

The Scintillator

July, 1952



PUBLISHED MONTHLY BY
SCINTILLA MAGNETO DIVISION
OF
BENDIX AVIATION CORPORATION
SIDNEY, NEW YORK
G. E. STEINER, General Manager

OFFICERS OF
BENDIX AVIATION CORPORATION
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Vol. XI July, 1952 No. 1

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BEHIND THE COVER

What could be nicer on a warm summer afternoon in July than outboard-motoring around Guilford Lake . . . with a Scintilla K-magneto providing the spark of dependability. One thing for sure, our SCINTILLATOR cover girl seems to be enjoying it. She is Irene DeSalvo of Dept. 42, who has worked at Scintilla nearly 15 years.

The outboard motor that Irene is operating with such ease, is a Mercury which, along with the boat, was trucked to the lake by Dominick Spinelli, also of Dept. 42. Dominick, who has worked at Scintilla for the past 16 years, is also the local dealer for Mercury outboard motors.

In addition to Mercury motors, our Scintilla K-magnetos are used on such other fine outboard motors as those made by Champion and Chris-Craft.

The boat and motor which appear in our cover photo belong to Clyde Murphy of Dept. 87.



U. S. aircraft manufacturers have built approximately 450,000 airplanes in the 25 years since Charles Lindberg first flew solo nonstop from New York to Paris in a small monoplane equipped with Scintilla magnetos.

In the same quarter century, they have cut the time required to span the Atlantic by nearly four-fifths, and have built aircraft that can carry loads equal to 20 times that of the "Spirit of St. Louis."

The tremendous number of planes produced since Lindberg's flight (19 times as many as were built prior to 1927) reflect only partially the phenomenal growth of the aircraft industry in the past 25 years

During these historic 25 years, American ingenuity and know-how have completely revolutionized aircraft. The speediest planes today are more than eight times faster than the Lindberg plane. An inter-continental bomber, although 68 times heavier, can fly four times as fast. And it can transport double the weight of the older plane nearly three times the distance covered by Lindbergh.

Increased instrumentation to insure pilot safety at terrific speeds and in violent maneuvers accounts for much of the added weight and, partially, for the much longer time required to build today's aircraft.

Lindbergh had only a dozen instruments. A modern jet fighter pilot has about 100 controls to operate, and 24 instruments to observe.

Only about 4,000 Americans worked for the aircraft industry when Lindbergh made his crossing. This number swelled to 500 times that during World War II; and today, with employment well below the wartime peak, some 600,000 persons are employed in the aircraft and parts industry.

It took a single engineer 850 hours to build the "Spirit of St. Louis." A jet fighter requires hundreds of engineers for design and development — and about 1,300 times as many engineering manhours to build.



Prior to their return flight to New York City in Scintilla's *Navion*, Dr. Samuel Sverdlik and Henry Viscardi were conducted on a tour of the plant. Above, from l. to r.—Dr. Sverdlik, Mr. Viscardi, Martha Dwyer, R. N., supervising nurse of Scintilla's Medical Bureau; and Dr. Elliott Danforth.

SCINTILLA IS HOST AT REHABILITATION MEETING

Dr. Samuel Sverdlik and Henry Viscardi, both of whom are prominent in the field of physical medicine and rehabilitation, were flown here from New York City in Scintilla's *Navion* on June 11th to take part in a dinner meeting sponsored by the Delaware County Medical Society. Scintilla was host to the more than 100 area physicians, surgeons, labor and management representatives who heard Dr. Sverdlik, director of the Department of Physical Medicine and Rehabilitation at St. Vincent's Hospital, and Mr. Viscardi, executive director of New York City's J.O.B. Committee, issue an eloquent appeal for this country to make full use of its vast reservoir of physically disabled persons.

The speakers emphasized that the American people can no longer afford the luxury of supporting millions of idle, disabled persons who desire work and are capable of performing it.

Mr. Viscardi, who, himself, has two artificial limbs, pointed out that everyone has great limitations, physically fit or not.

"Like the disabled," he said, "the physically fit person is also physically limited for numerous occupations and activities in life. On a sheer physical basis, practically every human being is physically limited in one way or another in an individual sense."

