

# Sawyer's NEWS REEL

Vol. 3

JUNE, 1952

No. 3

## SAWYER'S RELEASE FIRST SECTION OF ATLAS

### EMPLOYEES PRAISED ON SUCCESS OF OPEN HOUSE

Mr. Harold Graves and Mr. Edwin Mayer have asked the *News Reel* to again express their thanks to all employees and the Open House Committee for the huge success of that event. The cooperation that was needed to handle the record crowd of about 4,000 was in evidence on every hand and from all observances the Open House was most thoroughly enjoyed by the public.

Stereocraft Engineering Company also sends a letter of thanks and gratitude for the manner in which the employees and the committee handled the show and states, "The wonderful response to this joint effort is a tribute, indeed, to the fine work of the Open House Committee and the favorable reputation of our two organizations."



Gordon Smith of Stereocraft Engineering Co. shows Mr. E. C. Sammons, President of the U. S. National Bank, how simple it is to operate a Personal Camera.

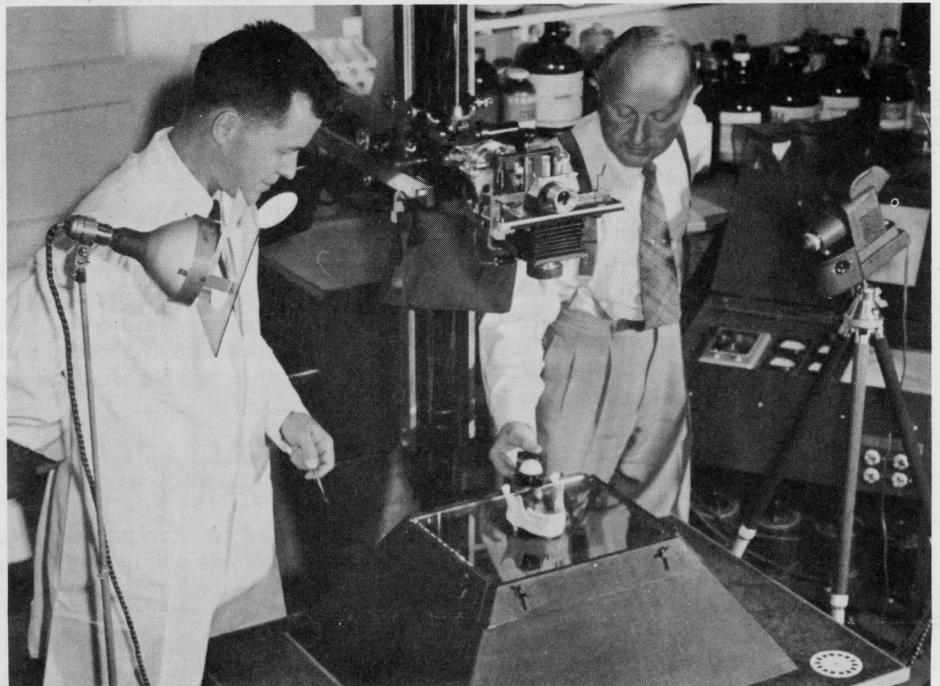
### ON HONEYMOON

Dick Kubitz, of Receiving department, and Bernice Meeuwsen were married in St. Anthony's Church at Forest Grove on May 30th. Their reception and wedding dance were held in the Catholic Order of Foresters hall in Verboort, Oregon. After the dance, the couple left for a two-weeks' tour through Southwestern Canada and Vancouver Island.

### Five Years Needed to Complete Series

The first section of the Stereoscopic Atlas of Human Anatomy has just been released by Sawyer's Inc. After five years of experimentation and preparation, about 1000 pictures in stereo and color, depicting the subject of Human Anatomy, will have been completed this year.

There will be seven sections in all with about 2000 photographs. These sections will be published as they are completed, which will probably take another five years. Every stereo picture is accompanied by a line drawing and text. This drawing serves as a guide



Dr. David L. Bassett and Mr. Wm. B. Gruber are shown while photographing a jawbone. Mr. Gruber uses specially developed equipment which gives him remote control of lights and stereoscopic camera, avoiding damage by heat and vibration to more delicate specimens.

