

# the **Westerner**

OMAHA WORKS

APRIL 28, 1978



**OK, everybody  
into the pool**

**It's only April. What kind of stalwarts get into a pool this early in the season? You'll be surprised.**  
Pages 4, 5

**Also inside:**

**When it comes to a newspaper, there's more than meets the eye.**  
Page 6

**Mom drives a 'Vette.'**

**Page 8**



# for your information

... The Trustees of the Western Electric Fund have authorized a Matching Gifts Program. Under the program, all contributions made by Western Electric employees to colleges and universities on or after Jan. 1, 1978, will be matched by the fund. Also matched will be contributions to the United Negro College Fund, the Nebraska Independent College Foundation, Inc., or any of the 38 other state and regional associations affiliated with the Independent College Funds of America, Inc. The minimum contribution to be matched annually is \$25 per employee; the maximum is \$2,000. Information about the program is included on forms that must be filled out by employees who want to make contributions. The forms (WEF5) are available at the public relations office ...

... The annual Junior Achievement awards banquet will be held May 7 at 6 p.m. at Peony Park. Among those attending will be the members and advisers of Works-sponsored J.A. companies. Throughout the year, 16 employees from the Works have been meeting with Junior Achievement members once a week in the downtown J.A. office. As advisers, they help youths in J.A. learn firsthand about the business world by forming companies and manufacturing products. The outstanding young entrepreneurs will be honored at the banquet ...

... It must really be difficult to take a bath in Washington, D.C., or Southfield, Mich., without the telephone ringing. Those two cities have more telephones than people, according to AT&T's annual publication, "The World's Telephones." Washington, D.C., has 145.8 telephones per 100 residents; Southfield has 141 telephones per 100 persons. Bathing ought to be easier in Omaha, where there are 81.3 telephones per 100 residents.

The United States still has the most telephones in the world, with 82.8 million as of Jan. 1, 1977. Japan ranks second, with 48.4 million. With all those telephones, United States led the way with the most conversations during 1976 — almost 200 billion.



## *They ate their Wheaties*

TROPHIES WERE PRESENTED to the league champions and tournament winners in the WEOMA Basketball League. Six teams competed in the league this year, according to league director Denny Karloff. Pictured are tournament and league winners, as well as a couple of league officers: Front (from left) — Sam Davis, Karloff, Ed Reed; middle (from left) — Don Schaaf, Alex Quintana, Roger Neumann (secretary), Larry Cherry; back (from left) — Dan Pfeifer, Paul Bendig (president), Larry Bailey, Bob Jones, Bob Keller. Winning players not pictured are Larry Strazdas, Nate Jackson, Willie Roach, Lenny Osby and Arthur Scott.

## Lefebvre to retire in May

After eight years as general manager of the Omaha Works, Frank J. Lefebvre will retire effective May 31.

A graduate of both Fordham and Rutgers universities, Frank began his Western Electric career in 1942 at the Kearny (N.J.) Works. He has served in various capacities at Western Electric

National Bank. He also serves on the directing boards of the Omaha Chamber of Commerce, the Zoological Society of Omaha, the Midlands National Conference of Christians and Jews, and Father Flanagan's Boys Home.

Frank and his wife, Kit, plan to continue making Omaha their home.

Lefebvre



headquarters in New York, as well as at the Denver Distributing House and Kansas City Works. He assumed his Omaha Works position on May 1, 1970.

Frank has been active in community affairs, which include serving as vice-president of the Junior Achievement of Omaha and as a director of the Omaha

**the  
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**Frank J. Lefebvre**  
General Manager

**Linda Ryan**  
Editor

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**Western Electric**



# service anniversaries

## 20 years

M. M. Cook	R. J. Murphy
F. L. Cottone	J. T. O'Connor
I. O. Huebner	D. W. Olsen
R. L. Lastovica	K. A. Pieper
R. L. Lloyd	E. T. Ray