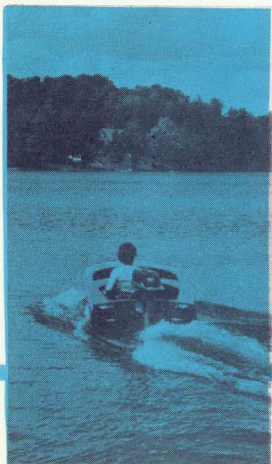
Just One Break

The director of the Just One Break Committee, the initials of which spell out the word JOB, concluded that the question of defining disability and

physical fitness has meaning medically, but not sociologically. Mr. Viscardi explained that the primary function of J.O.B. is to find jobs for physically disabled, although perfectly capable, persons.

Dr. Sverdlik, outlined a number of the techniques employed in teaching physically disabled persons to live within the maximum extent their disability will allow.

The speaker emphasized that it was not justifiable to put physically disabled persons in institutions where they become a burden upon the community. He urged rehabilitation as an alternative, pointing out as an example that the Division of Vocational Rehabilitation of the Federal Security Administration rehabilitated 300,000 disabled persons in 1948 at a total



A Perculating Rythm Fills The

Summer Air As Our K-magnetos Help

Liberate Fun Loving Americans Everywhere

From Oars And Lawn Mowing Chores

SUMMERTIME SYMPHONY

THE legato-like murmur of an outboard motor etching white tracers of froth in the placid waters of a forest-fringed lake, or the summertime symphony of a power mower blazing a trail through the thick stubble of a front lawn, is sweet music to the ears of the Scintilla men and women who have a hand in the production of our K-magnetos. These are summer-coated sounds that have become as familiar to the American ear as the plaintive squeaking of the screen door at a lakeside cottage, the monotonous drone of bees buzzing the hollyhocks, and the lilting tinkle of ice cubes in a frosty pitcher of lemonade. And, from coast to coast, this perculating rhythm of outboard motors and power mowers means that thousands of our K-magnetos are busy doing the jobs for which they were made.

But there's another sound, too, that hangs heavy in the sultry air of mid-summer. It's the splash of water and the creaking of Joe Smith's oars as he, face flushed and with beads of sweat glistening on his brow, laboriously rows himself to a favorite fishing spot.

Now and then, coming from the other side of the lake, there's also the slow grind of John Brown's lawn mower as he alternately pushes it through a small patch of grass and stops to rest for a few minutes in the shade.

Here, then, is the picture of two men, each a potential purchaser of a popular product that requires a small ignition unit of the type provided by our K-magneto. It's only a matter of time before they, too, will decide to liberate themselves from oars and lawn

mowing chores. The big question, as far as we're concerned, is whether or

So that you can get a better view of our cover girl, Irene DeSalvo, here's a close-up.





In above photos Eunice Yarter of Dept. 41 completes several operations required in assembly of K-magneto.

not they will buy an outboard motor or power mower that uses our K-magneto.

A LOT of "Joe Smiths" and "John Browns" will buy outboard motors and power mowers this summer, and there's a wide range of makes and models to choose from. The magneto, however, is an important consideration, for it has the job of providing the spark for quick starts and maintaining smooth operating performance.

Anyone in the market for an outboard motor will find our K-magnetos on Chris-Craft *Challengers* and *Commanders*; Mercury *"Super 10s"* and *Hurricanes*; and Champion *Guide*, *Deluxe*, and *Super Deluxe Hydro-Drive* models. In connection with power mowers, our K-magneto is used on Propulsion mowers.

AS YOU can well imagine, there's terrific competition in these two fields

Continued on Page 6



The rotors being inspected here by Evelyn Bouton will go into K-magnetos.



Following final assembly, William Lord subjects K-magneto to electrical test.

Ruth Brisack is pictured here as she places a cover on completely assembled K-magneto.



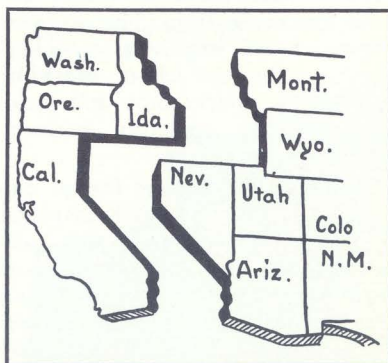
K-MAGNETOS

From Page 6

and the competition becomes even keener among the makers of component parts that go into an outboard motor, or power mower. It is not enough for Scintilla to market what we consider to be a superior ignition unit for outboard motors, power mowers, and similar applications. We must also be able to market it at a price that either meets, or undersells our competitors. Many factors determine Scintilla's ability to do this, but it is of utmost importance for all of us—on the K-mag line and everywhere else in the plant, as well—to help keep our manufacturing costs as low as possible.

