists of trillions of intricate parts, designed to work on command 24 hours-a-day to make any one of 10 million billion possible connections among 144 million telephones. The unity of this network explains why more Americans enjoy better telephone service at lower rates than people in any other nation.

THE BOTTOM LINE

Most Americans think that competition always benefits the "little man." More often than not, this is true.

But in the case of the regulated telephone industry, competition reduces the funds available to hold down the cost of basic telephone service to home users.

The bottom line is this:

If the telephone industry is forced toward pricing basic home telephone service on a stand-alone basis — that is, denying it the revenue support it currently gets from other services — charges to residence customers will have to be increased sharply.

If, over a period of time all support from other services were to be lost — because of losses to competition or because of repricing to respond to competition — monthly rates for home phones would have to be increased by about 75 per cent to cover full costs. Future inflation could, of course, drive rates up even further.

To the extent that competition fragments responsibility for the telephone network, the quality of service will suffer. To the extent that it duplicates facilities, the cost savings and improved services otherwise available to users — through more efficient, higher capacity systems — will be lost.

A QUESTION OF NATIONAL POLICY

Studies by government and private organizations have repeatedly found that telephone service in the United States is by far the best in the world.

The regulated telephone companies feel strongly that the policies currently being pursued by the FCC *will undermine this performance . . .* both in terms of quality and in the price of basic service for 67 million American households.

This is an issue of major national policy that Congress must decide, and decide promptly, before the current course cannot be reversed. Toward that end, the telephone industry is supporting the Consumer Communications Reform Act of 1976 which has been introduced in both houses of Congress. This legislation would reaffirm the basic

goal of "universal service" set forth in the Communications Act of 1934.

Among its provisions, this legislation seeks to protect consumers by preventing wasteful duplication of interstate services, as well as unnecessarily higher rates for home telephone users and impairment of the high quality service customers have come to expect.

It does *not* rule out the provision of truly innovative services by suppliers other than the established telephone companies, so long as they do not affect the quality or cost of service for all users.

This effort has the support of the United States Independent Telephone Association, Independent telephone companies, large and small — including cooperative telephone companies — the Bell System, and unions representing telephone employees. The need for legislation also is supported by other groups interested in reasonable telephone rates, such as rural organizations.

If you support the idea that the interests of average telephone users should be weighed in deciding whether to continue with the major changes that have been made in the nation's telecommunications policy, you might write your representatives in Congress to urge that hearings be held on the Consumer Communications Reform Act. This bill was first introduced in the House of Representatives by Congressman Teno Roncalio of Wyoming (H.R. 12323) and in the Senate by Senator Vance Hartke of Indiana (S. 3192). Such hearings will give every point of view an opportunity to be aired.

You can reach your Senators by writing them in care of the United States Senate, Washington, D.C. 20510, and your Congressman, by writing in care of the House of Representatives, Washington, D.C. 20515.

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Roman L. Hruska

Nebraska

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Iowa

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(5th District)
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(6th District)

A Determined Chantell Walks Tall — And Fast

Chantell Rust is about as active as any eight-year-old could be. In addition to roller skating, climbing trees, riding bikes and horses and jumping on a pogo stick, she is now competing in a sport called race walking.

There's nothing unusual about all of that except for Chantell herself who lost most of her right leg in a lawn mower accident four and a half years ago.

The daughter of Nikki Rust, Department 423, Chantell is a petite package of energy who, according to her mother, is impossible to hold back.

"Right after the accident, I would stand out in the hospital hallway and cry about Chantell," Nikki explained. "But then one of the doctors told me that if Chantell saw my pity, she would begin feeling sorry for herself. He told me I had to be strong for her sake."

The strength that Nikki and her husband Jim managed to muster for the benefit of their daughter has paid off in Chantell's unswerving determination.

The youngster made the decision to compete in race walking this past June while watching her 13-year-old sister Jonna compete at the Midwestern AAU championships in Hastings, Nebraska. Among the events was race walking. And a determined Chantell told her mother, "I can do that."

The woman who won the Hastings race walking event became Chantell's coach with Chantell's initiation into the world of competitive sports occurring on June 27 at a Region VII AAU meet here in Omaha.

For the three weeks prior to the meet, Chantell worked out with her coach one hour each night.

Her perseverance was such that one week before the event she developed sores on the bottom of her leg. But by soaking the leg every day before the race, she was still able to compete.

