

# THE WESTERNER

OMAHA WORKS

VOLUME 11 NUMBER 9



**DALLAS WAITE** is one of the members of the Works security organization that makes regular checks of fire fighting equipment to make certain that it is always in perfect working order. This is done with the hope that it will never be needed. Efforts during this month's Fire Prevention Week and throughout the year can help make perfectly working ornaments out of this kind of equipment.

## Seven Communities Served

# Midlands Appeal

The Heart of the Midlands United Appeal Campaign to be conducted at the Omaha Works October 9-13 will have two principal objectives:

1. Give employees the opportunity to consider increasing pledges toward fair share contribution.
2. Enroll the small percentage of employees who are not participating in the year round payroll deduction plan.

This year the campaign and the services of the agencies of the United Appeal have been broadened to include Council Bluffs, Gretna, Millard, Papillion, Ralston and Springfield as well as Omaha. Working together, these communities can all meet their individual needs more efficiently and economically. Employees who live in these towns now can pledge support to their local communities through payroll deduction.

Employees living in Lincoln and Fremont may continue to allocate their pledge to their respective community campaigns.

Participating this year for the first time in the UCS program are the Gene Eppley Boy's Clubs of Omaha. This is a need that has not previously been touched by other community efforts. There are now 51 agencies in the United Appeal.



# TURNER

A W O R K S



OCTOBER, 1967

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## Another Ho Hum Week —This Shouldn't Be

The calendar is so crowded with special weeks to promote special purposes that we have just about reached the point where you can expect a big, wide yawn when you tell people that this is "National Such and Such Week."

The endless parade of humdrum Such and Such Weeks makes it hard to figure out ways to get people to sit up and take notice when a national week comes along that merits some real serious consideration.

One of these is National Fire Prevention Week. It is on the calendar for October 8-14.

Grim statistics on the loss of life and property through fire continue to mount up indisputable evidence that not nearly enough people observe this week adequately.

It would be helpful if Fire Prevention Week could be taken out of its dreary context of national weeks. It would also be helpful if the concentrated effort that we all should make to correct fire hazards at home and at work could be made into something festive, exciting or spectacular.

But some things just don't lend themselves readily to that kind of treatment.

About all that can be said is that setting aside a week for some concentrated fire prevention effort is needed and worthwhile. Even more important, a really good observance of this week might develop some attitudes and habits that could be extended profitably throughout the year.

### Estimates Revised

Training for line production is now under way at the Company's new Phoenix Plant. Original production and personnel estimates have been revised upward. When fully operative, the plant will employ between 1000 and 1100 people, produce some 52.2 billion conductor feet of cable annually.

At Work,

At Home,

On The Road

**REMEMBER  
SAFETY**



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## Insurance Plan Aids Building A Secure Financial Program

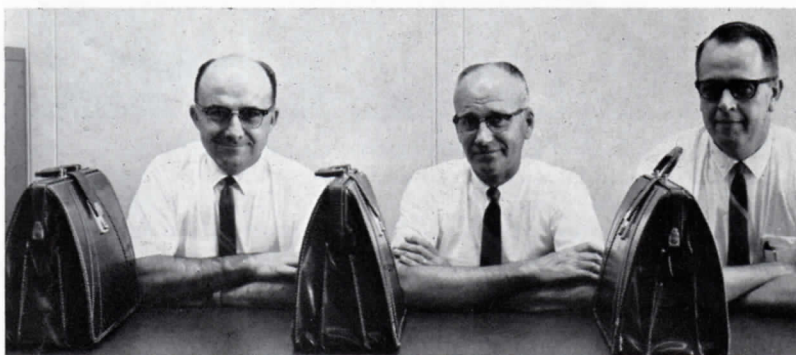
Western Electric in 1924 developed ten personnel policies to be used as a guide in maintaining good relations with employees. Every employee has seen them in black and white at one time or another. When they are printed on quality paper stock and placed in an attractive frame these policies make an appealing wall decoration.

But things don't stop at that point by any means. There is real substance behind each of these ten policies.

For example take a look at the seventh personnel policy:

"To Encourage Thrift."

In implementing that policy the Company provides a number of programs that assist employees in building financial security for themselves and their families. Included in these programs is the Employees' Life Insurance Plan which was started in 1928. To assist employees in obtaining adequate life insurance the Company made arrangements with the Phoenix Mutual Life Insurance Company, Hartford, Connecticut, whereby premiums on any



**INSURANCE COUNSELORS** Lonowski, Larsen and Nelson.

regular forms of their policies may be paid through payroll deduction. By paying insurance premiums in this way employees can coordinate deductions with the weekly or monthly expense budget and eliminate the difficulty of paying large lump sum quarterly, semi-annual or annual premiums that may come due at inopportune times.