## may

## 15 years

L. D. Boettcher	M. W. Nicholson
L. R. Gasper	V. J. Sedlacek
C. Z. Kelly	K. R. Stevens
L. A. Krysl	H. F. Sedlacek

## 10 years

R. R. Albert	C. F. Masilko
M. D. Blanchard	D. H. Olsen
L. E. Gosch	J. P. Taylor
L. P. Goynes	J. F. Uryasz
M. T. Lenz	

(Not pictured)  
Bonnie Sengpiehl  
30 years 5/7/48

Lorraine Mott  
25 years 5/11/53



Francis Beringer  
30 years 5/12/48



Dolores Kirwan  
30 years 5/13/48



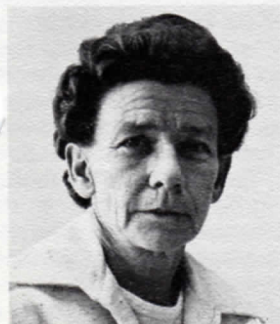
William Egr  
25 years 5/18/53



Darvin Janousek  
25 years 5/7/53



Don Israelson  
25 years 5/30/53



Joyce Peterson  
25 years 5/12/53



Tony Visocky  
25 years 5/25/53

## retirements



Raymond Kelley  
36 years



Richard Panek  
25 years



Harold Hall  
22 years



Cecilia Miodowski  
21 years



Aloise Cudly  
20 years



John Bretthorst  
20 years



# A pool for all seasons

Did Henry Ford know what he was starting when he began mass producing the Model T? How could he have visualized traffic jams, pollution and the energy crisis?

What's done is done, but the side effects can be altered. Car pooling is one way to do just that, as a number of Works employees have discovered. Whether it's two to a car or nine to a van, they haven't succumbed to the usual arguments against car pooling: "I like the freedom of driving my own car to work" — "I don't like being tardy because a fellow car pooler was late" — "I don't know anybody who would car pool" — and so on.

Talk to car poolers and they will tell you none of those arguments hold much weight. Rather, they'll mention savings realized by sharing rides (Metro Area Carpool says a person can save about \$20 a month by car pooling, depending on length of trip and number of riders). They're also performing a public service by helping cut down on gas and oil consumption, pollution and traffic congestion.

That's just for starters. Each car pooler can give you more personalized reasons for sharing a ride. For Gay Darwin (Dept. 362), who has been in car pools for 19 years, it means not having to give up living in the home she chooses. When she began working here, she decided to continue living in Lincoln, she said. Car pooling was an economical way to commute the distance.

**IN ALL THOSE** years of "pooling it," Gay never has had to worry about a driver failing to show. The way her current car pool works, Gay drives every Monday. "If for any reason any of us can't drive on our assigned day, each is re-

## *How to 'pool it'*

Are you interested in joining a car pool? Even if you already belong to a pool, you may want to take advantage of Metro Area Carpool's (MAC) registration service. You never know when you may need a new rider. MAC keeps a list of car poolers and would-be car poolers from across the city, and will send you names of such persons in your neighborhood. To register call MAC at 341-POOL, or stop by the public relations office for a form.

sponsible for lining up another driver to take his place," she said.

Sandy Ziccardi (Dept. 723) is sold on car pooling for another reason: It's how she met her best friend, Wilma Sumner (Dept. 723). Since she began car pooling eight years ago, Wilma and her husband have become "adopted grandparents" to

**POOLING IT . . .** A car pool in 1926 may have consisted of a group (also on the cover) like this. Sandy Ziccardi hands the picnic basket to Gay Darwin; Norman Schuttler is at the wheel; John Francavilla rides the running board; and ready for some sunning is Bob "Jack Valentino" Metz (you'll have to ask Bob to explain the "Jack Valentino").

Sandy's children. And to think they might not have met had it not been for an unhappy ending to Sandy's first day on the job at Western.

"I was worried about how I would get home," recalled Sandy, who was living in South Omaha. An aunt assured her that there must be bus service for the employees. That first day, Sandy took the bus home. She had to transfer downtown, but didn't know what bus to take. By the time she arrived home, it was 10 p.m.; she had left work at 3:30 p.m.

"I cried," Sandy said, at the thought of such a long ride to and from work. The next day, she was invited to share a ride. Thus, Sandy's and Wilma's friendship began.