### REFRESHMENTS WELCOMED AT TOUR'S END

Coffee, ice cream and cookies and a place to rest, made the Cafeteria an extremely popular place during the May Open House. Harold Treloar reports that about 4,050 ice cream slices and 4,500 cups of coffee were served.

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for the description and the names of the various structures shown in the View-Master picture, and were drawn by Ruth Ogren, a medical artist. It also furnishes information as to the relative size of the structures. The first section, comprising the Central Nervous System, consists of 238 pictures, showing the intricacies of the brain and spinal column.

In 1945, Wm. B. Gruber was inspired by Dr. W. K. Livingston, now Dean of Surgery at the University of Oregon Medical School, to undertake the monumental

(Continued on Page 5, Col. 3)

## CHICAGO OFFICE NEWS



### ON FULL-TIME BASIS

Johne Binkley went on a 40-hour week basis in the Reel department the first of June. She worked part time in the Scenic department in the old plant and in the office since July, 1951. Johne graduated from Tigard High School in May.

### VISITS MOTHER

Mrs. Emma Mettie, who works in the office of the Shipping department, spent seven enjoyable days in Spokane, visiting her mother. The highlight of her vacation was a trip to Coulee Dam and down through the Columbia Irrigation Project as far as Moses Lake.

### VACATIONS AT HOME

Another vacationist from the Shipping department, Reel Order room, was Mabel White, who spent a week at home and enjoyed it.

### MOVES TO COAST

Audrey Noteboom, who has been employed in the Box factory since September, is leaving Sawyer's and moving to the Coast to make her home. She will be employed at Neskowin this summer. All that knew Audrey will miss her fine sense of humor and cheerful manner, and wish her lots of luck in the new location.



1952 Softball Team: Front row, left to right—Joe Beatty, Chuck Brown, Frank Reiter, Bob Smith, BoBo Spears. Standing—Don Mayer, Jim Robinson, Leonard Cooper, Harry Kantas, Don Chamberlain, Eddie Reiter, Pat Lunn, Dick Persinger, and manager Bud Gagliasso.

## SOFTBALL NINE CINCHES FIRST PLACE

After losing their first game to the U. S. National Bank, 6 to 3, the View-Master nine went on to win the next six games, and are in first place by two games.

With the outstanding pitching of BoBo Spears, who pitched a no-hit, no-run against Plylock Veneer, and has an average of 13 strikeouts per game, and the good fielding of the team, the second half of the season will show a lot of action.

## VOLLEY BALL PLANS TAKING SHAPE

By the time the *News Reel* goes to press, a number of employees will be slapping a volley ball back and forth across a net during their lunch hour.

The court has been laid out on the asphalt paving area in front of Shipping. Dimensions are 30x60 feet for the outside yellow lines. The net is 7½ feet high for women and 8 feet for men. There are other variations for men and women's competition to be listed in the rules and regulations and posted.

Al Robinson states that the committee for volley ball wants all who are interested to get out and practice and become familiar with the game, and anyone who wishes to enter team play, turn in their names to their foreman.

### EYE INJURY

Betty Walters, Box factory, suffered an eye injury recently when struck by a piece of cardboard.

## GOOD LUCK AT CLEAR LAKE

Bill Devlin, Maintenance department, has just recently invested in a 7-man rubber boat, a life raft type used during the war. It can be folded up and carried in the car trunk, to be inflated later with a tire pump or blown up with the family vacuum cleaner and tied to the top of the car, as Bill did. Bill calls it his "Good Luck" boat, and with good reason. He brought in the limit on his first trip, which he took to Clear Lake over the Memorial Day holiday.

### TRANSFERS

Pete Larsen has transferred from the Shipping department to take Leo Conway's place, who has transferred to the Processing Plant.

