

# Sawyer's NEWS REEL

Vol. 2

NOVEMBER, 1951

No. 5

## BUSINESS GROUPS HEAR SAWYER'S STORY

### COOPER LEAVES FOR ARMY

Donald Cooper, who formerly worked in the View-Master Assembly Department, was inducted into the U. S. Army on October 10. Don came to work at Sawyer's in September, 1949, and worked for a time



on the swing shift. He is a graduate of Central Catholic high school.

He is now stationed at Camp Roberts, California, after having gone "through the mill" at Fort Lewis, Washington. His address:

Pvt. Donald Eugene Cooper  
US 56088597  
Co. A 17th Medium Tank Battalion  
7th Armored Division  
Camp Roberts, California

### Washington County Industrial Organizations Express Interest

Sawyer's new position as one of the leading industrial organizations in Washington County becomes more and more in evidence as time goes on. The fact that the management is making it a policy to patronize local suppliers and services as much as

possible is bringing into focus the importance of the plant to the business men of the area, as well as affecting the general labor picture.

Several business organizations have shown interest in the new plant. The first group to request information was the Hillsboro Rotary Club. Don Klein represented management at a meeting in Hillsboro in April. He gave a short talk in which he succeeded in scotching the rumor that this was to be a war plant, explaining that at that time the company had no war contracts whatever.

#### Radio Talk Given

The same group called Don Klein back in July to give another talk on Sawyer's, this time a general coverage of the company's history, policies, and products. This was followed by a speech at the regular meeting of the Hillsboro Chamber of Commerce, with over a hundred people in attendance, on August 31. A rapid-fire question-and-answer session after the meeting proved beyond a doubt the group's intense interest in the new industry.

On September 25th, Klein appeared on a half-hour radio program on KFGR in Forest Grove. This was a forum type program, one of a series on labor-management conducted by the State Bureau of Labor. Alvin Elkins, the Labor Bureau representative, asked questions about Sawyer's labor policies.

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### LENA MAJHOR LEAVES AFTER 9½ YEARS

Lena Majhor has retired from Sawyer's after 9½ years of service. During this period she has worked in the View-Master Department and the Optical Department, having had charge of the inspection of View-Master lenses for the last 6 years.

She will be leaving October 10 and will devote most of her time to volunteer work with Forgotten Children, Inc., which is a Portland group of volunteer workers who are organized for the sole purpose of philanthropic work for children afflicted with cerebral palsy. Theta Psi of Delta Theta Tau, of which Lena is President, has assisted in the establishment of a center for this work and is also doing volunteer work toward raising funds for this worthy cause. The center is located at 1815 S. E. Ankeny.

### FORMER SCENIC FOREMAN TRANSFERS TO BILLING

Ethel Winther, who had been in charge of the Scenic Department in Portland, has transferred to Billing. Ethel came to work in the Scenic Department in 1942, and was in charge from June, 1950, until the department was discontinued last month.

## HALLOWE'EN FUN



Elaine Hart and Frank Mills were successful at apple-bobbing in the cafeteria during the Halloween afternoon break.

### DONORS WANTED!

As of November 1, only 30 employees have offered to donate blood. The Red Cross has declared an emergency exists. We need only 50 donors to get the Mobile Unit brought to the plant. Turn in your name to your foreman today!

## KNOW YOUR PLANT

(This is the seventh in a series of articles describing the functions of each department in the organization, and presented to promote a better understanding of the problems involved.)

### No. 63—STEREO-SPECIALTIES

One of the most fascinating phases of View-Master production, to visitors and Sawyer's employees alike, is the "Stereo Specialties" department. Here are created the Fairy Tale reels that delight thousands of View-Master enthusiasts throughout the world.

The story of the success of these reels is, of course, largely the story of Florence



Thomas. Florence joined the Sawyer's staff six years ago. She had studied at the Chicago Art Institute for five years and, in 1931, won the Edward L. Ryerson fellowship, which enabled her to study in Europe for two years, most of which was spent in Vienna.

On her return to the United States she devoted most of her time to architectural modeling. Outstanding examples of her work can be seen at Timberline Lodge,

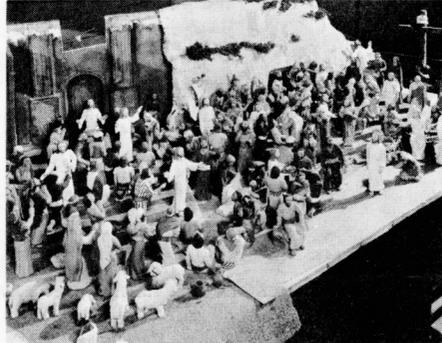


Florence's brush adds the finishing touch to a Christmas Story scene.

where she created the wooden mountain lion that adorns the lobby. She also made plastic models for several of the animal wood carvings.

