

The Scintillator

April



THE SCINTILLATOR

PUBLISHED MONTHLY BY

SCINTILLA MAGNETO DIVISION, BENDIX AVIATION CORPORATION
SIDNEY, NEW YORK

G. E. STEINER, GENERAL MANAGER

OFFICERS OF BENDIX AVIATION CORPORATION

M. P. FERGUSON
PRESIDENT

W. H. HOUGHTON
TREASURER

H. A. GOSSNER
SECRETARY

Vol. 8

April, 1950

No. 10

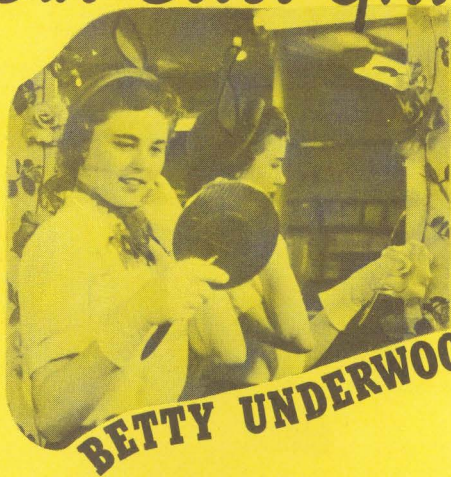
MANAGING EDITOR — E. M. VanName
Staff Assistant to the General Manager
EDITOR — P. J. DuBois

ASSISTANT EDITOR — D. R. Crandall
PHOTOGRAPHERS — H. C. Earl
N. C. Meagley

CONTRIBUTORS

THE EMPLOYEES of Scintilla Magneto Division, Bendix Aviation Corporation

Our Cover Girl



One of the many things cooking in the April SCINTILLATOR is an introduction to Betty Underwood, our cover girl.

Betty is pictured on this month's cover in a double take. Obviously in a mood of serious contemplation, she ponders (lower right) the effect of the new Easter Bonnet she is trying on in the upper portion of the cover. Incidentally, any similarity between the projection from the top of the hat and an Easter Bunny's ear is quite appropriate for this season of year.

Although Betty is a native of Sidney, having attended school here until her freshman year, she graduated from Bainbridge Central School

in June of last year. She reported for her first day's work at Scintilla on September 14, 1949, and has been one of the plant's most ardent boosters ever since.

In her own words, she "loves working at Scintilla" and is quite pleased with her job as a telephone and teletype operator. Her first impression of Scintilla was the friendliness of the people here. Needless to say, that first impression has remained with Betty.

Like most American girls, Betty likes dancing and takes an active interest in nearly all sports. She is particularly fond of swimming, roller skating and basketball. Some day she hopes to vacation at Lake Placid during the winter sports season.

In her own words, she "loves working at Scintilla" and is quite pleased with her job as a telephone and teletype operator. Her first — well, we know that our readers will agree that Betty does just that for THE SCINTILLATOR. She joins us in sending your way a very personal Easter Greeting. We acknowledge, with sincere thanks, the cooperation of Cummings' Rosalyn Shop in providing Betty's Easter outfit and the picture setting for our cover. Also, our appreciation to Betty for her excellent cooperation as our cover girl.

The price of liberty is eternal vigilance. We must fight for freedom in our daily lives — by taking the time and trouble to vote wisely, by standing up for our own rights and the rights of others, and by showing our faith in our land by everything we think, say and do.



Scintilla Sales personnel are pictured above during break in recent conference sessions here. From l. to r. — D. L. Quinney, J. D. Garnsey, W. G. Roloson, D. B. Morse, J. E. Nial, D. W. Newcomb, R. Boyer, W. A. Uline, Assistant Sales Manager, B. L. McGregor, W. Kucharek, J.J. McCarthy, M. E. Douglass, W. C. Moore and D. M. Roney.

Sales Conference Scheduled For May

A sales conference has been scheduled for May 15 and will be followed by a second conference some time in September, according to an announcement by the sales department.

The last sales conference here took place during the week of January 16 when Sales Engineering Representatives from Burbank, Milwaukee, Detroit and the Eastern Territory met with Sales Staff Engineers and Management Personnel.

Mr. G. E. Steiner, General Manager, welcomed the group at the initial meeting and gave a brief account of "the status of the Division." Mr. W. Michel, Factory Manager; Mr. W. J. Spengler, Executive Engineer, and Mr. T. Z. Fagan, Advertising Manager, each welcomed the group and spoke on matters pertaining to their respective departments as they relate to functions and operations of the Sales Department. The meetings were conducted by Mr. W. A. Uline, Assistant Sales Manager.

A series of discussions were held throughout the week during which all of

the products of this Division were on display and discussed in detail. The introduction of new products was a major topic of discussion. Numerous representatives from the Production and Engineering Departments participated in these discussions. The conferences were concluded by an interesting and encouraging talk by Mr. A. W. DeChard, Sales Manager.

An air of optimism was present throughout the conference. Scintilla's future looks promising, but as this Division enters new fields of activity it has become evident that a new and different "sales approach" is necessary because of the highly competitive nature of our new products and the increasing number of competitors in existing fields. The business trend is rapidly changing from day to day, and it is absolutely essential that we keep pace with those trends.