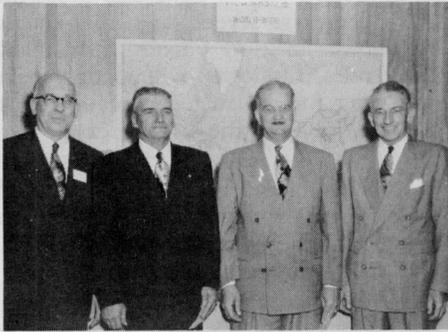
## FLOOR SCALES PROVE POPULAR

The biggest attraction in the Shipping department turned out to be the large floor scales. Very few of the visitors could resist stepping on and getting weighed, some with the usual timidity of doing so before others, disbelief at what the scales told them, and various other reactions. But they all seemed to be getting a big kick out of the experience at any length.

## IT'S A GIRL

Mr. and Mrs. Jerry Healy are happy to announce the birth of their first child, a baby girl, at Emanuel Hospital on May 31st. Kathleen Ann weighed 8 lbs.

## GUESTS AT OPEN HOUSE



To the left of Mr. Edwin Mayer is Mr. L. J. Alter, mayor of Hillsboro, and on the right of Mr. Harold Graves is that city's manager, Mr. J. W. Barney, two distinguished visitors to Sawyer-Stereocraft Open House.



Shown above is a small portion of the crowd waiting in line to get in on Open House day.

## PHOTOGRAPHIC ASSISTANT

The new assistant photographer in the Color department is Cecil Ransom. He formerly worked at Sandy's and before that at J. K. Gill's. He is married and resides at 6121 N. Minnesota in Portland.

## HAP HAZARD



## THREE RETURNED FROM TRIP TO EUROPE

Harold Graves, President, and Ladd Goodman, Export Sales Manager, have just recently returned from a four-weeks' trip to several countries in Europe, investigating the possibilities of establishing a manufacturing operation for the supply of View-Master products to Western European areas.

Nine days' additional time was spent at the International Photo-Kina Exhibition of photographic products in Cologne, Germany, where Sawyer's had an exhibition of View-Master items and where the camera and accessories were introduced to the international market.

Bud Gagliasso, Foreman of the View-Master department, is also back on the job after his trip to Italy, where he helped to set up production of View-Masters in that country. His departure and return was arranged to be coincidental with that of Mr. Graves and Ladd Goodman.

## TRIP TO ARLINGTON

Frances Powell, Reel Order department employee, was fortunate enough to be able to attend the Arlington Rodeo, held on May 10th and 11th.

## BOWLING SEASON ENDED

The Sawyer's Men's Bowling Team season ended April 22nd. The men's team ended in fourth place. They also had second high team series for the season. The season's averages were:

Clare Cooper	174
Rex Graves	164
Ole Herwick	164
Frank Haffenden	162
Bob Johnson	160
Bud Gagliasso	148
Harold Treloar	132

In the sweepstakes, Clare Cooper won high game—235. Rex Graves had high series—576.

The Sawyer's Women's Bowling Team season ended May 13th. The averages for the season were:

Carol Tuley	148
Alfreda Mooney	132
Bernice Mayer	129
Dolores Marlton	129
Elma Harmon	128

The team tied for tenth place. They won 59 points. In the sweepstakes, Dolores won 4th and Carol 7th prize.

## FORMER EMPLOYEE RETURNS

Mona McIntyre, after a short leave of absence to California, is now working as filing clerk in the Billing Dept.

She formerly worked in the Scenic and Advertising departments.

## SURPRISE PARTY FOR DON ROBINSON

A surprise party, complete with cake and all the trimmings, was given Don Robinson the day before he left for Tennessee and his new position as View-Master salesman. Those throwing the party were the members of the Advertising department.

This was probably the shortest party anyone present had ever attended, as it was held within the confines of the regular afternoon break. What it lacked in length it did make up in enthusiasm, however.

Don was invited by a member of the Advertising staff to have what was presumed to be his conventional afternoon's cup. Taken completely by surprise, all he could utter was "Oh".

As a parting gift, Don received a complete shaving kit and a traveler's alarm clock. The money that bought these two gifts was not entirely raised within the Advertising department, however. People from all over the plant volunteered contributions.

All in all, the party was a success. The cake was delicious, the coffee better than usual, and a good time was had by all, including Don, who was a bit flabbergasted to say the least.



Don Robinson is very intent on cutting his cake at surprise going-away party given in his honor.

