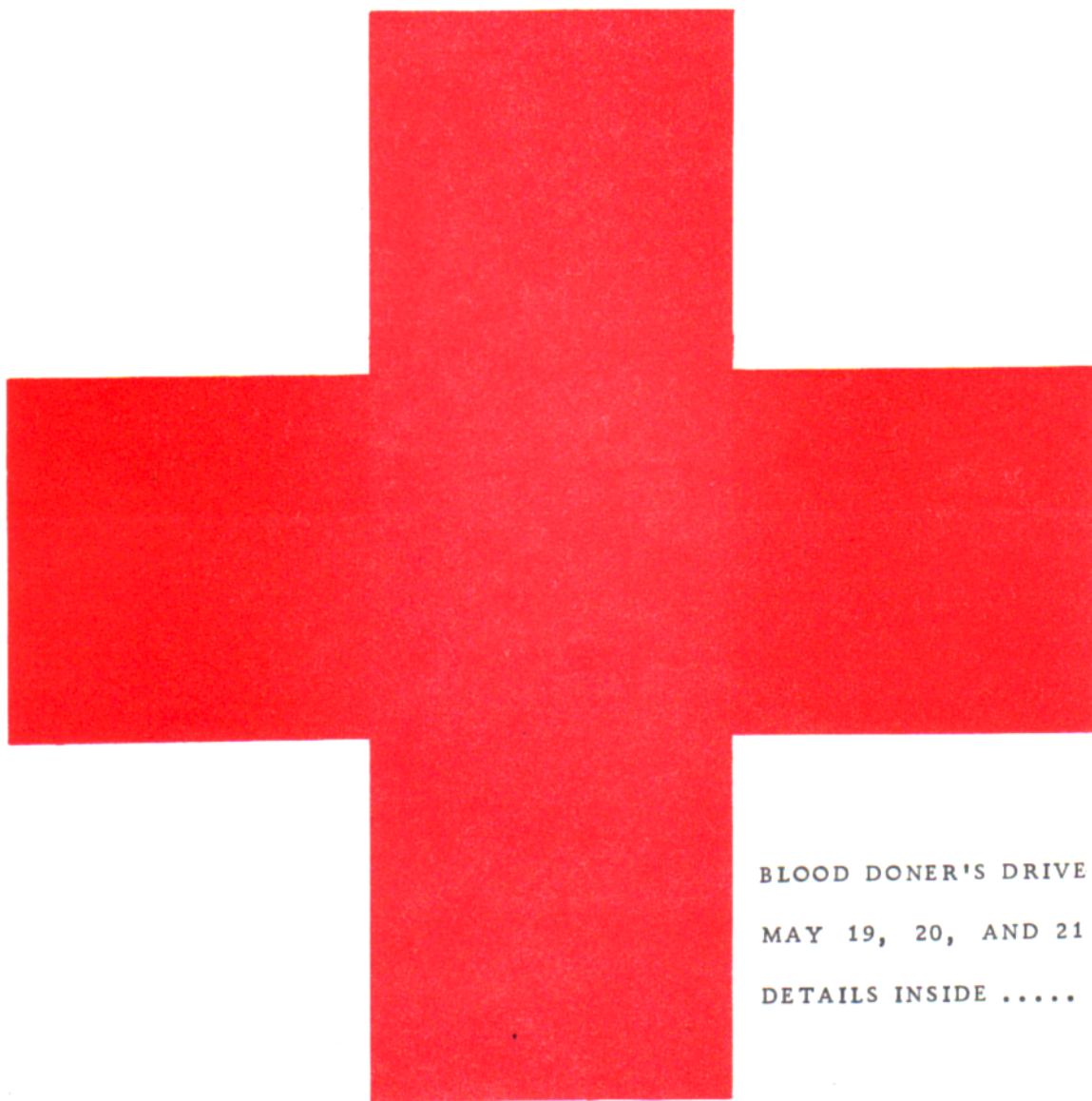




The Westerner

MAY 1964



BLOOD DONER'S DRIVE
MAY 19, 20, AND 21
DETAILS INSIDE

BLOOD DONER'S DRIVE

May 19, 20, and 21

Red Cross is the major source of blood and blood derivatives for the more than 200 hospitals in Los Angeles and Orange Counties. They are currently supplying about 65% of the need in the 2-county area.