When someone suggests a new method or a new tool that will save time, money and material, Scintilla becomes competitively stronger. Excessive waste, scrap and rework, on the other hand, add to manufacturing costs and weaken Scintilla's competitive position. By holding these excess costs to a minimum we, in a sense, help sell our own products.

One Vote—



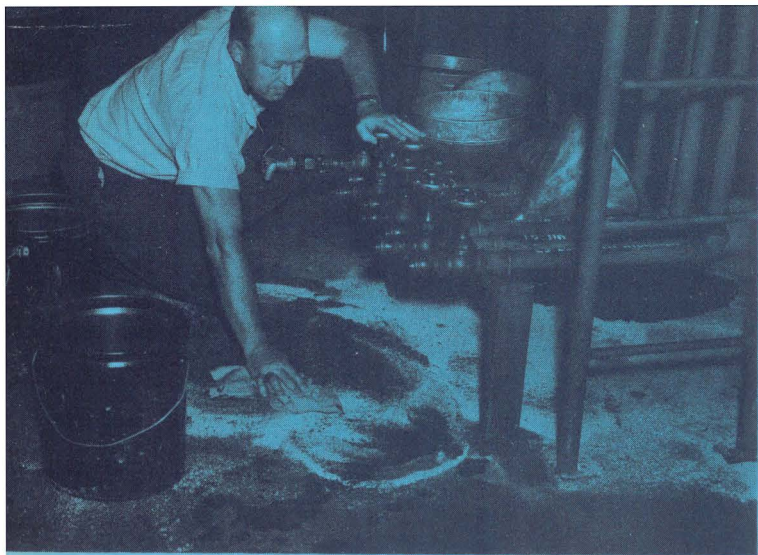
By a margin of a single vote, Washington, Oregon, Idaho and California were admitted to statehood . . . *Your one vote is important!*



Rivalry Strong Between New Apprentices and Old

There was strong rivalry afield last month when Scintilla's new apprentice group and the older apprentices waged war during Sidney's softball game of the year. The June 20th game ended with a 15 to 9 score, in favor of the new apprentices. These photos picture some of the action that took place.





*In spite of a de
that lies within all o
i
throu
five basic rules*

LIFT PROPERLY: If you lifting an object, ask for your knees and keep you . . . get a good grip, you have good footing, load close to you.

SLIPS AND FALLS: As you know, life is full of slips and mishaps—but why fall for an accident? Watch your step . . . pick it up . . . keep floors clean . . . and try to set a good example. Safety is contagious.

Al Kirkland

DRESS RIGHT: Work with short sleeves, or with your sleeves rolled up, when you are operating machinery. Don't wear ties or loose fitting clothes around machines . . . remove rings, wrist watches, etc.

Clifford Edwards

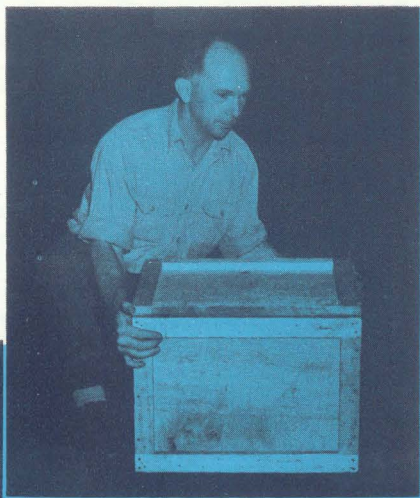


Glen B.

WEAR GLOVES: Wear gloves when needed. Wear them for your job, but don't wear them when moving machinery.

deep rooted instinct for self-preservation
of us, men and women who work in
industrial plants often suffer painful accidents
through simple acts of carelessness. Here are
rules of safety that everyone should follow!

You need help in
lifting it. Always bend
your back straight
and make sure that
your feet are
firm and keep the



Lowell Elliott

EYE PROTECTION: Where would you be today without your eyesight? Always wear proper eye protection — safety glasses, goggles, face shields — whenever it is required in your work. Use a little foresight and keep your eyesight.



Houck

Wear gloves when they
are right gloves for
the work and wear them around

Safety is Basic



By FORREST WATERS

BY THE time this article reaches you, the bass season will be upon us. Don't neglect the Susquehanna, Chenango, or Unadilla rivers for small-mouth bass. Although these bass do not run too large, a river smallmouth is a scrappy, pugnacious and spectacular individual. He is a very worthy opponent.

