

MERRIMACK VALLEY WORKS NEWSLETTER



VOL. 4, No. 4

A Western Electric Publication

April, 1971

A sensual season, spring is best seen through closed eyes.

Blindly feeling fragile days, we walk through organic mists as growing greens and moist earth cleanse stagnant air, and freshen stuffy lives. Warm rains and cool winds trickle rivulet reminders down the necks of first-day fisherman: the winter-white shadow has passed.

On other days the morning warmth arrives with the chirrup of tiny balls of fur or feather, seeking their own kind.

Night comes softly, only slightly muffling the rustle of newly animated creatures.

The sensual spring is ours: right now, as April dribbles into May. Close your eyes and see.



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Editorials . . .

Camelot Revisited In General

There is a story, a play, a movie, and a song about Camelot. There is also an historical period in our lifetime that American scholars describe with the same idyllic name.

America and her Americans burst from the cautious doldrums of the Eisenhower years in a naïve of new involvement. The years were good as volunteer service was dignified to the level of national preoccupation. In those days when issues were more clear, and involvement had not taken on the complexities of today's activism. Service, especially in thankless tasks, was the highest calling.

Even after the symbols of Camelot were snuffed out, the tradition of personal service continued in communities across the country. A specific case was the formation of the Lawrence Generals, during the past decade. The Generals, a group of hospital volunteers operating under the auspices of the Pioneers, still operate with one Works employee scheduled for two hours of varied but occasionally menial work each evening. The Generals operate with dwindling efficiency due to a high rate of absenteeism. An influx of either volunteers and alternates is needed.

Issues are intertwined and causes are clouded, but that Camelot concept of service is still fashionable. Call Ed Thompson on extension 2160. He's waiting for your help.

Just One More Question

What is the most unstructured job in the Works? Ask a secretary - not only because we're talking about her job, but because secretaries probably spend about half their lives answering questions: from routine to impossible. Secretaries spend the other half chasing bosses who are lost someplace between a memo and a meeting. Secretaries spend still another half making judgements that affect their bosses, fellow employees and the entire Works.

It looks like we have too many fractions, but a secretary's life is always a job and a half. National Secretaries Week, just ended, is some compensation, but not half as much as realizing the satisfaction of successfully handling a difficult job.

(For more on Secretaries, see page 4.)

Precious Puppies

A word about feet: precious! That's right, those big "number nines" really are precious. And since May brings National Foot Health Week, it's a good time to pay a little more attention to your overworked feet.

Studies made of industrial workers show that you shift your weight from foot to foot approximately 39,600 times a day. In walking one mile you force 181 tons of weight on your feet. And finally (and also quite simply) when your feet hurt, you feel lousy!

Reports from the U.S. Department of the Labor show that 26% of all industrial injuries involve feet and legs. A large segment of this percentage is accounted for by poor safety habits caused by trying to relieve sore feet. If your feet hurt: are you wearing shoes designed to support and protect your feet, or old shoes because you don't want to ruin good ones on the job? Do you have a condition such as athlete's foot, corns, bunions, ingrown nails, or warts? All of these conditions require the care of a podiatrist. In fact, bring the kids. A little preventive podiatry may save them years of "aching dogs."

MVW Workers Honored By UCSGL

The employees of the Merrimack Valley Works were honored this month by the presentation of an award by the United Community Services of Greater Lowell. The award recognized the many employees who earmarked their donation for the Lowell area during the last United Fund Campaign.

Springfield Chosen For Long Lines Center


Massachusetts will host another Bell System facility, as AT&T and New England Telephone have announced plans to build a \$3.4 million overseas telephone operating center in Springfield.

Scheduled to begin operating in 1973, the center will handle operator-assisted calls between the United States and several European countries. By the mid 1970's, the center will be staffed by about 1,000 operators.

Promotions

Gregory B. Shick, Staff Associate, 424, was promoted to Section Chief, Works Service, San Ramon Valley Plant, on March 30.

Kevin L. Cambell, Planning Engineering, 716, was promoted to Section Chief, Small Toroidal Assembly, 973-6, on March 29.