To open doors to new uses for blood products and to increase the effectiveness of present blood services, the American Red Cross Blood Program is carrying on research in laboratories in New York, Washington, and Los Angeles.

Only as more individuals in participating groups give their support can Red Cross continue to expand its life giving service to the community to keep pace with a demand that's constantly on the increase.

The IBM Employees Blood Bank has been in existence since 1951. It is now representative of approximately 2,000 employees in the 2-county area. To maintain a plus balance in their account for use by employees and their families, in addition to assuming their share of the community's responsibility in the research work being done by their blood program, the Red Cross encourages each participating group to recruit on an annual basis donations from approximately 20% of its employees.

The maximum donations by the IBM Employees Blood Bank in the 13 years of its existence has been 126 pints in a year, which was during the Korean war. Since then the number of donations has steadily decreased. The minimum donation by our group was 42 pints in one year and in 1963 only 46 pints of blood were donated. On the other hand we have used an average of 41 pints of blood from our account for the past four years.

As can readily be seen, our participation in donating leaves something to be desired. To help IBM employees meet their obligation to their families and community, a Blood Donors Drive has been organized for May 19, 20, and 21.

Red Cross buses will be leaving from the Mariposa side of the building at half hour intervals from 9:00 thru 10:30 A.M. and 1:00 thru 3:00 P.M. on these three days to transport donors to and from the Red Cross Blood Center at 1130 S. Vermont. The entire trip and process of taking the blood will take a maximum of an hour and a half and the time away from the job has been approved by management.

Your club representative will be contacting each employee individually during the first week in May to ask your help in making this drive a success. Each department will be notified the week prior to the drive as to their scheduled time and the procedure to be followed.

The blood you give may save a life tomorrow or may be used for lifesaving efforts in the future.

WHY PARTICIPATING GROUPS SHOULD INCREASE BLOOD PRODUCTION

Over the past several years the phenomenal population growth of the greater Los Angeles area -- along with increased production and economic expansion -- has brought with it an increase in community responsibilities which must be shared by us all.

Among the more vital community services to experience an ever-increasing demand has been the Red Cross Blood Program. As population figures became larger, the calls for blood became greater. To accommodate the swelling patient load, hospitals were expanded and new ones built -- and blood began to be used routinely with almost every operation.

And along with meeting the needs of a mushrooming population, more pressures were added with each discovery of new use for blood.

Blood derivatives, unheard of 15 years ago -- now Red Cross has eight available for the treatment of anemia, hemophilia, nephrosis, hemorrhage, shock, burns, measles, and smallpox.

Open-heart surgery, unheard of 5 years ago -- now Red Cross must provide 14,000 pints of blood annually for more than 700 operations.

And hospitals have backlogs of patients awaiting heart surgery as soon as Red Cross can provide the blood.

From a production 4,000 pints in 1946, last year Red Cross was called upon for more than 170,000 pints, and the quota for this year will exceed 190,000.

A big Red Cross responsibility that everyone must share is the care and treatment of hospitalized children. Every fifth pint of blood Red Cross collects goes to a child. Red Cross provides the total supply to City of Hope, Children's, Orthopedic, and Shriner's Crippled Children's Hospitals.

And some 300 children suffering from hemophilia look to Red Cross for their total supply of antihemophilic plasma (some 14,000 units last year).

Obviously, the basic resource for Red Cross has to be our organized groups, for it would be utterly impossible to recruit donors by the required tens of thousands on a hit-or-miss basis with appeals to the general public.

