

# Sawyer's NEWS REEL

Vol. 3

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No. 5

## ANNUAL SALES MEET HELD JULY 21-26

### Personal Stereo Camera Under Much Discussion

The annual Sales Convention was held at the Sawyer plant during the week of July 21-26. Once each year all Sawyer salesmen are called into the home office for a series of conferences, at which time various sales problems are discussed and ironed out.

There are nineteen salesmen in all, the newest of whom are Charles O'Grady, who came into the company in March, 1952, Don Robinson, who replaced Keith Graves, now in the Chicago office, and Don Mayer, replacing Ed Mayer, Jr.

The Personal Stereo Camera was, of course, under discussion the biggest share of the conference time. Advertising, marketing, dealer outlets, and credit were just a few of the problems kicked around.

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Frank Cooper, foreman of Maintenance Dept.

### SAWYER'S V-M NINE WINS IND. B TITLE

Sawyer's softball team took the 1952 Industrial B title by defeating Electric Steel Foundry, 7 to 1 and 8 to 2.

Bobo Spears was in his usual form as he allowed but six hits in fourteen innings.

In the first game it was home runs that accounted for the score, as Bobo led off

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### Various Jobs Keep Maintenance Crew Busy

At the rear of the Service building, or Cafeteria building, as it is more popularly known, are two very important departments to the Sawyer's organization, namely the Maintenance and Carpenter shops. These two units are under the supervision of Frank Cooper, who has been with Sawyer's since 1945.



Ed Schubel with part of 20,000 board feet of 1x4 pine lumber for export crates.

Many and varied are the jobs that fall to the Maintenance crew. Generally speaking, the carpenter work goes to James Cornforth and Bernard Lemire, painting to Bernard McHugh and Fred Denner, machine work and welding to Bill Devlin and Louis Popp. Ed Schubel works at various jobs, depending on who needs extra help at the time. Carl Erickson and Frank Custer handle the electrical equipment and outages that should occur. But any one of these men are capable of working on other jobs if need be.

Cabinet work, tables, work benches and inside offices throughout the plant have been built by the carpenters. Another all-important job is the upkeep of the machines in the Reel room. Many of the parts for these machines have been developed and improved upon by the maintenance crew. The new Processing plant has also demanded its share of attention. A current

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Sales force, caught in a very serious moment, during one of the many conferences held during the annual sales meetings.

## GOODMAN GETS NEW DUTIES

### Export Plans Involved

At a meeting of the Board of Directors on June 10th, Ladd Goodman, Export Sales Manager, was elected a Vice-President of Sawyer's Inc. It was deemed feasible at this time by the Board that the office and duties of a Vice-President should fall on Ladd, due to certain plans being made in foreign countries.

Ladd Goodman has been with Sawyer's since 1934 and started as delivery boy, using a motorcycle in the old Photo Finishing days. He has worked at practically every job in the plant since that time, from Greeting Card assembly, dry room, photo printing, photo lab, salesman in the Northwest area and finally to manager of the Export division. It was during the war, in 1946, that Ladd worked as a stereo tech-



Ladd Goodman, who has a big job ahead of him in the Export field.

nician on military production with Tom Dixon. Also during this time, he started his studies in the Spanish language at night and continued for about two years. At the same time he was in the field shooting stereo pictures for reels as well as selling. In 1947 he opened up the South American countries for the purpose of exporting and thereafter became Export Sales Manager.

Ladd is married and has three children. His wife, Virginia, is a former employee of Sawyer's and equally well known throughout the plant.

Employees will also be pleased to learn that, if all goes well, Sawyer's Inc. hopes to set up a plant in Brussels, Belgium, for the production of View-Master Stereoscopes, Reels, Light Attachments and possibly the Junior Projector. Negotiations are now in process with the Belgian Government for obtaining certain permits and agreements necessary for the operation of such a plant, with a controlling interest owned by Sawyer's Inc., to serve countries we cannot serve from the United States. These countries do not have American dollars to buy or are prevented by governmental monetary restrictions from so do-

ing. As a result, in several countries experiments are already going on to produce a product similar to ours and if we make no attempt to satisfy such markets we encourage such development to the point where one or more may in time even become a threat to our own U. S. market. Our prime purpose, therefore, is to satisfy the foreign market to the extent that we protect our U. S. market as long and as fully as possible.

Ladd has many friends and wellwishers in the Sawyer organization who hope for his continued success in his new capacity of a Vice-President.