The creation of one Fairy Tale scene is a major undertaking. A single scene sometimes contains as many as 15 persons or animals. Each of these figures must be

modelled carefully by hand, dried, and painted with oils. Then there is the building of a complete stage setting. For most of her countryside scenes Florence uses real shrubbery, mosses, and rocks. Her stage settings usually constitute the most difficult phase of each individual scene. All figures and props must be built to proportion with dimensions worked out in minute detail. One of the complications involved here is the shrinkage of the clay



All these figures were needed to create the Easter Story series.

once the models have been completed. Colors, too, must be chosen for the best possible photographic reproduction.

It takes, on the average, one full day to complete a clay figure, with twenty to thirty figures to the reel

Florence is now working on a revision of Hansel and Gretel and Cinderella. The Arabian Nights reels, consisting of two reels on Aladdin and one of the Magic Carpet, have just been released to dealers for the Christmas season.

### VIC EACHUS JOINS SALES DEPARTMENT

Former Chief Photographer's Mate Vic Eachus now handles the Commercial Reels, Correspondence and some Sales Analysis. He comes direct from our biggest dealer in Oakland, California, H. C. Capwell's department store.

Vic is married and the father of a boy and a girl. His hobby is target shooting.

### FAREWELL PARTY GIVEN

Marcia Wilding has moved to Klamath Falls, accompanying her husband, who has received a scholarship to Oregon Tech. She was given a going-away party at the home of Mrs. Orma Sullivan. Eighteen members of the office staff attended.

### CHICAGO ADDS TEN

New employees in Chicago are William H. Farrel, Genevieve Wisniewski, John S. Bierman, Jr., Mavine Hardesty, Ernest H. Schroeder, John O'Connor, Aase Schmalzer, Charles Gleason, Robert Le Brecht, and Joseph Richter.

## GRAVES-MURPHY

The Church of the Madeleine was the scene of the wedding October 6 of Robert J. Graves and Juanita Marie Murphy.

A wedding breakfast was attended by



Mr. and Mrs. Robert J. Graves.

members of the wedding party, and a reception in the evening was held in the Junior Ballroom of the Multnomah Hotel.

The couple left for a honeymoon in Carmel and San Francisco.

### BIRTH ANNOUNCED

Mr. and Mrs. Jack Conklin are the parents of a baby boy, Bernard Patrick, born on October 19 at Emanuel Hospital. He weighed 7 lb. 14 oz.

### SHOWER GIVEN

Bernice Mayer's home was the scene of a bridal shower given for Marjean Silva in September. Alfreda Mooney, Norma Fisher and Bernice were hostesses.

### NEW IN TRU-VUE

Eleanor Kroksh is a new employee in the Tru-Vue office.

### COLOR DEPT. ADDS ONE

Bonnie Norris is a new employee in the Color Department. She lives on Oleson Road near Garden Home.

### NEW IN SHIPPING

Two new employees are working in the Shipping Department: Peter Larsen of Tigard and George Martin of Beaverton. Frances Powell, formerly of the Reel Room, has transferred to the Order-filling Room of Shipping.

## GEORGE-SILVA

Marjean Silva, formerly of the Billing Department, was married at Central Lutheran Church on October 20 to Herbert Norris George.

The couple will make their home at Pittsburg, California, where Lt. George is stationed.

## PHILIP WILSON

Philip Wilson, husband of Ruby Wilson, Optical Department, died October 7 of injuries suffered in an automobile accident near Redmond, Oregon, September 29. He was on a hunting trip.

The deepest sympathy of the plant personnel is extended to the family.

## TRANSFERS

Howard Swagger has transferred from the Scenic Department to View-Master Assembly.

## TRANSFERS TO ADV.

Ellen Simmons is now working in the Addressograph Department in Advertising. She is a transfer from Scenic.

## NEW ADDRESS

Roy Salyer, Jr., and his wife are now living in their new home at 163 S. W. Bancroft Court.

## SAWYER'S STORY

(Continued from Page One)

On October 24, at the request of Mr. Winjum, District Dealer Co-ordinator for the Portland General Electric Company, Don Klein gave a 45-minute talk to the Hillsboro Lions Club, with an attendance of one hundred. A question-and-answer session followed. This group consisted mostly of managers of various plants in Washington County.