MERRIMACK VALLEY WORKS
NEWSLETTER
Published By
 **Western Electric**
For the information of employees of the
MERRIMACK VALLEY WORKS
North Andover, Massachusetts
Dept. 240
Area Code/617-686-0600 Ext. 2594
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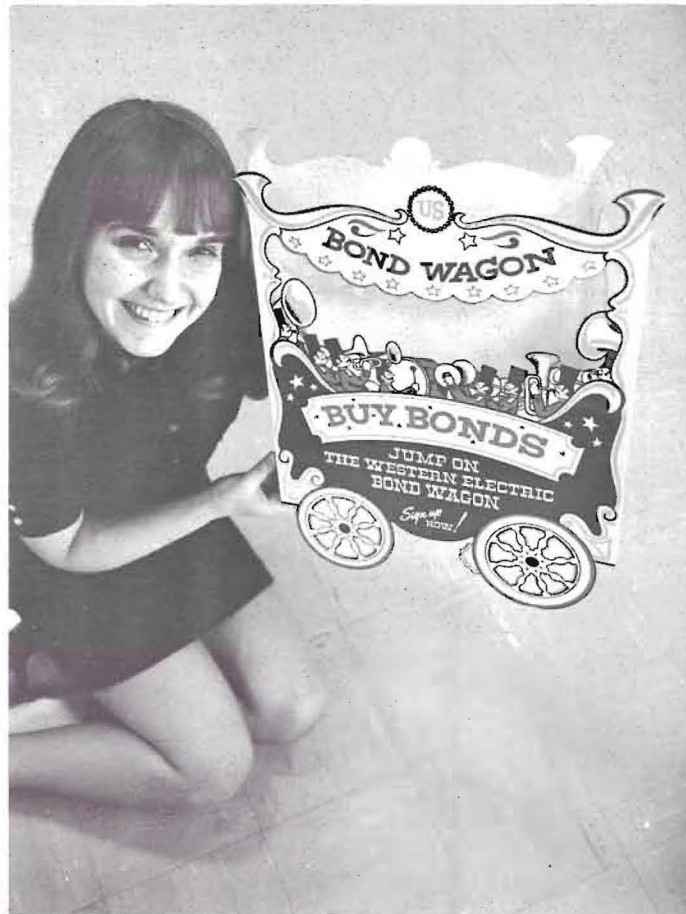
Help An Old Lady - May 17 - 28

Helping an old lady (the one that stands in New York harbor) is the theme as Merrimack Valley "jumps on the Western Electric Bondwagon." The annual United States Savings Bond Drive will be held at the Works from May 17 through May 28.

As of last September, more than 62 percent of all Western Electric employees were purchasing Savings Bonds, and last year, the Company ranked third in the country in enrolling new savers.

Approximately 600 canvassers will be campaigning to achieve the corporate goals which include persuading at least half of those not currently participating to take part in the payroll savings plan.

Series E Bonds now return 5½ percent interest when held to maturity - five years, ten months. Savings Bond interest is not subject to state taxes, but is subject to federal income taxes. However, payment can be deferred until the holder of the bonds is in a lower income bracket, such as after retirement. This tax deferment then increases the amount of money one has left after taxes. While Series E Bonds mature in five years and ten months, they may be held for a minimum guaranteed additional ten years interest.



Debbie Comeau, 847-2, one of the 1970 WEVALLEY Girls, urges everybody to "Jump on the Bondwagon."

United States Bonds are sold in order to broaden the base of the public debt by persuading the greatest number of people to buy and hold government securities. According to the Department of the Treasury, this objective is based on both the concept that placing a substantial part of the debt with a large number of small savers would result in a more stable debt structure, and that the purchase of Savings Bonds by individuals is a non-inflationary form of Treasury borrowing.

Savings Bonds are sold by over 30,000 banks, savings and loan associations, and other financial institutions, and by over 40,000 employment units through the Payroll Savings Plan. Western Electric, with its over 200,000 employees, is only one of those 40,000.

The 1971 drive committee is headed by Al Wormald, 906, and includes George Matthes, 503; Bill Greaney, 960-15; Jack Coppolino, 1145-10; George Forte, 503-1; Bob Vincent, 217; and Anna O'Connor, 562-10. They have been preparing for the past few months to reach everyone at Merrimack Valley during the campaign.

What Will You Have If You Save Each Week?

(see page 9)

Arabian Bazaar - May 4 - 6



Paul Hessler, 1216, is a miniature railroad man (no, that does not mean that he's a mini-person). His collection of HO trains will be featured at the show.

Mary Novak, 925-10, designs and manufactures her own ceramics. An example of her works is this nativity set . . . how do you make ceramics? Ask her at the show.



Araby — culture in conflict with sand and time. Visions of sheiks, scholars, and scimitars breeze through the memory like the hookah's winesmoke.

Nothing recalls the legendary Casbah like the multi-mouthed confusion of the bazaar, and it is against that particular background that the Pioneers have chosen to highlight their hobbies in their annual show.

On May 4 - 6, the Works auditorium will be open to all Bell System employees, their families, and friends, as the Pioneers and Dick Sirois, 379-2, mold mysteries of Ali Baba's cave.