### VIEW-MASTER DEPT. VACATIONS

Don Chamberlain, Bud Gagliasso, James Morrow, Ed Callahan, and Gerard Meyer just stayed at home "doin' nothin'."

Phil Pratt painted his house while Melvin Linden built a chicken house.

Cass Campbell, Virgil Nichel, Chris Stanich, and Howard Swagger went to the Coast.

John Hamilton, Bill Aschenbrenner and Frank Reiter went to California and Nevada.

Wayne Pickett took a trip to Lake Louise, Canada. Ben Elliott was also in Canada on his vacation.

Marvin Hamsen visited relatives in Salt Lake, Utah.

Jerry Fairfield drove to Pasco, Wash., also to visit relatives.

Long Beach, Wash., was Frank Conser's choice for a vacation.

Dave Stroup, who is a member of the Washington County Sheriff's Posse, attended the St. Paul and Molalla Rodeos. He also took a trip to Reno, Nevada, Lake Tahoe and Yosemite National Park.

Going somewhat farther from their home states were Art Roberts and Harold Speers. Art went back to Missouri and Oklahoma, while Harold went to Kansas.

Des McKenna got in some golf, made a few trips to the beach, painted the house and had his dog's tonsils out. That's a new twist, anyway.

### PRINT SHOP VACATIONS

Bud Baker spent his vacation entertaining his relatives from California. Bud also enjoyed the fishing, swimming and perfect vacation weather of the great Northwest.

Rex and Dorothy Graves and daughter, Sally, spent a very enjoyable week fishing at Bend, Ore., with Mr. and Mrs. Harold Graves. Rex has stated that the fish made him so nervous that he fell in the boat and broke two ribs. It seems Sally had all the luck, with the fish.

### New Employee in Box Factory

Rebecca Crisman, who formerly worked at the Snider cannery in Hillsboro, is now employed in the Box Factory.

## V.F.W. COMMANDER HERWICK ATTENDS CONVENTION

Ole Herwick, Commander of Post 907, V.F.W., attended the annual state convention, held at Astoria this year. Ole reports a large parade was held and a very nice banquet, followed by the election of officers. The main topic of the convention was Veterans' Rights and Welfare, thus ending a week of excitement.

### CREDIT DEPT. HAS NEW EMPLOYEE

Marjorie Bender will soon be on her own in the Credit department, when Marg Hendron leaves Sawyer's to await her "blessed event". Marjorie comes from Detroit, Mich., and has been working for Sawyer's about a month and a half, learning the ins and outs of the Credit work in preparation for taking over the place that Mrs. Hendron will vacate.

## ANYTHING BORROWED OR BLUE, JEAN?



Mr. and Mrs. Chuck Brown.

The marriage of Chuck Brown, View-Master assembly, and Jean Wahl, Purchasing office, took place in Reno, Nevada, on July 4th at 3:00 P.M. Mrs. Brown reports that she had to forego the traditional orange blossoms, due to the fact no motel or hotel space was available in which to change clothes. The bride wore peddle pushers and tee shirt, while the groom was dressed in slacks and a Hawaiian sport shirt. On their return trip, they toured through Donner Pass in the Sierras, Redding, Shasta Dam, Klamath Falls and Crater Lake.

## MORE NEW EMPLOYEES FOR V-M DEPT.

Harold Ruecker, former student at Vanport, lives in Hillsboro.

Dick Mickels lives in Portland, is married and has three children. Dick collects stamps as a hobby.

Gerry Bristow formerly worked for International Harvester and lives in Portland. Leather craft is his hobby.

Bob Thorston also lives in Portland and was in the Marine Corps for 18 months. Bob likes basketball.

Bill Bird is a Beaverton resident, is married with one child. His hobby is flying and ship models.

Don Osborne was employed at Doug's Service Station in Newberg, where he lives, before coming to work at Sawyer's.

Elmer Switzer lives in Tigard and worked in the bus depot in Portland for 12 years before he came to Sawyer's. Elmer likes to fish and play golf.

## STEREOCRAFT NEWS

Wallace Minder, Stereocraft employee, was married to the former Miss Donna Wilson, on July 6th, at the Seventh Day Adventist Church in Lents. Their wedding trip took them to Pendleton, Idaho, Salt Lake City, Reno, Nevada, and through the Redwoods in California before returning home.



