

THE

westerner

WESTERN ELECTRIC COMPANY, INC.,
OMAHA, NEBRASKA

VOLUME 6 / NUMBER 4 / APRIL, 1962



Queen Dolores Barkdoll, center, shown here with her attendants, Annette Desler, left, and Norma Korff, right, will soon end her year's reign. Queen Dolores will be the last Omaha Works monarch to bear the title "Hello Charley Queen."

"Miss Weoma" Is New Title For Employee's Royal Lady

Her name may have changed, but she is still a queen!

Yes, it is almost time once again to crown our Omaha Works miss who will be the official representative of all the employees here for the coming year.

At previous coronations, the royal lady had the title "Hello Charley Queen" bestowed upon her. This was in keeping with the Company-wide tradition which began over thirty years ago at Hawthorne. From now on, our queen will be called "Miss Weoma".

The story of Charley Drucker, the well-known Hawthorne employee whose personality and friendliness soon became synonymous with Western Electric and from whom the first "Hello Charley Queen" received her title, has lost some of its significance for most of the locations other than Hawthorne.

This year the Omaha Works joins several of our sister Works

who have already changed the name of their queen.

In giving our reigning lady a new name, we are not disposing of the ideals which the Charley Drucker tradition upholds. Indeed not. It is still hoped that our chosen representative will be most personable and friendly and will be an outstanding symbol of all her fellow employees.

The new title of "Miss Weoma" brings the lasting tradition closer to home. It is unique to us in Omaha alone. By the bestowal of this new title, the employees here are embellishing this portion of the Company's history with our own Mid-western culture. Our 1962 "Miss Weoma" will truly be the official representative of all the Works employees, not only in her duties, but also in her name.

Information has been distributed by this year's committee in charge of the election and coronation explaining the new title.

All nominations have been received and from the 136 women employees nominated by their fellow employees, six finalists were selected at a reception held April 4.

At the reception, each contestant had a chance to meet the individual members of the committee who in turn got to know the contestants better. During the program, each candidate was asked certain questions which were gauged to test the desired attributes of poise and ability to think quickly and give meaningful responses. Committee members also looked for the more obvious qualities of beauty and personality.

The six semi-finalists will have their portraits and biographies in the May issue of the Westerner. Each will be interviewed and her comments on a number of current questions will also appear in next month's issue.

On May 14, every employee will have a chance to vote for his or her choice as Miss Weoma of 1962. The June issue of the Westerner will disclose the three winning the



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One of these three finalists will be crowned our first Miss Weoma at the Coronation Dance to be held June 16 at Peony Park. This dance has been one of the most popular each year. Start making your plans now to attend.

Members of the Miss Weoma Committee this year are: Ed Hoffmann, (240); Gay Darwin, (260); Jack Coffman, (320); Cecilia Schultz, (420); Dorothy Bourelle, (430); Marvin Carstens, (440); Judy Munn, (450); and Clarence Tompsett, (1960). Rudy Cerjan, (250), is chairman, and Queen Dolores Barkdoll, our present royal lady, represents her department, 450.

Teamwork Results In Successful Year

The Western Electric Annual Report 1961 records sales totaling \$2,608 million, earning of \$122.2 million, and \$151.9 million in expenditures for plant and equipment. The major components of total sales were: \$1,917 million to Bell System—an increase of 3.6 per cent over the previous record set in 1960; and \$634 million to the U. S. Government—about 12 per cent below 1960.

However, these are only financial highlights of a bigger story—what happened last year as a result of teamwork among the three elements of the Bell Telephone System: research, manufacture, and operation. That story tells what Bell System people did together.

Through a joint approach to new design Western Electric continued to develop a number of important products and systems together with Bell Labs and A.T.&T. These projects included the electronic switching system, the Touch-Tone telephone set, a carrier system employing the principles of pulse-code modulation, the electronic private branch exchange, and many other products. By the end of 1961, there were over 1,700 Laboratories people working side by side with Western Electric people at Company factories. Product modification intervals were substantially

reduced resulting in the more economical manufacture of high-quality products.

The Report states that just as the day-to-day teamwork between Western Electric and Bell Laboratories resulted in better products, cooperation between W.E. and the Bell Telephone companies meant better telephone service at reasonable cost to the telephone user. To serve its telephone company customers better, Western Electric undertook during the year a reorganization of its Equipment Engineering function. At the same time, W.E.'s Installation Organization cooperated with the telephone companies it serves in testing central office equipment during installation in order to eliminate the interval formerly devoted to testing by the telephone companies. 1961 was also the year when 166,000 telephones silenced by Hurricane Carla were restored to normal service within a week through the combined efforts of W.E. and Southwestern Bell people.

During 1961, Western Electric continued its unrelenting job of reducing costs. At a time when the cost of doing business in the economy as a whole has gone steadily up, the Company's manufacturing cost reduction program resulted in annual savings in excess of \$20

million, on going rates of production. W.E.'s price reductions in 1961 will save the Bell Telephone companies \$34 million on an annual basis.

The Company's 33 distributing houses serving the telephone companies handled a greater volume in 1961 than ever before and contributed cost reductions through improved methods. The distributing houses shipped \$961 million worth of new and repaired materials from stock compared to \$909 million in 1960.

The 1961 W.E. Story goes on to tell of \$151.9 million spent during the year for new plant and equipment. A large part of this amount went for improved facilities to reduce costs and promote efficiency and to produce equipment of new or changed design.

W.E. continued service to the government in 1961 on the Army's Nike guided missile systems, the Air Force's Titan 1 ICBM command guidance system and Air Defense Control and Warning System (SAGE).

In July, the 18-station, worldwide tracking and ground communications system for Project Mercury was completed and handed over to the National Aeronautics and Space Administration by W.E.

