

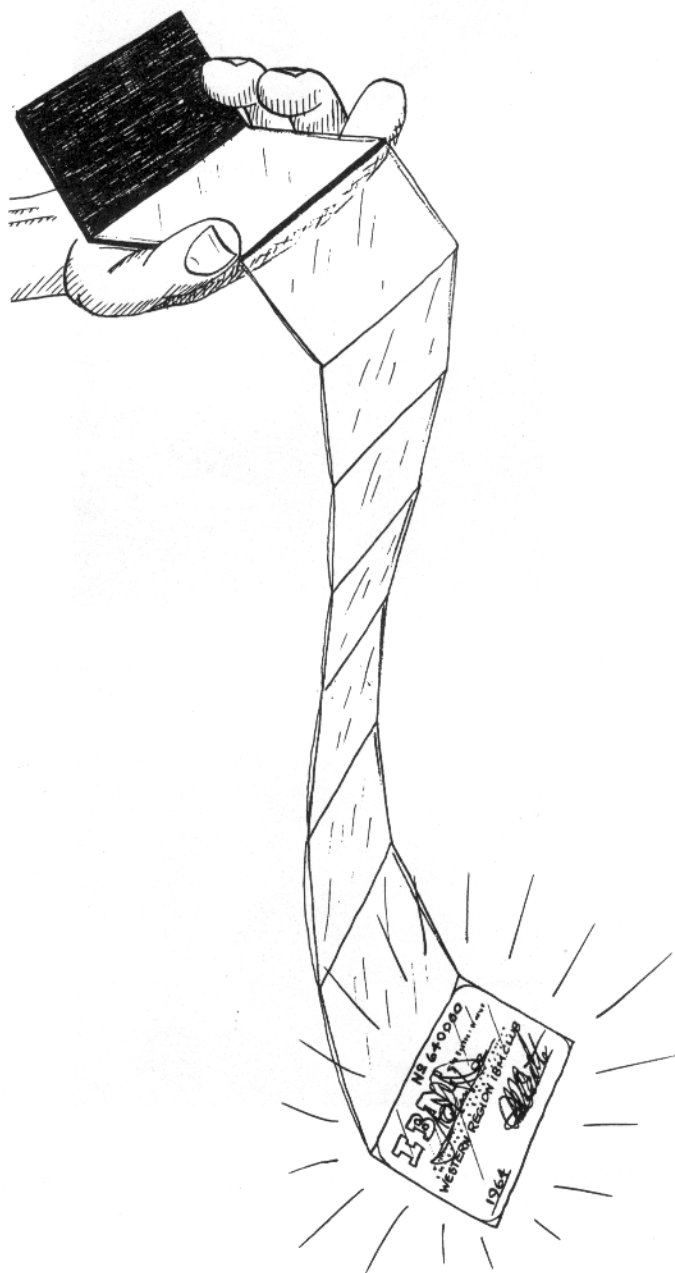


The Westerner

March, 1964

IBM CLUB BEGINS DRIVE

The Western
Region mem-
bership drive
is under way
for 1964.



THE MEMBERSHIP FEE IS \$1.50 AND ENTITLES CARD-HOLDERS TO REDUCED ADMISSIONS TO CLUB FUNCTIONS THROUGHOUT THE YEAR.

IF YOU HAVEN'T ALREADY DONE SO SEE YOUR REPRESENTATIVE NOW AND JOIN IN TIME FOR EVENTS COMING UP SOON.

THE NEW WESTERNER

The Westerner has a new look and a new staff.

The new masthead is the work of Co-chairman, Dick Oakes, whose art work was in evidence on the mezzanine and bulletin boards during the campaign for the recent IBM Club elections.

Dick has had no formal training and has never used his talent professionally. However, the Westerner can benefit by his hobby and more of his work will be seen in future issues.

As can be seen from the pictures on this page, the new Westerner staff is a small group, but one which is very willing to work. There are two ways in which we can be helped to give you a good employees' paper.