Mr. and Mrs. Wallace Minder after wedding ceremony.

## THREE NEW GIRLS AT STEREOCRAFT

Stereocraft Engineering Co. has three new employees.

Lavell Flannery was a student at Portland State.

Sylvia Ball has two children and was a housewife.

Margaret McHugh previously worked at Vanart Candy Co. She is a sister and aunt to the Bernard McHughs, Jr. and Sr., who work at Sawyer's.

## RUPERT LEACH BACK FROM EXTENDED TOUR

Rupert Leach, Director of Photography for Sawyer's Inc., has just returned from Europe. His four months' journey included Spain, Austria, Southern France, Western Germany, Holland, Belgium, England and Scotland. Using his own Austin car, he covered nearly 15,000 miles and the results of his work will be about 35 new View-Master reels to swell the already great variety of subjects appearing on the View-Master reel list and photographed by Leach in the U.S.A. and throughout the world. Since his return, the Pan-American Airways has notified Mr. Leach that he now has the distinction of being "The most air traveled Portlander" in the city.

Watch for more detailed news of his Indian and European trips in the future *News Reel*.

## FISH STORY

George Green of Western Photo, salesman, Chuck O'Grady and Craig Humphries of Canadian Camera Specialties, went deep sea fishing over the week-end of July 27th and really came back with a "big one".

O'Grady had a three or four-pound sea bass on his line when, Wham! a big ling cod grabbed the bass and tried to take off. When Chuck finally landed the fish, sea bass and all, he found it to weigh 41 lbs. It had to be rapped on the head several times before being subdued. A classic of understatement was made by Craig Humphries, "That's a lot of fish".

George says he has pictures to prove his story if need be.

## BABY BOY CELEBRATES ANNIVERSARY

Kenneth Leroy Larsen arrived in time to help celebrate his mother's and dad's anniversary, July 16th. Born at Jones hospital in Hillsboro, Kenneth tipped the scales at 8 lbs. 12 ozs. Daddy Pete works in the Color department. The baby's mother, Rosemary, formerly worked in the Optical department.

## DAUGHTER HAS ROUGH GO IN HOSPITAL

Mr. and Mrs. Louis Maynard had many anxious hours while Louis was on his vacation, due to the fact that their daughter, Bonnie, age 9, suffered an operation for double mastoid. Louis reports she is recovering nicely now, however.

## TRIP TO MEXICO

Ruby Wilson, Optical department, left the 3rd of July for San Diego to visit friends and relatives. From there, she went on to a most interesting and impressive trip into Mexico.



Roger Perkins applies roof paint with long handled push broom.

## FINDS HOT DAYS POOR TIME TO PAINT ROOF

On two mornings of the hottest days so far this summer, Roger Perkins, night crew man in the Reel room, was up on top of the Color building, painting the roof. The paint used was a rubber based aluminum paint which reflects the sun's rays away from the top of the building, making it considerably cooler inside. To demonstrate, Roger reported that when he stood on the tar-painted part of the roof, the heat was almost unbearable, but when standing on the aluminum painted portion his feet felt quite comfortable and the heat was felt only on the body, showing how far the heat waves bounced away from the building. Should another heat wave come, there should be quite a noticeable difference in the temperature of the building.

It is probably a good guess that Roger could think of a lot better things to do on a hot day than paint a roof.

## COLOR ROOM VACATIONS

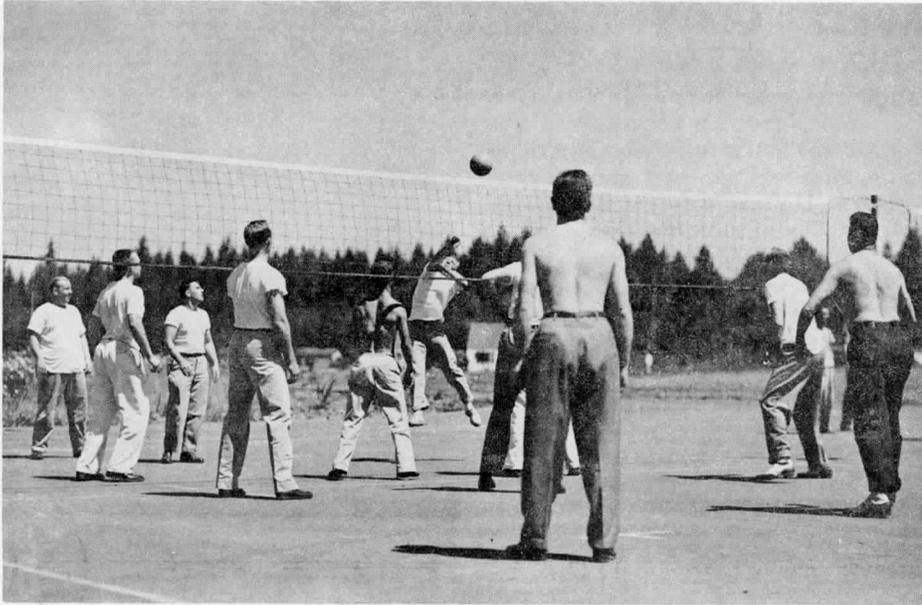
Roland Simard and his family spent the first week visiting relatives in Yakima and touring the Oregon Coast.