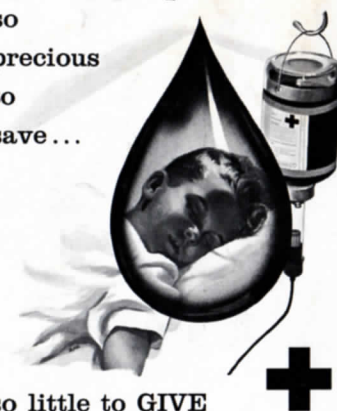
The Company also completed on schedule the Ballistic Missile Early Warning System (BMEWS) rearward communications routes linking forward stations in Alaska and Greenland to Headquarters of the North American Air Defense Command at Colorado Springs. In September, W.E. turned over to the Air Force the new Baffin Island-Greenland-Iceland link of the DEW-Line.

At the end of 1961, employment stood at 145,781, an increase of 2,429 over the previous year. A total of 1,140 college graduates joined the Company during the year. Increases in wages and salaries came to \$41 million on an annual basis.

1961 was the year that Western Electric won 46 awards from the National Safety Council for a safety standard ranking among the best in industry. At the White House in July, the Company signed a "Plan for Progress" reaffirming its policy of employment based on merit alone. In '61 Western Electric provided 171 scholarships for young people in 120 colleges and universities under its broadened aid-to-education program which also provided grants to state associations of colleges, as well as special awards to deserving schools and associations.

Bloodmobile Visit Set For April 18-19

so
precious
to
save...



Many Westerners In Recent Local Elections

A number of Western Electric employees were nominated to run for public office in recent city elections in Nebraska.

In Gretna, residents named David Enterline, (422), and Robert W. Rustemeier, (423), to run for the Town Council along with five other men. Both David and Bob, who were originally employed at the Lincoln Shops, were defeated by their opponents.

Nearby Papillion re-elected L. B. "Timm" Timmerman, (330), to his second term as Mayor. Also re-elected at Papillion was Lynn Landgren, (664), councilman representing the First Ward.

In neighboring Millard, Harold W. Hawkins, (263), was defeated in his bid to replace incumbent Mayor Harry P. Anderson. Four other Omaha Works employees ran for seats on the City Council. Don W. Corliss, (435), was successful in his race, but Gary Reimers, (712), Harry Curtis, (311), and Ed Hamell, (245), were all defeated by their opponents.

Ray Dinges, (241), and Robert Nelson, (273), failed in their attempt to unseat their incumbent

rivals on the Millard School Board.

Other defeated candidates, for a school board election were M. J. McIntosh, (429), and Dwight Catlett, (724), at Papillion.

Individual civic responsibility and pride for their home towns have encouraged these men to seek public office. Lynn Landgren, while speaking of a particular phase of governmental affairs, sums up why he and his fellow employees want to be elected or re-elected as the case may be.

He says, "Having several children of my own, I am naturally concerned with adequate outdoor recreational and park facilities, not only for my own children, but for those of my fellow townspeople. By taking an active part in civic functions, I feel that at least I am trying openly to help secure these things for our future citizens."

Our hats go off to these men and wish them the best of luck in the forthcoming elections. Perhaps their example along with the Democracy In Action classes sponsored by the Company will encourage more qualified Omaha Works people to seek public office in future political contests.

Lifeline To The Future

There has been a lot of talk in recent months about the future and what it holds for us and our children. Scientists have come up with some interesting probabilities on what life will be like, say, fifty to a hundred years from now.

But for many of our neighbors, and quite possibly some of us right here at the Omaha Works, there just may be no future . . . or a future that holds only sadness.

Should the need arise that we must call for a blood transfusion for ourselves or for a loved one, will hospitals and the Red Cross be able to supply the necessary quantity of the right blood type? Or will we be informed that unfortunately there isn't any plasma available?

This could happen if people like us fail to answer the call of the Red Cross Bloodmobile when it makes its regular visits to the Omaha Works throughout the year.

Several employees and members of their families have been helped on the road to recovery by donations of fellow employees in the past. Many, it is hoped, will continue to be helped in the coming years.

The Bloodmobile will visit the Omaha Works on April 18 and 19. The trained staff of nurses and doctors will be available to receive your donation from 11 A.M. until 5 P.M. on Wednesday, April 18, and 7 A.M. until 1 P.M. on Thursday, April 19.

Appointment blanks have been



Kay Hazard (744) ran experimental operational tests on the new fixture before it was presented to the Red Cross.

distributed to all employees. If you failed to obtain one and wish to contribute a pint of life sustaining plasma, you can pick up an appointment blank in the Weoma Club office.

Let's top our all-time high record of four hundred pints collected which was attained last August.

Works Engineers Design Fixture For Local Red Cross Chapter

A casual remark about how troublesome a particular procedure had become to members of the Red Cross Blood Donor program had

are used for samples of the blood of the potential user of the plasma, taken to make sure that blood types

Voter Registration Deadline May 4

Forthcoming elections are good reminders for those persons who have not registered to vote to do so before the May 4 deadline.

Who Must Register In Order To Vote?

- (1) Each citizen upon reaching the age of 21 years;
- (2) Each voter who has moved since the last time he or she voted;
- (3) Each voter who has changed his or her name since last voting;

andgren, (664), councilman representing the First Ward.

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Morrissey, Pech To Retire

E. S. Morrissey, assistant superintendent, and Jacob Pech, section chief of crossbar switch and sub-assembly operation, are scheduled to take up new roles on May 1.

Both will join the ranks of the M.O.L., or men of leisure, when they retire after having completed an accumulated eighty-one years of Company service.



Morrissey



Pech

Mr. Morrissey joined the Company in 1922 at Milwaukee in the Installation Division. After assignments at locations such as Kearney and 195 Broadway in New York City, he transferred to the Manufacturing Division and was a section chief at Hawthorne from 1942 to 1944.

He moved to the Lincoln, Nebraska, Shops in 1944 and was promoted to department chief. Two

years later, he advanced to assistant superintendent and was one of the last supervisors to be transferred from Lincoln with the close of manufacturing operations there.

