

The Scintillator

February, 1954



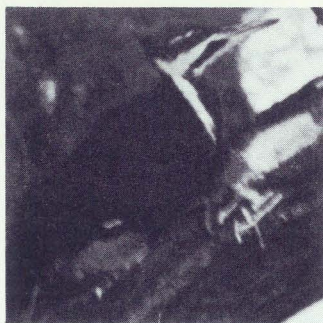
PUBLISHED MONTHLY BY
SCINTILLA DIVISION
OF
BENDIX AVIATION CORPORATION
SIDNEY, NEW YORK
G. E. STEINER, General Manager

OFFICERS OF
BENDIX AVIATION CORPORATION
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Vol. XII February, 1954 No. 8
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COLUMN O' TYPE



METHODS man Bill Nash has his picture in the February issue of the "Model Railroader." Read by model railroaders all over the country the hobby magazine shows Bill with his layout. Bill's model railroad, by the way, is one of the finest you'll find anywhere. It takes up a full room in his home on W. Main Street.



A pileated woodpecker, rare in these parts, has been giving Scintilla's gridleys some stiff competition this month in the way of high productivity. When he bores into one of the trees near the East Guard House, the chips start flying all over the place . . . just like they do out of the gridleys. Norm Meagley got close

enough for the photo you see here.

General Manager George E. Steiner was one of the guests of honor at the dinner honoring Link Aviation and the 25th anniversary of simulated flight this month. The Binghamton dinner was attended by over 1,300, including many top-ranking military figures.

It must have been warm last month because a dandelion burst into full bloom on Scintilla's lawn. It was picked by Herm Wischusen of Dept. 11, who called it to our attention. With this bit of encouragement, Spring doesn't seem so far away.

Behind the Cover

When you can find the weather for it, there's nothing more invigorating than an afternoon of winter sport: cutting fancy capers with a pair of ice skates . . . zooming down snow-covered slopes on skis . . . or taking the bumps with a toboggan.

If the weather is right, you can take your choice—and it sure beats an afternoon at home with the Sunday papers. For the last few years, however, the weather hasn't been right. We've had one slush winter another, and there have been all too few chances to get the exhilarating feel a few hours of fresh air provide.

This month's cover will, perhaps, break the jinx and bring us some of the winter weather we used to have. A lot of people might be sorry to see it come, but we've a feeling there would be just as many who would be happy about the whole thing.

Our cover girl is Mary Lou Bickos of Dept. 94 . . . as pretty a model as you would ever hope to find in a ski suit. The day we photographed Mary Lou, there wasn't a snow drift to be found. All of which proves our point that we don't get weather suitable for winter sports much any more. The snow you see on the cover is purely "artificial" . . . dubbed in with an artist's brush.

Accident Prevention Award

for advertising support is hereby presented to:

The Scintillator

J. B. Reppin
President
The Advertising Council

Paul H. Dearborn
President
The National Safety Council



In grateful appreciation for help given the 1953 Stop Accident Campaign . . . a campaign designed to the public interest in new laws and thereby make America a safer place in which to live.



GENERAL MANAGER George E. Steiner is shown making presentation of \$25 U. S. Savings Bonds to Ken Easton and Moses Bourgeois, Safety Slogan Contest Winners.

FIRST SAFETY SLOGAN WINNERS ANNOUNCED

OUT of a total of 348 entries in the first month of Scintilla's Safety Slogan Contest, the judges selected those submitted by Moses Bourgeois, Dept. 6, and Ken Easton, Dept. 17, as the two best "slogans of the month." Presentation of a \$25.00 U. S. Savings Bond was made to each of the winners by General Manager George E. Steiner.

The winning slogans were:

"Careless Hands Write Vital Statistics"

(submitted by Mr. Bourgeois)

"If You Think Safety Is a Joke---

Our Nurses Will Keep You in Stitches"

(submitted by Mr. Easton)

The judges also selected several slogans for honorable mention. These were not announced, however, in order to permit their originators to resubmit them for consideration in the February and March contests. As this issue went to press, there were still four \$25.00 U. S. Savings Bonds to be won in the monthly contests. The grand prize winner of the \$100 Bond will be announced shortly after March 22nd, closing date for entries in the final month of the contest.