On all these occasions, the management has attempted to explain Sawyer's policy of trying to help the employees realize their proper position as an integral part of the firm. Through the various employee benefits, and extra activities such as athletic events and plant contests, the management strives to develop an even more harmonious relationship.

## NEW HOME

Dick Persinger and his family are now at their new address, 2005 S. E. 50th Ave.

## LEACH LEAVES ON WORLD TRIP

Rupert Leach, Sawyer's Director of Photography, left September 19 for Japan, India and Pakistan to photograph those countries for View-Master reels. He will circle the globe before arriving back home for Christmas.

## ON BOX FACTORY CREW

Audrey Noteboom, of Beaverton, is a new addition to the box factory staff.

## NEW IN VIEW-MASTER ASSEMBLY DEPT.

New men in the View-Master Department are Jules E. Kessler of Metzger, Bob McMillin of Hillsboro, and Philip Butler of Sherwood.

## PLANT TRANSPORTATION ADDS NEW WORKER

Frank Lackey is a new worker in Plant Transportation. He lives on Garden Home Road and was formerly with Safeway Stores, Inc.

## NEW WORKER IN REEL DEPT.

Raymond Baldwin of Metzger is now working in the Reel Department. He previously worked for the Portland Canning Company.

## NEW IN OFFICE

Dorothy Manin is a new typist in General Office. She lives in Glencullen.

Melva Lee Beeler, a former employee at Hudson House, is now employed in the Accounting Department.

Gertrude Mayer is a new employee in General Office. Her home is in Tigard.

## TRANSFERS

Audrey Knapp is now working in the Reel Department. She has transferred from Scenic.

## LENS INSPECTION WORKERS ADDED

New workers in lens inspection are Alice Boldt of Beaverton, Rose Larsen of Tigard, Etta Hill of Portland, and Ellen Conrad, who recently transferred from the Scenic Department.

## LOCAL PEOPLE VISIT

A large group of business people in the vicinity of Progress were taken on a tour of the plant late last month. Many expressed surprise at the large volume of products made. Edwin E. Mayer, General Manager, and Tom Meyer, Vice-President, conducted the tour.

## PHOTO CONTEST RESULTS

November To Be Final Month

The September photo contest produced three two-time winners. Fred Bennion won third place. He had won first in the August contest. Bob Johnson took second-place honors in both August and September, and Mrs. Orma Sullivan, who was first in July, placed fourth in September.

Grace Hawkins and Fred Bennion, who took top honors, in September and August respectively, both had reels of startlingly beautiful color

and depth. All the prize-winning reels so far have demonstrated what can be done by an amateur who recognizes a good shot, and uses a View-Master Personal Camera to record it.

The professional or Group "B" classification was won in August by R. V. Brost, Sawyer's Chicago office manager. Bernie Cooper took second place. In September Gordon Smith won first, John Hunt, second, and Walt Stewart, third.

Judges in August were Ray Atkeson, Claude Palmer, and B. R. Blair. The September contest was judged by Milton Werschkul, W. Boychuk, and Charles Camplan.

The Photo Contest Committee has announced that NOVEMBER WILL BE THE LAST MONTH OF THE CONTEST, with the grand prize to be awarded in December at the annual Christmas banquet. Any reel, monthly winners included, will be accepted for judging in the grand-prize contest. Entries will be accepted from December 1st through December 14th. Prizes to be awarded in the "A" group:

1—View-Master Personal Camera, Case, and Flash Attachment.

2—View-Master Personal Camera, Case.

3-4—View-Master S-1 Projector.

5-8—View-Master Jr. Projector.

9-12—2 rolls Kodachrome (20 exposure) and 2 packages flash bulbs.

13-20—1 roll Kodachrome (20 exposure) and 1 package flash bulbs.

All employees are urged to enter their reels in both the November and Grand Prize Contests. With twenty prizes, the chances are better than ever of winning.



Left, Grace Hawkins. Right, Mrs. Orma Sullivan.



R. V. Brost.



L. Wisniewski.



Fred Bennion, Roland Simard, Bob Johnson, Bernie Cooper.

## BOWLING RESULTS

Clare Cooper hit the sports pages after his 197 average October 16 in Commercial league play. Bob Johnson and Clare led the team the night of October 23 to a four-point win, with 171 and 180, respectively. The team as of October 23, was in fourth place in the league. Averages:

Clare Cooper	171
Bob Johnson	164
Frank Haffenden	164
Rex Graves	161
Ole Herwick	159
Bud Gagliasso	143
Harold Treloar	125

The Keglerettes had their best night Tuesday, October 16, winning three points. Carol Tuley smashed out a 166 average. This makes a total of 13 points won in league play this season. Averages for the season:

Dolores Marlton	132
Bernice Mayer	124
Elma Harmon	125
Alfreda Mooney	130
Carol Tuley	146

The Keglerettes bowl Tuesday nights at 9:00 P.M. at the Rose City Bowl. Spectators are invited.