He came to the Omaha Works in August, 1960, as assistant superintendent of general plant services, machine and plant maintenance and construction. Since late last year, Mr. Morrissey has been in charge of special studies.

The Morrisseys' retirement plans are indefinite at the present time.

Jacob "Jake" Pech started with Western Electric as a final inspector at Hawthorne where he had a wide experience in the various phases of the production of telephone equipment.

In 1952, Jake was transferred to the Duluth, Minn., Shops where he was promoted to section chief of apparatus assembly coil winding later that year.

He was transferred to Omaha in November, 1958, as chief of the coil winding and vertical unit section.

Jake plans on returning to Illinois upon retirement. He already has a place at Gray's Lake and with that as his "headquarters" there will be plenty of fishing and other activities to keep him busy.

Omaha Works on April 18 and 19. The trained staff of nurses and doctors will be available to receive your donation from 11 A.M. until 5 P.M. on Wednesday, April 18, and 7 A.M. until 1 P.M. on Thursday, April 19.

Appointment blanks have been

Works Engineers Design Fixture For Local Red Cross Chapter

A casual remark about how troublesome a particular procedure had become to members of the Red Cross Blood Donor program has led to the design, manufacture and presentation of a timesaving fixture to the Douglas-Sarpy County Red Cross Chapter.

W. E. Rheingrover, (300), who is currently serving as the chairman of the local blood recruitment program, had been told about the difficulty incurred in the method used in taping sample vials to the plasma bottles. The sample vials

are used for samples of the blood of the potential user of the plasma, taken to make sure that blood types are identical.

Let's top our all-time high record of four hundred pints collected which was attained last August.

He contacted Arnold Johnson, (744), who immediately went to work in his home workshop designing a working model of a fixture which could perform the function.

Arnold then asked Carl Knutson, (725), and George Jones, (712), for additional assistance. Finally the men came up with a good working model which would be built economically, was indestructible, absolutely safe, and required no maintenance.

Employees of the 240 sub-branch manufactured the finished product, and others gave assistance in preparing it for presentation to the Red Cross.

The new method which alleviates breakage and increases the number of tapings per operator was received enthusiastically by the local Red Cross officials. The fixture will be made available for other Chapters across the nation, and should appreciably reduce the effort required to associate sample vials with over 2,000,000 plasma bottles per year, and will also greatly reduce losses due to breakage which occurred under the former procedure.

Our hats go off to our engineers and all the other employees who have made this worthwhile contribution to our nation's medical endeavor.

John Bourke Promoted

John T. Bourke has been promoted to assistant superintendent of PBX equipment and Terminal



Strip Manufacturing in the crossbar equipment and apparatus shops, effective March 12.

John originally joined the Company at the Hawthorne Works in Chicago. He has had previous assignments at the Indianapolis Works and at the Duluth, Minn., Shops, where he was department chief of production and inspection.

He came to Omaha in 1959 and at the time of the promotion was department chief of link and connector frame wiring and testing.

Deadline May 4

Forthcoming elections are good reminders for those persons who have not registered to vote to do so before the May 4 deadline.

Who Must Register In Order To Vote?

- (1) Each citizen upon reaching the age of 21 years;
- (2) Each voter who has moved since the last time he or she voted;
- (3) Each voter who has changed his or her name since last voting;
- (4) Newly naturalized citizens who have never as yet registered;
- (5) Citizens who have never registered because of former state laws. In 1961, the laws were changed requiring *all* residents to register in order to be eligible to vote, regardless of whether or not one lives within a city.

In order to vote, you must be a resident of Nebraska at least six months; your county, forty days; and your voting precinct ten days.

Residents of Douglas County can register any day, Monday through Friday, 8:30 a.m. to 4:30 p.m. at the Election Commissioner's Office in the Douglas County Courthouse, 17th & Farnam.

Employees residing in Douglas County will have the opportunity to register at the Omaha Works during the week of April 23 through the 27. Further information will be announced as to times and location of registration points. Supplemental registration points in Omaha will be set up for a two week period from April 16 through 27 and the list of locations will be announced in legal public notices and through regular news channels.

Residents of other counties and the state of Iowa should check with their local election commissioner if there is any question whether or not you must register or re-register.

Hoheisel, Zimmerman Lead In Weoma Bowling Leagues

Action continues in the Weoma Club sponsored bowling leagues with Ruth Hoheisel and Bud Zimmerman, both of the Weco Mixed League, leading all comers with high individual game scores of 287 and 273 respectively.

Standings in the seven leagues as reported to date are as follows:

WOMEN'S AFTERNOON LEAGUE

Top team: Gutter Gals; High individual series: Jan Humpal, score 550; High team series: Gutter Gals, score 1800.

CABLE LEAGUE

Top team: All Stars; High individual series: H. Evens score 609; High team series: Hot Cookies, score 2645.

CROSSBAR LEAGUE

Top team: Wreckers; High individual series: L. Lindamood, score 660; High team series: Switches, score 2618.

WECO MIXED LEAGUE

Top team: Klunkers; High individual series—Men: Fred Kujawa, score 670; High individual series—Women: Ruth Hoheisel, score 658; High team series: No Names, score 2120.

MEN'S LEAGUE

Top team: Sandbaggers; High individual series: R. Anderson, score 605; High team series: Cube Squares, score 2627.

WORKS SERVICE LEAGUE

Top team: Tom Cats; High individual series: D. Gera, score 635; High team series: Alley Katz, score 2693.

WEOMA OWLS MIXED LEAGUE

Top team: You Name It; High individual series—Men: Dick Barton, score 628; High individual series—Women: V. Cornelius, score 501, High team series: Unstrikeables, score 1926.

THE RECORD

ENGAGEMENTS:

Phyllis Nelson, (725), to Jerry Baker, March 3, 1962

MARRIAGES:

LeaJoan Limes, (442), to

Michael Schultz, on

January 26, 1962

Carrie Palthen, (434), to

Mike Ortega on March 3, 1962

BIRTHS:

Mr. and Mrs. R. E. Rezek, Sr., (333-3), a girl, Robin, on February 13, 1962.