Scintilla Folks' Time and

Talent Join Parade In---

March

A scintillating array of Scintilla talent paraded across area TV screens during WNBC-TV's third annual March of Dimes Telethon on January 30th. Scintilla viewers who stayed up late enough also caught a square dance routine sponsored by Montrose Division folks in the wee hours of the morning.

First of the Scintilla acts, which were sponsored by

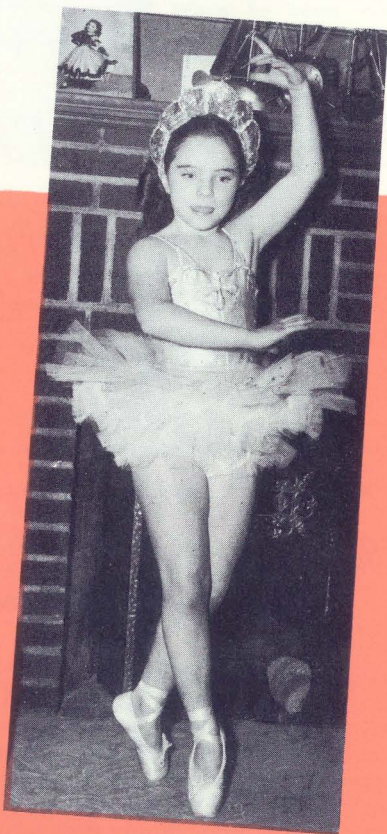
DEPT. 13 sponsored vocal duet by Sally Landre and Betty Elder. Their accompanist was Richard Jones.



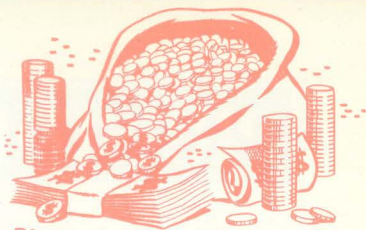
ANDY CATELLI of Dept. 92 did a dramatic monologue; was sponsored by fellow Scintillites and area groups.



PATRICIA ROMANO was the pretty ballet dancer presented by the second shift members of Department 48 and 40. Her Dad, "Pete", works in Dept. 34.



of Dimes Telethon



several departments, went on the air over the Binghamton station about 5:00 a. m. The others appeared about 10:00 a. m.

Photos of the Scintilla people who contributed their time and talent appear on these pages. Congratulations to them and their sponsors for aiding a worthy cause.



DON STORRER of Dept. 34 and Glenn Shackelton, Dept. 81, represent half of the "Four Aces" sponsored by Departments 34 and 44 on TV Telethon.



EMIL HUNECKE, billed as "Poor Man's Liberace", was sponsored by Sales and Service Departments on Telethon.

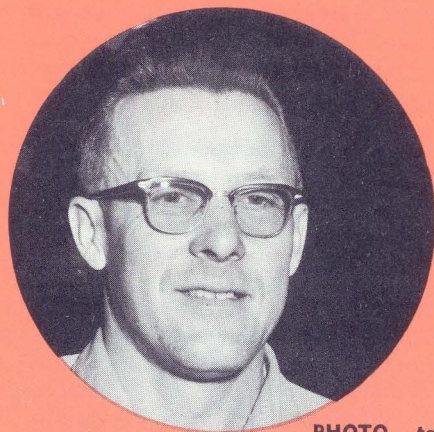


PHOTO taken directly from TV screen show the Pearsalls in the midst of their routine. Sponsored by Dept. 99

PRESIDENT

FERGUSON

SEES NO

CAUSE FOR

PESSIMISM



Mr. Ferguson

Tells Scintilla Management Club This Year to be Only Slightly

Lower in Volume Than Peace-time Record Set by Bendix in 1953

THE way Bendix President Malcolm P. Ferguson sees things, it is the enthusiasm and performance of every individual in the Bendix organization that really counts.

Speaking at a dinner meeting of the Scintilla Management Club on January 21st, Mr. Ferguson told some 250 members and guests "the success of the whole is based upon the contribution of every individual."

During his hour and a half address he reviewed new product activities and long range planning to insure the future of the Corporation. Pointing out that Bendix at present employs over 47,000 persons in its divisions from coast to coast, he said "We are sowing seeds today for our future product success and also the personal success of every individual in this Corpora-

tion."