Effective lures and baits are innumerable. The bait fisherman will find minnows and dobson effective; the bait caster, surface lures, plugs and spoons; and the spinning enthusiast, all types of spinners and wobblers. The fly caster has wet flies, streamers, dry flies, cork bodied bugs and hair frogs to choose from. Nymphs are also a good bet for the fly fisherman.

The dry fly is a very good producer in the evening hours. Pattern is not too critical, size and shape being the extent of a small mouth's selectiveness. This statement is, of course, not always true, for there are times when color in the fly is a factor though it is by no means as big a factor as in the deception of a brown trout, these generally being very selective feeders. The delicate casting of a dry fly required over trout is not necessary. In fact, a rather splashy landing of the fly seems to help in inducing smallmouths to rise to the fly.

The smallmouth's cousin, the large-mouth, is fished with the same basic

lures. Here, the popping bug and surface plugs are very effective in the evening. It has been my experience in heavily fished waters, where bait casting is practiced by the majority of the anglers, that a given type of plug loses its effectiveness in that particular body of water. This develops in the matter of a very few seasons.

A SMALL cork bodied bug on a fly rod, however, does not seem to lose its effectiveness by continued use. I know of one particular large mouth pond where, a few years ago, a flap-tail mouse was deadly. In a matter of two seasons it was almost impossible to take fish on that type lure. The same thing then happened with the jitter-bug type of lure.

A companion and the writer have fished this pond for years, fishing various type bait casting plugs against the cork bodied bug used on a fly rod, thereby establishing the effectiveness of the various baits in that pond. The cork bodied, fly rod popping bug has proved to be the most deadly through the years. The longer a particular plug is used, the greater the spread that develops between it and the popping bug. This conclusion will, of course, depend on the size of the body of water and how heavily it is fished.

Since the advent of the low prices now prevailing in the glass rod market,

it is well within the means of the average fisherman to own a glass fly rod which will serve both for trout and bass fishing. These rods are impervious to the elements and will not take a set. The only parts of the rod which will deteriorate with age and use are the guides, ferrules, windings and possibly the grip.

You will find the action slower than a good bamboo rod. This will necessitate only a slight change in timing on your back cast. The ability of glass to withstand punishment will allow you to pick more line off the water with no danger of straining the rod. Try dry flies and cork bodied bugs for bass on a fly rod, and be prepared for a wonderful experience.

May all your bass be five pounders.

REHABILITATION From Page 3

cost of \$17,000,000.

"The earning power of this group now represents \$85,000,000," he said, "and their tax to the government is \$5,000,000. In four years time they will more than have repaid the cost of their rehabilitation."

A Community Responsibility

Decoration Day found Ray Camp, Supervisor of 2nd Shift Inspection, and Eddie Pier, also of 2nd Shift Inspection, at the Baskatong Reservoir in the province of Quebec, Canada. Their trip, as you can see from the snapshot, was highly successful. Included in the photo are a total of 47 fish, 90% of them being "wild eyed" pike. Pete Tolley, their Indian guide, showed them where the big ones hide.

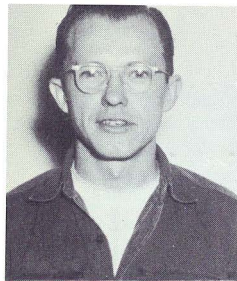


Both Dr. Sverdlik and Mr. Viscardi urged that more communities accept the responsibility of rehabilitating the disabled and providing them with the opportunity to become contributing members of the community. They pointed out that even though the moral obligation is disregarded, "the frightening burden of financial support is more than we can bear."

In addition to the members of the Delaware County Medical Society, representatives from the Otsego and Chenango medical societies were also present. At the opening of the meeting in the Scintilla cafeteria Thomas Z. Fagan, the Division's director of Advertising and Public Relations, welcomed the visitors and introduced George E. Steiner, general manager.

Mr. Fagan told the members of the three medical societies and their guests that approximately 150 physically disabled persons presently are employed by Scintilla, as well as about 1200 employees who work under restricted conditions.

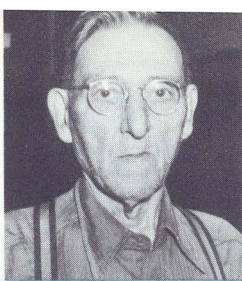
Others who spoke briefly at the meeting were Dr. Sheldon G. Edgerton, president of the Delaware County Medical Society, and Dr. Elliott Danforth, who was in charge of the evening's program.