Mr. and Mrs. W. A. Fisher, (332), a girl, Rochelle Marie, on January 6, 1962.

Mr. and Mrs. Thomas Rickard, (433), a boy, Ty, on February 18, 1962.

Mr. and Mrs. Don Conyers, (437-5), a girl, Cathy Ann, on February 23, 1962.

Mr. and Mrs. Ralph McGee, (963), a girl, Darlene Ann, on March 2, 1962.

Mr. and Mrs. Don Bailey, (751), a girl, Joan Marie, on January 31, 1962.

Mr. and Mrs. William Simons, (437), a boy, Mark Steven, March 9, 1962.

Silkies Are Champions Third Straight Year

The Silkies won their third straight Omaha Works Basketball Championship as the three leagues ended their regular seasonal schedule. The champs, who were in the Thursday League, have compiled an amazing record of 42 wins and no losses in their three-year winning streak.

Runners-up were the Sunday League's Leftovers, who also came in second last year, and third place went to the Kings of the Monday League.

Final standings in each of the leagues are as follows:

MONDAY LEAGUE

Team	Won	Lost
Kings	9	1
Gunners	8	2
Li'l Caesars	6	4
Flunkies	3	7
Rockets	3	7
Knickerbockers	1	9

THURSDAY LEAGUE

Silkies	12	0
Hawks	8	4
Termites	4	8
Sols	0	12

SUNDAY LEAGUE

Leftovers	9	1
Sattons	6	4
Commuters	6	4
Midnights	5	5

ANNIVERSARIES

15 Herbert E. Wilson, (261), April 14.

Leroy A. Dietz, (433), April 27.

10 Raymond E. Dinges, (241), April 2.

Charles S. Patterson, (251), April 7.

Alexander Worster, (244), April 9.

Malvin L. Davis, (424), April 15.

Ralph R. Retzlaff, (263), April 23.

Hubert A. Short, (261), April 25.

Michael W. Barry, (425), April 28.

Eulalia B. Bigley, (422), April 28.

three leagues.

Omaha Works Employees With Perfect Attendance In 1961 Cited

The following persons are to be commended for their excellent record of perfect attendance during calendar year 1961. Their achievement in this most important part of our work deserves not only praise but should serve as a good example for others.

1	D. N. Wood	O. W. Schroen
K. M. Bowlin		D. W. Smetter
	252	
241	C. Densel	265
H. C. Andrews	D. F. Kinnally	J. S. Tyrcha
L. A. Bender	H. J. Sabata	
W. Pech		310
W. A. Roggenkamp	253	S. K. Benak
D. T. Smith	H. Endorf	
	W. A. Jingleski	311