In his business outlook for 1954, the Bendix president said he regarded this as a year with problems, but that he could see no cause to be pessimistic or fearful whatsoever. "Wherever we look, there are opportunities to be had", he said.

Mr. Ferguson told the management men this year would be only slightly lower in volume than the peacetime record set by Bendix in 1953. He said this would be due to the lessening of defense spending by the government.

The ability to adjust to a slightly lower volume should be our first concern, the Bendix executive said, explaining that a lot of this can be offset by new products and intensified activity in new fields.

Planning to meet competition was

stressed by Mr. Ferguson, however, as he described the competitive struggle taking place in Detroit to get the total cost of automobiles down.

"The pressure is on", he said, "and car companies are going to make more of their own components." He indicated that the same trend is taking place in connection with aircraft components. We have to plan to meet competition from these sources, as well as others, he pointed out. "These people will be coming up with new methods and equipment", he said, "and we have got to do the same."

Mr. Ferguson expressed grave concern over the country's high tax structure and its effect on growth enterprise. He made a comparison between 1939 and 1953, emphasizing that in 1939 Bendix paid 2.1c in taxes out of each sales dollar and was able to keep 10.8c after other costs.

In recent years, however, this situation has been reversed, the result being that for the last two years the Corporation has paid 7.0c in taxes out of every sales dollar. After taxes and all costs, we are at present able to keep 2.7c out of each sales dollar as our profit, he reported.

Mr. Ferguson pointed out that Bendix has added a net of \$24,000,000 in new plant growth and equipment during the past four years. Again emphasizing the handicap of high taxes on a business, he reported that Bendix was able to set aside this past year only 1.5c out of each sales dollar for reinvestment in the business.

Recent growth of Bendix has been possible because of capital plowed back into the business from earnings in previous years, he explained.

Mr. Ferguson was introduced by George E. Steiner, general manager. The Bendix president was accompanied on his visit to Scintilla by R. P. Lansing, Bendix vice-president and

About Icicle Sword Fights

I never see icicles sprouting from the edge of a roof, but what I think of the sword fights we used to have with them on Hale Street in Norwich. February was always a good month for this, and it was a favorite boyhood game to pretend that we were knights making an assault on some imaginary stronghold.

After a preliminary barrage of snowballs, one side or the other would go charging across the open field with their icicle swords waving ominously in the air. Then we would engage each other in fierce duels.

Once your icy weapon was shattered, you were automatically eliminated from the game. The winning side was determined in this manner, so the slim edge of victory usually went to the side with the biggest and strongest icicle.

One boy, for a time, had a secret supply of super icicles. We soon traced him to a broken eavestrough on the next street, however, and the balance of power no longer remained in his favor.

These battles with shafts of ice usually took place on a Saturday morning, and by noon every garage roof and shed around would be stripped of its silvery stalactites.

Some of the best icicles grew in an icy fringe around the roofs of the houses, but these were always out of reach. In order to compensate for this, we contented ourselves by hurtling snowballs at them to send an avalanche of ice crashing to the ground in a shattering heap. Although nerve-racking for the occupants, it was fun for us. We were warned not to do it time and again.

I have no desire to engage in mock hand-to-hand combat with anyone these days. Looking back, it was a crazy kid game... and as hazardous as any we ever dreamed up. I certainly wouldn't recommend it to the boys of today, for in the eyes of a mature adult it's much too dangerous.

The Creation of Many a Beautiful

Fur Wrap Starts on an Unglamorous---

one man trapline



IT'S a long way from Sidney to the fashionable fur salons of the big cities, but many of the glamorous furs worn by lovely ladies had an unglamorous beginning right here in the marsh ponds and rivers of this area.

The attractive furs seen on the street, in the stores, or being modeled on television fashion shows, are the end product. There are no trademarks to indicate that, perhaps, a Scintilla trapper was the first link in the creation of a beautiful wrap desired by women all over the nation.

CHARLOTTE HALBERT of Dept. 17 is the attractive model we've pictured wearing a fur coat that might have come from a trapline in this area.



GEORGE PITTET, Dept. 92, has sixty traps on his trapline this year. He is shown making set in small creek.