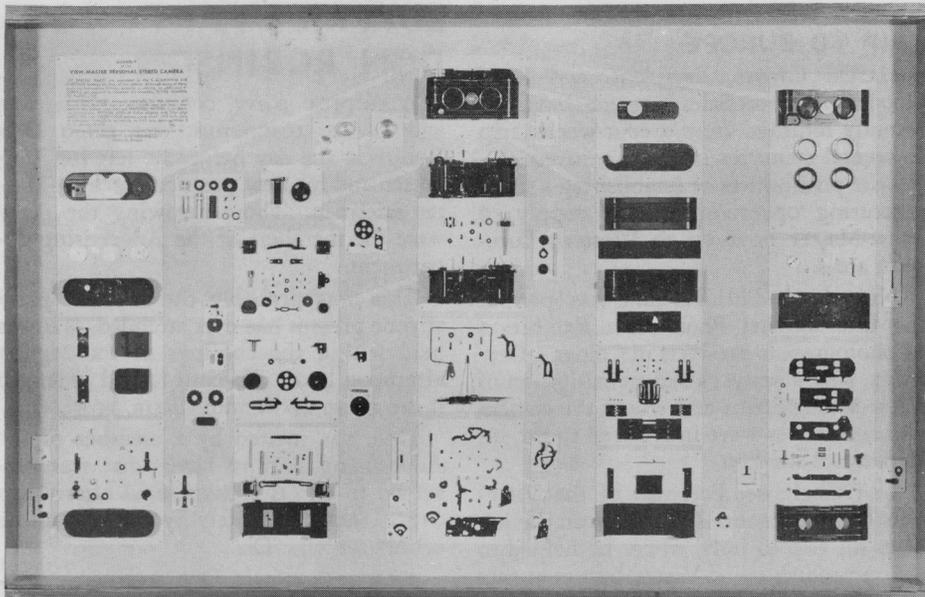
## VISIT TO SOAP LAKE

Tom Meyer, visiting his brother at Ephrata, Washington, during May, was in time to attend the opening Festival of the Grand Coulee Reclamation Project at Soap Lake. Tom reports the festivities lasted one week.

## VISIT TO CALIFORNIA AND NEVADA

Charlotte French took great pleasure in driving to Sacramento, where she visited friends, and also around Lake Tahoe in California.

In completing her trip, over Memorial Day, she visited Carson City, Virginia City and Reno, Nevada.



The above display, on view at Stereocraft during Open House, shows the assemblies and sub-assemblies of the Personal Stereo Camera. This display took two days' preparation by Ben LeRoy and assistants.



The exhibit shown above, and prepared by Morrie Merrick, clearly explains where each lens belongs in the various products, in Optical department.

### NEW EMPLOYEES

Anne Mikkalo, 5639 S. W. Nevada Ct., and Gladys Bird, Rt. 3, Box 832-A, are working in the Shipping department on returned merchandise.

Edward Allnutt has gone to work in the Processing Plant. His home is at 1724 S. E. 32nd Place, in Portland.

### BOAT TRIP TO VICTORIA, B. C.

Mrs. Orma Sullivan, Accounting, Blanche Geddes and Betty Sundquist of Tru-Vue, enjoyed their Memorial Day week-end by driving to Vancouver, B. C., and taking the over-night boat trip into Victoria, B. C.

### TIPS ON FLASH SHOTS WITH THE VIEW-MASTER CAMERA

Equipment needed: Type A Kodachrome or Ansco Color Tungsten; GE Speed Midget (SM) flash bulbs; Fresh Penlight batteries. Plus a Flash Attachment (if you're lucky).

Step one: Take off those orange filters! (Put them on again when you take pictures out-of-doors.)

Step two: Set shutter speed to 25.

Step three: Get the distance in feet (estimate).

Step four: Set lens-opening dial from chart. Use lens-opening column opposite distance in feet given in table.