The first is in the way of active workers on the staff. We are badly in need of feature writers, a sports writer, and a photographer. Anyone with interests along these lines who would like to volunteer his services can contact Jean Ezzo, ext. 1763, or Dick Oakes, ext. 1192, and they will be put to work immediately.

The other assistance needed is in the form of ideas and news items. What would you like to see in the Westerner? If you have news of general interest or an idea for a feature story, notify any staff member. They will be happy to hear from you.

Department news, such as new employees, weddings, engagements, births, interesting hobbies or trips, etc., should be reported to your club representative who will turn the information over to the Westerner staff.

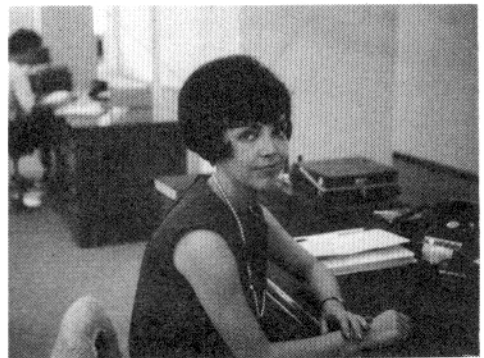
With your help we can publish a larger and better Westerner. Let us hear from you.



Jean Ezzo and Dick Oakes are sharing the editorial duties as co-chairmen of the 1964 Westerner Committee.



Donna Barnard, a staff member of previous years, heads the 1964 Department News sections.



Stephanie Brennan, no new-comer to the pages of the Westerner, will bring Special Features to us in her own unique style.



Thom Kimball is continuing as our offset pressman, having been on the Westerner Staff for the last four years.



Dottie Dean, a new staff member this year, will handle the Special Events section.



Linda Searcy will be the main-stay of the new look in the West-erner as our chief typist.



Adrienne Smith, drawing from past experience with other pub-lications, will bring us the Manager's Profiles and Supervisor's Sketches.

Discount Tickets

A number of discount tickets are available to IBM employees.

Thom Kimball, ext. 1196, has tickets for:

"The Drunkard" - Troupers Playhouse

"Under the Yum Yum Tree" - Ivar Theatre

Lindy Opera House

Melodyland Theatre

Hollywood Paladium

Cocoanut Grove - show only

Cocoanut Grove - dinner and show

Los Angeles Lakers games

Los Angeles Blades hockey games

For information concerning discounts to the "Ice Follies," see your Club representative.

Roberta Fendler, ext. 1509, has Magic Kingdom membership cards for Disneyland. A new type of discount ticket, the VIP Pass, which gives you your choice of 16 attractions at the price of \$5.00 for adults and \$3.75 for children under 12, is also available through May 24, 1964.

Group discount memberships to Invitation Dinners, Inc. are available at \$4.00 each for two or more memberships. This plan allows two to have dinner or see a show at various restau-rants or theatres around town for the price of one. Some of the restaurants available are the French Room-Ambassador Hotel, Crescendo, PJ's, Royal Tahitian, La Brea Inn, Michael's-Canoga Inn, China Trader, and Villa Frascati. Among the theatres included in the plan are the Players Ring, Pan Pacific, Gallery, Belmont, Oriental, Embassy, Gordon, Palms, Ivar, Music Box, and Civic Playhouse. For information, call Jerry Forman, ext 1454.

BOWLING



MEK

by Gene Ung

After five hectic weeks of bowling (?) "Selma Flash" Margosian and his band of merry-makers, namely, "The Good Sports" are now leading the IBM Spring Handicap with "Choke" Mickelson's team of ringers, called "The Woodchoppers", trying to give Flash a run for the big stakes. Meanwhile, Dee Dinnocent and her optimistic group, alias "Dee-Kats", are firmly entrenched in last place just a jump behind "The Born Winners" and "The Holyrollers".