Sales personnel attending the conferences included the following:

Mr. D. B. Morse, who is in charge of the office located in Burbank; Mr. M. E.

Continued on Page 12



Among pictures given to Johnny Davidson by Mayor Goforth of Okeene are these taken during 1949 Rattlesnake Round-up.
(Photos by Dane Hemenway)

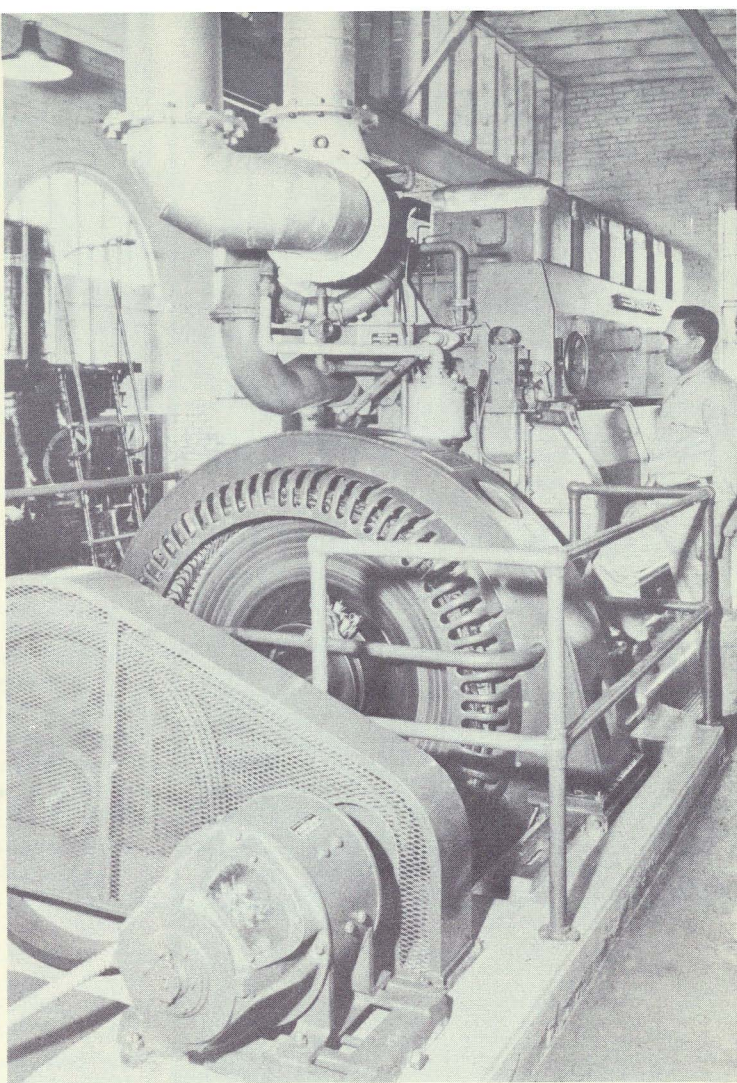
Despite the fact that the 1950 Okeene Rattlesnake Round-up — an annual event in that Oklahoma community — started on March 25th, Scintilla's Johnny Davidson (Engineering) was content to be more than 1,800 miles away in Sidney at the time. You see, Johnny had occasion to learn quite a bit about this spine tingling sport during a recent trip for the Division. Wisely, he decided to pass up the personal invitation of Okeene's mayor, Mr. O. L. Goforth, to take an active part in this

year's snake hunt.

Johnny's journey into the "Land of the Sooners" late in February was made in connection with the servicing of Bendix-Scintilla Diesel Fuel Injection Equipment on a Nordberg Stationary Engine. The engine is used by Okeene for supplying its electric power and water.

Rattlesnake





By chance, the trip took place at about the same time a leopard escaped from the Oklahoma City Zoo, creating a scare that attracted nation-wide attention for several days. It hardly needs to be said that Johnny has been taking a lot of good natured ribbing ever since — his co-workers here accusing him of being responsible for setting the leopard loose. Fortunately,

S. O. Isbill, plant superintendent, is pictured at the controls of new Nordberg Duafuel engine, equipped with Bendix-Scintilla Diesel Fuel Injection Equipment, in Okeene power plant.
(Photo courtesy Nordberg Mfg. Company)

Johnny's shoulders are broad. The thing that really gets him is this business of capturing alive the diamondback rattlesnakes that infest the area around Okeene.

Since 1939 the Okeene Junior Chamber of Commerce has been sponsoring each spring the nation's most unusual sporting event, the Rattlesnake Round-up. Snake hunters from many states go into the Gypsum Hills about 15 miles to the west

Continued on Page 6

Roundup

RATTLESNAKE ROUNDUP *(from Page 5)*



Photo series here show actual capture and handling of rattlers such as are hunted each spring in Okeene.