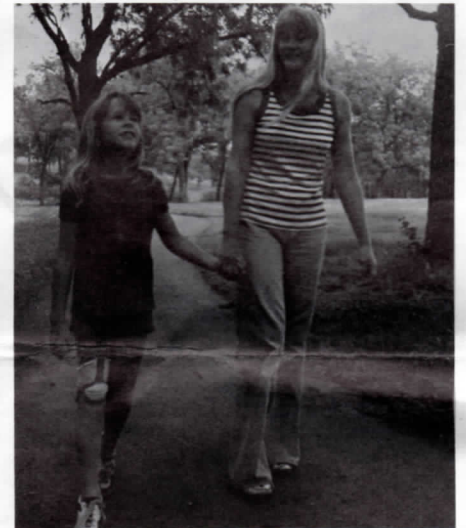
With no other entrants in Chantell's division of the 800-meter walk, she was placed with older competitors. Although she finished last, she kept pace with the others for the entire race, nearly passing one, and received the plaque for her age group.

"At times you really feel you want to protect her," Nikki noted. "But you can't do that because there's all kinds of people in the world Chantell will have to deal with."

"When she goes swimming, she has to remove her artificial leg. The kids stare and ask questions and at first Chantell wanted me to do the explaining. I told her she was the one who had to handle that."

Chantell's determination has taken her to a second competition and a fifth-place ribbon. That was at the Junior Olympics held in St. Paul, Minnesota in July.

"While we were there, a high school football coach came up and asked to take Chantell's picture," Nikki related. "He said he was going to take it back to show his team just what determination really is."



Above: Chantell slows her pace temporarily to take a walk with Nikki. Left: Chantell proudly displays the rewards of a determined competitor.



LAST ONE: On June 14, Department 414 shipped its last #4 frame unit. Among the people who helped put together that last unit were Evie Fallon, left, Emily Sinkule, Harold Drake, Art Bobier, Kathy Fink, Geri Corbin and Virginia Smolinski.

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VOLUME 20 NUMBER 3

Frank J. Lefebvre
General Manager

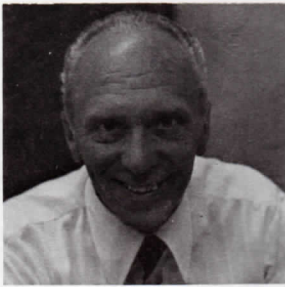
Nancy Lynch
Editor

Published for employees of the Omaha Works.
For information write: Editor, *The Westerner*,
P.O. Box 14000, West Omaha Station, Omaha,
Nebraska, 68114; or telephone 334-4132.

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Printed in the U.S.A.



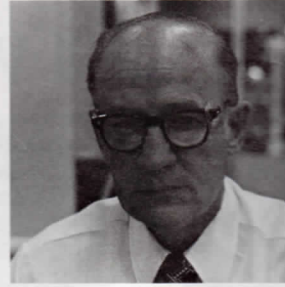
SERVICE ANNIVERSARIES



Bob Dostert
40 Years
6-22-36



Bob Hansen
35 Years
5-19-41



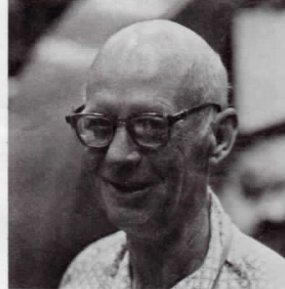
Ed Kot
35 Years
5-27-41



Bob Barton
35 Years
6-13-41



Bob Metz
35 Years
8-25-41



Vivian Bullock
30 Years
5-13-46



Lee Allen
30 Years
5-15-46



Wally Holm
30 Years
5-20-46



Irene Johnson
30 Years
6-12-46



Ray Alley
30 Years
6-13-46



Don Walker
30 Years
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Dick Dunlap
30 Years
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Frank Fetters
30 Years
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Jay Weaver
30 Years
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Lloyd Hartman
30 Years
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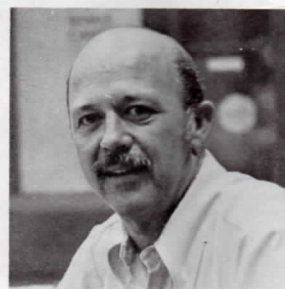
*Congratulations
on your
service
anniversary.*