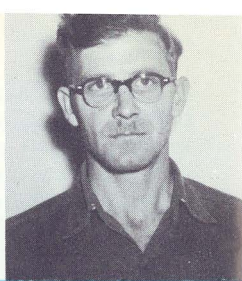
Cornelius Stoop



Steven Pollack



Landfield Hawley



Willie Clapper



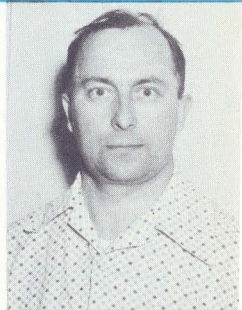
Robert Carlson



Evelyn Bouton



Leon E. Sisson



Don Gould

FABWODI

Fourteen participants in Scintilla's challenging FABWODI program, recently cashed in on Suggestion System awards that totaled \$185.75. One Scintilla man, Willie Clapper of Dept. 26, received \$45.00 for two suggestions, each of which was valued at \$22.50. Also included in the grand FABWODI total of \$185.75 was a \$30.00 award that went to Doris Horton of Dept. 74.

If the word FABWODI has you a bit confused, we'll explain that you

don't have to be an athlete to take part. The only entry blank you need is the suggestion form you can obtain from any suggestion box in the plant. The rules are those that govern the operation of the Suggestion System.

What FABWODI involves is a plantwide treasure hunt for the ideas that are hidden in every department. You'll find that FABWODI is a lot of fun and profitable, too. Besides cash awards for accepted suggestions, you also get the satisfaction of seeing your ideas put into operation.

FABWODI—what it means, of course, is simply this: **FIND A BETTER WAY OF DOING IT!**

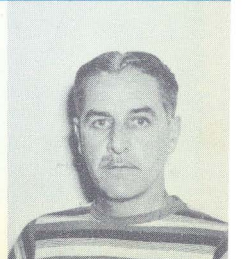
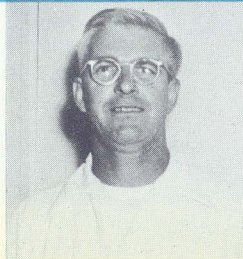
We hope you'll give FABWODI a

Gerald Gregory

Paul Miner

Doris Horton

Joseph Morley



Salute to Service

The persons pictured, or listed, on this page recently celebrated service anniversaries with Scintilla. It is an honor to wear a Scintilla Service Award Emblem, and we salute these Scintillites for their years of loyalty and service as members of this Division.

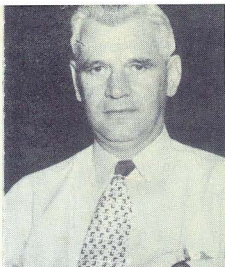
Celebrating Twenty Years of Service With Scintilla

| | | |
|---------------------------|---------|----------|
| Lewis Albino..... | 17..... | April 18 |
| Erwin Jackle..... | 8..... | May 29 |
| Morris E. Luckenback..... | 70..... | May 8 |
| Herbert C. Walters..... | 90..... | May 1 |
| Carl E. Hall..... | 4..... | May 24 |