J. P. Giachino
H. D. Hall
L. L. Slaughter

333

L. W. Allen
H. H. Grasz
D. E. Heaton
R. K. Kull

340

M. J. Anderson
R. O. Gillies, Jr.
B. M. Olderog

421

L. R. Kautz
M. M. Nemec
R. D. Reighard
E. G. Swanson
R. L. Taylor

429

V. A. Bush
H. C. Heald
G. A. Merriman
F. A. Miller
B. R. Nielsen
S. P. Nosal

433

442

K. G. Cahill
R. A. Eliason
R. B. Morey
R. E. Musselman
T. K. Rupe
M. Z. Wortman

443

E. W. Camper
E. G. Jenny
E. S. Kot
G. A. McCarty
F. S. Pethes
C. S. Schmidt

R. L. Knutson
M. E. Korman
D. F. McPherran
A. Matthews
A. R. Sandene
W. F. Stessman
H. M. Strong

721

G. P. Koppert
J. E. Moore

722

D. A. Desler
G. B. Layman
H. J. Peters

743

R. D. Mallory
M. C. Schultz, Jr.

744

W. E. Davis

751

K. L. Batchelder
W. G. Brody
W. R. Michael
S. M. Vacanti

753

R. A. Yen

744

H. L. Wegner

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1	D. N. Wood	O. W. Schroen	J. P. Giachino	L. R. Kautz	442	R. L. Knutson	743
K. M. Bowlin	252	D. W. Smetter	H. D. Hall	M. M. Nemec	K. G. Cahill	M. E. Korman	R. D. Mallory
241	C. Densel	265	L. L. Slauter	R. D. Reighard	R. A. Eliason	D. F. McPherran	M. C. Schultz, Jr.
H. C. Andrews	D. F. Kinnally	J. S. Tyrcha	333	E. G. Swanson	R. B. Morey	A. Matthews	744
L. A. Bender	H. J. Sabata	310	L. W. Allen	R. L. Taylor	R. E. Musselman	A. R. Sandene	W. E. Davis
W. Pech	253	S. K. Benak	H. H. Gras	429	T. K. Rupe	W. F. Stessman	751
W. A. Roggenkamp	H. Endorf	311	D. E. Heaton	V. A. Bush	M. Z. Wortman	721	K. L. Batchelder
D. T. Smith	W. A. Jingleski	F. B. Butalla	R. K. Kull	H. C. Heald	443	G. P. Koppert	W. G. Brody
242	254	K. Korinek	340	G. A. Merriman	E. W. Camper	J. E. Moore	W. R. Michael
N. Adamonis	W. W. Baumgardt	C. D. Rohman	M. J. Anderson	F. A. Miller	E. G. Jenny	722	S. M. Vacanti
D. L. Burbe	R. F. Cerjan	312	R. O. Gillies, Jr.	B. R. Nielsen	E. S. Kot	D. A. Desler	753
R. O. Dekker	L. E. Kroll	R. F. Christensen	B. M. Olderog	S. P. Nosal	G. A. McCarty	G. B. Layman	R. A. Yen
F. J. Lajba	D. A. Mueller	E. H. Meyer	421	433	F. S. Pethes	H. J. Peters	744
J. C. Spencer	R. J. Olson	T. R. Olson	J. S. Martinkus	E. A. Brumbaugh	C. S. Schmidt	D. W. Seibold	H. L. Wegner
L. A. Utiger	B. R. Wells	322	E. A. Sandmann	W. P. Duerkoop	J. P. Stodolka	723	755
D. A. Vojtech	255	A. M. Curtis	G. L. Schuerman	S. P. Ferlise	444	B. C. Berg	J. J. Tyrcha
243	C. G. Chiburis	R. E. Dostert	H. W. Streng	E. J. Kosmicki	P. F. Hosch	J. A. Graf, Jr.	921
C. D. Brown	L. C. Duhigg	K. L. Ekwall	422	F. L. Strudl	N. J. Nelson	S. J. Salyards	J. E. Hefferman
H. S. Gardner	P. E. Nolan	L. W. Franzen	G. F. Alfons	E. F. Tyrdik	C. H. Scoles	T. R. Thomsen	F. F. Stuart
Y. L. Gillam	L. O. Petterson	324	L. C. Allen	W. F. Vales	662	724	963
E. D. Greenwade	T. R. Robins	W. G. Anderson	J. L. Fox	434	J. E. Connor	D. E. Catlett	S. J. Caniglia
R. A. Jahnke	W. H. Rotschafer	R. E. Petty	L. D. Frye	J. S. Berg	664	J. J. Pappas	R. J. Kelly
W. D. Kirk	G. W. Schabloske	W. R. Thompson	D. B. Nelson	D. R. Hiatt	M. R. Eichhorst	725	1411
C. W. Muehlhausen	J. F. Sinkule	J. A. Turner	A. B. Northam	E. R. Maas	M. H. Geihe	R. M. Allen	J. R. Harper
244	B. Witulski	326	H. J. Schober	435	711	R. E. Hargen	1961
A. J. Bayerl	A. F. Collins	H. G. Andersen	W. J. Scott	L. E. Babcock	C. T. Anderson	L. A. Hermanson	V. P. Allen
R. W. Erickson	J. G. Curry	E. J. Wigg	423	F. D. Donovan	W. O. Goodwin	F. P. Jensen	B. J. Keppers
R. E. Jerry	H. N. Harvey	331	R. J. Ballantin	S. N. Ferris	712	R. R. Richling	E. L. Kinlock
E. P. Kealy	J. R. Leyendecker	M. A. Feiler	H. G. Gaebel	S. J. Filar, Sr.	D. H. Buel	732	S. K. Scebold
J. Knudsen	L. C. Schariton	M. A. Feiler	V. A. Jensen	J. W. Ham	J. A. Ciullo	E. H. Dixon	1962
W. T. Remillard	R. H. Whitcomb	R. A. Petersen	M. L. Loges	S. J. Taylor	J. M. Graddy	734	R. L. Cranston
J. J. Sokolik	262	F. J. Rutkowski	L. D. Nelson	437	R. L. Kautz	G. J. Cozette	A. E. Plautz
K. E. Wild	M. E. Freeze	332	J. Slama	R. M. Baker	J. D. McLaughlin	W. E. Davis	R. H. Schropp
245	C. B. Jaehne	E. E. Backstrom	424	G. C. Hallett	L. R. Miller	A. P. Jacobi	A. L. White
B. G. Christopher	D. L. VandeWater	L. V. Campbell	O. R. Hytrek	L. C. Kubes	K. J. Olson	735	1963
N. Key	263	F. L. Grahek	R. V. Schwarte	W. E. Mueller	R. A. Rasner, Jr.	C. B. Berg	F. A. Braun
W. Zorko	E. M. Berry	L. R. Pollard	J. R. Tolhurst	P. Nalow	G. E. Reimers	G. Pappas	N. J. Goeser
R. K. Epperson	P. G. Darwin	R. P. Schuster	425	G. R. Parkerson	J. Setzer	J. D. Shaefer	6351
G. J. Kreitman	J. E. Dlouhy	426	E. E. Backstrom	C. F. Smith	G. A. Ujder	G. G. Seaman	A. K. Dusek
D. G. Schrader	H. W. Hawkins	W. G. Ebert	L. V. Campbell	R. V. Wilkerson	R. R. Zeller	H. J. Slaight	E. M. Hansen
R. J. Thomson	O. C. Jensen	332	F. L. Grahek	441	713	741	T. J. Kittridge
		V. D. Andersen	L. R. Pollard	E. A. Bartunek	E. L. Andersen	H. R. Jacobs, Jr.	R. D. Laudonback
		R. L. Barton	R. P. Schuster	R. A. Burgett	R. A. Conser	742	6354
		M. W. Feddersen		J. E. Mackiewicz	D. M. Deboer	D. G. Scholer	D. D. Dunekacke
		W. A. Fisher		P. N. Prest	V. H. Filips		J. Hoffman
				B. D. Taber	W. L. Hoffman		R. D. Oslin
				E. J. Thompson	D. T. Knott		C. K. Poske
							P. A. Singpiehl
							C. A. Zimmerman, Jr.

Western Electric Family Grows in Omaha



Numerous civic and business leaders of Omaha attended the ceremonies at the 67th and F St. site.

New Distribution Center

Construction was begun March 6 on Western Electric's Omaha Distribution Center, number 35 in the Company's nationwide chain of Distribution Centers. The new Center will become the major source of supply for Bell Telephone System equipment throughout Nebraska and Iowa.

In the past, the telephone needs of Northwestern Bell in the area have been handled through the Minneapolis Distribution Center. Construction of the Omaha Center reflects the growing economic importance of our area and its increasing requirements for communications.

At completion date, Spring 1963, the Center will stock about 10,000 different types of communications items and other supplies. It will house extensive repair facilities for reconditioning telephones, Teletype

about 184,000 square feet of floor space.

A small lobby will lead to offices in the front section of the building. The north half of this section will also have special rooms for data-processing equipment. In addition to Western Electric's Distribution offices, the area will contain offices for the Company's Omaha Installation Area and the Northwestern Bell Telephone Company.