Jack Zelenka
25 Years
6-18-51



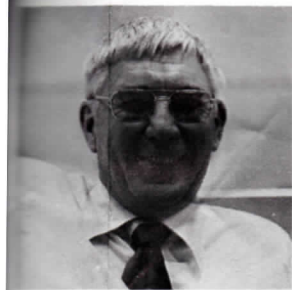
Buff Nielsen
25 Years
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Bill Hancock
25 Years
7-29-51



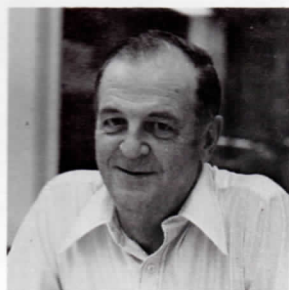
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25 Years
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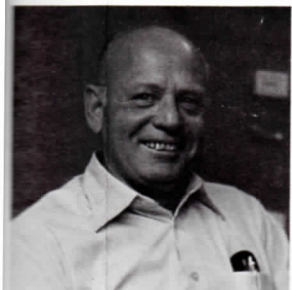
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Tony Ciullo
35 Years
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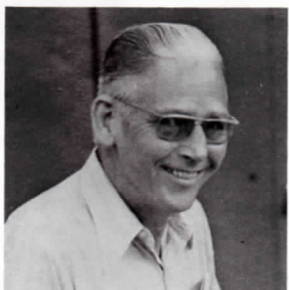
Dave Dunn
35 Years
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Harold Hawkins
30 Years
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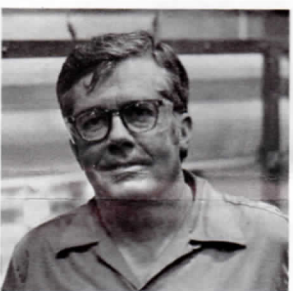
Frank Havelka
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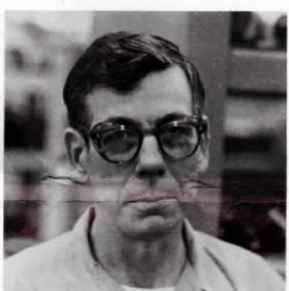
Charlie Mook
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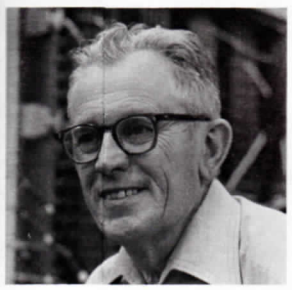
Mark Foster
30 Years
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Don Akeson
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Kelly Fuller
30 Years
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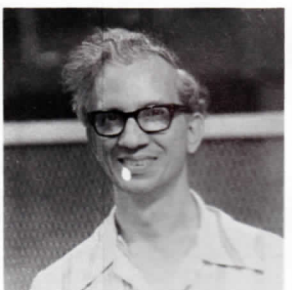
Al Mierau
25 Years
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Jo Anne McGerr
25 Years
5-23-51



Neal Zimmer
25 Years
6-4-51



Charlie Struble
25 Years
8-13-51



Harry Fox
25 Years
8-20-51



Elliott Banner
25 Years
8-22-51

20 YEARS

L. M. ROZMUS 5/04/56
 R. C. REIDA 5/07/56
 L. L. ASCHE 5/16/56
 H. U. COOK 5/21/56
 J. D. KRATT 6/04/56
 D. F. WILSON 6/09/56
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10 YEARS

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 B. A. POFFENBARGER 8/28/61
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 A. Z. FRICS 8/30/66
 K. S. MOON 8/31/66

15 YEARS

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 B. M. KLAUMANN 5/14/61
 J. F. CARNES 5/22/61
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 J. R. PERKINS 8/21/61
 L. N. HAMILTON 8/22/61
 J. R. FLEMING 8/24/61
 E. R. BLIMLING 8/28/61

RETIREMENTS



Fred Kujawa
34 Years



Barney Keppers
30 Years



William Tiedeman
30 Years



Daniel Janulewicz
18 Years



Paul Brauch
17 Years



James Griffin
17 Years

UNITED WAY



These three Omaha Works employees make quite a team. Together they have donated over 21 gallons of blood, most of it through Red Cross Bloodmobile visits to the Omaha Works.