Lilliand Stach was unfortunate in that she had to spend most of her time off going to the dentist, but managed to get in a week-end at Seaside.

Alma Walker flew to San Francisco, spent two days at Russian River, went on to Palo Alto and Millbrae, Calif. The highlight of her vacation was the arrival of her son, Cpl. Richard Walker, home on a 30-day leave.

Will Dumas and family were at Rockaway on their vacation.

Mr. and Mrs. Fred Bennion visited Vancouver, B.C., and Vancouver Island for a few days. Fred was much impressed by the sight of the light of Vancouver at night from the Grouse Mt. chairlift, of which he got some beautiful shots with his Personal Camera.



The action shot above shows the Office team playing the View-Master Elves during one of the Noontime Volley Ball games.

### SHIPPING DEPT. VACATIONISTS

Mabel White and her daughter, Patricia, spent three busy and enjoyable days in San Francisco, visiting relatives.

Frank Haffenden had a chance to get in some fishing during his vacation and reports catching some nice ones.

Elma Unger flew to Roseburg on the week-end of July 19th to visit relatives.

### NEW ADDITION IN OPTICAL DEPT.

Rose Mary Sarkness of Tigard was recently employed in the Lens Inspecting room. She was formerly employed at Montgomery Ward.

### NEW TYPIST

Marie Sanford, new typist on the General office staff, was formerly employed at State Steamship Co. as typist and P.B.X. operator.

## Wartime Ruling Still in Effect

An investigation was made by the Foreman's Committee on the subject of car insurance being in effect if a person charged a fee for passengers who rode to work in the owner's car.

Here is the result: The owner is fully covered for liability to the amount he carries on his car, but only if the people he picks up work at the same place the owner does, or are going in the same direction he travels to and from home. All employees are urged to have enough insurance to cover their passengers.

This ruling was put into effect during the war, and has never been rescinded.

## Chicago Office News

### Home on Furlough

Everyone was glad to see Carl Cybulski, home on an 18-day furlough from Fort Leonard Wood, Missouri. He will leave for Seattle, Washington, and then overseas.

Another surprise was a visit from Leo Orlowicz, home from Korea. He was in Japan for a couple of months, recovering from wounds. Leo expects to be discharged in eight or nine months. We all hope to have him back at Sawyer's again.

### Announces Wedding

Mary Leese and Dan Haynes will be married August 16 in Joliet, Illinois. They will spend two weeks furnishing their apartment here in Chicago.

### Shipping Room Vacations

Leon Wisniewski had a very successful two weeks' fishing trip at Lake Tomahawk, Wisconsin, even though his wife took top honors with a seven-pound wall-eyed pike.

Another successful fisherman is John Bierman, who spent a week at Winegar, Wisconsin.

Bob LaBrecht gave the northern and bass in Hayward, Wisconsin, a bad time for two weeks.

John Schmalzer will take his wife, Aase, and son to New York, where she will leave on a three months' trip to Denmark to see relatives.

### Reel Room Vacations

Rose Linck spent a month visiting her daughters in Laredo, Texas.

Elaine Czarnecki also visited relatives in Austin, Texas.

Bernice Zawislak went to the Wisconsin Dells for a week.

Emma Brinkerhuff went to Iowa for two weeks and spent another week visiting her relatives in Southern Illinois.

### Office Vacations

Marion Jackson took a trip to Canada and enjoyed fishing and swimming in Lake of the Woods.

Ethel Racz, Bernice Anderson and Elena Sinagra and Marie Kowalczyk spent their vacations in Chicago.