Three harem girls will attend the visitors from out of plant who will be admitted each night between 6:30 to 9:00, and direct the guests to the cave, and the many other exhibits. The show will also be open during the day to Works employees exclusively. There is no photograph of the cave - of course - so that you will be even more tempted to visit Araby. But the NEWSLETTER does have these photographs of several other exhibitors in their homes, preparing for their displays.

PATHS OPEN FOR GREATER SECRETARIAL JOB DEPTH

It started during last year's National Secretaries' Week. General Manager Dave Hilder addressed a secretaries' luncheon: "the pressure isn't just on our engineers and bosses. It's on the gals, too - I asked Training to come up with ideas that would let our girls know that this is a team operation and that they're one half of the team."

Last week, bosses and girls celebrated another National Secretaries' Week.

This is the time to ask: has anything changed? Perhaps something has. For the past eleven months, a secretary-boss confrontation program has been underway. In a series of one-day sessions, bosses sit in one room, and the secretaries in another. Each group prepares criticisms of the other, then the results are posted - for both groups.

A discussion follows between the members of each boss-secretary team as, hopefully, each person learns the dimen-

sions of the other.

An outgrowth of this program was a recent series of visits by the Juliet Gibson Professional School for Women. Three directors of the Boston school and two student models presented three two-hour sessions for secretaries and department clerks. The training included presentations in visual poise, social graces, complexion, figure control, and wardrobe.

One girl said that these extra courses were the real fun point of the secretarial training package, and actually very helpful; after all, how many bosses know how to get out of a Volkswagon gracefully?

As for what has changed . . . a lot of boss-secretary teams are reportedly working with better communications, and more girls talk about finding greater depth in their jobs, but probably the greatest benefit is that bosses know that their secretaries are really people, and vice versa.

Ken Crouch, 1160-9, readies his racer, a small scale vehicle that he controls by radio signals, for the demonstration he will conduct during the show.



Paul Boucher collects rocks, but it's not as though he was building his own quarry. He seeks and selects stones for various visual and textural appeal, and polishes them in order to reveal the beauty hidden beneath nature's crusty surfaces.



Clinton Rand, 925-9, collects and maintains antique clocks. He is choosing eight of his timepieces for display in the show.



Retirements



Charles H. Sullivan, an Order Analyst in Department 537-1, will retire on June 30. Mr. Sullivan, who has over 26 years of company service, lives on Seed Street, Salem, Depot, New Hampshire.

Helen D. DeCesare will retire on June 24 with over 24 years with Western Electric. A resident of Morrison Court, Methuen, Mrs. DeCesare is a tester in Department 961-9N.

Anniversaries



E.A. Weidner

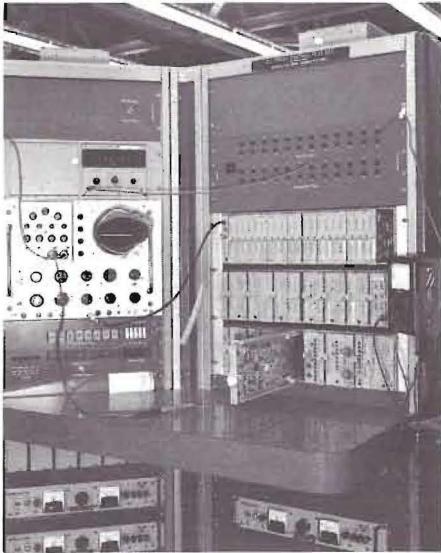
FORTY YEARS			
NAME	DEPT.	MAY	
Weidner, Edward A.	610	9	
THIRTY YEARS			
Regan, Phyllis B.	974	12	

TWENTY-FIVE YEARS		
Holland, Mary J.	961	9
Hubley, Richard E.	366	9
Eaton, Antoinette R.	961	12
Bohne, Frederick P.	713	13
Lyons, Arlene C.	961	14
Nourse, Donald R.	544	14
Zukas, John A.	541	16
Frangedakis, Ethel	925	22
Sweeney, Rita E.	212	22

TWENTY YEARS		
Blasi, Louis T.	925	2
Talarico, Frank J.	538	2
Tattan, George S.	541	8
Winch, Ellis T.	541	8

(cont. on page 9)

THIS MACHINE



Feature Article by Ed Jesby

A lot of things get taken for granted. A turned switch lights the house and perks the morning coffee. The mystery force, electricity, does nearly everything; including keeping over a million Bell System people employed.

Not only are Western Electric's products electrical, but so are the tools used to make those products. People can use tools with little knowledge of how they actually work. Take testers. A tester can sit in front of her machine and accept or reject the funny little widgets that go into bays, and that's as far as her job goes . . . or she can assume the responsibility that she has to her own mind . . . to know what she is really doing with that machine.

