

# Sawyer's NEWS REEL

Vol. 3

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No. 7

## WAREHOUSE TEAM WINS CHAMPIONSHIP



Front row, left to right, Johnny Diebele, Bob Chiacco, Joe Beatty, and Gene Johnson. Back row, Dan Dieringer, Earl Mettie, and Jack Conklin. The Warehousemen appear to be quite pleased with their victory.

### Successful Volley Ball Season Ends

The Inter-Department Volley Ball season of 1952 was brought to a close the latter part of September by the Warehouse team with a final and deciding win over the Reel Room team.

The Warehousemen took the first game by a 15 to 8 count; then applied the coupe-de-grace with a close, 16 to 14 score in the best two out of three playoff. They had an impressive record at the season's end with a 6-0 won-lost record, with the Reel room finishing in second place with a 5-1 to their credit.

On October 3rd, Johnny Dieble, representing the Warehouse team, accepted the presentation of a nice trophy from Al Robinson, Valley Ball president.

Members of the Championship team are Jack Conklin, Dan Dieringer, Joe Beatty, Earl Mettie, Bob Chiacco, Gene Johnson and Johnny Diebele.

Sawyer's extends a "Well Done" to the Volley Ball committee for a highly interesting and successful season.

The committee would like to make special mention and thanks for the effort the Office team put forth in their promptness in playing and also completing their scheduled games.

### STEREO CAMERA CLUB BECOMES REALITY

Since the marketing of the Personal Stereo Camera in the Spring, there has been a persistent murmuring among the employees that since they have Softball, Volley Ball, Bowling, Table Tennis, Golf, Horseshoes, a Rifle Team and a Duck Club, why not a Camera Club?

With this purpose in mind, the management was contacted regarding the forming of a Personal Stereo Camera Club. The response was 100% approval of such a club and the use of the Plant Cafeteria was authorized as a meeting place.

All employees, salesmen, and executives and their families (children over 15 years of age) of Sawyer's, Stereocraft, and Sawyer's Chicago office are eligible to join.

(Continued on Page 3)

### SERVICEMAN HOME FOR THIRTY DAYS

Aviation Machinist Mate Dick Wahl, former employee in the View-Master and Scenic departments, visited the Sawyer plant on October 6th. Dick, who is home on thirty-day leave, is off the *USS Boxer*.

### 2ND TEAM FOR GIRLS NOW BOWLING

A second Girls' Bowling team, the Vallettes, has been formed and are now bowling every Friday night at 6:45 P.M., at the Canyon Bowling Alleys.

Catherine Conklin, Optical department, is Captain. Other members of the team are Hilda Briggs, John Binkley, Evelyn Rapp, and Penny Hawkins, with Mabel Johnson substituting.



Johnny Diebele accepts the Championship Volley Ball Trophy from Al Robinson.

**ELECTION DAY  
NOVEMBER 4th!**

## REEL ROOM FOREMAN SOLVES FILM MOUNTING PROBLEM

The need for some method or instrument with which to mount the Personal Camera pictures in the Personal reels, without scratching the film, had been apparent for some time when Clarence Cooper, foreman of the Reel room, got busy on an idea he had to avoid this difficulty. What



Clarence Cooper's Film Inserter is a big success.

he came up with was a wonderful little gadget which worked so well that the management has decided not only to use his film inserter, but to include one with every film punch sold in the future.

The inserter is made up of two little leaves of very thin nickel plated steel. The picture, after it is punched, is inserted between the leaves, and then the whole works is inserted into the reel pocket. In this way the surface of the film on both sides is protected from the fingers and from any accidental scratchings by the reel. The picture is easily pushed in until it seats, and the inserter is withdrawn, leaving the picture in place. The result is a picture mounted correctly with no bent corners, scratches, or finger marks.

Congratulations! Clare, for solving a problem that had become a headache to Personal Camera users.

## LEAVES FOR COLLEGE AT SANTA BARBARA

Merle Hume, typist and relief switchboard operator for a short time, was offered a scholarship at Westmont College in Santa Barbara, California, rather belatedly, which she decided to accept rather than work for a year before continuing her schooling. Merle left Portland on Sept. 21st and started her studies immediately on arrival in Santa Barbara.

## FOR SALE

Baby Scale, like new, \$4.50. See Louis Davis, Dept. 65, Reel room.