Distance	Lens Opening
16 ft. ....	3.5
14 ....	4
12½ ....	4.5
10 ....	5.6
9 ....	6.3
7 ....	8
6¼ ....	Between 8 and 11
5 ....	11
4½ ....	Between 11 and 16
3½ ....	16

### STEREOCRAFT EMPLOYEE WINS PRIZES

On May 22 and 23, June Wolfe, Stereocraft employee, attended the Northwest Quarter Horse Show at Pendleton, Oregon, in which she and her little quarter horse, "Sir Paddy", entered. June reports doing very well and bringing home her share of the prizes. From there, she went on to Roseburg, where she also took two first prizes and one second prize. Her horse is trained for Western play games such as Scurry, Pole Bending, Barrel Racing and Obstacle.

### DID YOU KNOW . . .

. . . that telephone etiquette has become an important part of American industrial life? There are several rules that should be followed in using phones in the plant. These rules, if followed, will not only make life easier for the switchboard operators, but will speed up the service for the person calling.

1. When an outside line is wanted, merely lift the receiver and wait. Don't be impatient—the operator may be tied up with half a dozen other calls.

2. When a call is made to a person in the plant, lift the receiver and press the button three times and wait. You will get the operator, and she will page the person or ring their phone.

3. All long distance calls must go through the switchboard. The operator must know who is placing the call. Calls can be made free of charge to Beaverton on the Beaverton phone in the hall by the print shop, or in the reception office.

4. Limit the calls to three minutes. Even though service has recently been improved, it is important that lines be open for business calls.

5. When you are paged on the loud-speaker, get to a phone as fast as possible to take the call. Identify yourself to the operator after pressing the button three times.

### FAIRY TALE STUDIO DURING OPEN HOUSE



Jim Van Veen looks almost as fascinated by the figures in the Fairy Tale studio as his youngsters.



Only one member in the family of stairsteps of Will Dumas is missing. Bobby is down in between Joanne and Johnny, with David first in line, then Dorothy and baby Teddy in his daddy's arms. Mrs. Dumas looks on. Paul Murdza in background.

## Most of Stereo Atlas Made in Book Binding Dept.

The Stereoscopic Atlas of Human Anatomy, Section I, now in production in the Book Binding department, is comprised of four books, as was mentioned in last month's *News Reel*, and each book has its own set of reels, 34 in all.

The biggest problem of the assembly job seems to be in the mounting of the envelopes that contain the reels, each envelope having to be mounted individually. However, even though the method is slow, the work is progressing on an even keel.

The cover is made of a plastic impregnated cover stock which is extremely durable and resists "dog-earing". The book's title is put on by a Gold Stamp machine, using a gold leaf foil which comes in a roll. The machine operates with heat and pressure.

A second machine punches the holes for the plastic spine which binds the leaves and cover. The last operation is inserting the spine. This is also done on a machine that springs the plastic spine open, allowing the leaves and cover to be placed on the opened fingers of the spine, then released and closed.

The only parts of the Atlas not made in the plant are the plastic spine and envelopes that contain the reels.

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Mabel Johnson operates machine that punches holes in book leaves into which the plastic comb is inserted.



The Gold Stamp machine is operated by Elma Harmon, above. The title of the Atlas is printed from gold foil with heat and pressure.

## STEREO ATLAS

(Continued from Page 1)

task of photographing the Human Anatomy. Dr. Livingston, an enthusiastic stereo friend, foresaw the immense possibilities particularly in teaching, and also for the practicing surgeon. He felt the great need of showing the structures of the human body in their special relationship (which ONLY stereo can show), stressing the functional importance of muscles, nerves, veins and arteries.

Mr. Gruber finally found the man who had not only the knowledge, but the infinite patience, youthful strength, meticulous technique and untiring enthusiasm to perform the dissections. Dr. David L. Bassett, the author, and Professor of Anatomy at Stanford University, has now been working on this project for over three years. He devised special tools and special dissection techniques in the preparation of the specimens. Mr. Gruber devised a special camera for this work and uses a trans-illuminated background to eliminate shadows. The final outcome of these photographs of the various parts of the human body is immensely interesting and pleasingly brilliant, thus lacking the somewhat morbid appearance of ordinary black and white illustrations heretofore in use. Dr. Bassett spends most of his time now in preparation for the next scheduled section, which will be of the head and neck. Mr. Gruber goes down to Stanford about once a month to take pictures.