**JOHN FRANCAVILLA** has a more practical reason for pooling. "I like the







Photo by Rog Howard

tra 15 minutes of sleep both ways," he said, as do the other members of his car pool (with the exception of who is driving). "I can fall asleep anytime, anyplace and in any position."

He's found members of his car pool most dependable and cooperative. John doesn't even miss driving his own car to run errands after work, because the driver for the day usually is willing to drive him to his destination. In fact, "One guy has a van, and we usually wait until it's his turn to drive to do the errands," he quipped. "You know, like 'Hey, I've got to pick up some lumber.'"

Gay doesn't usually sleep during her ride from Lincoln, though others in her pool do, she said. She crochets lap robes on the rides home, and hinted that she prefers animated conversation to silent

passengers.

Gay once was in a car pool that used a Volkswagen bus. "We had some good times in the bus, with all the people to talk to," she said. "You could talk about all your gripes in the car pool, and by the time you got home, it was all off your chest." Such conversation comes easily in a car pool because riders "don't care what you say."

"Of course not," John interjected; "they're all asleep" — at least, they would be in his pool. Just as he questions how much of a listening audience one has in a car pool, John wonders how much money he really is saving by sharing rides. "My wife gets the car the other three weeks I don't drive," he explained, "and she spends all the money I saved in the car pool!"

### *Looks like new*

If there were car pools in the 1920s, passengers would have enjoyed a high-class ride in the 1926 Model T touring car pictured. Norman Schuttler (Dept. 741) restored the Model T and has won several awards for his efforts. Do you collect and restore antique autos? If so, it's an excellent story topic for the Westerner. Call Linda Ryan in the public relations office, Ext. 4132.



# There's more . . .

On Page 2 of every Westerner is a masthead that lists the names of the Works' general manager and the paper's editor. Although their names do not appear in the masthead, other employees are important links in the printing process of the Westerner.

One employee in particular, Peggy Walters (Dept. 331), is the editor's right hand. Without her, a new editor might have printed a Westerner with unnumbered pages, or worse, stumbled blindly through the entire production process.

Peggy began operating a printing press at the Works about nine years ago, and learned the process by experience. Today, she not only operates the new Rotaprint press for the Westerner, but handles all the photo developing in preparation for printing.

She has taken several courses on her own at Metropolitan Technical Community College to improve her skills, and is looking forward to learning the complicated method of printing in color (which the old press couldn't handle).

"I love it," Peggy said of her work. "I've got the best job down here (in the reproduction department) — there's so much variety."

**VARIETY** there is. All the efforts that go into printing the Westerner prove that there is more than meets the eye.

It starts with bringing to an outside printer all the typed copy of stories that

are to run in the Westerner. The printer sets the type in the column size needed, and returns the typed stories on paper sheets called galleys. The editor proofreads the stories and makes corrections on the galleys. The stories on a spare set of galleys are cut up and pasted on a sample page of the Westerner, allowing space for pictures and assigning headlines.

The outside printer, using these rough page "layouts" as guides, pastes up a finished version of the pages, having included changes, headlines and red acetate "windows." The windows — sections of paper-like material — mark the spaces for photographs.

Enter Peggy. Using a large camera with a special screen, Peggy takes a picture of each photo to appear in the paper. She simultaneously enlarges or reduces the photos to fit in the space allowed on the page layouts. The camera's screen assigns a dot pattern to the pictures Peggy takes (use a magnifying glass on pictures in the Westerner to see the dots). She must choose the proper exposure, or the black dots will be too big (making picture too dark) or too small (picture too light).