A repair shop of reconditioning communications equipment will occupy the south half of the front section. It will have about 41,000 square feet of floor space and will contain machine tools, test apparatus, and wood-working equipment. The warehouse area will be in the rear of the building.

Inside loading and unloading facilities for 12 trucks will be provided at the north side of the ware-

Romnes Cites "New Beginnings"

At a luncheon for 250 business and civic leaders which followed the ground-breaking for our Omaha Distribution Center, Western Electric president H. I. Romnes spoke about the significance of the ceremony. "In terms of productivity," he said, "there are better and faster ways of getting a job started than the few ritualistic shovelfuls of good Nebraska earth we turned this morning . . . I for one, though, am not ready to forego the ceremony . . . because it symbolizes something pretty important in our scheme of things.

"America has been called a land of new beginnings," Mr. Romnes said. "Our growth as a nation thus far is the sum of our new beginning—from Pilgrim days and Pioneer days—down till now. And our hopes for the future depend on our readiness for new undertakings.

"This readiness we call enterprise—free enterprise—our way of life.

"From time to time," he continued, "a good many of us have bewailed a decline in the vigor of enterprise. The incentives for new beginnings, we say, are not what they used to be. High taxes are to blame—or government policies which support inefficiency and penalize success—or inflationary labor and fiscal policies. The list of obstacles is long and there is no doubt in my mind that they have

hampered the growth of our economy. We need to do all we can to persuade our government to adopt policies which help rather than hinder business.

"But it seems to me that the future of enterprise—still—depends not so much on what others do as on what *we* do. The initiatives we as businessmen undertake—on the job—to provide American people with better values at lower cost will do more to establish the authority of business to speak on matters of national economic policy than on eternities of after-dinner speeches.

"However great the obstacles to enterprise may be, we are not thereby relieved of the obligation to demonstrate, each of us in the context of his own business, the vigor of the enterprise system that has brought us so far in the past and remains our best hope for the future. And the only way I know to do that is for each of us to do a better job today than we did yesterday—and a still better one tomorrow . . .

"For us," he added, "doing a better job means serving the Bell Telephone Companies better so they can serve you better. To this end, in the last dozen years, we have built six big factories . . . These plants embody every advance in process technology we could

build into them. And what has been the result of this investment? Today the things we make for the Bell System are better products and our prices are ten percent less than they were a dozen years ago even though we pay our people 71 percent more and pay 30 percent more for raw materials. In the same dozen years we have built new distribution centers like the one we're building here. Each one has been built on the experience of its predecessors. Each has incorporated progressive improvements in materials handling, in conveyerization, in space utilization. Omaha's then, will be the best. And what have been the results? Despite the fact that in industry generally the costs of distribution have risen further than any other element, our own distribution costs are substantially lower than they were a dozen years ago and our service is better.

"The initiatives that produce these economies," he said, "were undertaken for what in our judgment were good sound business reasons. The decisions to support the search for better ways to do our job and to make the large investments for more efficient plant—and decisions like them freely made in thousands of companies across the land—are in fact the way America grows."

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At completion date, Spring 1963, the Center will stock about 10,000 different types of communications items and other supplies. It will house extensive repair facilities for reconditioning telephones, Teletype printers, and other communications equipment. Material for telephone service will funnel into the Center's warehouse from W.E. plants and suppliers throughout the nation.

The Center will be a single-story rectangular building of steel frame construction with exterior walls finished in red brick, glass block, and ribbed steel sidings. Frontage of the building will be 350 feet and depth, 525 feet. It will contain

tribulation offices, the area will contain offices for the Company's Omaha Installation Area and the Northwestern Bell Telephone Company.

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Inside loading and unloading facilities for 12 trucks will be provided at the north side of the warehouse area. All truck positions will have height-leveling devices. A rail spur will lead to the south side of the warehouse where there will be an interior loading dock for five freight cars.

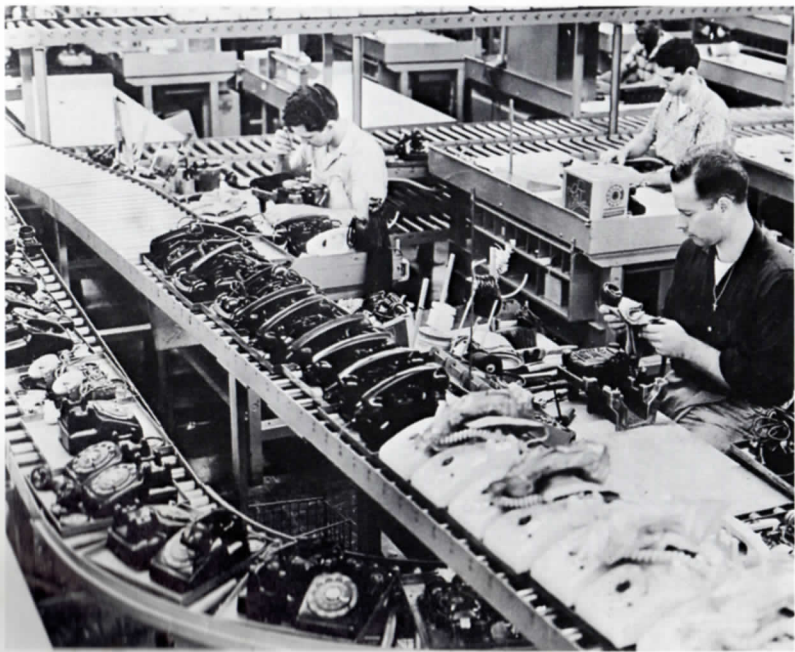
Additional features include an automatic conveyor system for assembling and transporting materials, air-conditioning in shop and office areas, and a cafeteria and medical department for employees.