The Merrimack Valley Works Training Organization is helping her to do just that — they're running a training program that starts out with basic math, and the fundamentals of electricity, and goes all the way up to the complex modern uses of electricity.

The testers seem to want to know more about what they're doing. Take

Eileen Cronin, in the Electrical Concepts program.

Eileen had been a toroidal coil shop, and came a tester on industrial. She didn't know much to set the switches. The job less interesting than have been. Her temporary, and now she's doing, so the first unit just what she needs. She says that she, like many, learns best by doing.

The electrical training course is taught with books. An AT&T program is used. A concept is a paragraph, and immediately the reader is asked to about that concept in a similar statement system works. She says the things you have

Bob Alartosky, trainer, 214, explains to a class some of the properties of electricity, to define more clearly exactly what goes on inside Merrimack Valley's equipment.



Barbara Redman, 563-2, learns the principles behind her test set, not just how to manipulate the machine.



Eileen Cronin (Foreground), 973-9, and Janice Hanley, 973-3 listen during one of the Block I classes.



... DOES IT RUN THE JOB ...

Basic Math & course that begins

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Eileen knows this
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kind of reparated effort, and the instructor, Bob Alartosky, is there to clear up any misunderstandings, tying together the programmed course ideas.

Other people going to more advanced classes feel the same way. Polly Butler, 653-6, has completed the courses following the one Eileen is attending. This course is half laboratory work, and Polly likes proving that the theory she's learned works. The class is small, and the instructor, Dean Holpin, can help the people individually. Polly says the hands-on practice makes it "less easy to forget." The multiplicity of training techniques is something else she's enthusiastic about, especially several talks by her instructor and the TV lectures, taped by Merrimack Valley Training, summarizing what she learned." All these built in review make sure she learns: and she wants to learn. She and her husband Fred, a Quality Auditor here at Merrimack Valley, have been taking correspondence courses. They paid for that - but Polly can hardly get over the fact that the company is paying

for her to learn.

Barbara Redman is in the third block of training in this program. She's studying the way to apply the AC theory she has been taught and finding out about the basics of semiconductors. She really wants to be a tester. She took a down-grade to get into mechanical inspection, and then went on nights to get started in testing. In some not quite stateable way she feels this training is a kind of reward for perseverance. She and a friend laid out their own ten week AC course, studied together, and then took and passed the company's AC test. Now she finds that the lab work really fixes in her mind, the things she learned from books.

The tester training program is designed so that one part joins smoothly to the other. The concepts are coupled to the real thing, and each unit of knowledge has its own unit of practice.

The design seems to be right, the people attending like the training, and are learning that knowledge makes their jobs more fun.

Tester Training Instructor, Dean Halpin, 214, stands with the recent graduates of the second stage of the four part program (from left), Marie Caron, 974-6; Janet Ryan, 1140-2; Stella Kavazis, 960-3; Ethel Gounaris, 925-9; Ann Richards, 960-10; and Pauline Butler, 563-6. Also in this graduating class were Irene Dzuira, 1158-10, and Margaret Wheatley, 974-6.



OR . . . DO THESE PEOPLE?





Safety News for Injury Prevention

by P. D. GILBOARD
Works Safety Supervisor

Now that a reluctant spring is upon us, things will soon be buzzing again. Not just the bees but the relentless ring of the homeowners' best friend — the power mower.

With but one or two exceptions, we are confronted with manufacturers offering a bevy of brightly painted mowing machines that come close to being number one in the arsenal of household weaponry.

The standard type rotary power mower is loaded with potential hazards. Consider a few: the mower blade has literally butchered thousands of toes with some of these injuries being so severe as to render the victim disabled for life; this same blade has caused both fatalities and loss of sight when hurtling a small stone at amazing velocity; the blade itself has become disengaged and sliced mercilessly into an unsuspecting victim; and the noise level of many mowers has been recorded high enough on the decibel scale to be a detriment to hearing.

Considering the necessity of owning a power mower, it would be surprising how many people could get along quite handily with a (you should excuse the expression) manual mower. How many times have you observed someone buzzing away on a few blades of grass that could just as easily be cut with a non-powered mower. Contrary to popular belief, manual mowers are now designed to operate with as little effort as a power mower does. Try one.

However, for those of you who are in the horsepower race with the Joneses, here are a few tips that may help you survive for a time anyway.

Start with what people in the business call "minimum maintenance landscaping."

San Ramon Valley Progress

by Bob Leadbitter

Progress at the San Ramon Valley Plant continues its record of "firsts" with an increase of 150% in the payroll during April. Miss Cathi Neumann became the Plant's first female employee as a Sec-Steno. Also reporting was Bob Leadbitter, ANSI II, Industrial Relations. The first engineer to transfer was Charles Cheas, Plant Engineer.