**PEGGY** removes the negative from the camera and puts it first in a developing solution, then water, and finally a fixative. She times how long she leaves the negative in the developer, but depending

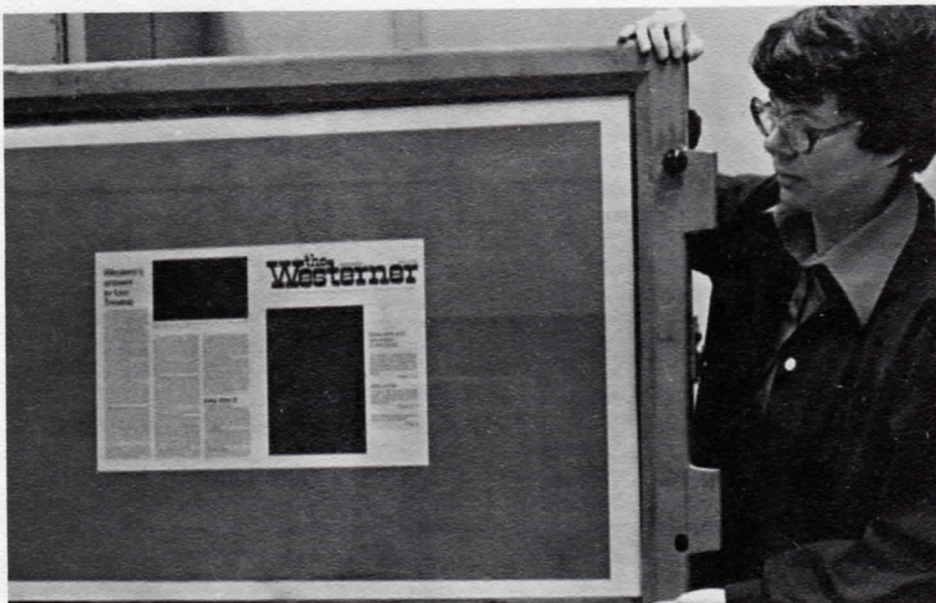


HANGING UP "WASH" . . . Developed negatives must be hung to dry.

on the picture, she may alter the time or move it around in the solution quickly to achieve extra highlights. After the fixative, she rinses off the negative of each photo and hangs it on a line to dry.

Peggy goes through the same process (without using the dot screen) when she takes a picture of each page layout provided by the outside printer. The windows on the layout come out as clear spaces on the negative. That's important in Peggy's next step, in which she "strips" the negatives of the photos onto the negatives of the layout.

By "stripping," Peggy attaches the photo's negative behind the clear space (Continued on next page)



ALL SECURE . . . Peggy sets up a double page layout for photographing. Notice the darkened boxes. Those are "windows" that come out clear on the negative, allowing Peggy to "strip in" another negative of a photograph.



STRIPPING . . . Peggy prepares to "strip in" a negative of a picture behind the clear area on the double page layout (white rectangle in this photo).



# . . . than meets the eye

(Continued)

on the layout negative. Now she's ready to "burn on" the page layout negative to a metal mat. With the negative held tightly to a metal mat in the plate maker machine, electric coils burn on (sort of like singeing) all the images — the words, headlines, photos. Developer is rubbed on the mat and the images appear.

The mat is attached to the Rotaprint press, and Peggy is ready to print the Westerner. When the press is in operation, ink from the ink fountain transfers to a series of rollers which, in turn, transfer ink to the metal mat. The mat transfers the ink to the sensitive surface of a blanket cylinder. The cylinder receives the printed image from the mat reversed (as in a mirror). That reversed image is transferred to paper sheets, reversed to normal.

**THROUGHOUT** the process, Peggy must keep constant watch on the press and the printed pages. Not only must she make sure enough ink is being released, but she also checks that enough water is forming a protective film of moisture on the metal mat. Air pressure is important, too, if the paper is to be fed through the press correctly.

The printed pages (there are two to a sheet) must dry overnight before printing is completed on the back side. When both sides of the two sheets that make up the Westerner are printed, they must dry for two days before they are folded and prepared for distribution.

In that final step everyone chips in, including section chief Tom Olson, Mike

Cochrane, Nancy Latch, Deanna Traugh, and Tim Raasch.