## FIRE-FIGHTING DEMONSTRATION HELD

Carl Erickson, Plant Fire Chief, was in charge of the fire equipment demonstration held Thursday, September 25, in the area between the Stereocraft building and the box factory. Carl arranged the performance as a result of a request by foremen for a display of the firefighting equipment at the disposal of the fire crews.

All types of extinguishers were shown and used to combat actual fires. The three general types of fires were named, and the proper extinguisher used.

Extinguishers have now been placed in all departments. It is essential that all members of the fire crew know exactly where they are, and how to use them, according to the fire chief and his assistant, Duane Meyer.

A typewritten "plan of action" for personnel other than the fire squad will be posted in all buildings soon.

Members of the fire squad: Herb Miller, William Kammerer, Bob Smith, Gerald Fairfield, Ernie Grider, Bill Elliott, Harold Speer, Cass Campbell, Jim Van Veen, Jim Robinson, Bill Stewart, Royce Case, Bob Bishop, Art Comstock, Herb Schink, Johnny McCartney, Will Dumas, Paul Murdza, Pat Lunn, Clarence Kollman, Bert Sheppard, Paul Latham, Frank Haffenden, Bud Baker, Ed Reiter, Dick McKeen, Bernie Cooper, Andy Forbes, Dick Kubitz, Harry Kantas, Earl Mettie and Duane Meyer.



## TRANSFERS FROM SCENIC

Inga Erickson has transferred to Tru-Vue, in the Reel Room. Inga had worked in the Scenic Department since she came to Sawyer's in 1944.

## BEACH WEEK-END

Mrs. Orma Sullivan took Mary DuRie, Virginia McKenna, Pat Irish, and Myrtle Johnson to Lincoln Beach for a week-end in September.

## NEW ADDRESS

Paul and Martha Roberts have moved to Cedar Hills. Their new address is 135 S. E. Fairfield Court, Beaverton.

## RIDES WANTED!

From Hillsboro — Ken Poole (Shipping) and Bob McMillen (View-Master).

From Scholls — Avalon Mohr (Accounting).

## HUNTING TRIP

Bernie Cooper (Accounting) spent his vacation in the Steens Mountains and Ontario, Oregon, on a hunting trip.

## NEW APARTMENT

Mrs. Emma Mettie is now living at her new apartment at 1110 S. E. 16th Avenue in Portland.

## TRANSFERS

Frank Mills has transferred to the Shipping Department from Scenic.

## MEDICAL ATLAS RECEIVES PRAISE

The first tests of the "Stereoscopic Atlas of Human Anatomy" has received the highest praise from leading scientists and science-book critics. This project, which is being undertaken by William B. Gruber, Sawyer's Chief Research Engineer, in association with Dr. David Bassett, Associate Professor of Anatomy at Stanford University, will be published in sections, as they are completed, illustrated with View-Master reels, with printed matching diagrams.

Dr. Loren Chandler, Dean of the Stanford Medical School, called the results to date "the finest educational atlas of anatomy I've seen". Copies of the test-book, which were published in Sawyer's Printing Department under the direction of Lester Paulsohn and Rex Graves, were sent out to selected leading figures in medical circles for their comments. It is estimated that the entire project requires about six years of work. Two years of preparation were needed to get the job under way.

Previous works of a more or less scientific nature in which the photography was done by Mr. Gruber, are the Alpine Wildflower Set, and "Mushrooms in Their Natural Habitats".

Actual publishing in quantity of the first section of the anatomical atlas, "The Central Nervous System", is scheduled early next year.

## FROM SCENIC

Fred "Bobo" Spears, pitcher on the 1951 softball team, is a recent transfer from the Scenic Department. He is now working in View-Master Assembly.

## VACATION

Dolores Marlton had a two weeks' vacation in September, going to Seaside and the Pendleton Roundup.

## TRANSFERS

Catherine Conklin has transferred from the Scenic Department to lens inspection in Optical.

## NEW IN ACCOUNTING

Avelon Mohr is new in Accounting. She formerly worked in the Billing Department of Palace Laundry.

## MOVES TO NEW ADDRESS

Karen Mann, of Sales, recently moved to 2006 S. E. Ankeny in Portland.

## TRANSFERS

Lillian Stach is now working in the Color Department. She transferred last month from the Reel Department.