Construction on the Pilot Plant continued at a rapid rate with the building taking form quickly. At this point, the walls and roof are completed and interior finishing work is in progress. Initial occupancy for the plant remains tentatively set for June.

Preliminary interviewing of candidates for the initial personnel functions has begun, but hiring activity for shop positions is scheduled to begin in late May.

Round off sharp corners in the lawn wherever possible. Gentle curves will eliminate tight turns and dangerous back - and-forth maneuvers, make mowing faster and easier, and provide a more pleasing design. You can also simplify trimming and save time by installing mowing edges of brick or smooth stone flush with the turf between the lawn and plant beds and also along the foundations of house and garage.

In planning your landscaping or when buying power equipment for an existing lawn design, be sure there are paths wide enough for easily moving equipment from one area to another. Ramps should be provided where necessary to push or ride the mower from one level of the yard to another without danger or inconvenience.

Even with careful use of the best equipment, mowing of slopes and terraces is hazardous. Eliminate the need for it by planting banks and other hard-to-mow surfaces with ground cover. But remember that for safety the strip must be set in flush with the soil on the grass side.

Lower the sod along lawn edges where necessary so that they are flush with all adjacent paved areas. With the equipment thus able to roll freely from one area to another, mowing will be faster and easier and there will be less danger of striking the blade against hard surfaces or scalping turf.

Almost every lawn will have a few obstructions to straight mowing — clothesline poles, oil-tank filler pipe and vent, water hydrant, etc. — and these will need to be trimmed. It's a temptation to do it with tight turns and back-and-forth motions of the mower. Make the job quicker and safer by paving around each protruding object with brick, flat stone or concrete. But be sure the paving is flush with the turf.

Now for the mower itself — familiarize yourself with the mower and its controls; to avoid the possibility of an explosion always fill the gas tank before starting the engine; make sure the grass is clear of any debris that could be picked up and hurled by the mower blades.

Here are a few pointers for the operator — keep your feet away from the mower's blades, and this means all sides including the side that discharges the grass clippings; push it, never pull toward you. Sounds like a good time to be wearing safety shoes. I know a number of people who wouldn't think of mowing the lawn without them.

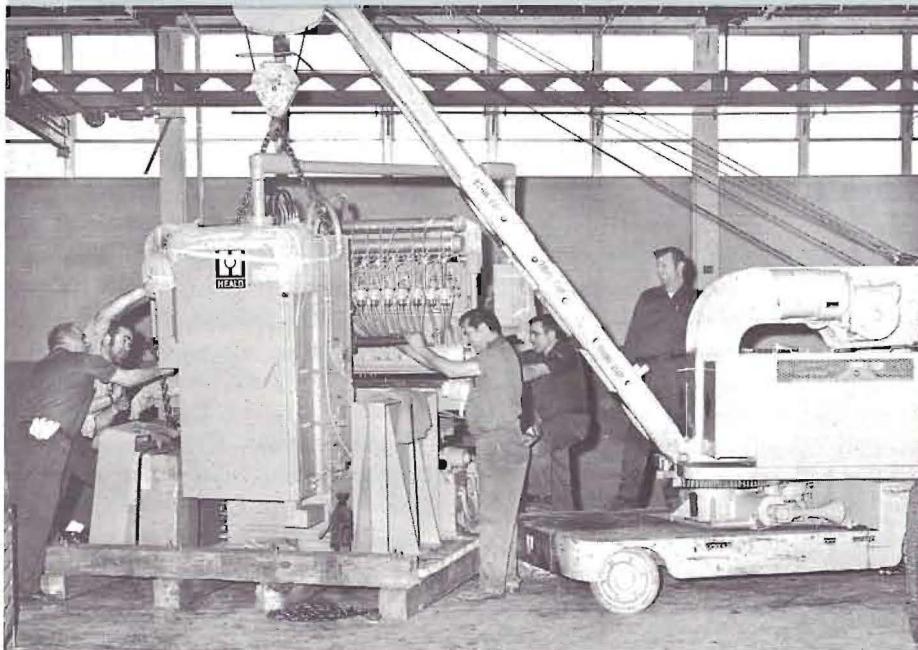
Finally, never remove debris or unclog the mower without shutting off the engine and disconnecting the spark plug wire from the spark plug. The spark plug should also be disconnected when you have finished mowing the lawn and before putting the mower away.

One other thing: before you rev up your 3 and ½ plus h.p., see if your neighbor is up and ready to face the day.

Your vision will improve 20 to 30,000 times if you wait a few minutes before driving off into the dark. Fantastic? Yes, but true, according to the British Association of Optical Practitioners.