Many new bowlers are participating in the Spring half of the Winter League. Some newcomers who have shown amazing im-provement are: Joandell Lay, Vera Ornellas, Bill Roberts, Connie Hallam, Pat Gilhula, Ralph Wilson, Dee Dinnocent, Larry Appelt, Ruth Johnbroer, and Maury Joffe. Some of them are now teaching their friends how to bowl or have even bought their own bowling balls.

The season's individual handicap leaders are:

Men's Handicap Series	Gene Ung	683
Men's Handicap Series	Wes Carera Hugh Hall	252
Women's Handicap Series	Vera Mosley	678
Women's Handicap Game	Claudette Fox	244

If anyone would like to see real bowlers in action, the IBM League meets on Wednesdays from 6:15 to 9:00 PM at Midtown Bowl, 4546 Venice Blvd., Los Angeles. Visitors are welcome.

IBM CLUB

NEW OFFICERS



Left to right -
Dick Oakes, Ruben Allen, Bill Beattie, and Dottie Dean

Winners of the January IBM Club elections assumed their duties with the February meeting.

President Bill Beattie hails from Casper, Wyoming, and attended Great Falls College in Great Falls, Montana. Bill joined IBM in November, 1958, in the mailroom and in October, 1959, transferred to Machine Records, where he now handles DP maintenance billing.

Dick Oakes, vice president, is a newcomer to IBM, hiring into Industry Marketing in October, 1963. He comes from Richland, Washington, and attended San Bernardino Valley Jr. College.

Treasurer Ruben Allen, administrative specialist in the commissions section of Sales Order Control, is from Lanett, Alabama, and attended the University of Alabama. He started his IBM career in December, 1957, in Data Processing Operations and was supervisor of the accounts receivable section of that department before transferring to Sales Order Control in January, 1963.

Secretary Dottie Dean, from Phoenix, Arizona, and a former student of Arizona State University, joined the Payroll Department in August, 1962, where she works with major medical and hospitalization plans.

Enthusiasm of the new officers, along with that of the newly elected representatives, is running high, and all are looking forward to a very successful year. Good luck.

MANAGEMENT REP.



Art Butler

Art Butler, newly appointed management representative to the IBM Club, replaces Ed Wollen who recently joined C. K. Piderit's staff in charge of Customer Engineering Field Training in District 17 and 20.

Art assumes his new duties as assistant for management development with a background of almost nine years in Branch Office Administration. In 1955 he joined the San Jose B/O staff, and in 1959 was promoted to office manager of Colorado Springs. When this office was closed in September, 1959, he became administrative supervisor in the San Francisco B/O; in February, 1960, administration manager in El Paso; and in August, 1963, administration manager in Dallas.

Art attended San Jose State College, majoring in business administration. He served in the United States Army from 1946 to 1947 and again from 1950 to 1951 when his reserve unit was activated during the Korean War.

He lives in Rossmoor with his wife, Bette, and daughters, Peggy, 8, and Cathy, 4, and enjoys chess, bridge, bowling, fishing, and reading.



HOBBIES



Dr. Pat Britt and friend "Beelzebub"

Alligators, crocodiles, lizards, and snakes are feared and shunned by most people. Not so by Dr. Pat Britt, special representative in the systems design center, whose hobby, herpetology, is the study of reptiles. Pat is at home with snakes and there are some at home with her.

A five-foot corn snake named Beelzebub and a king snake named Reptangle now inhabit special cages in her kitchen, and she has had approximately ten other snakes, including a three-foot boa constrictor. Other boarders have been a two-foot iguana lizard and a monitor lizard.

Interest in reptiles began for Pat at about age ten when she kept a king snake in the foot of her sleeping bag during summer camp. Her concern for such creatures has stayed with her ever since, and she now enjoys the additional company of three large turtles. Scrabbles is a box turtle, Shambles is a woods turtle, and Stupid is a desert tortoise. Shambles, her favorite, seems to possess the most intelligence of the three and easily remembers a course through a maze.