Available under the Plan without a medical examination are the following types of insurance coverage; ordinary life, ordinary life special, limited payment life, endowment, retirement income, family income, term, family plan and

mortgage insurance. Expert counseling on how these and other forms of insurance can contribute to financial security is available to Omaha Works employees.

Phoenix Mutual counselors at your service are Ray Lonowski, Roger Nelson and Glen Larsen. Employees wishing to investigate ways in which life insurance can help build financial security can arrange for an appointment with a counselor through their supervisor.

Any employee of the Western Electric Company whose term of employment exceeds six months may apply for life insurance under the Plan.



# PIONEER NOTES

By Bob Kukielski

## Dinner Dance Set for October 28

The Town House Ballroom will be the scene for the Pioneer Fall Dinner Dance on October 28. Tickets are expected to be available shortly and are \$5.00 per person. Joe Sinkule's Orchestra will provide the music.

## Community Service Committee Renews Projects

Bill Dodge, the Council's Community Service Chairman, reports that his committee's efforts in visually handicapped projects are progressing very satisfactorily. During July and August 58 reels totaling 232 hours have been taped, and 5,144 pages of large typing totaling 351 hours have been completed. With summer vacations over it is expected more time will be devoted to this project. Bill is always looking for volunteers to assist in these endeavors. Call him on 2906 and offer your services.

## New Pioneers

The following employees joined the Pioneers during the month of September: S. C. Ide, Jr. (254), G. K. Zajicek (421), H. L. Wagner (741), V. M. Legros (254), D. R. Hiatt (426), O. W. Edwards (442), E. G. Schmersal (434), H. G. Hill (755).

## Richard Sudyka, A New Graduate



A RECENT GRADUATE of the three and one half year Western Electric Tool and Die and Machine Construction and Maintenance Course was Richard Sudyka. The course is conducted by the Company in cooperation with the U. S. Department of Labor. General Manager Howard Nilson presented the Department of Labor certificate during a luncheon at the Omaha Works last month. Charles Rehberg (right) is one of the Training Associates in the course. Currently there are 19 men participating in the program at the Omaha Works.





**FRAME WIRING** is not a one man job. The completed product represents the conscientious efforts and skills of many people. It takes the same kind of effort to maintain good housekeeping everywhere at the Omaha Works. The frame wiring area is another example of what can be done when housekeeping is made a part of everyone's job.

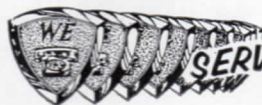
# Toastmasters Begin Season November 9

Have you considered improving your abilities of self expression?

That's the question that Omaha Works Toastmasters are asking as they extend an invitation to join their new season of speechcraft meetings that begin November 9, at 5:00 p.m. in the Pine Room.

Toastmasters is a nationwide organization of men who seek to increase their self confidence and develop the art of communications through improved thinking, listening and speaking. The Omaha Works group, like their counterparts throughout the nation, offers its members abundant opportunity to speak and then benefit by constructive criticism.

Forms for enrollment are available at the Weoma Club office or from a member of Toastmasters.



## SERVICE ANNIVERSARIES

### 20 Years

Cummings, Richard A. 441 Oct. 25

### 15 Years

Janecek, Virgil D. 252 Oct. 20  
 Waniska, Frank M. 423 Oct. 23  
 Hinkle, John Richard 423 Oct. 27  
 Valenta, Richard J. 251 Oct. 27  
 Chrastil, Virginia S. 442 Oct. 28

### 10 Years

Hewett, Melvin R. 6351 Oct. 1  
 Flora, Guy E. 244 Oct. 2  
 McLaughlin, James A. 244 Oct. 2  
 Rohman, Charles D. 311 Oct. 2  
 Netwig, Donald H. 253 Oct. 4  
 Chuda, Ronald L. 423 Oct. 6  
 Carlson, Robert L. 244 Oct. 7

Vojtech, David A. 245 Oct. 7  
 Smith, Mary A. 421 Oct. 8  
 Atchison, Jr., Herschel 437 Oct. 14  
 Mumm, Anna W. 433 Oct. 14  
 Scheiblhofer, Martin 433 Oct. 14  
 Stahlecker, Kenneth E. 328 Oct. 14  
 Callahan, Gerry D. 422 Oct. 15  
 Cate, Robert A. 437 Oct. 16  
 Glaseman, Richard W. 241 Oct. 21  
 Jones, George F. 713 Oct. 21  
 Wheeler, Vernon E. 241 Oct. 21  
 Wolverton, Jo Anne B. 443 Oct. 26  
 Davis, Jack A. 724 Oct. 28  
 Jergovic, Michael 245 Oct. 28  
 Melies, Kenneth W. 244 Oct. 28  
 Piccolo, Tony J. 422 Oct. 29  
 Halverson, Mary E. 422 Oct. 30  
 Wolff, Walter A. 241 Oct. 30

## SUGGESTION AWARDS

\$75 — R. V. Muhle (433).