## HAS THREE WINNERS THIS YEAR

Bill Aschenbrener, View-Master department, took in three dog shows on September 19, 20, and 21 with two of his dogs, one Collie and an Afghan Hound.

At Walla Walla, the Collie was judged Best of Breed, defeating three champions. The following day at Lewiston, the Collie finished his championship, also winning the following day at Spokane. The Afghan was judged Best of Breed at both Walla Walla and Lewiston.

Another of Bill's Collies finished his championship in Texas on Sept. 21, to give Bill his third champion for this year, the third dog having won in Wisconsin.

## Production of Camera Attachment Draws Near

The employees will soon be able to use their View-Master Personal cameras to take those close-up portrait shots that they have wanted for so long. This will be made possible by a Close-Up Attachment, which is scheduled for production around the first of November. The attachment, which was originated by Morrie Merrick, will fit over the filter retaining rings of the Personal Camera, and will be available in two ranges. One for distances from 20 to 30 inches, and the other for distances from 30 to 50 inches. In addition to correcting the camera lenses for the closer shots, the device will also correct the viewfinder so the closer objects are still centered. When not in use, it will fold up and fit into a very neat leatherette eye-glass type case, fitted with a loop so that it can be threaded onto the strap of the camera case.

The release date has not as yet been set, but it is hoped that the attachment will be available to the public in December.

## TRANSFERS TO COLOR DEPT.

Irene Leppanen, who has been working in the Lens room of the Optical department for the past year or so, has been transferred to the Color department, to break in on the job of Film-winding.

## Post-Season Game Played at Salem

The View-Master Nine, Sawyer's softball team, was defeated on September 20th by the Big Chiefs of the Oregon State Penitentiary by a score of 15 to 3. Pat Lunn alibis that it was the June weather that made the difference.

Players and guests had dinner after the game in the guard's mess hall, and the Prison team extended an invitation to the View-Master team to come back and try again any time.

## Machinist Course Taken At Benson High

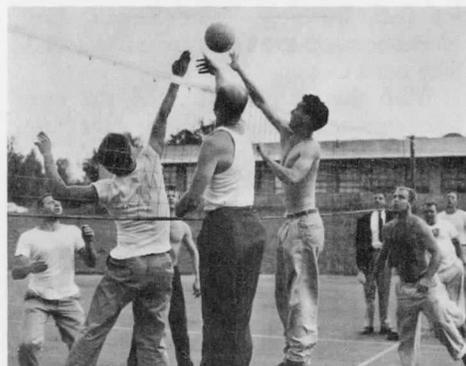
An ambition to study has prompted Louis Maynard, of Optical, to enroll in the night classes at Benson High school, at least for a period of 6 weeks, two nights a week. Louis is taking drill and lathe work and hopes to go on when this course is finished. The necessity of providing and building a home for his family had previously delayed him in getting started sooner.



Is Bob Chiacco playing Vollet or Ballet? Game between Warehousemen and Reelmen.



Joe Beatty appears to be walking rather than jumping in the air.



A tense moment in the game between the Warehousemen and the Reelmen.

## CAMERA CLUB

(Continued from Page 1)

The Club will meet once a month from 8:15 to 10:00 P.M. Refreshments will be served at the close of every meeting.

The basic principle of the club will be for all members to become better acquainted with their Personal Cameras and to learn more about Stereo photography, and above all else, to enjoy themselves while learning to become better photographers. To accomplish this, there will be planned field trips, photo contests and interesting talks on Stereo and any other subjects the members wish to consider.

By the time the *News Reel* goes to press, the first meeting of the new Camera Club will have been held, with an election of officers, such officers to be frequently rotated. A full report on the progress of the Camera Club will be in the next issue of the *News Reel*.

## RECIPE FOR ROAST WILD DUCK

1. Gather together several men (quantity immaterial).
2. Numerous pairs of willing hands.
3. Some good strong backs.
4. An unlimited amount of cooperation.

### Method:

Place above ingredients beside one very good duck lake. May be found at Progress, Ore. Mix well for about 6 or 8 hours.

Take one shot gun for each person served. Procure enough ammunition to go around. Fold into an appropriate amount of duck blinds for several Saturdays and Sundays. Allow this to get very soaked with rain water and then dry thoroughly.

### Results:

Mouth-watering Roast Duck, with Savory Dressing or Wild Rice, as preferred.