Interesting facts are reflected in the accurate notes Dr. Britt keeps on her pets. As for food, the corn snake, a non-poisonous native of Florida, prefers live fare, such as mice. Observations such as these, coupled with her frequent trips to the San Diego Zoo, have led to Pat's membership in the San Diego Zoological Society.

To better acquaint people with the facts and eradicate the fallacies about reptiles, Dr. Britt takes her collection of pets to children's groups such as Cub Scouts, Campfire Girls, etc., where she gives talks and demonstrations. As can be expected, her animals have made the Britt residence a center of attraction for the neighborhood youngsters.

Two Siamese cats also reside in the Britt household. Their names are Kanga and Wol, and Pat is contemplating the addition of an ocelot to her menagerie to keep the cats company. She is also keeping an eye out for another boa constrictor which she says is not a man eater, although it does kill other animals by constriction to obtain food.

Pat received no formal course in the study of reptiles. In college she took only the "standard" zoology classes. She has a B.A. degree in liberal arts from the University of Chicago, and a Ph.D in philosophy from UCLA. When not attending school and/or working, Pat enjoys trips into the wilderness. She is also a sailing enthusiast.

Manager's Profile



Jim Mercer, manager, Accounts Receivable

James Mercer is a soft-spoken young man who knows his job and likes it. To him, finance "offers one of the most facinating and highly challenging areas in the business world today."

As manager of Accounts Receivable, Jim must see that all customer statements are prepared and mailed; provide the branch offices with answers to any problems; see that all new accounts are investigated; customer credits and debits are processed; delinquent accounts are reviewed; legal actions within the field are advised upon; and every credit and debit is balanced to the last penny.

"We have the responsibility of minimizing the bad debt losses to IBM," he states.

Jim joined IBM in September 1959, in the Accounts Receivable Department. He was made supervisor in November, 1961, and manager in December of last year.

Educated at Pasadena City College and Los Angeles State, Jim is presently pursuing a Certificate of Business at U.C.L.A. He is married to Elaine Mercer of Industry Marketing Department and they reside in South Pasadena, Jim's home for the past 23 years.

In "off-duty hours" Jim enjoys golf, swimrning, and basketball.

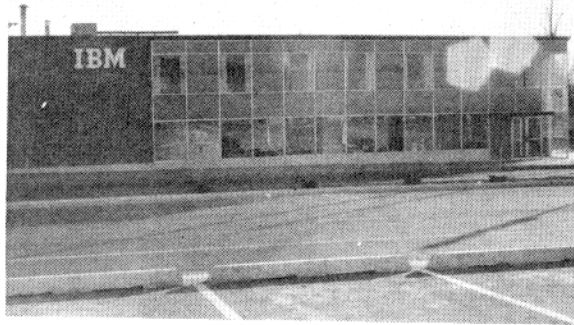
CLASSIFIED

FOR SALE

1955 Plymouth - 4 door sedan
Automatic transmission
Radio & heater - excellent condition
\$200.00 Call ext. 1095

ROYAL PORTABLE TYPEWRITER
\$50.00 Call ext. 1095

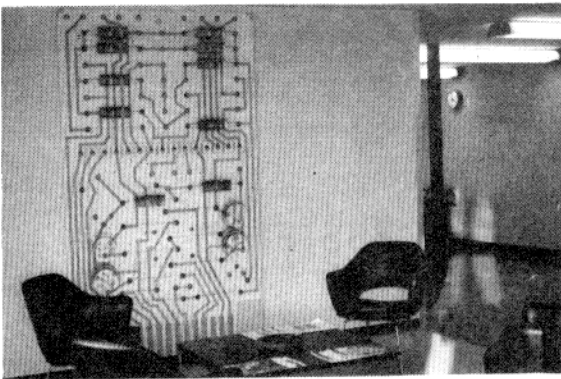
SPOTLIGHT ON



Present Location - 2500 Central S.E.