\$50 — E. J. Rueschhoff (251).

\$25 — J. H. LaHair (254), J. J. Novotny (437), L. W. Stev-

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General Manager

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Box 14000 West Omaha Station, Omaha, Nebraska 68114  
Member International Council of Industrial Editors  
and Associated Nebraska Industrial Editors  
WESTERN ELECTRIC COMPANY, INC.  
OMAHA, NEBRASKA 68114



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Western Electric President Paul A. Gorman told the Telephone Pioneers of America September 18, that they must not only keep in step with the changing dimensions of Pioneering but must also preserve the unchanging dimensions of human and personal values which have characterized the Pioneers.

Gorman, who is president of the 280,000 member organization, delivered the keynote address to the 1,000 delegates at the 42nd General Assembly of the Telephone Pioneers of American in Toronto, opening the three day gathering. Theme of the Assembly was "New Dimensions in Pioneering."

Gorman pointed out that the telephone industry has grown because it meets a need. "Pioneering has grown because it too meets a need, a desire of people.



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\$20 — D. F. Kuta (252), V. C. Wegner (252), L. D. Doeden (252), G. C. Mackey (422), B. T. Marquardt (257), L. D. Domina (257), J. Alvis (257), D. Carstens (256).

\$15 — R. L. Scott (452), H. G. Johnson, Jr. (452), Rolland Cooper (452), D. K. Moore (251), G. L. Scott (443), G. L. Honey (437), L. W. Frye (252), J. J. Novotny (437), W. G. Wetenkamp (257), J. E. Philby (253), G. L. Bonney (253), D. Carstens (246), L. H. Baker (253), C. K. Prazan (254), G. L. Bonney (253), J. E. Philby (253), E. L. Kritenbrink (441), R. E. Nelson (266), D. L. Vosler (252), Mrs. G. L. Bower (441), F. W. Byers (425), L. V. Christensen (252), A. W. Winter (437), V. H. Lau (253), J. J. Novotny (437), C. W. Mathis, Jr. (441), G. A. Holste (437), J. W. Bowen (253).

**Certificate of Merit** — L. Perkins (241).

## Girl's Fall Party Theme Will Be "Then and Now"

With "Then and Now" as the theme an unprecedented array of centennial costumes can be expected as Omaha Works women salute Nebraska in its one hundredth year at the Girl's Fall Party at the Prom Town House, Saturday, November 18. Activities begin at 4:00 p.m.

The committee is giving plenty of advance notice so everyone can begin sewing early. Highlight of the evening will be a contest to determine which of the hundreds of ladies has the best centennial costume.

Also on the program is a poolside parade of fashion from Brandeis with Elaine Johnson as narrator. The models will be our own Omaha Works girls — Judy Lane, Sandy Fitzgerald, Lorraine Borman, Shirley Kroll, Karen Schwertly, Carolyn Wilmer, Phyllis Sandsted and Pearlina Mosely.

An added attraction will be a "Mellerdramer" using Omaha Works talent entirely.



## Focus — W. E. People



### Cat Toy Provides Business Lessons

**TERMS** used every day in the biggest business come to mind as Art Neumiller talks about a current interest.

As far back as he can remember Art Neumiller (424) has had interests in addition to his job that keep him busy during most of his waking hours. At present his leisure time is devoted to putting the finishing touches on a house he has been building all by himself the past three years, thinking about the future of a patented fishing reel for a bow and arrow that he invented and conducting a cat toy manufacturing venture.

Invention of the cat toy was inspired during an especially playful session with his pet Siamese. Art was fascinated with the way his cat could be amused with a piece of string, a small sponge rubber ball or a bunch of colorful plastic strips. He was struck with the idea of combining these three commonplace items into a toy. He found a small diameter wood dowl around the house, attached a small rubber ball to one end and several feet of string to the other end. To the string he tied a colorful array of plastic strips. The cat reacted to this with the same kind of enthusiasm that youngsters display after opening their Christmas packages.

Since other cats also enjoyed the toy he decided upon a business venture financed with pocket change. Things learned and mistakes made in a pilot operation like this might be helpful in making plans for the patented reel, he reasoned. What followed makes up another one of those beautifully illustrated stories about the challenges and perplexing problems of American business.