A person who comes out of a lighted building and immediately drives off is partially blind, since it takes about 15 minutes for the eyes to fully adjust to the dark. A special substance, sensitive to low illumination, must build up in the back of the eye. Bright light bleaches it out, so that even as the eyes become adjusted to the dark, oncoming headlight glare can slow down the recovery of vision. Each set of headlights represents five to seven seconds more delay in gaining night vision.

HOW ABOUT LARGE? MAMMOTH? GARGANTUAN? MASSIVE? ... IMPOSSIBLE?



How to describe a numerical tape controlled, sixteen spindle, high speed drill press? To a crew from Department 537, the answer is "fifteen tons with a half inch of aisle clearance on each side." The drill press, with its air-driven spindles, simultaneously and with unbelievable accuracy prepares four stacks of printed wiring boards. The only other machine in the world like this one has been running at the Works, 24 hours a day, seven days a week, and even more production was needed.

Stan Leadbitter's crew, whom he described as "real artists" met the monster at the door and bullied the behemoth down the aisles to its present position on the first floor. The machine was installed in minutes and in active use within days.

From left: Carmen Basso, Ed Arsenault, Pete Simone, Charles Psaros, and Herb Riley.

Anniversaries (from page 5)

Haigh, John R.	541	9	Golias, James M.	133	1	Zakiewicz, Patricia A.	200S	7
Samoisette, Beatrice T.	961	9	Gagnon, Robert B.	493	2	Dow, Doris B.	1140	8
White, Evelyn B.	842	15	Craig, George J.	533	4	Marshall, Pearl G.	1158	8
Denney, Elizabeth Q.	561	22	Wilkinson, Ronald B.	157	4	Wayland, Edward T.	533	8
Ferrara, Phyllis M.	961	23	Witham, Patricia W.	961	4	Boucher, Roland E.	1141	11
Lane, David F., Jr.	612	24	Bazinet, Shirley	973	5	Cook, Thomas A.	452	11
Madigan, Elaine R.	974	25	Dumonceau, Roland E.	197	5	Butler, Alba C.	211	12
Spofford, Jordan F.	144	26	Durant, Walter L.	1152	5	Frechette, Theresa K.	842	12
Barrows, Arthur M.	1224	27	Emery, Jack	537	5	Gallant, Earl J.	538	12
Diugosz, Daniel J.	416	28	Jennings, Harold J.	962	5	Gelinas, Armand H.	533	12
Groves, Charles J.	926	29	Rondeau, Rita R.	926	5	Giard, Rose R.	973	12
Hannaford, Olga C.	961	29	Black, James H.	151	7	Lavallee, Kenneth A.	453	12
Marcinkevich, Anne M.	961	29	Burnes, Lottie H.	1152	7	LeBlanc, Joseph E.	960	12
Campbell, Peter J.	534	30	Callahan, Mary S.	925	7	Moran, Helen M.	1162	12
Cadorette, Ernest R.	416	31	Capo, Ann F.	563	7	Phaneuf, John J.	842	12
			Daley, Therese M.	456	7	Sevigny, Hector G.	562	12
			Jacobs, Joseph C.	142	7	Watson, Edward H.	541	12
			Kluk, Leonard E.	374	7	Wolfenden, John H.	155	12
			Ray, Robert A.	743	7	Cocchiaro, Jacqueline C.	1151	13
			Richards, Gloria W.	452	7	Field, Rita G.	452	14
						Roberts, Ralph E.	1225	14
						Farrell, Beulah J.	961	15
						Solak, John M.	1169	15
						Young, Thomas L.	538	15
						Tardie, Norman C., Jr.	173	16
						Joseph, Richard	172	17
						Sestini, Roland W.	366	17
						Buzzell, Helen C.	926	19
						Giarrusso, Claire C.	1162	19
						Gorski, Henry J.	1164	19
						Hayes, Richard M.	566	19
						Healey, Barbara M.	561	19
						Boisse, Elizabeth	960	20
						Kavazis, Stella	973	20
						Balin, Theodore G.	144	21
						Carrubba, Frances M.	107S	21
						Howlett, James J., Jr.	211	21
						Ilsley, Nathan N.	1152	21

FIFTEEN YEARS

Dickey, William H. 1152 1

How Much \$ Will You Get From Bonds

SAVE EACH WEEK	And you will have*				SAVE EACH MONTH	And you will have*			
	1 yr	3 yrs.	5 yrs.	15 yrs.*		1 yr.	3 yrs.	5 yrs.	15 yrs.*
\$1.25	\$66	\$ 205	\$ 429	\$1,600	\$3.75	\$45	\$ 142	\$ 296	\$1,102
2.50	131	412	861	3,211	6.25	76	237	494	1,842
3.75	197	618	1,295	4,824	7.50	91	284	595	2,212
5.00	263	825	1,726	6,432	12.50	151	474	993	3,689
6.25	328	1,031	2,160	8,047	18.75	228	714	1,493	5,556
7.50	395	1,237	2,593	9,657	25.00	303	951	1,987	7,398
12.50	657	2,063	4,323	16,103	37.50	455	1,428	2,986	11,112
18.75	987	3,095	6,489	24,167	56.25	683	2,142	4,480	16,669
					75.00	910	2,856	5,973	22,225

* Assuming continuation of 1/2% bonus in extension period.