Irene Smits vacationed at Spring Mill, Indiana, fishing, swimming and sight-seeing.

Charlotte Heil will spend two weeks in Chicago and one week in Topeka and Kansas City visiting relatives.

### Reel Room Loses Employee

Farm life has appealed to Maxine Hardesty and her husband; therefore, they have decided to make farming their career in Huntley, Illinois.

### Billie Resigns

Having moved to the near north side, Elena Sinagra has decided to resign her position as a biller, as the distance is too great for her to travel.

### New Office Employee

Hazel Anderson, formerly of Warner Co., came to work as a biller. She became a grandmother July 12 and went to Georgia to see the new grandchild.

### Baby Shower for Credit Girl

The office girls gave a surprise baby shower for Betty Jazwiec of Credit Department on July 31 during lunch period. The menu consisted of cold fried chicken, bean salad, cole slaw, olives, potato chips, cake and candy. Each girl took part in preparing the food, and also brought a 25c gift. The gifts consisted of safety pins, rattles, etc.

The entire plant gave Betty a General Electric Mixmaster, which she intends to use on her formulas.

### Fishy Story

While on vacation in Florida, Harold Jeske was fishing in a rowboat on the Gulf when he had a strike. He claims the fish was so big the rod bent in two and he had to shoot the fish to land it. The bullet went through the fish, hit the bottom of the boat and the boat sank. Harold tried to swim to shore but couldn't make it and drowned. He is with us only in spirit now.

### Loyal to Sawyer's

Bernice Zawislak was in the Wisconsin Dells, where she met a man she found out later was half Indian, so she decided to come back to Sawyers and forget about marriage for a while.

What's the matter, Bernice, wouldn't you care for life in a tepee?

### Fore! — Lady

Office Forelady, Charlotte Heil displayed surprising talent in a golf tournament at Cherry Hills by copping sixth prize with a score of 67 (pick yourselves off the floor, men, that was for *nine* holes). Prize was an emerald necklace and earring set. Not bad for her fourth game at golf.

## PERSONAL CAMERA INTRODUCED TO FOREIGN COUNTRIES

During the latter part of April and the first of May, a Photographic exhibit was held in Cologne, Germany, at which over 300 exhibitors from many countries participated.

The View-Master booth was fortunate in being located near the entrance to the exhibit hall and throngs of people visited the booth during every day of the exhibit.

View-Master Stereoscopes and Reels, as well as other View-Master products are becoming widely known in Germany and are very well received. One of the items of keenest interest at the Fair was the View-Master Personal Camera, which was officially announced at that time to overseas market areas. The interest in this revolutionary photographic system was shown not only by individuals as such but by reporters and authors, whose articles appear in Germany's top trade magazines and newspapers. Subsequent to the Fair, many such articles are appearing and are adding to the growing fame of View-Master products in Germany.

The Personal Camera has had such wide acclaim by leaders in the German Photographic industry and by the populace who are highly conscious of the Photographic field that it leads one to the belief that Sawyer's and the View-Master Camera have passed well beyond the door of a new era in the long neglected field of personal photography.



From left, Mr. Heinz Kilfitt, Ladd Goodman, Dr. Ernst Bauerle, Harold Graves, taken at Cologne Fair. Dr. Bauerle is head of our West Germany distribution organization and Mr. Kilfitt is head of Optical Mfg. firm associated with Dr. Bauerle's operations.

### New Employee

Madelon Michaelson is a new employee in the Billing department. Madelon graduated from Tigard High School this Spring. She has been employed at Olds & King and Bon Marche and her home is in Tigard.

Due to lack of space, Reel Room and other vacation notes will be continued next month.

## SALES MEETING

(Continued from page 1)

The highlight of the Personal Camera conferences was a report from one of Sawyer's dealers, who came in person to speak at the sales meeting. It was his belief that the Personal Stereo Camera's simplicity, ease of operation, low cost and pictorial results are far superior to any stereo camera on the market today and that it will be a big seller on the American market.

John Hunt, advertising manager, instituted a Personal Camera consumer survey by questionnaire of over two hundred camera owners and reports that the results were overwhelmingly gratifying. Out of that two hundred, only five were undecided as to how well the camera compared as to operations and results of pictures to other stereo cameras.