Art seems to enjoy talking about the manufacture and marketing of his cat toy. He uses his words, but as he talks many of the words used daily in the biggest corporations keep coming to mind. As one listens its easy to put terms like purchasing, merchandise investment, merchandise loss, production control, manufacture planning, efficiency and quality control in the right places. Here are some of the points Art brings out:

“People have to want to buy what you are making . . . Buying materials in small quantities is expensive and forces your retail price up . . . Buying too large quantities ties up money and you have the stuff laying around the house for months . . . You have to have a system for making these things and they all have to be alike . . . Those that are off standard have to be thrown out . . . I keep trying to think of better ways to assemble these things . . . I can see that the profit situation is really tight . . . A fellow has to watch waste of time and materials.”

It's available at several retail outlets, but Art isn't making any predictions yet about his cat toy. To him it is a lot of fun and an unusual learning experience. Meanwhile, he keeps thinking about his other invention.





**THE OMAHA SKY-DIVERS, Inc.** put on an exciting exhibition during the day of fun.



**THERE WERE** all sorts of games and contests for the kids (left) and the Crossbar team won the donkey ball game, 4-3. Team captain Terry Moore (433) receives the winner's trophy from General Manager Nilson (above).



**TWO DONKEY** ball players mount up and warm up prior to the big game between the cable plant and the crossbar plant.



**THE ANNUAL** Weoma Club event is probably the season's last opportunity for everything a picnic stands for and many families brought a picnic lunch.



**FEW THINGS** are equal to amusement park rides when it comes to stirring the imagination of the youngsters. These two demonstrate their skill at the wheel.



**AND FOR** young ladies that like the challenge of a mighty lake or a great river all that it takes is the kiddy boat ride at Peony Park and some of childhood imagination.



**AND THEN** despite all the exciting goings on there comes a time when a body must take an afternoon nap. When you're tired enough even a sack full of balls and bats is comfortable.



## Three Omaha Works People Participate In University of Nebraska Conference

Three Omaha Works people participated in a conference for The Immediate Care of the Sick and Injured conducted by the University of Nebraska College of Medicine September 14-16. Works Medical Director Dr. Barry M. Storter discussed management of acute intoxication from insecticides; Herman Abraham, a guard in our security organization, demonstrated mouth-to-mouth resuscitation using the life size mannequin now well known as Resusci-Ann; Alex Lorenz (423) participated in a 'how we do it' session with his fellow members of the Ralston Rescue Squad. The conference was held at The Nebraska Center for Continuing Education on the East Campus of the University of Nebraska in Lincoln.



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# This We Do With Money? Could Be!

Drop money in the garbage can?

A skin flint who worships money would call it irreverent. A person with an every day, normal sense of values would call it stupid. Even one who would like to believe money is nothing could scarcely conceal his agony at such a sight.

In other words, everybody thinks it is a bad practice and yet, the overwhelming majority of us who would call it down right stupid might be doing this very thing from time to time.

The way we go about it cannot be photographed as precisely and startlingly as it is here, but it is just as real.

**Yes, defective work that results in a poor quality product is dropping money in the garbage can.** If the defective work cannot be repaired it is a complete loss. If it can be repaired the best that can be said is that a complete loss has been avoided, but the profit is gone and the cost of repair is money in the garbage can.

If you get the significance of this picture you are probably sensing how it could hurt right in the pocketbook. Reduced earnings because of defective work have a way of doing that.

Whenever we get on this subject we instinctively think of defective work first, but any form of carelessness and waste is money dropped in the garbage can. Inaccurate clerical work, poor safety discipline, waste of time, careless handling of materials and product and many other actions that make us anything less than a completely efficient, effective manufacturing unit are all important elements of this broad and vital subject.

And while we are on the subject it would be worthwhile to reflect for a moment upon what the late Victor E. Anderson, a former governor of Nebraska, always told young people who were trying to make up their minds about a career. The down-to-earth Swede from Lancaster county had a knack for saying things in plain words.

"Go with a company that makes money," he told the young people.