(cont. on pg. 11)

WE Employees Studied For Heart Attack Causes Cholesterol, High Blood Pressure, Smoking Indicted

Cholesterol, high blood pressure and cigarette smoking emerged as the three major causes of heart attacks in a 10-year study of almost 2000 male employees at Western Electric's Hawthorne Works in the Chicago suburb of Cicero.

In addition, the study produced evidence that blood pressure levels that are a "little high" but considered by most physicians as not high enough to worry about "have a real and unfavorable long term influence on health."

The study, which included a number of other companies, was independently financed and conducted by a group of researchers headed by Dr. Oglesby Paul, past president of the American Heart Association and professor of medicine at Northwestern University School of Medicine.

In all, 6,640 men were studied, each between the ages of 40 and 55 and with no previous history of heart disease. Of the total, 1,989 were from Western Elec-

tric, which as a maker of telephone equipment for the Bell System was chosen as the representative "light industry."

The study was aimed at discovering the prime factors involved in coronary heart disease, now the most important cause of death among American men. The volunteer subjects were given exhaustive physical examinations and answered hundreds of questions on their diets, smoking habits, work, physical activity, mental attitude, family relationships, tensions and many other factors.

During the 10-year span they were checked periodically and the data collected was fed to a computer. At the end of the decade, 1,732 of the original number were still in the study group. Some withdrew for various reasons, but 81 died, 24 of them from heart attacks. Sixty-two others had suffered heart attacks and survived, while 80 had developed angina pectoris, the chest discomfort caused by coronary heart disease.

At the study's end, three crucial factors were seen by the researchers as the culprits in heart disease: elevation of blood cholesterol, high blood pressure (hypertension) and cigarette smoking. At first heavy coffee drinking was thought to be involved, but subsequent refinement of the data pointed more to the cigarettes commonly smoked with each cup. It was also found that all of the cigarette smokers involved had earlier and more frequent airway diseases, such as bronchitis, and that most of the 19.6 percent who reported a persistent cough were cigarette smokers.

Within the high blood pressure statistics the data on "mild" or "light" high blood pressure emerged. "It is seen," the study report stated, "that diastolic blood pressures of 85 to 104 mm. Hg. . . have unfavorable implications in terms of total death rate, deaths from coronary disease, major coronary events. . . and cere-

(cont. on page 11)

"Talking Softballs" For Blind Children Manufactured at MVW

In the center of the picture is an "audio ball," a softball that goes "beep." A lot of information has been bouncing around the Bell System about the "talking softball," as the Pioneers further their work with the handicapped.

The ball, which makes a constant beeping sound, is used in play-therapy for blind children. They not only play among themselves with the ball, but learn to localize objects through sound at the same time. The ball in the picture, along with three others, have already been shipped to the Sierra Pacific Chapter of the Pioneers. The Merrimack Valley Chapter will serve as the source of all the audio ball kits required by the Pioneers.

Instrumental in the initial production were (seated from left) Art McGrath, 424-2, project coordinator; Dick Mazzaglia, 544-4, a Toolmaker Trainee who modified the printed circuit board in the ball; Fred Bume, 544-4, who supervised the production and prepared the jacks and plugs for the durable unit; and V.P. O'Connell, 364, who procured components for the audio ball. Also functional in the project were (standing) Tom Luby, 544, who handled the overall toolmakers operations; John Hovan, 714, who developed the ball's sound chamber; and Dave Spofford, 714, who designed the special circuit board in the sporty piece of equipment.



In Memoriam

Daniel F. Holland, February 28, 1971.
Retired 1968, formerly of Department 310-3N.

Fern E. McDonnell, March 8, 1971.
Department 960-8N.

Ernest G. Green, March 10, 1971.
Department 538-5.

Sumner A. Cooke, March 17, 1971.
Retired 1970, formerly of Department 537-1.

Dominic Salvatore, March 19, 1971
Retired 1969, formerly of Department 925-8.

Heart Attack Causes (cont. from pg.10)
brovascular episodes." The ill effects, it added, are most conspicuous in men in their fifties, but appear also among those younger.