Johnny Davidson holds small can of rattlesnake meat which he brought home with him as a memento of his trip to Okeene.

of Okeene to capture — alive — hundreds of rattlesnakes. The Junior Chamber buys the captured reptiles and sells them throughout the nation to collectors, laboratories and snake farms. Some of the hunters average \$100 for a single day's work. More than 1,000 persons usually attend the annual round-ups. During the round-up members of the International Association of Rattlesnake Hunters hold their annual convention here.

The round-up takes place during the period when the sluggish reptiles first emerge from hibernation. Hundreds of the deadly snakes are captured alive with only a forked stick, handled with bare hands and placed in burlap bags.

And what would anyone want with these poisonous reptiles? Markets include laboratories which process the snake venom for medicinal uses and experimentation; novelty and leather work which requires the hides, and snake oil. And there are some folks who consider rattlesnake meat to be quite a delicacy. In fact, Johnny brought home a small can — retailing at \$1.50 per can — with him. As yet, we haven't had any reports from him as to its taste.

The Rattlesnake Round-up gets under way every spring and we are assured that any of our readers would be welcome to take part in this, "The Nation's Most Unusual Sports Event."

Emily Post as Host —

★ ★

★ ★ ★ But a Heel at Wheel!

What makes an automobile driver an Emily Post as a host and a heel at the wheel?

The answer to that question would go a long way toward solving the traffic accident problem which brings death to more than 30,008 Americans every year, the National Safety Council says.

Common courtesy is so important to safe driving that the Council has started a nation-wide campaign for better motor manners. The propaganda guns have been leveled at these six highbinders of the highway:

Gangway Gus

— This is the fellow who gallantly holds the door open for ladies or patiently waits his turn at a buffet luncheon. But at the wheel he's a "me-first" guy who bluffs out the right-of-way at every intersection, weaves and jockeys through heavy traffic and forces pedestrians to jump for their lives when turning corners.

Sid Scatback

— "What's the rush?" is his motto at home when it's time to mow the lawn or dress for dinner. But the minute he climbs in his car, every second counts. He roars away from stop lights, fudges on stop signs, slides his passengers off the seat when he stops, and on the open road keeps the speed needle around the 70 mark.

Ronnie Rulebook

— This character lectures his son on playing the game according to the rules. At the bridge table he's a junior grade Culbertson when he quotes chapter and verse to his partner. But to him the traffic regulations were written by dopes, and he breaks them every time he thinks he can get away with it.

Tom Tooter

— At home and in business, he believes that a "soft answer turneth away wrath." But at the wheel he has a horn for a brain and blasts his way through traffic by sheer volume of sound. Many a pedestrian is prematurely gray

from meeting him.

Gil Galahad — In his home, this fellow insists that you take the most comfortable chair or have the last piece of steak. But don't try to take the last parking space from him, or he'll lock fenders with you at the drop of a hat.

FAMILY ALBUM FLASHBACKS



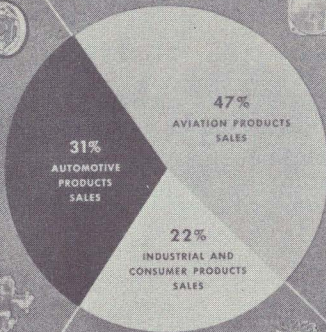
Flashback in pages of family album shows photos of Rodney Gossoo, Dept. 34, and his sister, Viola of Dept. 6, in earlier days. Rod and Vi are not supposed to know where these pics came from, but we'll wager that they guess the answer. Any of our other readers have photos of this nature?