He would go on briefly to

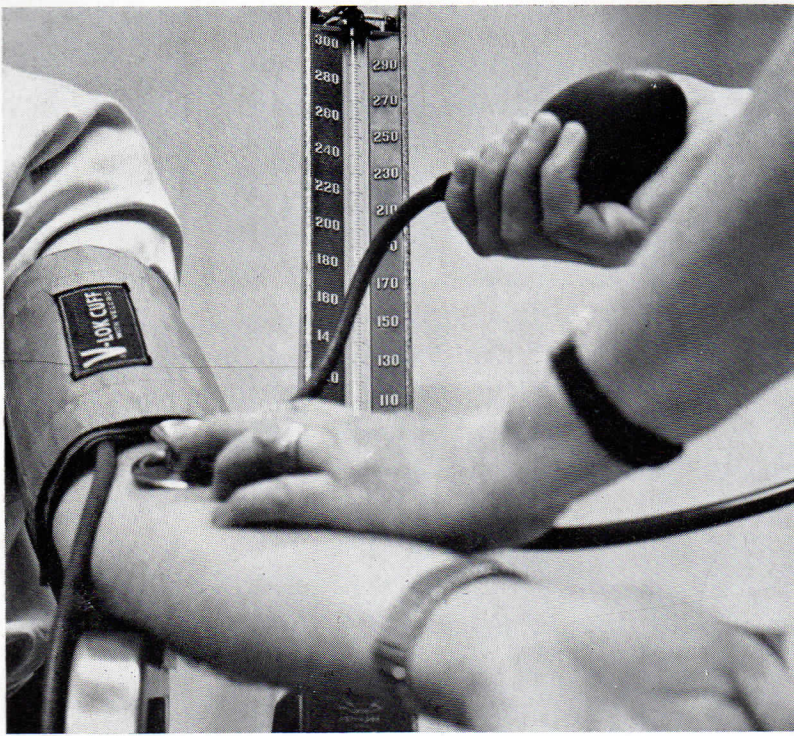


THE WESTERNER



BULK RATE  
U. S. POSTAGE





# This We Do

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## How's Your Blood Pressure?

One thing just about everyone is interested in is his blood pressure. For some reason, there seems to be something hallowed about that number. Some people feel better (for no good medical reason whatsoever) because their blood pressure has dropped from 136 to 134; others are concerned because their blood pressure differs from that magic number, 90 plus their age.

### Facts and Fallacies

To begin with, what is blood pressure? First, it measures the pressure at which the heart pumps blood throughout the body (this is the first number and is usually between 100 and 150 mm. of mercury). It's also a measure of the residual resistance to blood flow in the vessels (this is the second number, usually between 60 and 100 mm.).

What is normal blood pressure? Any blood pressure that is not abnormal. Although some doctors feel that blood pressure above 140/90 are suspicious, almost all agree that blood pressures consistently over 150/100 are abnormal.

What about the lower limits of normal? Harder to define because, while there very definitely is a disease called chron-

pertension is one of the chief contributing factors in the development of coronary heart disease.

What can be done about hypertension? Much. Too much, as a matter of fact, to go into here. Suffice it to say that your doctor, by using varying doses of combinations of medicines, can lower your blood pressure to whatever level he thinks best — if he thinks that blood pressure should be lowered at all. While it is true that most blood pressures should be in the normal range, not all blood pressures above normal limits warrant the immediate institution of blood-pressure-lowering medications. That is a complex decision that only your doctor should make.

### New Proverb

Finally, then, one thing everyone will agree about is: "Don't worry about your blood pressure readings because worry and nervousness may very well raise them."

**Omaha Works Helps  
Entertain County  
Agriculture Agents**



ic high blood pressure, there is no disease called chronic low blood pressure. Of course, anybody with a blood pressure of 70/30 is sick; as a matter of fact, he's probably in shock. But, short of true shock, not only is low blood pressure not an illness but the lower your blood pressure the better off you are, the less likely you are to ever sustain a "coronary" attack. It's a form of life insurance — and a cause for congratulations.

High blood pressure, on the other hand, is one of the most common and serious ills that afflict us. Of the three leading causes of death in the U.S. (heart disease, stroke and cancer), high blood pressure — or hypertension — is often found behind the first two. And hy-

The Omaha Works helped entertain some of the 1,500 members of the National Association of County Agriculture Agents from all over the country who gathered in Omaha, September 17-21 for their fifty-second annual meeting.

Nearly 200 county agents toured the Omaha Works on September 20. States represented by our afternoon guests extended all the way from Washington to Florida.

The visit to the Omaha Works was a part of a comprehensive tour program and Nebraska gesture of hospitality. It was presented to the members when they registered for the meeting in a brochure entitled "Nebraskaland's Big Howdy!"

"Go with a company that makes money," he told the young people.

He would go on briefly to explain that there can't be much of a future for anybody in a company that does not make money that can be reinvested in the business.

## Your Finest Hour

A homeless child . . . a childless couple . . . a family in trouble . . . a service man overseas . . . a victim of flood or fire . . . the hungry . . . the sick . . . Remember them with your Fair Share pledge to the Heart of the Midlands United Appeal. It will be your finest hour!

**WESTERNER**

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GRET