Celebrating Ten Years of Service With Scintilla

| | | |
|----------------------------|---------|-------------|
| James W. Mein..... | 6..... | June 22 |
| Russell A. Roy..... | 6..... | June 15 |
| Doratheia K. Cummings..... | 6..... | June 29 |
| Clifford A. Isbell..... | 70..... | June 22 |
| Mildred C. Fairchild..... | 73..... | June 1 |
| David W. Newcomb..... | 80..... | June 10 |
| Irving E. Linkroom..... | 91..... | June 28 |
| Howard Lawrence..... | 91..... | June 1 |
| Robert L. Decker..... | 94..... | June 1 |
| Arthur L. Blakeslee..... | 10..... | October 23* |
| Rufus S. Baker..... | 11..... | May 25 |
| Howard E. Buck..... | 11..... | June 1 |
| Harry C. Jones..... | 11..... | June 25 |
| Lynn Willis Baker..... | 12..... | June 8 |
| Robert H. Emerson..... | 13..... | June 22 |
| Clifford W. Steere..... | 13..... | June 22 |
| Lucy H. Farley..... | 26..... | June 12 |
| John W. Kehr..... | 28..... | June 25 |
| Watson A. Rickard..... | 28..... | June 21 |
| Richard L. Covey..... | 30..... | June 27 |
| Harry Rice..... | 30..... | June 22 |
| Albert L. Rogers..... | 30..... | June 10 |
| Frank H. Dalrymple..... | 31..... | June 14 |
| Ezra P. Judd..... | 34..... | June 15 |
| Paul Hamilton..... | 34..... | June 15 |
| John P. Babinec..... | 37..... | June 18 |
| Evelyn R. Hamlin..... | 37..... | June 14 |
| Ethel B. Estes..... | 38..... | June 17 |
| Paul E. Alger..... | 39..... | May 20 |
| Kathleen Leonard..... | 39..... | June 28 |
| Richard A. Green..... | 44..... | June 4 |
| Earle V. Benedict..... | 47..... | June 4 |
| George A. Travis..... | 47..... | June 22 |
| H. A. Hazlett..... | 81..... | June 28 |
| Orlo R. Thayer..... | 83..... | June 25 |
| Reed B. Whitfield..... | 88..... | June 12 |
| Charles L. Beauchamp..... | 92..... | June 1 |
| Lawrence R. Brenchley..... | 92..... | June 24 |
| Ray. H. Kellam..... | 92..... | June 3 |
| Bernard W. McGinnis..... | 92..... | June 29 |
| Henry J. Hafele..... | 99..... | June 16 |

*Name did not appear in original listing for this month.



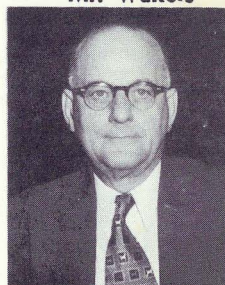
Mr. Jackle



Mr. Albino

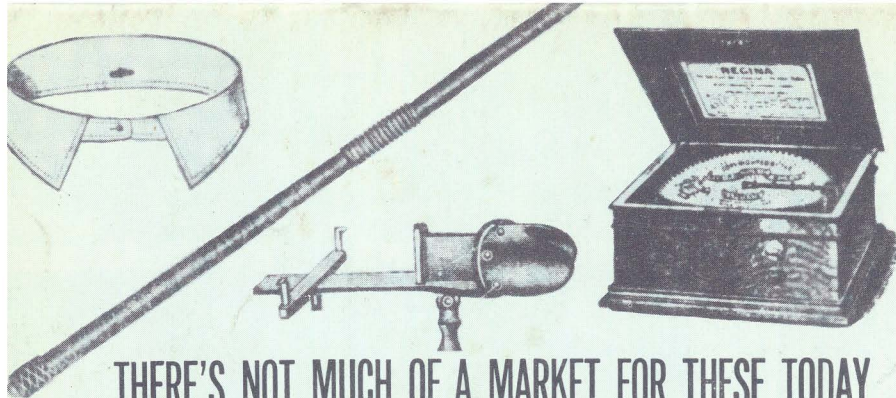


Mr. Walters



Mr. Luckenback
Mr. Hall





THERE'S NOT MUCH OF A MARKET FOR THESE TODAY

THERE USED to be a good market for buggy whips, stereoscopes, talking machines, and celluloid collars. Fifty years ago these products were the best that money could buy, and they were selling like "hot cakes." But times change—and people who drive automobiles and own television sets today, don't have any real need for buggy whips and stereoscopes. The companies that made these wonderful products of a bygone era either turned to something new, or went out of business!

PERHAPS THE MAKERS of the old parlor stereoscopes are today successfully marketing such products as projectors and viewers for the color photos many Scintillites took during this month's vacation period. And, surely, there was plenty of room in the fast growing automobile accessory field for the skills and facilities of the buggy whip maker. In the archives of American business, the companies that have continued to expand with the changing times and provide new jobs and opportunities are those that have never permitted their product line to become outdated.

THINKING NOW in terms of our own business, it would be preposterous to attempt the marketing of Scintilla's 1925 ignition to the manufacturers of 1952 airplanes. And we cannot expect to market today's ignition to the makers of tomorrow's aircraft. That's why we're continuously working and planning for the years ahead. And that's why we've got a number of research projects "on the fire" at this very minute. In a manner of speaking, when you consider the fact that our jobs depend on Scintilla's ability to keep ahead of our competitors, you might call the thousands of dollars we invest in research each year a form of "employment insurance" for these changing times.

SCINTILLA MAGNETO DIVISION
BENDIX AVIATION CORPORATION
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