It's people like Jerry Van Roy, Department 414, left, Pauline Mangelsen, Department 414 and Bob Coufal, Department 741, who make the Omaha Works blood donor program a viable operation.

It's this type of teamwork that is needed to make the 1977 in-Plant United Way campaign another success.

WE'RE A TEAM . . . that's the slogan for this year's city-wide United Way drive. And Omaha Works employees have consistently shown just what teamwork can accomplish. Last year that dedicated teamwork gave the United Way \$185,724 to help fund the services of 38 human care agencies.

This year's joint Company/Union campaign is scheduled to begin on August 30. And thanks to Omaha Works employees, we'll make it work for yet another year because . . .

WE'RE A TEAM.

EXECUTIVE VISITS



Above: Pictured discussing an FDI cabinet during a tour of the Loop Transmission Apparatus Shops are A. G. Foster, Vice President, Manufacturing, Cable and Wire Products, left; Manager J. C. Stewart; Director Wayne Hunt; Buffalo Works General Manager Gunnar Pierson; and Omaha Works General Manager Frank Lefebvre. Left: Works Planning Engineer Karen Moser, right, explains the poly distribution system in the Cable Plant to Frank Lefebvre, left, Manager Ray Laux, Department Chief Harlon Harvey and John O'Neill, Vice President, Corporate Engineering.



MOVES

P. A. Woog
from Assistant Manager, Engineering — Manufacturing, Buffalo Works to Assistant Manager, Engineering Station Cords, Fine Wire Drawing, Enamel Wire and Materials Development, Omaha Works



Buffalo Products Come To Omaha

For the past several months, a great deal of activity has been concentrated on facilities preparation to accommodate the transferred Buffalo Works products. The pictures on this page show just a portion of these new product facilities.

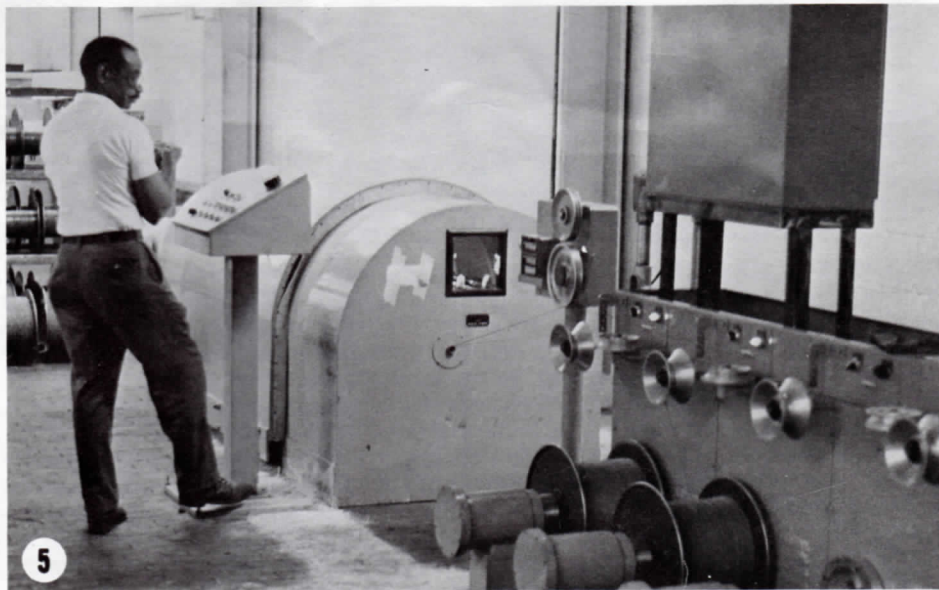
1. Several weeks ago the concrete walls were poured on the second of four IPVC vaults housed in the Cable Plant. The vaults will contain irradiation equipment utilized in the manufacture of irradiated cable and wire products.

2. A new product to Omaha and relatively new to the Bell System is modular station cords. Those are the cords on your telephone that connect the receiver to the handset (spring cords) and the set to the telephone jack (line cords). The PRAM (Plug Rotary Automatic Machine) shown in this photo puts modular plugs on the end of the station cords, inserts metal blades into the plug and tests the cord. Pictured are operator Klementyne Burda, Department 761, and Bob Loesch, senior engineer in Department 751. Eleven PRAMs will be installed in the Station Cord Shop.