Any further lessons on how to cook this dish may be had from Carl Erickson, Chairman of Duck Lake Committee.

## WANTED TO BUY

Mary Ellen Doyle is in the market for an Electric Train. She would appreciate hearing from anyone who could put her in touch with this item. Mary can be contacted in the Reel Order room of the Shipping department.

## SON ARRIVES

Mr. and Mrs. Dick Selander are the happy parents of a son, Wayne Allen, who weighed 7 lbs. 1 oz. at birth. Marguerite is a former employee of the Billing department.

## TYPIST TO STAY HOME

Barbara Templeton, typist in the Sales department and relief switchboard operator, terminated her employment with Sawyer's on the 22nd of September. Barbara wanted to stay at home and just be a housewife.

## 1931 NASH MAKES NATION WIDE TRIP; STILL GOING STRONG

A most unique method of advertising came to light on the 23rd of September with the arrival at the plant of two young men in a 1931 Nash Coupe.

These adventurous chaps, graduates of Brown University in Providence, Rhode Island, as of this past June, had previously contacted John Hunt, Advertising manager, with a view to advertising the View-Master on their car for a slight remuneration to help finance a trip across the country. John went along with the idea for the nominal fee of \$10.00. And so, leaving Rhode Island on the 15th of June, Paul Alexander of Apponaug, R. I., and Bob Noyes, Hopedale, Massachusetts, arrived in all their glory, 101 days and many adventures later. Sure enough, on the side of the noble Nash, for all the world to see, was a picture of the View-Master and a legend as shown in the accompanying photo.



Paul Alexander, left, and Bob Noyes are shown with their Nash, which is a "Rambler" in the truest sense of the word.

The car, painted a light blue, was outfitted with such camping gear and cooking equipment needed for the trip, and a radio. A place to carry extra oil was provided on either side of the car on the running boards. The boys worked their way across the country by pumping gas in service stations in several National Parks which they had desired to see, such as Glacier, Yellowstone and Rainier, to mention a few they visited along the way. They reported some rather harrowing moments while climbing Mt. Hunt in the Grand Tetons and an argument with a bear in Rainier National Park, who raided their

grub supply. In telling a little of the history of the gallant old car, Paul said he had dug it out of a snow bank while on a skiing trip in New Hampshire. He paid \$25.00 for it, put it in running condition and after graduation, he and Bob struck out on the resulting trip. Since leaving Yellowstone National Park, where the pair had spent the first week of September, they had used 14 gallons of oil, using drainage oil only, however. It is interesting to note also, that only one flat tire was had on the entire trip up to the date of their arrival here.

On leaving Portland they headed for Crater Lake, Reno and points in California, and possibly to terminate the trip in Los Angeles, the home of Paul's parents, or maybe to go on to Mexico.

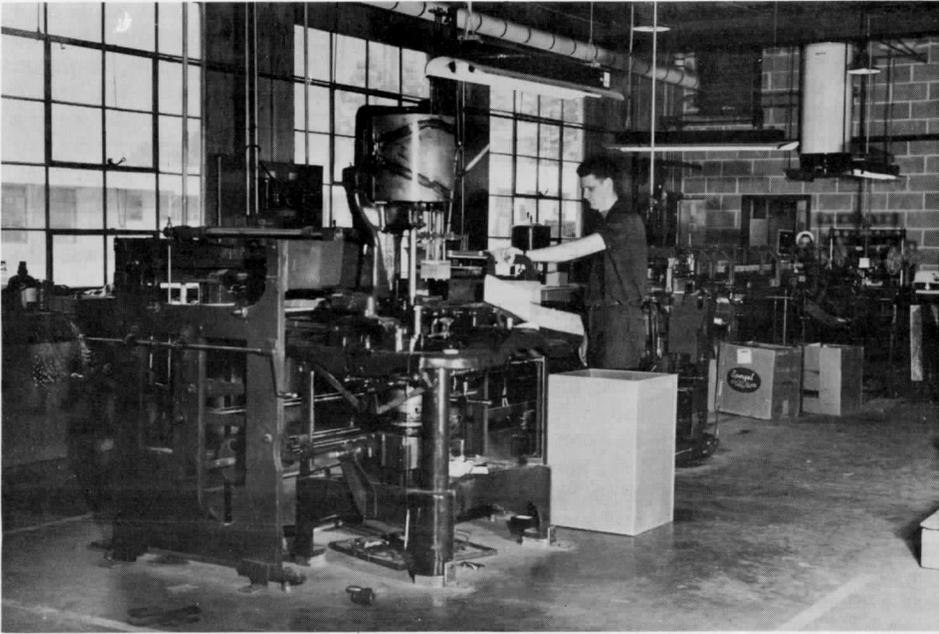
Paul is planning a trip around the world but Bob was undecided at the time of this writing as to whether or not he would join Paul.