Five thousand copies of the Westerner are printed — that means 20,000 runs through the press. When a color picture is printed in the Westerner's near future, the single sheet on which the color pic-

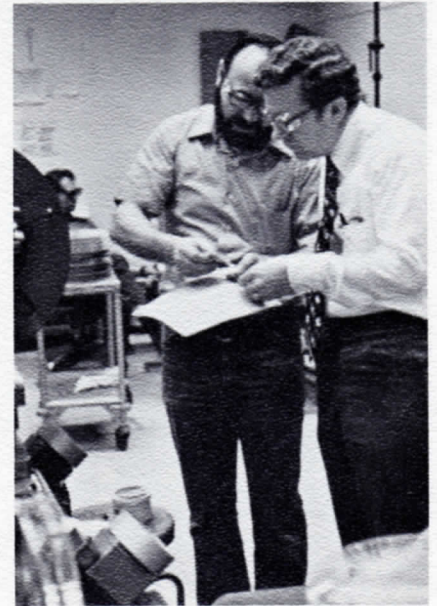
ture appears will have to run through the press four separate times. Each time a different color of ink must be used to achieve a full-color photograph. Peggy's job certainly won't be any easier . . . but then, she said it herself: She loves variety.

## suggestion box

If the name sounds familiar, it's because he's been the subject of other suggestion award articles. Willie Strack, Dept. 741, has won a number of such awards in the past. But the latest suggestion award he received is the largest sum he's been awarded yet: \$1,630. Strack was presented a check for that amount for his idea to increase the punch clearance for the 710 connector separating tools.

Another sizable award recently was presented for a suggestion. A check for \$1,270 was shared by Jerry Sparck, Dept. 472, and William Brazeel, Dept. 435. Their joint suggestion called for improvements on the Unit No. 1 punch and die used to make inserts for B-wire connectors.

A third suggestion resulted in a check for \$255 for Ronald Neneman, Dept. 438. Neneman suggested that one cable tie be used in recoiling cable terminal assemblies with plastic cables.



**AWARD WINNER . . .** Strack (left) explains to Works Director Charlie Higginson how the winning suggestion saves money.



**ROLL 'EM . . .** Printing the Westerner requires constant surveillance of the press's operation.

## Says who? Tom does, with your help

Have you sent in your "Tom Swiftie"? A number of employees already have done so. There still is time to come up with more, before the best Swifties are printed in the Westerner. Here are a few more examples to inspire Tom Swifties of your own: "I'm a mummy," Tom said cryptically. "Don't tell the news media about our next KKK meeting,"

Tom said clandestinely. "Ouch! I cut myself on the broken glass window," Tom said painfully.

Once you get started on Tom Swifties, they come easily. But don't just think or say them: Write them down on the entry form provided. Send them to the Westerner, care of public relations, 520.

Here's my Tom Swiftie(s):

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Name: \_\_\_\_\_ Dept.: \_\_\_\_\_

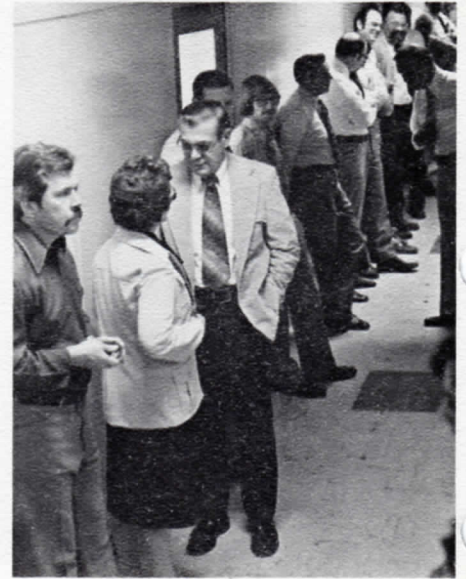


# TORNADO!

It feels rather silly, actually, filing into the basement during a tornado drill. But the memories of the May 6, 1975, tornado make it a sensible practice.

Every year at the start of the tornado season, the Works conducts a tornado drill, such as the one held earlier this month. The emergency buzzer sounds for three seconds on, three seconds off for a three-minute duration. That's the

signal for employees to head toward their assigned shelters: In Building 20, head for the lower level (elevators not used); Building 30, restrooms and the raw materials lab; Buildings 40-42, tunnels; Building 50, lower level (stairs at west end). During a tornado alert, persons in outbuildings should go to shelters in Buildings 30 or 50.