Reception and Demo. Area



2nd. Floor Reception Area

The Winning of the West is not a new idea to Albuquerque branch office. When IBM opened its Albuquerque branch in 1940, data processing and electric typewriters were items that one could read about only in the large Eastern newspapers.

The first office was in a local hotel room, 15 by 20 feet, in which two desks were placed. One was occupied by a stereo-type of the early carpetbagger, who acted as a general branch manager, EAM ET and ITR salesman, and the other was for a customer engineer. In the remaining space were parts, cabinets and repair benches.

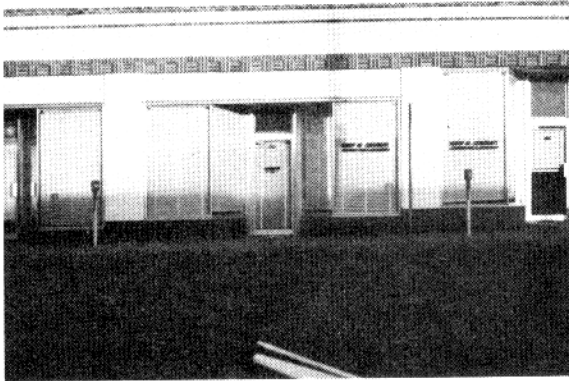
The office facilities were minute in contrast to the territory it covered -- approximately 96,000 square miles. The main out-lying installations were located in Los Alamos, 95 miles from Albuquerque; Santa Fe, 60 miles from Albuquerque; and Roswell, 200 miles away.

Due to the traveling facilities and the distance between installations, the customer engineer sometimes had to rely on the cooperation of his customers in receiving repair instructions by telephone until he arrived.

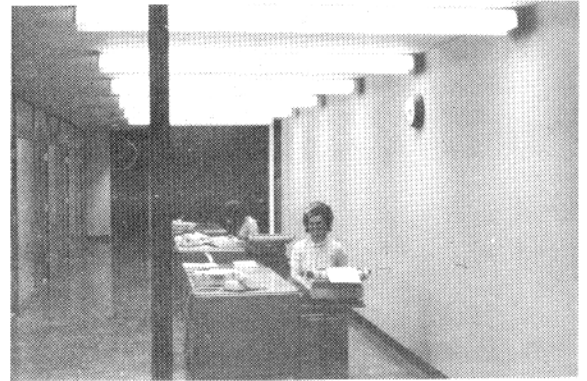
Around 1943, business increased due to the expansion of government facilities, such as Los Alamos, where scientists worked for two years assembling the first atom bomb. The number of government employees lured many new businesses, which further increased Albuquerque's customer sales and service.

In 1949, due to this influx of business, the branch office was moved to a somewhat larger location at 110 Amherst SE, and the staff increased to a total of five. In a short time, this space also became inadequate and 712 Central became the new office in 1953.

ALBUQUERQUE



Previous Location - 110 Amherst S.E.



Front Concourse - Secretarial Pool

The trend of growth that began in 1943 gained momentum and in 1958 the personnel on board were working elbow to elbow, necessitating the move to the present location at 2500 Central SE.

During the past 23 years, the territory has remained the same but the amount of installed equipment has multiplied many times over, resulting in an increase of employees to 134 and in the setting up of seven sub-offices. One is Los Alamos, which has 16 customer engineers and 2 systems engineers servicing the first "Stretch" system, plus 7094's, 1401's and varied unit record equipment for the University of California laboratory.

Other sub offices include Santa Fe, Farmington, Carlsbad, Roswell, Gallup, and Grants. These locations service banking and mining operations, State and Federal agencies, as well as state universities.

The hub of New Mexico's activity is Albuquerque which houses Kirtland and Sandia bases, Sandia Corporation, and ACF Industries, besides many other types of commercial and educational installations.

IBM Albuquerque, like the city itself, has enjoyed phenomenal growth, and, located in this land of Mañana, maintains the small, one-room attitude toward its customers and fellow employees while enjoying this growth.