Although not too many Scintilla men trap these days, a good share of them can recall boyhood days when the trapping season kept them in spending money for weeks at a time. Because of low fur prices—on the trapper's end—and short seasons, trapping is no longer the lucrative occupation it used to be, and there are few professionals left.

Nowadays, it is a part time activity engaged in by men and boys who can afford to forego the big profits and cash in on the sport that trapping provides. These part time trappers, and the commercial fur ranches, are the primary sources of supply for raw furs today.

A successful season depends on two

unpredictable factors: feminine fancy and the weather. Because women no longer show a preference for long-haired furs, the trapping of foxes has all but died out. Likewise, if the year happens to be mild, fur stocks do not move as rapidly. Both have a definite bearing on the price at which pelts will be pegged.

Because of its abundance and popularity as a fur bearer, most trappers concentrate on the muskrat. Mink, although they usually bring a good price, are rare in these parts and it takes a

Continued on page 15

Maximum Award For Suggestions Increased to \$1,500



SUGGESTION COMMITTEE: Edward Kleiner, Carlton Dwight and Herman Keller hold a weekly meeting.

Under the provisions of a new corporate suggestion system policy, Scintilla's maximum award for suggestions has been increased to \$1,500. The maximum award was previously \$500.

Announcement of the suggestion system change was made this month by George E. Steiner, general manager.

Mr. Steiner said the new suggestion policy has been under development for several months. Its adoption will provide a uniform suggestion system among the various Bendix division, he pointed out.

The new policy also provides for the establishment of a suggestion

committee in each division. At Scintilla this will consist of Herman Keller, master mechanic; Edward O. Kleiner, manager of production standards and estimators; and Carlton Dwight, training supervisor, who will act as chairman.

They will meet once each week for the purpose of evaluating suggestions and establishing awards.

Blue Badge Club In Process Of Organization

A social club for non-exempt office personnel was in its initial stages of organization at Scintilla this month. The newly-formed group will be known as the Blue Badge Club.

Members attending a discussion meeting at the Recreation Center on February 1st named Karl Woytek, Dept. 8, chairman of a temporary

Board of Governors. Helen Sweeney of Dept. 70 was appointed secretary.

Presiding as acting president at the meeting, George T. Brown of Dept. 5 announced that an enrolled membership of 104 had already been acquired. As of February 8th, this had climbed to 147 and the group was reported to be aiming at a goal of more than 200 members by the end of the month.

The next meeting of the club is scheduled for March 1st, at which time

the Board of Governors will present a proposed Constitution and By-Laws. A nominating committee will also be appointed at this meeting, it was announced.

Initial plans on the part of the organizing committee include sponsorship of an annual clambake in the summer and a yearly holiday party at Christmas time. There will also be intermediate functions throughout the year and occasional programs of an informative nature to bal-

Continued on page 13



STAR SCOUTS Wayne Shaffer and Grant Kern are shown presenting certificate of appreciation to Mr. Steiner during Boy Scout Week this month.

Boy Scouts Present Souvenirs From National Jamboree to Mr. Steiner

A certificate of appreciation from area Boy Scouts was presented to General Manager George E. Steiner on February 12th.

The certificate was given in appreciation of "magna-rule" souvenirs furnished area Scouts for

trading purposes at the National Boy Scout Jamboree in California last summer. The presentation was made on behalf of Troop 29 (Chenango District of the Susquehanna Council) by Star Scouts Wayne Shaffer and Grant Kern of Explorer

Post 60 and Troop 60, Mt. Upton.

Mr. Steiner was also presented with three articles of booty received by the boys in trade while at the National Jamboree. These included a piece of raw Carborundum, a vial of crude oil, and a chunk of petrified wood.

Witnessing the presentation were Donald S. Jones, director of industrial relations, and Al Kern, explorer advisor.



Of all the contributions the Egyptians gave to civilization, one of the most important was their invention of a light and good-tasting bread. About 2000 B.C. the Egyptians discovered that when they let their dough sit out in the sun for awhile, it would puff up to more than double its original size.