"From time to time", he continued, "a good many of us have bewailed a decline in the vigor of enterprise. The incentives for new beginnings, we say, are not what they used to be. High taxes are to blame—or government policies which support inefficiency and penalize success—or inflationary labor and fiscal policies. The list of obstacles is long and there is no doubt in my mind that they have

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Distributing House employees repair and stock Bell equipment.



Locations such as the Omaha Works manufacture telephone equipment for the Bell System.



W.E. installers at work in a new central office installing W.E.-made equipment for a Bell System operating company

With Arrival of New Distribution Center



The ground-breakers, from left, H. I. Romnes; Northwestern Bell President A. F. Jacobson, and the Honorable Frank B. Morrison, Governor of Nebraska, get ready to turn thawed-out soil in the ceremonial start of the Omaha House. Rev. Edward Stimson, who delivered the benediction, is left on the platform, then master of ceremonies Dan Coffelt, Minneapolis House manager.

Our Role of Service

With the start of construction of Omaha's Distribution Center, all three branches or Divisions of the Western Electric Company are represented here in Omaha.

We in the Manufacturing Division, at locations such as our own Omaha Works, manufacture the telephone apparatus that the other two members of the W. E. team use in fulfilling their vital roles to the Bell Telephone operating companies.

After we have put the final touches on our own products and final tests for quality and excellence of performance have been completed, these pieces of equipment or apparatus move out to continue their route of insuring the highest degree of telephone service to the consumer.

Distribution Centers located strategically across the United States

receive manufactured goods from our locations where they are stored until a request is received for additional equipment. Distributing houses also do repair work on telephone apparatus which has already been in use for some time.

Installation personnel have the task of setting up our manufactured items in central offices of the operating companies. Their job isn't complete until every part is tested to be sure that it will perform its assigned mission in transmitting information to the intended recipient.

We are a good team, with each of its three members doing its important part in service to the Bell System. A continuation of our teamwork benefits not only the customer and the Company, but we as employees will benefit materially from our united efforts.

W.E.'s Strong Impact On Community

What does the building of a new Western Electric Distributing House mean to a community? This was a question that came up at the recent ground-breaking ceremonies here in Omaha.

Northwestern Bell President A. F. Jacobson, wearing his other hat as head of the Omaha Chamber of Commerce, had this to say to some 250 local business and civic leaders who gathered for the ceremonies at the 67th and F street site.

"To build and equip it, Western Electric will make a \$2 million investment here in Omaha. When the center is in operation, it will employ 200 people and provide an annual payroll of more than a million dollars.

"The research department of the United States Chamber of Commerce has studied the multiplying effects of the new industry upon the economic growth of a community. We have seen these effects produce the excellent growth and

—Automobile registrations will increase by about 215.

—Bank deposits will increase \$540,000.

—The community will have \$1,180,000 rise in personal income.

—Retail sales will be increased some \$700,000

—And about eight new retail or service establishments will open their doors.

—Taxable property will increase by \$3 million.



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"The vitality of a community is a direct measure of its ability to attract new business and new industry. A city or state can grow only to the extent that it provides opportunities for its people, and particularly the advantages of worthwhile work for young men and women seeking their first jobs.

"A point sometimes forgotten is that growth develops the energy that produces still more growth.

"This new distribution center for the telephone industry provides a good example," Mr. Jacobson said.

"To build and equip it, Western Electric will make a \$2 million investment here in Omaha. When the center is in operation, it will employ 200 people and provide an annual payroll of more than a million dollars.

"The research department of the United States Chamber of Commerce has studied the multiplying effects of the new industry upon the economic growth of a community. We have seen these effects produce the excellent growth and progress that Omaha has achieved over the past decade. Based upon study, here is some of the growth that can be expected from this single addition to Omaha's industry:

—350 new jobs will be created in the community.

—580 people will make the Omaha area their home.

—They will establish 224 new households.

—The school system will enroll 102 more children.

—Automobile registrations will increase by about 215.

—Bank deposits will increase \$540,000.

—The community will have \$1,180,000 rise in personal income.

—Retail sales will be increased some \$700,000

—And about eight new retail or service establishments will open their doors.

—Taxable property will increase by \$3 million.

Not quite six years ago—in June of 1956 to be exact—many who are here today gathered for the groundbreaking ceremony which marked the start of construction for the extensive Western Electric Manufacturing plant now in full operation near Millard. That plant, now employing 4,500 men and women, has added a \$25 million payroll to the Omaha Area. It would be an interesting research project to measure its side effects upon the city's growth.



Members of the Omaha Works'-sponsored Explorer Scout troupe raise the national colors opening the ground-breaking ceremony.

Architect's view of the new Omaha Distributing House where Bell telephone equipment for Nebraska and Iowa will be stocked and repaired. The Center will be completed in 1963.