W. Underwood, S.E., and Pete Harity, D.P. Sales



C.E. Hale, E.T. Manager, and C.F. Glass, E.T. Sales



Bouquet

of the

Month



The office takes on an entirely different appearance on a normal, busy workday



Mrs. Della Ludwig, supervisor

J. J. Ritter, manager, WRO finance and administration, presented the keypunch section of Data Processing Operations with the "Bouquet of the Month" on January 28, for their services to the entire Regional operation.

Keypunch, with a staff of 15 girls, under the able supervision of Mrs. Della Ludwig, is the "service bureau" of the Western Region. They are responsible for supplying the card input for unit record and systems equipment for all sales and financial departments, Accounts Receivable, Machine Records, General Accounting, Payroll, Sales Order Control, Sales Data, and Product Scheduling.

Time allowing, they also provide keypunching for other groups, such as Systems Engineering and Application Development. As you can readily see, the amount of cards produced by these industrious girls is staggering. Our congratulations on a job well done.

NEW EMPLOYEES



Barbara Goldfus

Barbara Goldfus has recently joined the Applications Development Department as a technical writer. Originally from Minneapolis, Minnesota, she received a B.A. in liberal arts from the University of Minnesota. Some of her many hobbies are bowling, fishing, skiing, sports car rallying, bridge, chess, dressmaking, and music.



Lawrence Hulsberg

Lawrence S. Hulsberg is a new employee with Applications Development and is in the numerical control group as a systems engineer. Larry received his B.A. in meteorology from U.C. L.A., his M.A. in mathematics, and a certificate in numerical analysis. He and his wife, an elementary schoolteacher in Santa Monica, enjoy reading, traveling, thoroughbred breeding and racing, tennis, and swimming.



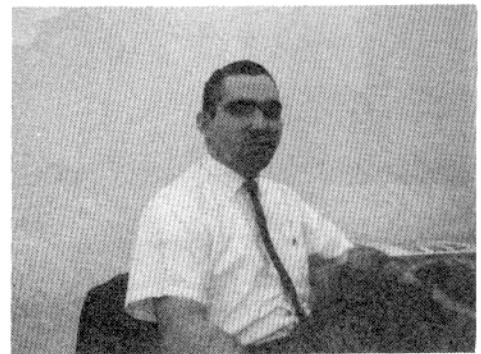
Susan Caugh

Our new employee in the Key punch Department is Susan Caugh who has joined IBM as a key punch operator. Susan is from St. Louis, Missouri, and attended Labourne High School there. She became experienced in keypunching at the Rexall Drug Company. Susan's hobby is raising German shepherd dogs, and if you want one she would be happy to hear from you.



Patricia Long

A new technical editor in Applications Development, Patricia Long, joined IBM the first of the year. Pat was born in Cleveland, Ohio, grew up in Grand Rapids, Michigan, and came to California in 1956, where she resides in Santa Monica with her son Anthony. Bridge, books and the theatre head her list of interests, but she also says she is a "beach hound" and loves Renaissance music. Pat claims Michigan State University as her Alma Mater where she received a B.A. in psychology.



William Waites

Our new systems engineer in Department 975 is William Gordon Waites. Bill hails from Orange, Texas. He attended Lamar State College of Technology at Beaumont, Texas, where he received his B.S. in mathematics. Bill enjoys all sports, but hunting and fishing head the list.

TRANSFERS

Supervisor's Sketch



Vivian Heinzelman

Vivian Heinzelman has been transferred from our Los Angeles downtown branch office to the newly organized numerical processor development group in Department 975. Vivian attended Los Angeles City College and U.C. L.A. Extension classes. She enjoys horseback riding, chess, and bridge.