HOW BENDIX

CUT IT'S

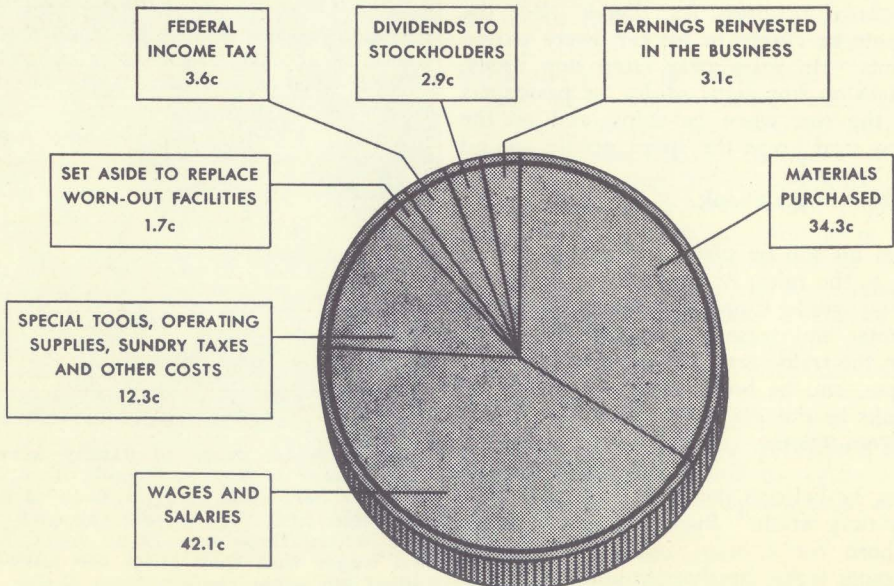
1949

INCOME CAKE



Bendix AVIATION CORPORATION

TOTAL INCOME DOLLAR FOR 1949 WHERE IT WENT



SIMPLIFIED STATEMENT OF INCOME

Fiscal Years ended
September 30th
1949 1948

Our net sales, royalties, and other operating income, amounted to	\$182,671,162	\$162,195,665
We received from investments and from other sources	1,396,753	1,293,201
THIS GAVE US A TOTAL INCOME OF	\$184,071,215	\$163,788,866
OF THIS AMOUNT WE PAID OUT OR ARE OBLIGATED TO PAY OUT:		
For materials purchased	\$ 63,209,707	\$ 52,388,676
For wages and salaries to our employees	77,412,224	70,994,050
For special tools, operating supplies, sundry taxes and other costs	22,687,192	19,771,426
For income taxes to U. S. Government	6,568,245	6,566,867
Income set aside to offset the wear on plant and machines	3,107,066	2,787,105
WHICH MAKES A TOTAL PAID OUT OR TO BE PAID OUT, OF	\$172,984,434	\$152,508,124
THIS LEFT A BALANCE, OUR EARNINGS FOR THE YEAR, OF	\$ 11,086,781	\$ 11,280,742
We paid out in dividends to our stockholders	5,293,632	5,293,632
Leaving a balance, which was "plowed back" into the business, of	\$ 5,793,149	\$ 5,987,110

vividly illustrates the fact that 22 per cent of the Corporation's activities are assigned to general industry and consumer products. Aviation products account for 47 per cent of all sales, automotive products 31 per cent.

With the Corporation receiving a total income which amounted to \$184,071,215 during the fiscal year ending September 30, 1949, it would seem as though something the size of the Rose Bowl would be needed to store the money in. However, the charts reproduced on these pages present an interesting study of just where the Corporation's income went in 1949.

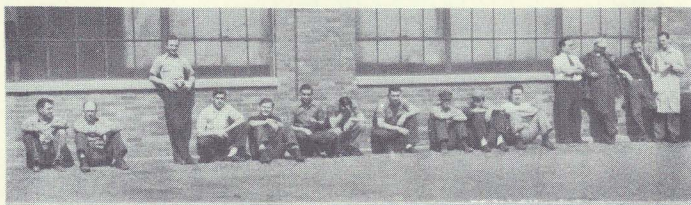
When this cake was cut, the biggest share went for wages and salaries — yours and mine. The second largest slice went into the purchase of materials. The tools we work with accounted for the third largest slice. Out of a total Corporation income which amounted to \$184,071,215, the balance left for reinvestment in the business was \$5,793,149.



We, the employees of Scintilla Magneto Division, are members of a Corporation employing 21,533 persons as of September 30, 1949. On that date Bendix Aviation Corporation, Scintilla's parent organization, passed the twenty year point in its history. Many of the companies, however, which are now a part of Bendix Aviation Corporation have corporate lives longer than that of the present Corporation.

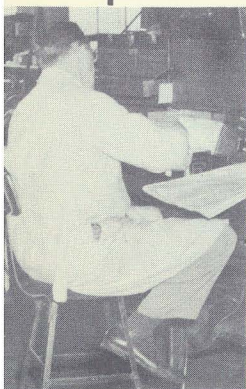
As Scintilla employees, we shared in the Corporation total payrolls for the 1949 fiscal year which amounted to \$77,412,224. This figure is compared with total payrolls amounting to \$70, 994,050 for the previous fiscal year, ending September 30, 1948, when 22,203 men and women were on the payrolls of the Corporation. The 1949 figure includes more than \$4,000,000 for employees' vacations and holidays but does not include \$1,794,945 provided during the year for unemployment and old age pension funds set aside under Federal and State legislation.

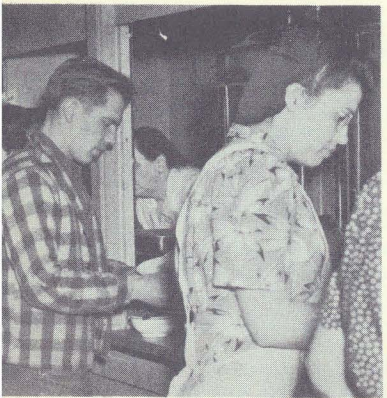
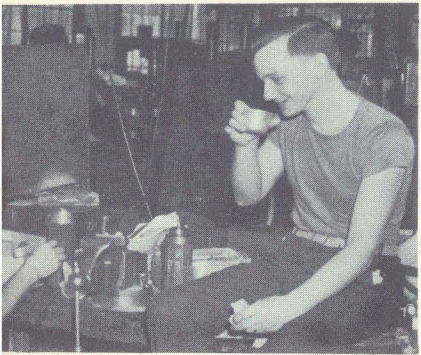
Although Bendix Aviation Corporation has earned the slogan "Builders for Transportation," the chart reproduced here



OFF GUARD

**'LUNCH TIME' - No.1 in a
new series of photo candid**







Gazing deep into our crystal ball, we see a stranger approaching your door. Yes, indeed, we can sense a census coming on . . . and a few of the Scintilla folks around here may have already had their noses counted. Our crystal ball tells us that the radio comedians will give the census a good riding this month, and we can safely predict a large, spring crop of "stories" concerning "The Census Man and the Farmer's Daughter." Although "Operation Census" started on April Fool's Day, the actual taking of this mammoth, new census is serious business. The findings it produces will give the United States the first good look it has had at itself in 10 years. Details of the decennial census are reported elsewhere in this issue.