Sawyer's Inc. wishes the two adventurers Good Luck and Godspeed on any further journeys they may take.

## EDUCATIONAL MEETINGS ON AGENDA FOR FOREMEN

Educational meetings are being held on every second Tuesday of the month by the Foremen's group, in order that they may train themselves to a better understanding of the problems which come up in their particular fields. Talks by experts in various fields, movies, visits to similar plants, and other methods of industrial education are planned. It is hoped by the foremen that these meetings will help them to a better understanding of problems related to job training, safety, economy, leadership, and other phases of their jobs.

# BOX FACTORY KEEPS PACE WITH VIEW-MASTER



Jack Conklin, foreman of the box factory, watches wrapping machine.

As a general rule, the average person gives very little thought to all the materials and operations that go into the making of such a simple article as a box. The maroon, gold and green View-Master box is a very necessary part of View-Master production and is made here in the Sawyer plant.

The Box Factory, which supplies all boxes needed for the View-Master, is situated in the rear of the plant and is a comparatively new operation. It has the distinction of being the newest, fastest and most completely automatic box making unit in the Pacific Northwest.

To produce the View-Master box, four types of material are needed. First is chip board, second, paper to cover the chip board, third, glue with which to hold the cover to the box and fourth is the stay tape, which holds the four corners of the box together to form a cube.

The chip board comes in large sheets. These sheets are first cut and scored to the proper box size on a scoring machine. After this operation, the four corners are cut out of these blanks so that the box can be shaped into a cube. A corner cutting machine is used for this operation. A stack of blanks is then placed in the automatic stayer machine, which folds the blank into a cube and at the same time applies a strip of special Thermo-plastic stay tape to each of the four corners. The automatic stayer is a newly developed machine designed especially for use with this type of automatic box wrapping equipment. The Thermo-plastic stay tape differs from old type tape in that it is activated by electric heat rather than by water. The taped box then slides on to a belt and is carried to

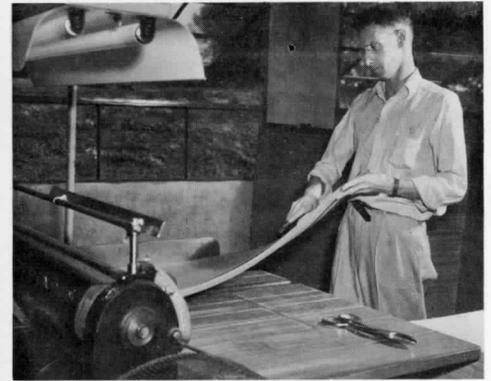
the Speed-Feed section. Here the blank box is accurately placed on the glued wrapper, which has been cut to size in much the same manner as the chip board. The wrap is fed out of the gluer onto a vacuum belt. The vacuum belt prevents slipping and curling while the wrap and box are carried to the wrapping machine, where the label is wrapped neatly around the box. The stayer, gluer and wrapper machines are one automatic unit doing three individual jobs. Tops and bottoms are then assembled to make complete boxes.

Jack Conklin, foreman, primarily keeps his eye on the gluer and wrapper, while Dorothy Erdt works on the stayer. Al Campbell operates the scoring machine, while Rebecca Crisman and Lelia O'Dell run the corner cutting and label cutting machines. It is Mary Ellen Rowe's job to inspect and pack the finished boxes preparatory to transportation to the View-Master department.

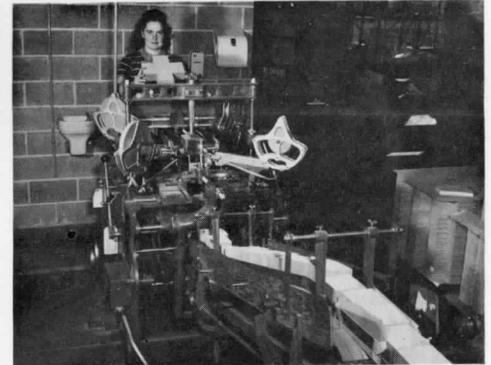
The Box Factory works closely with the Print Shop, which prints the Top labels, inside of the Tops, and does all the cutting of the paper stock for labels of Tops and Bottoms.