ROBERT BOYER, JR., assistant sales manager—aviation, was honored recently at a farewell party given by Scintilla associates. Photo shows from left to right Thomas Z. Fagan, director of sales & service; Mr. Boyer, Donald B. Morse, sales manager; and George E. Steiner, general manager. Mr. Boyer, who has been with Scintilla since 1949, left to accept a position with North American Aviation.





WALTER J. SPENGLER, director of engineering, is shown demonstrating product during conference concerning careers in engineering at Scintilla.

Career Conference Held at Scintilla

A one-day Career Conference was conducted here on February 3rd to acquaint university and college placement directors with opportunities in engineering at Scintilla.

Arranged by the Engineering and Industrial Relations departments, the conference was attended by representatives from eight Eastern colleges and universities. The group included:

E. A. Teal, director of placement, and F. V. Paley, ass't. director of placement, Lehigh University; J. G. Crisman, placement director, Tri-State College; R. K. Irwin, placement director, Bucknell University; G. N. P. Leetch, placement director, Penn State University.

G. Matlin, ass't. placement director, Villanova College; M. Scelsi, director of public relations, Harpur College; H. Keiter, placement director, Hartwick College; and J. E. McVean director of admissions and extension,

Broome County Technical Institute.

Conference sessions were conducted under the joint chairmanship of Kenneth W. Truhn, senior project engineer in charge of engineering recruitment, and Robert L. Decker, employment supervisor.

Following a breakfast in the Hotel DeCumber, the conference was opened in the Training Center with a welcoming address by Donald S. Jones, director of industrial relations, and a history of

Scintilla by Thomas Z. Fagan, director of sales and service.

The program also included a demonstration of Scintilla's product line, tour of Sidney including a stop at the service school,

lunch in the cafeteria, a film pertaining to Scintilla engineering operations, a tour of the plant, and a session on testing and training. The final session on the agenda consisted of a series of short talks designed to give an overall picture of our engineering, manufacturing, sales, and service activities.

In addition to those previously mentioned, Scintilla personnel taking part in the conference also included Walter J. Spengler, director of engineering; Herbert C. Walters, assistant director of engineering; Stephen E. Gregoire, chief engineer-electrical; Richard B. Clark, assistant chief engineer-electrical;

CAROLEE CONWAY takes an exploratory view of big world outside play pen. Born June 24th, she is the daughter of Mr. and Mrs. Robert Conway (Dept. 74). Her "Mom" was formerly in Dept. 16.



George J. Swanson, senior project engineer.

Walter Michel, factory manager; Donald B. Morse, sales manager; William S. Campbell, assistant service manager; Richard J. Eckert, technical service training supervisor; and Carlton Dwight, training supervisor.

Blue Badge Club

from page 10

ance the social activities of the group.

Membership will be limited to wearers of blue badges. The club's potential is estimated at some 800 members, and new members may join through their department representatives.

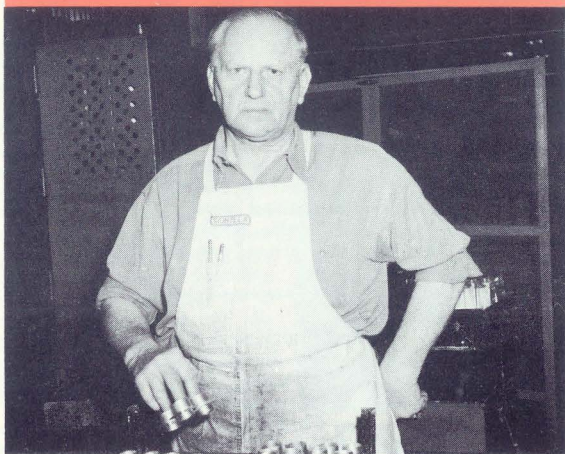
In addition to Mr. Brown, Mr. Woytek and Mrs. Sweeney, the temporary Board of Governors also includes:

Don Laraway, layout; Marjorie Woodard, quality control; Derwood Anderson, material control; Doris Horton, timekeeping; Audrey Law, accounting; Denny Crandall, industrial relations; Ted Miner, cost control; Dewey Bouton, co-ordinators; Dorothy Greene, service; and Paul Carney, quality control.