LOITERING IN THE HALL? . . . No, these people are just taking cover during the recent tornado drill.

## Mom's secret dream comes true

After 32 years of marriage and 13 children, you would think that Harold Johnson (Dept. 437) would know all there is to know about his wife, Effie. But when Effie picked him up after work one day in a brand new 1978 Corvette, Harold learned something new.

He found out that it had been Effie's lifelong dream to win a car, and there she was sitting in a silver Corvette with red leather upholstery — the dream car she won in a Lincoln radio station-sponsored contest. It wasn't just any old 1978 Corvette, but a General Motors 25th anniversary model, which makes it

even more valuable. In fact, shortly after Effie won the car, three different persons offered the Johnsons \$15,000 to buy it, and another said to "name your price," Harold said.

"For now, I'm just going to enjoy it," Effie said. "I've been poor all my life," and had she not won the car and sold it, she wouldn't have the money anyway, she explained. Besides, it was her dream come true.

"I've been entering car contests since I was 12 years old," she said. For this contest, she sent in a few entry forms (one contestant had entered 800 times) and

memorized the radio station's number in case hers was the phone number broadcast on the air.

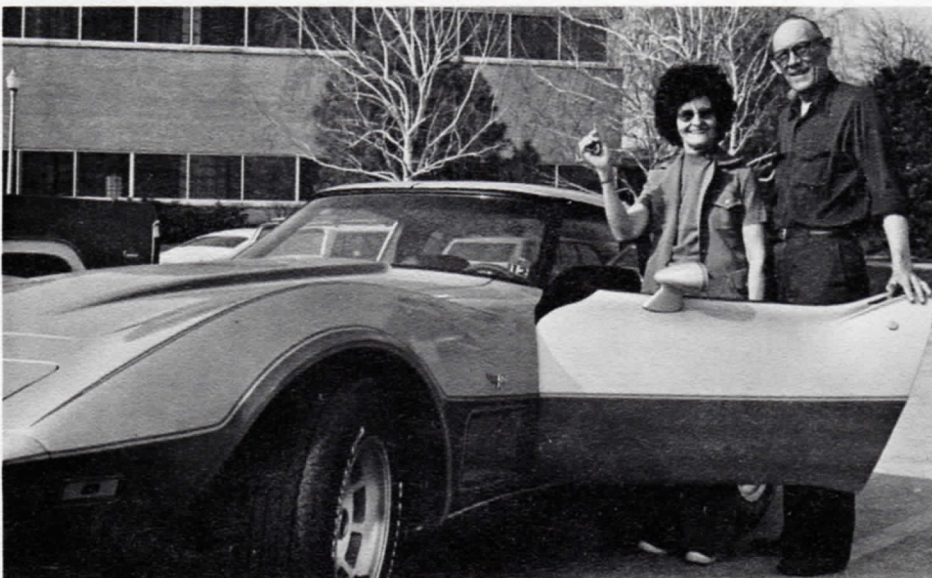
She just had turned on the radio early one morning last month when her number was read. "I couldn't think of the number to dial," Effie recalled, and the six children still living at home "were screaming until I couldn't hear anything."

A frantic search for the station's number paid off in time, and Effie drove home her new car that night. In winning the car, she automatically became a member of the Corvette Sports Club, too.

Once she arrived home, she laid down several rules. First, against their protests, none of the children would be allowed to drive the sports car. As an alternative, "My 13-year-old son goes out and sits in the car by the hour," Effie said.

Second, she reserved the right to require that passengers remove their shoes before entering the vehicle. And third, even husband Harold must ask permission to drive the car (at least, that's Harold's story).

Effie said she's had no problem adjusting from driving her 1970 four-door Ambassador. She's not even worried about the risk of accidents on the road — "It handles so easily," she said. It's not the car's sleek looks or the ride that Effie enjoys the most, however. She's been treating all her family and friends to rides all around Lincoln, where the Johnsons live. Said Effie, "The sharing is what's nice."



DREAM CAR . . . Harold Johnson learned something new about his wife, Effie, the day she won this 25th anniversary Corvette.