Most Personal Camera owners were extremely anxious to acquire the Flash Attachment, soon to be put on the market, and a Stereo Projector, a high interest in which was also noted. The whole tenor of replies reflected the serious thought given to the camera and a lot of good constructive criticism was received through this survey.

Under the heading of New Products, comes the subject of a different Stereo Viewer, a focusing lens type. Several members of the Sawyer organization as well as the general public, have felt the need for this improved viewer for sometime. The question to be decided was just how elaborate a machine to make. This question remains to be solved in the near future.

The dilemma of new Reel subjects is an ever-present bugaboo, with the Sales Force holding one opinion and the Reel Selection Committee another on what the consumer desires to see in View-Master Reels. Flower reels stand extremely high on the list of favorite subjects, with transportation and educational reels following, but not necessarily in that order. Whatever decision is reached by the Reel Selection Committee, it will not be an easy one.

A dinner was held for the Plant Foremen and Salesmen in the Cafeteria on Tuesday evening of the Convention week and sales meetings terminated the following Saturday noon, until 1953.

### BOX FACTORY VACATIONS

Vacation time found Jack Conklin in Lakeview, Ore., visiting relatives and also doing a little trout fishing. The fish measured about three feet long, he says.

Alex Campbell and wife motored to Crescent City via Grants Pass, returning home on the Oregon Coast route.

Dorothy Erdt got in some gardening and Mary Ellen Rowe picked berries.

## SOFTBALL

(Continued from page 1)

in the fourth inning with a single, then Pat Lunn hit a home run over the left fielder's head. Next, Jim Robinson and Len Cooper hit homers with mates aboard for the game.

In the second game, the View-Master nine scored in the first inning, and from then on they had the game in hand, as the Steelmen had bad nerves and committed quite a few errors.

## HONEYMOONERS COVER MOST OF CALIFORNIA



Mr. and Mrs. Allen Robinson cut their wedding cake.

Mr. and Mrs. Al Robinson are now at home after an extended wedding trip through California, visiting relatives and friends, travelling a distance of about 2700 miles. Al and his bride, the former Marlene Claire Miller, were married at the Moreland Presbyterian Church on July 3rd. A reception followed the ceremony at the home of the bride's parents. Al is employed in the View-Master department.

## Handicap Tournament Starts

Saturday, August 9th, was the opening of the annual Sawyer's Handicap Tournament, held at Glendoveer Golf Course.

This year promises to be one of the most competitive since its inaugural in 1949. In the first round matches there were many upsets, as Wayne Pickett defeated Bud Gagliasso, 4 and 3. Jerry Healy defeated Clare Cooper, 5 and 4. Joe Beatty spotted Bill Armstrong three holes on the front side, but had a very steady game, and took the back side to win 1 up.

Three down going into the back side, Pat Lunn came back to defeat Harold Treloar, 3 and 1.

## MAINTENANCE CREW

(Continued from page 1)

and top priority job in the Carpenter shop is the building of crates for Export shipments. These must be so constructed as



Jim Cornforth cutting material with a table saw for tote boxes used on the assembly line of the Personal Camera at Stereocraft.

to withstand the rough handling they receive on their long trips to foreign countries. Frank reports that 11,000 board feet of 1x4 pine lumber were used during the last six months in the making of these crates. This represents a lot of crates.

Sawyer's is fortunate in having such a well organized and versatile group of men in the plant whose skill and ingenuity is called upon daily.

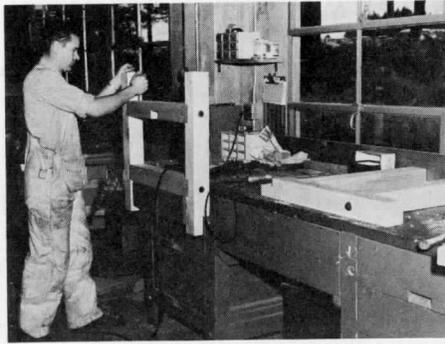
## EXCITING MOMENTS ON VACATION

Paul and Martha Roberts and Leonard Carr joined forces for their combined vacations and went down to San Francisco, Puente, El Monte, Long Beach and Los Angeles. Martha reports a rather tense half-hour was experienced by the party when their car got hung up over a railroad track where there wasn't any road. Unfamiliarity with the town of Baldwin Park, and misleading street construction signs were the cause of the misadventure. Not knowing when any trains were due, it was a race against time to get to a phone and call a wrecker, who finally got the car off the track and moved to safety.