Several factors enter into the steady maintenance of production, such as the accuracy with which the chip board and labels are cut, quality of material and the weather, which effects all materials used, including the glue.

In the course of a month, the Box Factory uses about 12 tons of chip board, 700 to 800 lbs. of glue, 3800 lbs. of paper for labels and 300 lbs. of Thermo-plastic stay tape, which is no small amount of material in the production and marketing of View-Masters.



Al Campbell scores large sheets of chip board for boxes.



Dorothy Erdt supplies Stayer machine with blanks.



Mary Ellen Rowe operates pallet truck while Rebecca Crisman inspects boxes.



Lelia O'Dell cuts corners from box blanks.

## Deer Hunt with Bow and Arrow

September 13th found Al Robinson, View-Master department, and his friend, Vern Rake, manager of the Mountain Shop on N. E. Broadway, out in the Clatskanie area on the beginning of a deer hunt with bow and arrow. The Oregon State Game Commission had set aside September 13th to 28th for Archery hunters to try their luck. Al reports that on opening day, 22 deer, buck and doe were taken out.

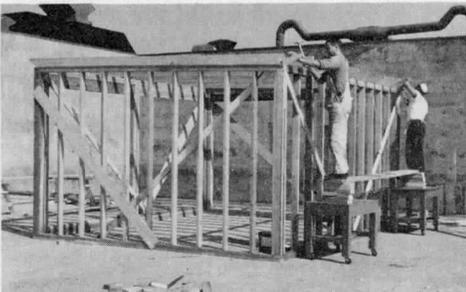
On Sunday, after walking all day, the chance finally came and they spotted deer. Al took aim and scored a hit but the deer was only wounded. It tried to get away by swimming the river to an island and was drowned. The following week-end the two hunters saw two bucks at about 80 yards. The distance was too great and their arrows fell short of the mark, with the result that the deer gracefully jumped their way across a field and were gone.

It is Al's opinion that more and more men and women are turning to the Bow and Arrow for sport and hunting, which requires a great deal of skill as well as luck. Hunting with a bow with a pull of from 40 to 80 lbs. and with a range that is usually effective only up to 60 yards is a lot different than hunting with a rifle and provides a thrill that one never gets with a gun.

Although Al and Vern lost out this year they are going out after bear, cougar and rabbit and when 1953 rolls around they will try their luck again.

## Penthouse Studio Essential for North Light

To date, Florence Thomas has had only a worm's-eye view of her new penthouse studio now under construction, but reports that it will be a vast improvement over lighting conditions under which she has been working, when completed. The north light, which is most essential for her type



Bernard Lemire and Dee Robinson at work on Studio Penthouse.

of work, (everyone knows about the Fairy Tale studio) was totally unobtainable on the lower floor, due to the physical construction of the building. The studio is being built right above her present room and will have a stairway leading up to it from that area.

## FIRST T T T SLATED FOR NOVEMBER 17

Jim Robinson has been appointed Chairman of the Table Tennis activities for the coming season, with Paul Roberts and Ed Reiter as alternates.

The committee presents the tournament schedule for the coming season as follows:

1. Opening Tournament  
November 17th  
One game: Double elimination  
A B and C events.
2. Cup Tournament  
February 4th  
Best 2 out of 3: Double elimination  
A B and C events.

## OFFICE VACATIONS

There were a few office employees who preferred to take their vacations late in the season.

Karen Mann spent a week at the beach and a week at Fort Townsend, Washington.

Dolores Marlton, staying home the first week of her vacation, spent the second week on a trip to Reno, San Francisco, and Crater Lake with her husband and one other couple.

Doris Maguigan, Switchboard operator, went to San Francisco for the first week and enjoyed the fishing in Southern Oregon during the second week.

Rhoda Williams took her mother with her on a trip to Orcas Island, in the San Juan Islands, and then ferried over to Vancouver, B. C., where they traveled the island quite extensively.