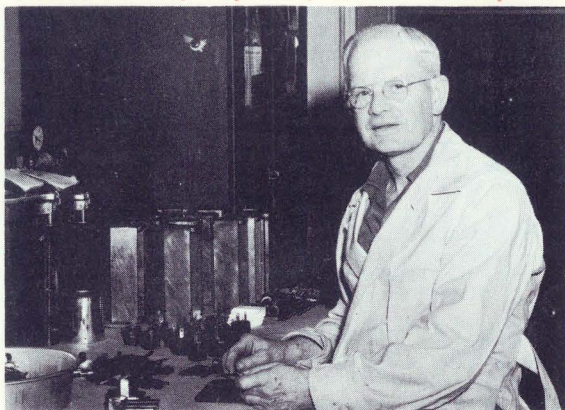


Two torch bearers are the most photographed subjects in all New York—Prometheus in Rockefeller Plaza and the Statue of Liberty.

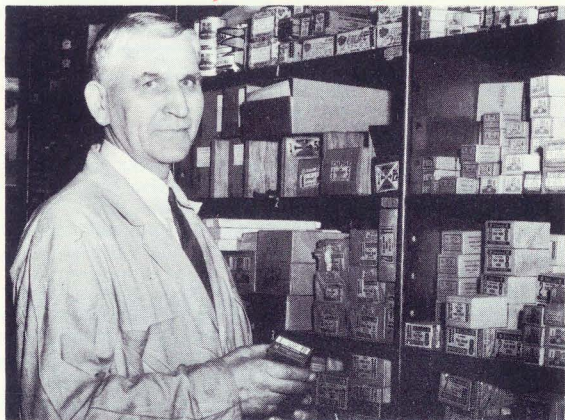
Three Scintilla Men Retire



Harold Elander, Dept. 49, retired February 16



Earl Proufey, Dept. 92, retiring on March 11



James McGregor, Dept. 12, retired February 26

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: Six Room House and two acre lot; located about 3 miles out of Unadilla on Martin Brook Road. New bathroom, modern kitchen, and running water (electric pump). Price \$3,750. George Youngs, Phone Oxford 8-2751.

WANTED TO BUY: A few acres of land, with or without buildings. Harry Guyer, Deposit, N. Y.

FOR SALE: Man's cocktail or lounge coat, maroon, satin lined; large size 38-40, brand new. Phone Sidney 8711 after 4:00 p.m.

FOR SALE: Pair of snow tread tires, 6.50-6.70x16; mounted on Buick wheels, like new, \$50.00. Hazel M. Hoefle, Phone Masonville 2661.

FOR SALE OR TRADE: Small pot burner, \$10.00; 6x German prism binoculars with leather case, \$25.00; bronze mold for casting 10" Western horse ornament, \$90.00; 50-gal. oil drum with spigot, \$4.00; 6x French field glasses, \$12.50. M. Barwood, Phone Otego 2775.

FOR SALE: Registered male Collie pup, \$45.00. Harry Rose, Phone New Berlin 9-2443.

WANTED: Riders on First Shift along Rt. 8. Harry Rose, Phone New Berlin 9-2443.

FOR SALE: Nine piece dining room suite, walnut finish; used one year, practically new. Howard Richardson, Beerston, N. Y. Phone Walton 30F14.

FOR SALE: Presto steam iron; new, has never been used. H. Kinch, 18 Grand St., Sidney. Phone 6942.

FOR SALE: Kenmore semi-automatic washer, almost like new; will sell for \$125. Phone Sidney 7282.

FOR SALE: U-Kan-Back (1 wheel) Trailer, \$30.00; also 1 new 7.60x15 tire, \$20.00. Phone Sidney 6022 after 6 p.m.

FOR SALE: 1950 Detroit House Trailer, sleeps 6, aluminum, bath; 36-feet, in very good condition. Call Oneonta 612-W after 4:30 p.m.

FOR SALE: Collier Keyworth (lightweight) baby carriage; also combination car bed, like new, used only a few months. Mrs. Joseph Sastra, 59 East Main St. Phone Sidney 7282.

FOR SALE: Hotpoint 3-burner electric range; in good condition, very reasonable. Phone 5021.

FOR SALE: 2-wheel car trailer, 6x3x2 box; also 12 ga. 3-shot bolt action shotgun and 30-30 Savage deer rifle. W. B. Sargent, 1 Bates Terrace. Phone Sidney 4551.