Stacey's Inc., in San Francisco, specializing in medical publications, are the sole distributors of the Atlas in 11 Western states. Williams and Wilkens, Boston publishers, will distribute the Atlas in the remaining states.

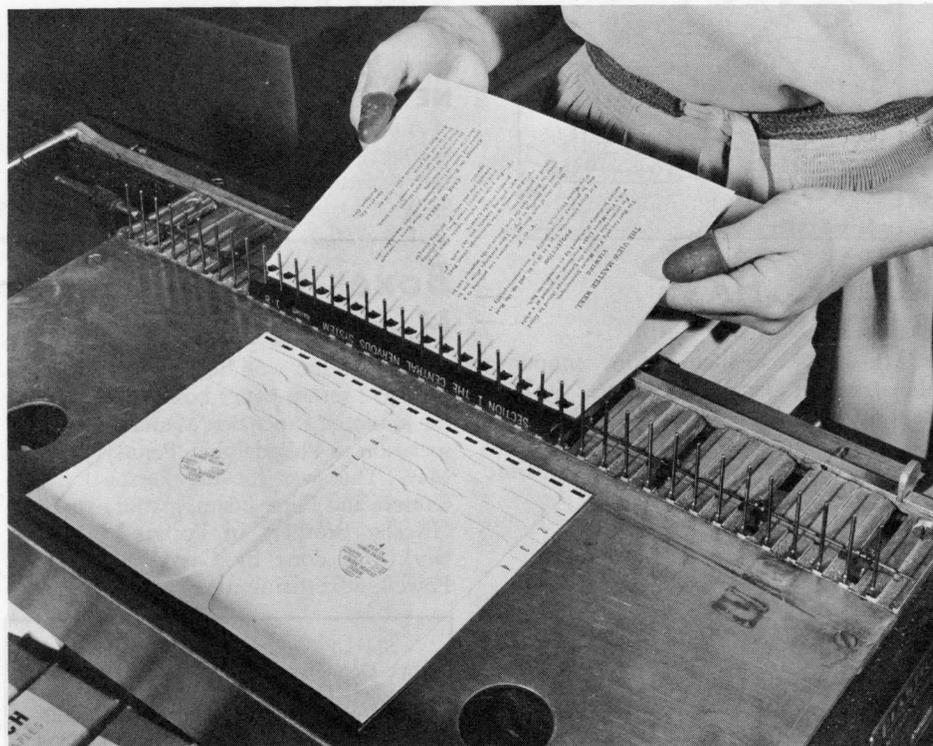
Outstanding and instrumental in the development of this series is Mr. Wm. Butler, President of Stacey's. Not only has he continually guided in all matters concerning the Atlas, but he also is a man of great vision who sees the huge development possibilities. Needless to say that he, too, is a stereo enthusiast.

Dr. C. H. Danforth, former Dean of the Stanford Anatomy Department and world famous in the medical field, wrote the foreword to the Atlas and is assisting Dr. Bassett in many complicated problems.

The Atlas has been hailed everywhere as one of the greatest achievements in modern medical science and Dr. Chandler, Dean of the Stanford Medical School, has described the results as, "The finest educational atlas of Anatomy I've seen."

## NEW HOME

Mr. and Mrs. Tom Dixon are now living in their new home at 3136 S. W. Fairmount Blvd.



This photograph shows the Plastic Comb Binding machine in operation.

## GOLF TOURNAMENTS ENJOYED BY MANY

There have been five official one-day golf sweepstakes tournaments since the arrival of the spring golfing weather with a total of 25 or more enthusiasts participating in at least one and an average of 16 golfers in each tournament.

On Friday, May 30th, Memorial Day, there were three team matches, combined with the regular sweepstakes round. Bud Gagliasso took top honors, with a 10 under par—net 64. Ladd Goodman was second with 67, and Pat Lunn third with 70. Chris Stanich copped the long-drive prize with a drive on the tenth hole of about 260 yards, edging Ladd Goodman by a matter of an inch or possibly a fraction. However, Ladd stepped up to the 6th tee and plunked an eight-iron shot on the 136-yard hole, about 6 inches from the pin to walk away with K.P. (closest to the pin) laurels.