Gerald Hogsett

Gerald R. Hogsett was transferred from the Burbank branch office to Applications Development as a systems engineer for circuit analysis projects. Jerry was originally on loan from the Burbank office from July 7, 1963, to January, 1964. He received his BSEE (electronics) degree from Stanford University in 1962. Jerry lives in Glendora and, although his wife Mary and 3-month old son Jerry II share most of his leisure moments, he manages to find time for his hobby, amateur radio.



Jim Voldal, supervisor, Product Scheduling

Jim Voldal, the new supervisor of the Product Scheduling Department, joined IBM in October, 1956, as a DP orders and movement clerk in the Seattle B/O. He joined the Western Region staff in 1959.

Jim hails from Fort Peck, Montana. He attended two years at St. Olaf's College in Northfield, Minnesota, and two years at the University of Minnesota, receiving his degree in liberal arts.

Jim and his wife, Phyllis, reside in Tarzana with their two-year old son, Danny, and a blonde cocker spaniel answering to the name of Peggy. Jim enjoys a good book, and both he and his wife relax by swimming and taking an interest in photography.

We wish Jim the best of luck in his new position.

MEETING HILITES

The first 1964 meeting of the Western Region IBM Club was held on February 11 and opened with the introduction of the club's new management representative, Art Butler, and the new representatives present.

After a discussion in which Bill Epler represented the L. A. Wilshire IBM Club, it was decided we would join them in presenting a showing of "Mad, Mad, Mad, Mad World" on April 4, at 10:30 a. m. with the overflow attending on April 11, at the same time. Ticket prices will be \$1.00.

A five-member committee was appointed to begin making arrangements for the Christmas dinner-dance. Many of the hotels with banquet facilities have already made commitments for all Saturdays in December. It is therefore necessary to make a reservation at the earliest possible time, and a motion was passed to allow the committee to make the reservation at a suitable place agreed upon by them.

The 1964 membership drive was opened and a motion adopted to continue the annual \$1.50 dues.

WEDDINGS



Mr. & Mrs. Bob Bradley



Mr. & Mrs. Harry Henke

Bob Bradley, Sales Order Control, and Elfriede Kubesch were married on December 20, in Las Vegas.

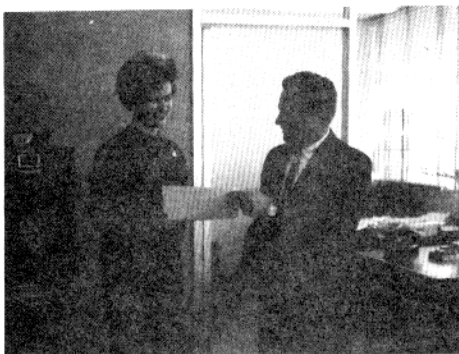
After a honeymoon in Hawaii, the newlyweds are living in Hollywood.

Elfriede was at one time employed by IBM as a secretary in Sales Order Control.

Harry Henke, Sales Order Control, and Helen F. Farley were married on December 28, at St. John Chrysostom Catholic Church in Inglewood. A breakfast reception for the family and wedding part followed at the Inglewood Elk's Club.

The couple spent their honeymoon in the Santa Barbara and San Francisco areas and are now residing in Hollywood.

The new Mrs. Henke is a cashier-clerk with the Housing Authority of the City of Los Angeles.



Suggestion Award

A very excited Betsy Booth, Key punch, receiving a \$205.00 award from Mr. J. J. Ritter for a suggestion which achieved a savings in keypunching of time payment check requests using a 1401 systems procedure.



IT'S A MAD MAD MAD MAD WORLD

SPECIAL SHOWING

SATURDAY, APRIL 4, 1964
10:30 A.M.

*\$1.00 PER TICKET (NO LIMIT PER PERSON)
All IBM'ers and their
families are invited!
SEATS ARE ON A FIRST COME, FIRST
SERVED BASIS. TICKETS MAY BE ORDERED
FROM YOUR CLUB REP. DEADLINE-MARCH 4*



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Co-Chairman

Department News
Special Features
Special Events
Offset Pressman
Typist
Manager's Profile and
Supervisor's Sketch