A large herd of deer, grazing on the hills just outside of Sidney, has been stopping the traffic on Route 7 for a number of days now. Late in the afternoon, dozens of motorists are content to break the monotony of the road by pulling off to the side for a "front row" glimpse of the wildlife show. Pheasants have been observed in abundance, too . . . and we even had reports of one or two robins around Sidney on March 19th.

Coinciding with his entry into the field of politics, Henri Carrère was the recipient of a generous collection taken up last month by his co-workers in the Sales Department. A few of the Sales people got together and decided that if Henri was going to throw his hat into the ring, it should at least be a new one. The envelope circulated for collection purposes contained the following note of explanation:

"The general consensus of opinion is that with the entrance of our own Henri Valente Carrere into the field of politics, that his general everyday appearance does

not befit the action. Further, it is felt that his chapeaux is the one big thing that detracts from his looks, such as they are. Therefore, we are circulating this envelope for contributions toward the purchase of a new Stetson, Fedora or Homburg."

Typical donations included an aspirin tablet, pipe cleaner, clothing brush, erasers, staples, pen point, safety pin, dried apple skin, cigarette butt, and even a few pennies.

Going from one extreme to the other, The Scintillator and Suggestion Office recently was moved from its location in the Bainbridge end of the plant to new quarters adjacent to the Personnel Section. We're doing business as usual, but at a different stand — in the office occupied at one time by Wage Administrator and more recently by the Training Supervisor.

Under the general heading of "Imagine My Embarrassment," we can just picture the situation that popped up one morning last month when a member of the Guard Force failed to notice the open switch on the P. A. outlet at the West Guard House. Early arrivers at the plant received the full benefit of an entirely original broadcast that included singing, humming and whistling solos. In fact, it was a one man show and without commercials, too.

A farewell dinner party was given Dorothy Dracheler on February 24, 1950, at Rock Inn. About fifteen members of the Layout Department enjoyed an evening of dancing, singing, etc.

SALES (from Page 3)

Douglass, in charge of the Milwaukee office; Mr. J. J. McCarthy is in charge of the Detroit office and is assisted by Mr. W. G. Roloson.

Mr. W. C. Moore is Supervisor of Sales Engineering, and Mr. Quinney, Mr. Boyer, and Mr. S. B. Merritt (not in picture) are Sales Engineers who operate out of the Sidney Sales Office. Mr. Garnsey, Mr. Nial, Mr. Newcomb, Mr. Kucharek and Mr. Roney, Sales Staff Engineers, coordinate activities between our Field Men, customers and plant personnel. Mr. McGregor, Sales Staff Assistant, is responsible for negotiations with Government Procurement Agencies, and other special assignments.

HOW DO YOU MEASURE SAFETY?



How do you, as an individual, go about measuring safety at Scintilla — on your job? You may hear and read a great deal about the subject, but just how important a matter of safety anyway? What is its value to you — your family — your job?

Although it is difficult to measure the full value of anything as intangible as safety, the whole thing boils down to the fact that safety is a state of mind. It is reflected in the attitudes of an individual toward himself, his family, his job and others who work with him.

Safety may be measured in terms of its value to all of these. If anyone is concerned about *YOUR* health and general welfare, it should be *YOU*. No accident ever happened that didn't cause some degree of pain and inconvenience to the victim. More serious types of accidents may mean permanent disfigurement, permanent disability or even death — which happens to be particularly permanent. Accidents spell no good for any man — especially you, as an individual.

When you are at work, you like to feel that everything is all right at home with the family. In all probability, you make it a common practice to remind "the kids" to take care when crossing intersections. Did you ever stop to think that they — your wife and children — feel the same way about you when you are away from them? To them, you are the most important person in the world. Any accident you experience is going to hurt them, too —

particularly if it involves loss of time and loss of income. If you weren't around to provide properly for your family, who would they look to for help? Think this over!

The worst thing about accidents is the fact that most can be prevented before they happen. In many cases an innocent person may be severely injured through the carelessness of a fellow worker. Would you want to have this responsibility on your mind, carrying through life the memory of what an accident caused by you did to a friend?

Scintilla encourages safety at all times — on the job, at home or in any place you may happen to be. As a trained and skilled person, you are extremely valuable to the successful operation of this Division. Loss of your time, through an accident, hurts Scintilla as well as you and your family. A severe accident, occurring in a department, lowers the morale of everyone in that department.