The team of Bud Gagliasso, Pat Lunn, Chris Stanich and Don Mayer, won the team match with a total net of 287, compared to 294 compiled by Goodman, Gettman, Stewart and Hunt and 341 by Treloar, Armstrong and Smith.

The annual fall handicap tournament is scheduled to start around the first of July, with three beautiful trophies for the winners.

## CANDID SHOTS AT OPEN HOUSE



Harold Spear and Louis Popp in attendance in the Mold Room during Open House.



View-Master assembly draws the attention of crowd of visitors. Bill Aschenbrener, Dick Persinger and Leonard Carr in foreground.

## PRESIDENT OF RAILROAD

Louis Maynard, of the Optical department, owns his own railroad from engine to caboose. All in miniature, however.

His hobby started when Louis' three daughters, Susie, Beulah, and Bonnie, 12, 10, and 9, respectively, saved their money for two years to give their daddy a surprise gift, which was a kit containing parts for a switch engine. At present time the railroad has temporary quarters while Louis is completing a new home for his family. He plans to build a garage to house his railroad, which will be complete in every way, including stations, tunnels, sidings, bridges, and the surrounding countryside the railroad passes through. Louis is also building in detail, a special engine from blueprints.

Maybe he will name the railroad "The Progress Cannonball".



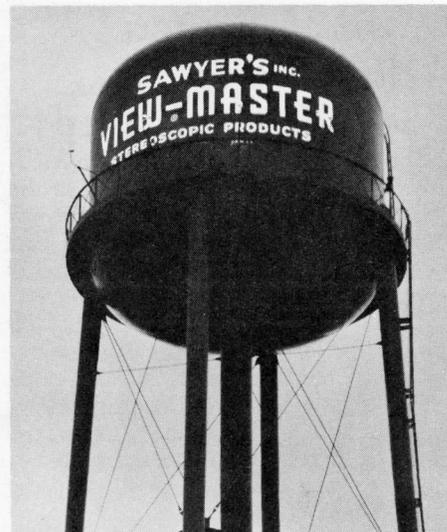
## MILNES HAVE BABY BOY

Mr. and Mrs. Stuart Milne announce the arrival of Dan David, born at St. Vincent's Hospital, May 15th. He weighed 7 lbs. 3 oz. Mother Lee and Dannie were welcomed home by the other two Milne children, Ronalie and Rickie.

### NEW ADDRESSES

Frank E. Mills, 1294404  
B Co.—Platoon 202  
8th Recruit Training  
M. C. R. D.  
San Diego 40, California

**SUPPORT YOUR  
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The water tower, 114 feet high, may be seen from several miles distance.

## WIRING COMPLETED

Carl Erickson and Howard Arnold completed the job of wiring the water tower for flood lights about two weeks before the Open House. The Sawyer's Inc. sign was previously painted on about the last of April. It took about 15 hours' time to wire the flood lights. The lights are controlled by an automatic time switch, which turns on and off by itself after a certain length of time.

### Dumas Family Moves

Will Dumas, color room, used the Memorial Day week-end to good advantage. He moved his family to their new home at 2735 S. E. 37th Avenue.

### REEL DEPT. HAS NEW EMPLOYEE

A new employee in the Reel department is Freida Lee, formerly employed by Jantzen Knitting Mills. She resides at 1605 S. W. 14th St. in Portland.

## Boxes Get Honorable Mention

Sawyer's Inc. won honorable mention in the 1952 set-up paper box competition of the National Paper Box Manufacturers Association in Philadelphia, Pennsylvania, in May. This was for the Personal Stereo Camera and Filter boxes, manufactured by Grigsby Brothers in Portland. The art work was done by Carvel Nelson and Powell, advertising agency.

Special Features in this issue written by: Don Mayer, Stuart Milne, Wm. B. Gruber, Fred Bennion, Bill Armstrong. Plant pictures by Howard Heydorf, softball team by Roland Simard, Open House pictures by Al Gettman.