## Company Policy Question Box Hospital Plan

- Q. Can a woman employee cover her husband and family on the Bankers Life Hospital-Medical plan?
- A. Yes—the plan includes the employee's spouse and all unmarried children between the ages of 14 days and 19 years.
- Q. Must one go to a certain doctor or hospital to be eligible for coverage?
- A. No—any legally operated hospital and any licensed doctor of medicine or osteopathy may be used—anywhere.
- Q. What about pre-existing or chronic condition of health?
- A. The benefits are payable for all sicknesses and off-job accidents, including pre-existing, chronic, and recurring conditions of health.
- Q. What constitutes a series of office calls, and what is the maximum one can collect?
- A. To be eligible for benefits under the plan, office calls must be within 14 days of each other, but only one call per day will be considered. A break between calls of more than 14 days will begin a new series of calls. The maximum payable on any one series of calls is \$225.00, but there is no limit on how many series of calls you may have in any one year.

(This column will appear each month on various company policies. Please direct any questions you wish answered in this column to Dick McKeen.)

## HOESHOE COURTS UNDER WAY



Tom Meyer bulldozed ground for horseshoe court. John Brock and Al Desimone smooth it out.

Plans for permanent Horseshoe courts are now being carried out and it won't be long before the players will have nice green grass to play on. Two new sets of shoes have been received and are now available. A place to play temporarily is provided. There are four in all, with one court reserved for the girls who are interested.

Fred Denner is chairman, with Frank Lackey and Frank Haffenden as alternates.

## GOLF TOURNAMENT NOTES

In the current Golf Tournament plays, Chris Stanich gained the semi-finals by defeating Elmer Switzer, 5 and 4. Chris will now play Ladd Goodman, who defeated Wayne Pickett 1 up in the championship flight.

Al Gettman eliminated Pat Lunn from the Tournament, 1 up, and in turn Wayne eliminated Al from the Tournament, 3 and 2. Burton Smith defeated Harold Treloar to continue in the losers' bracket.

## BROKEN THUMB RESULT OF ACCIDENT

Alma Walker, who winds film in the Color department, was most unfortunate while she was closing the door to the big safe in that department. She caught her hand in the door, resulting in a broken thumb. The accident occurred on October 1st.

## Transfers to Processing Plant

Pete Larsen, of the Color department, and who has been handling the vaporating machine operations, has been transferred to the Processing plant. Cecil Ransome, photographer and assistant to Howard Heydorf, is now taking care of that work.

## NEW EMPLOYEES

Thirteen new employees have come to work at Sawyer's Inc., since the *News Reel* last went to press.

Gloria Mae Hicks is working in the Accounting office. Kay McMichael and Bonnie Wareham work for the Credit department. Out in the plant is Gene Zoelch, in Shipping; Juanita Dennison and Viola Robinson are now employed in the Optical department. View-Master Assembly has added George Brelin, Edward Gale, James Weber and James Crisman. Ada L. Richards is working in the Cafeteria and Al Desimone works with the Grounds crew.

## Stork Presents Serviceman With Baby Daughter

Frank Mills, former Sawyer's employee in the Color department, and now in the Marine Corps, received a furlough in time to be on hand at the birth of a baby daughter, Sheila Ruth Mills, during the latter part of August. Sheila Ruth weighed 7 lbs. 12 ozs. and made her debut at Vancouver Memorial Hospital in Vancouver, Washington.

Frank is stationed at Camp Pendleton, California, and returned there September 7.

## PLANE AND BOAT TRIP MADE TO VICTORIA, B. C.

Mollie Chiotti and Dorothy Clark, both employed in the Reel room, enjoyed a sightseeing trip to Vancouver, B. C., about the middle of September, going by airplane and boat.

## VACTIONS IN WASHINGTON

Mrs. Emma Mettie, who works in the Billing Office of the Shipping department, spent the last week of her vacation, September 19 to 28, in Washington, where she visited with her mother, and also the towns of Marlin, Ellensburg and Yakima.

## ATTENDS VFW CONVENTION IN LOS ANGELES

Ole Herwick, Print Shop, attended the V.F.W. National Convention at Los Angeles in August. Ole is Commander of Post 907, V.F.W.

## Buys New Home In Tigard

Roger Perkins, night crew, Reel room, recently bought a home in Tigard at 103 Phaffle Road, and since he now has a half acre of ground with lots of lawn to mow, is sincerely hoping that his power mower is in good condition.