Although it is impossible to list all of the factors involved when an accident happens in the plant, the few points we have covered above should be considered by all in measuring the value of safety at Scintilla. Don't short-change yourself on this, the greatest of all values — *SAFETY!* Only you can develop safety — as a state of mind — to its fullest extent of value, whereby you — your family — your fellow workers — and Scintilla benefit in full measure.

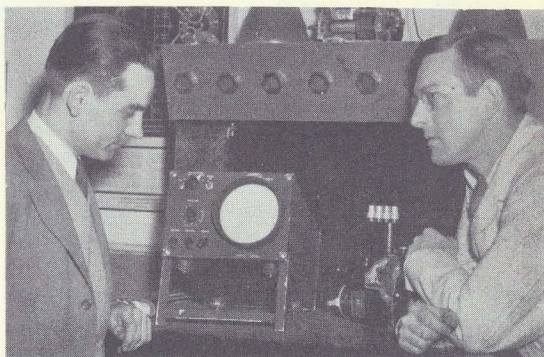
Pics of the Month



Recent visitors at Scintilla last month included A. K. Stevens, Director of Purchases, and J. P. Flannery, Electrical Engineer, both of Aircooled Motors, Syracuse, New York. Mr. Stevens and Mr. Flannery, pictured above, were here to discuss service and engineering matters pertaining to Scintilla products used on engines manufactured by the Syracuse firm.



Mr. and Mrs. F. H. Hildebrand of Portland, Oregon, are pictured above during trip here to discuss service and sales matters pertaining to Scintilla products. Mr. and Mrs. F. H. Hildebrand represent the Magneto Equipment Company, Portland, newly appointed distributor of Bendix-Scintilla automotive and industrial products.

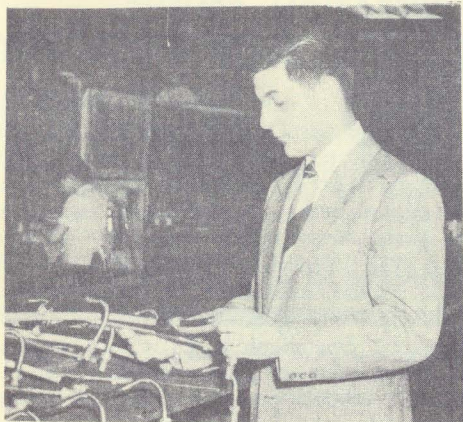


Mr. Frank Suk, Instructor, Academy of Aeronautics, LaGuardia Field, New York, is pictured at the left with Scintilla's newly appointed Service School Instructor, Charles Stow. Mr. Suk recently completed a training course here pertaining to our aircraft ignition equipment.

SCINTILLA WEATHERS FUEL CRISIS

When temperatures zeroed and coal supplies dropped during recent coal crisis, Scintilla supplemented its dwindling fuel pile with scrap wood. Use of wood and lowering of temperature a few degrees below normal saved plant as much as ten tons of coal per day and saw Scintilla safely through the emergency without resorting to plant shut-down. Scintillites cooperated by turning lights off when not in use and keeping doors closed to keep the heat in. During period of the "Deep Freeze" plant personnel cheerfully wore extra clothing.





L. W. Wirth, Durham Aircraft Service, is pictured above during a recent trip through the plant.

PURCHASING AGENT VISITS PLANT

Mr. H. C. McCaslin, General Purchasing Agent of Willys Overland Motors, Toledo, Ohio, visited Scintilla on March 15 to discuss items pertaining to ignition components which they have on order with us. Following a business discussion with members of the Sales Department, Mr. McCaslin was conducted on a tour through the plant.

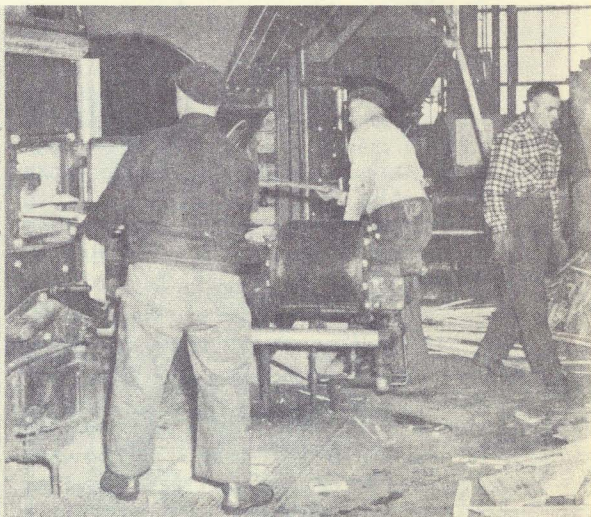
SCINTILLATOR REPRESENTED AT AAIE CONVENTION

The annual convention of the American Association of Industrial Editors was concluded in Syracuse last month with an address by Herman W. Steinkraus, president of the United States Chamber of Commerce. More than 400 industrial editors and company representatives were present at the closing banquet Friday evening, March 17.