3. Under floor services for the Station Cord Shop were begun over Standard Vacation and have since been completed. As of this writing, the first jacketer installation is nearing completion.

4. Omaha's spooling facilities have been relocated to the "Room With a View" between Building 20 and the Cable Plant. Additional spooling facilities from Buffalo are being added to Omaha's spooling manufacture. Pictured is Loretta Baker.

5. Omaha is now producing a new code of distributing frame wire, another transferred Buffalo product and the first to go into production at Omaha. Pictured is Alfred Brown.



Time Clock Less Active Works Implements ACP

On Monday, July 26, about 60% of the Omaha Works hourly work force stopped punching the clock at lunch time and at their scheduled shift end.

The approximately 2,050 employees are participants in the "No Punch Program," a part of the Works' new Attendance Control Program which was implemented on the 26th.

As explained in the last issue of the *Westerner*, the ACP has been designed to better deal with attendance problems while providing additional recognition for those with good attendance records.

In addition to the "No Punch Program," employees who meet specific attendance guidelines can take unpaid, personal recognition days at their own convenience without having to give advance notice. During the remainder of this year, 831 hourly employees are eligible to take these Employee Personal Recognition (EPR) days. Also, the \$12 perfect attendance dinner award is being retained under the new Omaha

Works program.

Under the Attendance Control Program, absence control is based on an employee's current and previous three-year attendance record without regard to the number of occasions. If an employee has more than seven days of absence in the current year and has accumulated more than 40 days of absence for the current and previous three years, he or she will be subject to the provisions of the ACP.

Also included in the Attendance Control Program is an Irregularity Control Plan which is based on an employee's current and previous three-year irregularity record. Under this plan, irregularities are interpreted as failure to clock in or out, leaving early or coming in late. If an employee has more than 12 irregularities in the current year and has accumulated more than 48 for the current and previous three years, he or she will be subject to the provisions of the ACP's Irregularity Control Plan.



OOPS. "That's not Margaret. That's Gladys." And that's the comment a number of people made after viewing the last issue of the *Westerner*. In the photo accompanying the story about Department 442's 1,000,000 man-hour safety award, Gladys Braband was incorrectly identified as Margaret Canter. To set the record straight, that's Margaret on the left and Gladys on the right.

Springfield ESS Is Bell System's First

The first Bell System No. 3 Electronic Switching System (ESS) was cut over in Springfield, Nebraska, on July 31. On that day, the 1,000 residents of Springfield, including a number of Omaha Works employees, became the beneficiaries of a technology that brings the most advanced telephone services to rural and small-town customers.

At a ceremony two days prior to the cutover, various Springfield, Sarpy County and Bell System officials gathered in recognition of the event. The Omaha Works, which produces the 710 connectors used in the installation, was represented by Wayne Hunt, director of Engineering and Manufacturing.

The Northern Illinois Works-

manufactured No. 3 ESS will make available such services and special features as Touch-Tone® signaling and International Direct Distance Dialing (IDDD), call forwarding, call waiting, speed calling and three-way calling — all now available in many metropolitan and suburban areas served by other members of the ESS family. The first No. 3 ESS in Springfield will be monitored from a Switching Control Center here in Omaha.



TWO RECEIVE MASTERS: In the Fall of 1974, Omaha Works planning engineers Terry Fuller, Department 271, and James McClatchey, Department 524, began pursuing their masters degrees courtesy of Western Electric. The two participants in the Company's Engineering and Science Fellowship Program both graduated from the University of Nebraska at Lincoln this past Spring. Terry received a masters degree of science in electrical engineering while James earned his masters in industrial engineering. Participants in the program are selected according to the individual WE location's need for expertise in a particular field of learning. In addition, candidates for the program must meet specific undergraduate requirements. Terry's studies and resulting thesis were related to mini-computers and machine control while James pursued his degree along the lines of how certain manufacturing operations can create physical stress in an individual. Terry, left, and James, right, are pictured following their commencement ceremonies with Works General Manager Frank Lefebvre.



The Omaha Works' 710 connectors, some of which were utilized in Northwestern Bell's Springfield installation, were a point of interest during Northwestern Bell President Jack MacAllister's recent visit to the Plant. He's shown with General Manager Frank Lefebvre, left, and Manager J. C. Stewart, right, observing the 710 connector work being done by Verna Thacker.