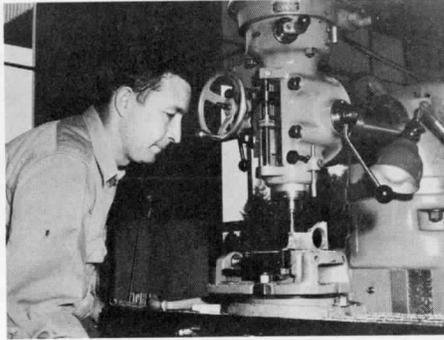
## VAN VEEN HAS BAD ACCIDENT TO HAND

Jimmy Van Veen, Landscaping department, suffered a very serious accident to his left hand forefinger on July 10th. As a result, Jimmy was off work for a period of about a month. Jim was in the process of assembling a sickle bar when the blade slipped, catching his hand and severely cutting the finger.

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Bernard Lemire constructing assembly tables for the expansion of the View-Master Dept.



Bill Devlin making parts for the Personal Reel machine with the Bridgeport milling machine.



Fred Denner adjust valves on 25 H.P. Ingersoll Rand Air Compressor. Has output of 96 cu. ft. per minute.

## FOUR SONS

Mr. and Mrs. J. Russell Akey are happy to announce the birth of their fourth son, David Russell. The boy was born on May 27th at Anchorage, Alaska, and weighed 7 lbs. 10 ozs. Mr. Akey is the Sawyer salesman for the Alaska territory.

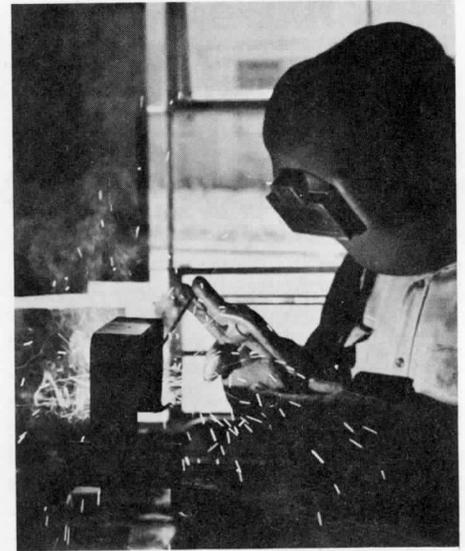
## ADVERTISING DEPT. VACATIONS

Ellen Simmons, Bill Armstrong, and Ethel Winther rattled around by themselves when the rest of the department were on vacation.

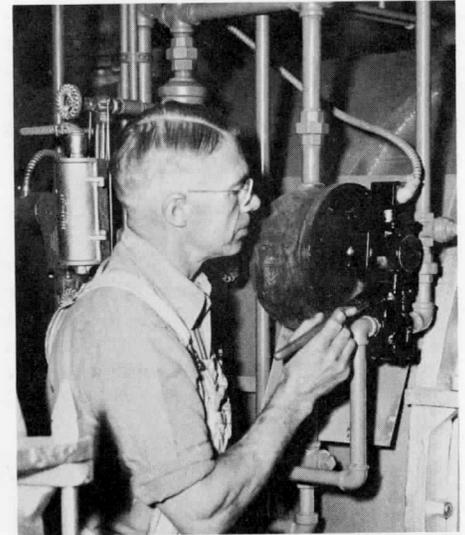
Leona Watkins spent her week off with her husband on a selling trip to Eastern Oregon and the Coast areas.

Mary King took advantage of her week's vacation to move herself and mother to their new home in Maplewood.

Lillian Robinson stayed in and around Portland, as did Bert Sheppard, just enjoying their time off.



Louis Popp, looking like a man from Mars, welding with the Wilson Hornet arc-welder.



Bernard McHugh painting one of the two huge West Coast boilers of 150 H.P. each. Both boilers combined are capable of burning 130 gallons of oil in an hour.

## WOMEN EMPLOYEES TO HAVE REPRESENTATIVE

The need for a representative for the women employees has been felt for some time, especially in regards to sports and other activities, and as of August 12th, Helen Zent has been appointed for this work.

Any woman employee may turn in any suggestions or ideas she has in this matter to Helen and she will route it to the proper source for action.

Special Features were written by Fred Bennion, Pat Lunn, Bud Gagliasso, and Bernie Cooper, Photographs by Howard Heydorf and Cecil Ransome.