EASTONETTES

—By Ken Easton

All the nation's publications offer timely variations of the diets that milady should pursue . . . they advise that Easter's coming, and your new suit will be stunning, if you just arrange to lose a pound or two. Hubby swears the trend is frightful, says he still thinks you're delightful—even tho' your outlook's broadened in the past, but the truth is he's just dreading all the green stuff you'll be shredding, and the measly meals he'll nibble thru your fast. . . . Yet, Dame Fashion crys, "Get Thinner, cut down calories—skimp on dinner!" So the family joins the crusade 'gainst their will for what good would be a diet of the others didn't try it. You could never reach your goal—this way you will. . . . Soon the great ordeal is finished, many pounds become diminished—but the strangest fact is bound to entertain: Dad and Sis and even brother have lost poundage—thanks to Mother. What about her—hate to tell you . . . yes she gained.



Raymond Myers ...

Promoted to Supervisor in the Inspection Department. A veteran of 23 years' service with Scintilla, 22 of those years have been in various inspection capacities. For two years during World War II he was Scintilla's resident inspector at such firms as Bendix's Eclipse Machine Division, the Draper Corp., and the International Projector Corp. Left Scintilla in 1946 and operated his own well drilling business for four years. Later returned to Scintilla and for the past three years has been resident inspector at Yale and Towne, Pitney Bowes, and Lockheed.

Walter Canfield, Jr. ...

Promoted to Senior District Application Engineer. Has been associated with Scintilla for approximately five years, first joining the Division as an engineering draftsman in 1946. Left a year later to attend Indiana Technical College where he received his bachelor's degree in mechanical engineering in February, 1950. Returned to Scintilla in April of that year as a specification engineer in the Sales Department. Appointed District Application Engineer two years ago. Served with the U. S. Navy as an aviation machinist's mate.



Frederick Bulken ...



Promoted to District Application Engineer and will be in charge of Scintilla's Milwaukee Office, handling industrial product sales in the Mid-Western states. Came to Scintilla in February 1952 as a specification engineer and for the past two years has been handling sales of ordnance type switches. Graduated from Colgate University in January 1952, receiving B.A. degree in physics and chemistry. Former Navy man, he attended the Electronics Materiel School at the Naval Research Laboratory in Washington for two years.

TRAPLINE Continued from page 9

skillful trapper to land one in his sets.

Successful trappers learn how to read "sign language" that tells them how, where and when to make their sets. To become really skilled, it takes several seasons and there is no point where he can say that he has learned all there is to know.

Pursued in the zero temperatures of winter, trapping—for the most part—is a rugged sport that requires all the patience and observant qualities a man can muster.

MR. FERGUSON from page 7

group executive.

Robert Doud, president of the Management Club, was toastmaster. Others seated at the speakers' table were Henry Hanley, plant manager of the Montrose Division; and Club Officers Paul Heavner, vice-president; John Davidson, secretary; William McIntyre, treasurer; and Elsworth Griffin, program chairman.

Buy U.S. Savings Bonds 15



20 Years
Francis Hilary
Dept. 6
January 22



25 Years
Joseph Caffee
Dept. 5
January 23



20 Years
John D. Merrill
Dept. 28
February 1

SALUTE ☆ TO ☆ SERVICE

CELEBRATING TEN YEARS OF SERVICE AT SCINTILLA

Name	Dept. No.	Anniversary Date
Bert Colton	6.....	January 30
Ethel McLaughlin	100.....	January 15
Charles Harrington	7.....	January 26
Floyd Tuckey	16.....	January 18
Cyrus Cawley	39.....	January 24
Beatrice Clark	47.....	January 30
Cecile Peck	47.....	January 27
Donald Pratt	99.....	January 25
Ora Price	99.....	January 7
Mildred Terwilliger	99.....	January 16
Kenneth Hendrickson	12.....	February 7
Roland Hood	47.....	February 24
Ethel U. Smith	47.....	February 15
Raymond Neidig	99.....	February 3
Laura Sejerson	80.....	February 4
Anthony Smith	87.....	February 13

SCINTILLA DIVISION
BENDIX AVIATION CORPORATION
P. O. BOX 188
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