## WISDOM-OF-THE-WEEK

Minds are like parachutes. They function only when open.

## Handicap and Points Figured

The Bowling committee would like to bring to light (to those who are in the dark) a few things that take place in League Bowling.

Both Sawyer's Men's teams bowl in handicap leagues. The first week a team bowls it establishes a handicap for the following week and from then on the handicap will vary slightly each week. The five individual handicaps are totaled to obtain a team handicap. The two competing teams add the handicap to their total pins to determine the winner of each game and also points.

### INDIVIDUAL HANDICAP (Example)

Score	Total	Ave.	G.	Hdp.
150-145-155 . . . . .	450	150	3	20
155-150-175 (480)	930	930	6	17
160-155-158 (473)	1403	1403	9	16

The example pertains to an individual's first 3 weeks of bowling or 9 games. This system of scoring is carried on through the season, each time taking the previous total pins and dividing by the number of games played. Subtract the average from 180 pins (league scratch pins) then two-thirds of the difference gives the handicap.

### POINTS (Example)

Sawyer's		Opponent	
1st . . . . .	950	1st . . . . .	947
2nd . . . . .	925	2nd . . . . .	940
3rd . . . . .	875	3rd . . . . .	860

Total Pins . . . 2780    Total Pins . . . 2747

The score above would be as follows: Sawyer's—3 points for 1st and 3rd game plus total pins. Opponent—1 point for 2nd game.

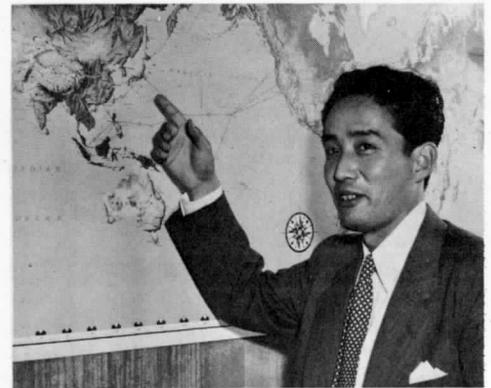
In case of a tie score, one-half point goes to each team.

In regard to Bowler's Prize money, Sawyer's bowlers put up their own money, which goes into the Prize money jackpot.

The prize money is usually determined by the individual league, depending on the number of teams in the league and bowling costs. There is prize money for all teams, at the termination of the season, for final league standing. The team's place in the league is made according to points won. Prize money is also given for "High Individual Game", "High Team Game", "High Team Series", etc.

### SPECIAL NOTICE

Due to the lack of complete information about the four Sawyer's bowling teams, the *News Reel* was unable to print the team standings and individual averages. Full report next month.



Mr. John Terai points to his home in Tokyo, Japan.

## Visitor from Japan

A recent guest of Rup Leach, and visitor to the plant, was John Terai of Tokyo. Mr. Terai is with the Japanese Ministry of Transportation, Tourist Industry Division, and was sent to this country to supervise the display plans at recent Far East Trade Fair in Seattle, Washington. He is also going on to Washington, D. C., Los Angeles and San Francisco in connection with promotion of tourist travel to Japan.

Mr. Terai is a son of the President of N.Y.K., world famous Japanese steamship line. He was tremendously impressed by our plant operation and said that thousands of Japanese look forward to the day when they can obtain View-Master products. At present, very few are being exported to Japan.

## Fire Fighters Have Large Evening

Three men of the night crew in the Reel room had an exceptionally busy night recently after their eight hours of work was finished at the plant.

Art Comstock, Ely Wilder and Roger Perkins were on their way home when they spotted a big blaze up on Mt. Sylvania. Their curiosity being aroused, they started off in that direction. On the new Salem highway they saw a small fire by the road, which they put out and then proceeded on again to the first fire. With the help of a neighbor and some wet sacks they almost had it out when firemen arrived. On leaving there, they saw another blaze near the top of the hill. They gave the location to the firemen and again started out in the direction of that fire, but happily learned that the fire was out when they got there.

All three men then decided they had better go home and leave the fire fighting to someone else.

Special Features written by: Stuart Milne, Bill Stewart, Morrie Merrick, Jack Conklin, Dick McKeen, Fred Bennion and Al Robinson. Photographs by Cecil Ransome and Howard Heydorf.