"It is not too much to say," the report states, "that the diagnosis, study and treatment of mild hypertension in young and middle-aged adults constitutes one of our greatest health challenges today."

The study did not show any strong correlation of other frequently named factors with heart attacks.

"Job type did not seem important," Dr. Paul reported, "nor did physical activity or obesity seem as vital as the other three factors. There is no correlation of heart attacks with the use of alcohol and, indeed, no one or more items in the diet have been found to be related to the development of coronary disease."

"This does not mean," he added, "that what we eat has no bearing on health, since weight loss and diet control are important for certain individuals to lessen the likelihood of high blood pressure and diabetes."

Cholesterol can be controlled by dieting under a doctor's advice, Dr. Paul said, and high blood pressure can be treated indefinitely by medication prescribed by a doctor.

As for cigarette smoking, Dr. Paul has one emphatic word of advice for men and women of any age who would avoid heart attack: Don't.

Big Money In April Awards



Arthur Boisselle (left), talks with his Section Chief, Gil Holmes, about the \$1,570 sug-award check that he had received from General Manager Dave Hilder. Boisselle's idea involved the junking of used cores rather than a more expensive process of salvage and re-use.



Ralph Lakin (center), 541-10, and his supervisor, James Davis, meet with Bill Banton, Director of Merchandise and Manufacturing Services, in the shop where Ralph earned an extra \$385 in the Suggestion Award Program. His suggestion was to construct a new tool to facilitate inserting terminals.

Anniversaries (continued from page 9)

Milton, Alden H.	211	21	Snow, Harry T.	548	24
Smith, Donald R.	743	21	Castricone, Catherine B.	842	26
Beauregard, Theresa S.	961	22	Colloten, George F.	541	26
Galeazzi, Leo J.	365	22	Akscyn, Anthony F.	538	28
Littlefield, Richard C.	538	22	France, William E.	538	28
Howes, Richard W.	1226	23	Mooradian, Rebecca	425	28
Rheame, Alphonse	538	23	Ouellette, Lenora S.	1151	28

Kaleidoscope

Jilted Jingles

A 42-year-old Japanese woman was arrested in Osaka recently for her actions after her boyfriend jilted her and married someone else . . . she had made 10,000 abusive phone calls to his house, 420 in one day. In Marseilles, France, another forsaken woman awakened her ex-fiance 132 times with post-midnight calls before he had a nervous breakdown. Fined \$200 for making the calls, she asked the judge for permission to deduct the amount of money she had spent on the calls.

Holographic Hockey on the Living Room Rug

Bell Labs scientists claim that when tomorrow's telephone is teamed with holography, the results will be a three-dimensional Picturephone® . . . holography, a photographic method using laser beams to reproduce an object in 3D, may even have a use in entertainment . . . imagine a three-dimensional projection of the Bruins in action in your own living room. . . . during the regular season that is.

The Darkness and the Dawn

"I am 13 and I called your operator from a pay phone and said that I had lost a dime but I hadn't . . . now I feel very bad so I am sending you a dime that your operator said she'd give me. I am very sorry because you people do a good job . . ." so read a note received by Pacific Telephone . . . a little reassuring, isn't it?

People Who Pun Like This Deserve a Good "Trashing"

A unique advertising campaign is being waged in one edition of the Ohio Bell Yellow Pages . . . "Satisfaction assured or double your rubbish back" is one sanitation company's boast . . . a company spokesman reports they've never had a dissatisfied customer.

Town Title Gets Caller in Dutch

A long distance operator in Holland recently answered a call with, "This is Amsterdam. Where are you calling from?" "Why" was the answer. The operator replied, "According to regulations, sir, we must have the town where the call is placed. Will you please give me the name of the town?" . . . "Why," the caller repeated. The operator warned, "I'm sorry, but it will be necessary for me to call my supervisor if you don't give me this information." . . . "Please, operator, the name of the town is WHY . . . Why, Arizona." The call went through at that point. Why not?

Telephone Rings Birthday Bell . . . 300 Times

When Dorothy Guttenberg received more than 300 phone calls from strangers wishing her a happy birthday, she began to wonder how they knew about it . . . finally her husband confessed that he had placed a small ad in a local Detroit paper, which read: "Please call Dorothy Guttenberg" and then gave her phone number. "It's her birthday today," it continued. It was signed "her husband, Larry." Why did he do it? "I wanted to let her know what I think of her," he explained. According to Mrs. Guttenberg, 99 percent of the callers were men and all of the people who responded to the ad were very nice.

To Forgive is Fine

For those readers who called after the last issue to remark that Gibraltar is not spelled with an "er" on the end, remember . . . to "er" is human.