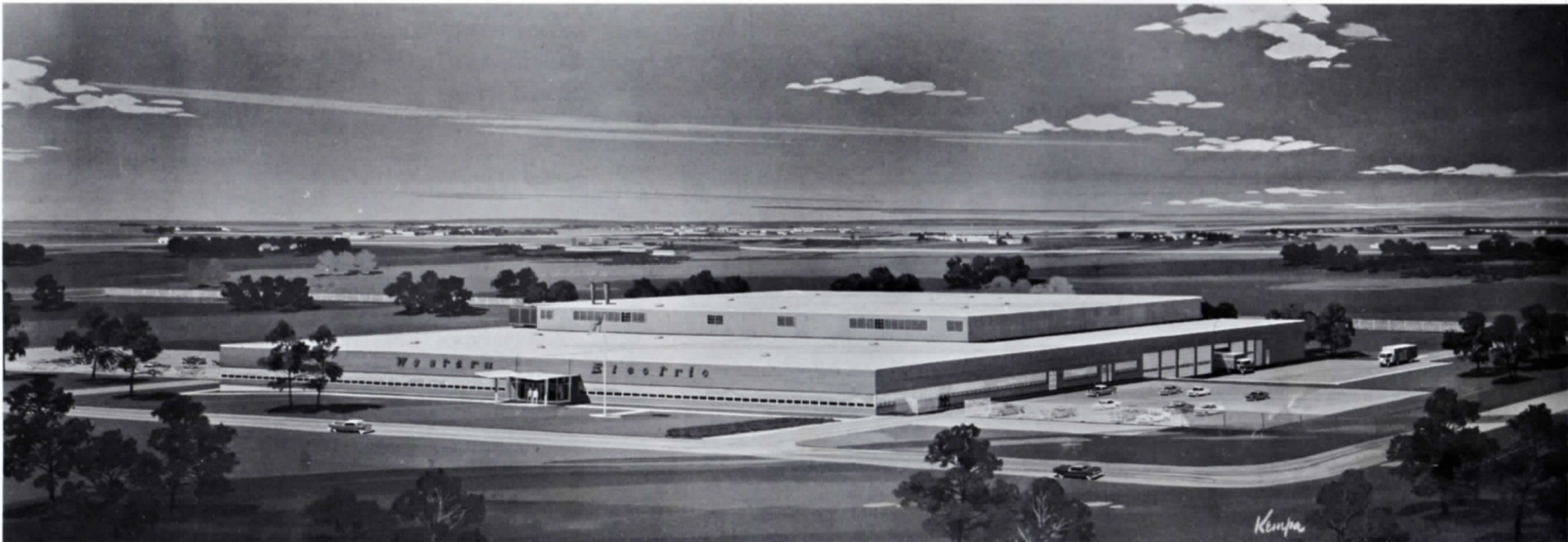


Photo Glimpses In and Around The Works



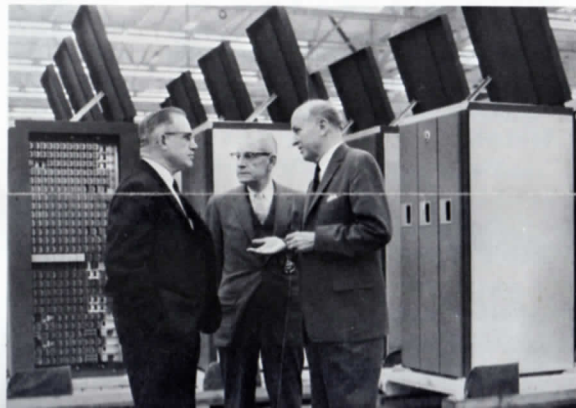
Seasonal Curling ended last month. Bob Eggert, (421), really was in the swing of things during the bonspiel.



First Aid Class get the opportunity to practice applying mouth-to-mouth resuscitation on "Swedish Lizzie", the lifelike dummy especially designed to simulate the human body.



Recent tool and die graduates were honored at a luncheon last month. Attending were: (Left to right, back row), C. W. Muelhausen, (243), R. A. Jahnke, (243-1), P. G. Matt, Jr., (700), and E. F. Tomiska, (200), and graduates (Front Row), Robert L. Johnson, Dale Sundquist, Dean Davis, and Dennis Werner.

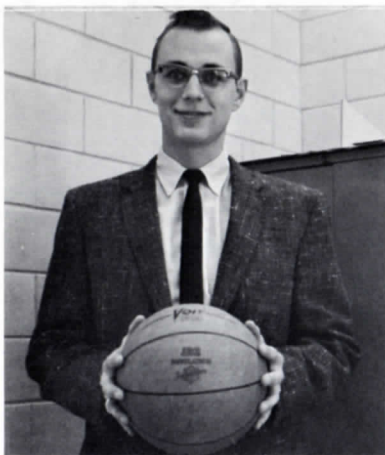


Pretty Diane Fetterley, fifteen year old daughter of Mike Fetterley, (433), has been baton twirling since late 1960. In this short time, she has won 12 trophies and 13 medals.

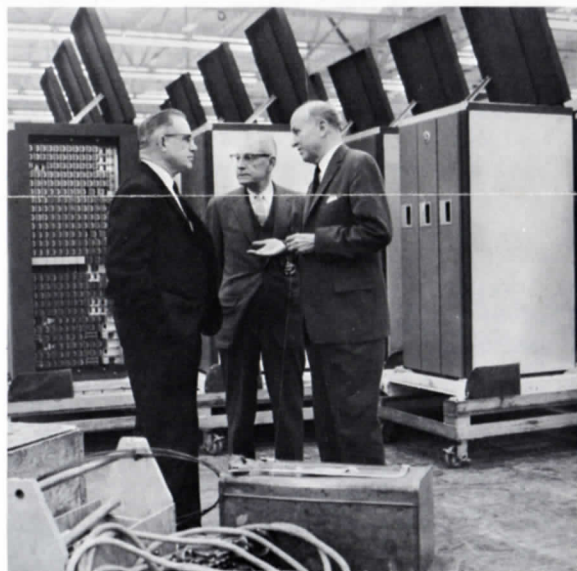




First Aid Class get the opportunity to practice applying mouth-to-mouth resuscitation on "Swedish Lizzie", the lifelike dummy especially designed to simulate the human body.



Gary Reimers, (712), is Mr. Basketball as far as his team mates are concerned. Gary is high scorer not only for his own team, the Silkies, but tops the list for the three leagues.



H. P. Heath, Works Manager, N. Armstrong, Vice President, Distribution, and A. P. Lancaster, Area B. Vice President, stop for a chat in the PBX area during a recent tour.



George Rogers, (753), explains our disposal and sewage treatment processes to members of the Nebraska State Water Pollution Committee who held their March meeting at the Omaha Works.



Employees at the Omaha Works look over the latest models of handsets in the special display which was set up in the auditorium during the week of the Distributing House groundbreaking.



The winners of the 1961 Weoma Boat Club trophies were: (left to right) Ken Kamin, Una Bowman, Giff Caldwell, Nat Adamonis, Ed Hofmann, Stanley Anderson, and Joe Riley. Not shown in photo is Vern Jensen.