Other key speakers on the two day convention program included M. Lyle Spencer, Dean, School of Journalism, Syracuse University; Dr. T. V. Smith, Maxwell School of Citizenship, Syracuse University; Robert D. Breth, Management Consultant, Philadelphia, Pa.; Forrest E. McGuire, Executive Secretary, Manufacturers Association of Syracuse; Thomas Corcoran, Mayor of Syracuse; Wesby Parker, Vice-President of General Foods, New York City, and Clarence E. McIntire, Editor of "Arm-co-operator," Armco Steel Corporation.

The opening day's sessions included a Workshop and Clinic, conducted by faculty members from Syracuse University's School of Journalism, and a panel discussion on "Chit Chat — The \$64 Question."

THE SCINTILLATOR was represented by E. M. VanName, Staff Assistant to the General Manager, and Denny Crandall, Assistant Editor.



Scintilla

SERVICE AWARDS



Robert W. Courtney
20 Years
Dept. 19

15 Years

Gingher, Cloyce	44-624
LaFrano, Thomas	26-888
Segall, Louis	91-1358
Sutherland, Alton	38-1485

10 Years

Anthony, Herbert	12-55
Bame, Chester	27-93
Brisack, Ruth	41-5051
Brown, Clinton	28-203
Cooper, Alfred	29-338
Cummings, Kenneth	27-373
Davidson, Kenneth	30-400
Davis, Robert	8-413
Delello, Frank	29-426
Elander, Harold	47-512
Foster, Clifton	38-581
Gill, William, Sr.	28-623
Greene, William P.	99-654
Harris, Joseph	90-689
Latham, Harry	92-906
Lord, Alvin	26-947
McLaughlin, Richard	29-980
Plankenhorn, Matthew	11-1222
Simmons, Donald	29-1387
Simmons, Lynn	26-1390
Stillman, Earl	42-1466
Wilkins, Clyde	99-1639

5 Years

Fowler, Edith	99-5638
Hofmann, Ida	47-5228
Michel, Marie	99-5324
Trelease, Bessie	32-5691
Twadell, Russell	90-1539

OPERATION CENSUS GETS UNDER WAY

Operation Census, providing the United States the first look it has had at itself after the ten most chaotic years in its history, started functioning on April 1st.

Although the government has conducted a census every 10 years since 1790⁸, none has ever approached the complexity of this one. Some individuals are likely to find some of the questions personal, but it must be remembered that . . . personal as these questions appear to be . . . inquiries about personal income, buying habits, length of employment, number of children, etc., are vital to the whole picture. The Bureau of Census has emphasized that all individual data collected will remain top secret by law and cannot ever be given to anyone or to any other government agency, the Treasury Department, or the Department of Justice — even its FBI division.

Maximum accuracy is essential in the taking of this new census if its findings are to be most useful, and every individual is urged to greet the government enumerator as a friendly visitor and answer his or her questions willingly and truthfully.

With millions of persons moving from farms to cities during the war and post-war period, and shifting from one region to another, this census will have deep political and marketing ramifications. For instance, the number of congressmen may be changed in some states. Also, the census will show shifts in demands for goods and services. In addition, it will indicate a sharply increased birth rate and significant rises in income and living conditions. It probably will also show that, for the first time in our history, women now outnumber men.

Through the data that the census collects, advertising and business can estimate marketing possibilities, analyze social changes and sell and distribute merchandise with maximum efficiency and effectiveness.

I want to thank everyone for their thoughtfulness in sending flowers, money, plants and cards during my recent illness.

— Mrs. Margaret Pazel, Dept. 13.

BARTER COLUMN



A service for employees of Scintilla Magneto Division, conducted without charge. All articles advertised must be the personal property of the employee. Ads of a commercial nature are not acceptable.

FOR SALE: Thayer Baby Carriage, nearly new. Used only a few times. Inquire of Ray F. Stillman, Dept. 13, Phone Sidney 5066.

FOR SALE: Florence Oil Burner (pot type) for living room; 500 capacity chicken brooder (oil type); and white enamel side, coal stove with water jacket. Paul Ineich, Phone Sidney 4291.

WANTED TO BUY: 30 or 32 foot extension ladder in good condition. Leland Miller, Dept. 30, Phone Sidney 2324.

FOR SALE: Brown wicker baby carriage, price \$5.00. H. J. Pierce, Dept. 40, 171 Johnston Circle. Phone Sidney 5264.

WANTED: One or two small girls, ages 5 to 9, to board in my home. Good surroundings and mother's care; school bus at door. Phone Morris 11Y12, or contact Kenneth Graham, Dept. 32, 2nd shift.

FOR SALE: 1949 Pontiac Sedan, low mileage. Like new, Phone Unadilla 3506.

FOR SALE: Kalart Synchronizer, suitable for any small camera. In excellent condition. Contact N. C. Meagley, Photography Department.

FOR SALE: Gray Bilt-Rite Folding Carriage, in good condition. Price, \$20.00. Ray Canner, Stock D, phone Otego 2828.

America is the only nation in which the average man can own and operate an automobile. Not only that, but the annual operating cost of an automobile to an average American family — making adequate allowance for depreciation, repairs, insurance and so forth — probably exceeds the average total income per family of any other nation in the world.

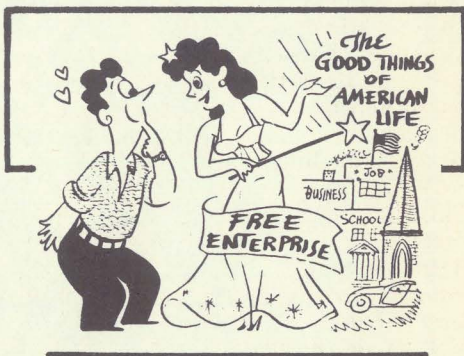


Photo above was taken during Mr. Michelson's visit here on March 16. From l. to r. — B. L. McGregor, W. A. Uline, M. L. Michelson, J. J. McCarthy, R. B. Clark and W. C. Moore.

ORDNANCE REPRESENTATIVE AT SCINTILLA

On March 16, the Sales Department was host to Mr. M. L. Michelson, Project Engineer from the Department of the Army, Ordnance Department, Detroit Arsenal, Center Line, Michigan.

Mr. Michelson visited Scintilla for the purpose of discussing various designs and types of ignition equipment which we have in production and under development for Ordnance Department requirements.



Bendix Booth at I.R.E. Show



Photo on this page shows Bendix booth at recent I.R.E. Show, held last month in Grand Central Palace, New York City
Scintilla electrical connectors and switches are displayed in first section.

Wanna Make a Change?

Back in 1950, Joe Scintilla had a job — a good one, too,
making parts for Bendix Aviation's famed "invisible crew."
"At the time," he recalls, "the future really looked bright —
two swell kids and even a college education in sight;
"A sound security program under way for me and my wife,
plus leisure time for enjoying the good things in life."
"We weren't rich, but we lived well — in a protected property zone,
paying month by month on a home we'd some day call our own."
Joe's standard of living, by world comparison, was far above par,
but someone, somewhere, somehow must have left the door ajar —
For socialized medicine managed to sneak past his guard,
and, before long, higher taxes were hitting him pretty hard.
Even the government (spelled Y-O-U) must pay its doctor bill,
and Joe, of course, must pay his share — even when he isn't ill.
The idea of a welfare state was slowly coming into being;
the "something for nothing" theory was rapidly growing.
Some "big boys," anxious to play train, took charge of transportation,
issuing suitable orders pursuant to government regulation.
The utilities were next on a steadily lengthening list,
along with the mines, which the socialists couldn't resist.
Things kept going 'til the web finally snared the whole U. S. A.,
leaving Joe and scores of others in quite a nasty way.
Sure, Joe's got security — but it's according to government scale,
not the kind of security desired by any self respecting male.
You see, it's a regulated security — shared by Joe, the worker,
with less ambitious folks, guys like the shirker.
Fact of the matter is, Joe had lots more — you should realize,
before they took the "freedom" out of free enterprise.
Now, he hasn't got the incentive or the chance —
to improve his lot or make the slightest advance.
With Federalized education rationing out the knowledge,
it's needless to say, "Joe's kids didn't get to college."
And with competition completely gone from the picture,
it's a fact that things, all the way around, are costing more.
No need for "cost cutting" in government industry — you see,
not as long as Joe's taxes will buy more security.
Now, with Joe and you and me paying the full shot,
we'd say the "something for nothing" theory is a lot of rot.
We could go on, but what's the sense — we think you'll agree
that "Free Enterprise" is the system for you and me.

P. S. — We had to write this now, rather than in nineteen sixty-two,
because — if the above should ever happen to come true —
We'd be working under a Socialistic System, too,
and they'd be telling us what we could write and do.

Story of the two "missing days"



Back in 1910, when a man left his home on Monday morning, he had a 58-hour work week before him.

But over the years—as workers, business and manufacturing methods all got more efficient—it took less and less working time to produce goods of all kinds.

The result is that today the average work week has been cut to 40 hours. 18 hours—more than two whole working days—are missing from a man's work week. They've been transferred to the man himself—to use for leisure time!

But that's not the whole story. Back in 1910, the average household earned about \$2400 for its year's work. Today, for a lot less work, it earns nearly *twice* that! And in dollars of the same purchasing power, too.

That's the American economic system at work.

This system has some faults—such as ups and downs in prices and jobs. And everybody in this country, except a small group of eccentrics and communists, is working to correct them.

But just remember this: If you want to earn still more money—if you want to work still shorter hours—the only way to do it is to make the American system work even *better*. And that means that every man, every business, every machine has got to produce more and more for every hour they work—just as they've *been* doing since 1910. And if they do, the gains can be shared by everyone.

All of us in this country *want* the system to work better. And if all of us work together—you can be dead sure it *will*.

**THE BETTER WE PRODUCE
THE BETTER WE LIVE**

HEY, FOLKS! SUPPORT THE DR. LOOMIS MEMORIAL FUND (FOR CHILDREN'S WARD AT THE HOSPITAL, SIDNEY) BY ATTENDING THE PARADE OF BARBERSHOP QUARTETS AT THE SIDNEY HIGH SCHOOL . . . SATURDAY, APRIL 22, AT 8 P.M. YOU'LL HAVE A BARREL OF FUN!