With the suggestion that each group accept a quota of one pint of blood per year for every five members or employees, your Red Cross Blood Program respectfully solicits reaffirmation of your continued support.

ADVANTAGES OF A RED CROSS BLOOD ACCOUNT

It is important that all employees understand the opportunity their company is making available to them. These are only a few of the advantages, but they are basic:

- (1) Resources of the largest blood bank in the United States.. 24 hours a day, 365 days a year.. whole blood, plasma, derivatives.
- (2) Protection for the entire family Not only is the employee protected, but so are the members of the family.
- (3) Dual Credit for each pint of blood deposited - credit in the company blood bank and credit in a personal account established separately for each individual who participates.
- (4) Personal account - completely under control of each donor. Credit is good until used, even should contact with the company be severed.
- (5) Dollar savings - Security and peace of mind Whole blood from other sources could cost from \$25.00 to \$65.00 a pint, and blood derivatives from \$35.00 to \$125.00 per unit. Security and peace of mind come from knowing that these critical items are immediately available when needed.

Manager's Profile



Dr. Mario I. Montana
Manager, Commercial Analysis

As manager of Commercial Analysis, Dr. Mario I. Montana's primary function is to keep regional and field management advised of the impact of all Data Processing systems in a competitive market and to provide needed assistance.

An example of this is the work he did prior to the announcement of IBM's new System/360. Since last year he has been analyzing information relating to the system in order to insure that it would successfully establish itself in the market place. When it was announced, field managers were able to have analyses at their disposal to facilitate marketing and understanding of System/360.

Handling this activity requires a substantial knowledge of data systems and business ethics. These qualities, greatly enhanced by the addition of enthusiasm, describe Mario Montana.

By his own admission, Mario would rather run than walk, and his career with IBM proves it. Joining IBM in 1955 as a sales trainee in San Francisco, he soon specialized in the 305 Ramac System for the Western Region. From there he went to San Jose in 1958 in both 305 marketing and research. In 1959 he travelled through Europe giving demonstrations on the 305. When this assignment was completed Mario became manager of 305 Ramac Systems for World Trade with offices in Paris, where he was promoted to manager of Product Marketing and SBC in 1960, and in 1962 to manager of Sales Programs. After spending four years on Paris' left bank, Mario and his family returned to IBM domestic and his present position in the latter part of 1963.

Dr. Montana's degree in Economics was obtained from the University of Florence. He also has degrees from the Universities of Venice and California.

Encino is now the home of the Montana family; Mario, his wife Lillian, whom he met and married in Carmel, California, and a six year old son, Mark, who was born in San Francisco. Mark started schooling in Paris convinced that all children spoke French while grown ups spoke English. Back in the U. S. he found that children also speak English. So he has decided to quit speaking French and Italian and stick to English.

Since coming to the region, Mario has not been able to spend much time with outside activities. However, there is one subject which will get an immediate response--sports cars. He has done some sports car racing but not in the past few years. To keep his hand in sports cars he has an Alpha Romeo 2600 but he doesn't like to drive it to and from work because of the traffic. You just can't enjoy a sports car when you have to keep the tackometer in low range.

WEDDINGS



Mr. and Mrs. Werner Meissner

Yasuko Fujishige, secretary in Programming Systems, was married to Werner Meissner on March 28. The wedding took place at Yas' sister's home in Gardena. The couple's wedding trip included Las Vegas, Lake Tahoe, and Carmel. They have taken up residence in Burbank, where Werner is employed by the Rath Packing Co.

SPOTLIGHT ON RECEPTIONISTS

by Stephanie Brennan

The current edition of "Guideline to Business Etiquette" lists a multitude of "do's" and don'ts" to be observed and followed by the young lady who takes an active part in what is referred to as "today's business world". Each of these points is worthy of consideration and study, to be sure. One point, however, stressed repeatedly by "Guideline" as the first rule of conduct in this busy and complex world is ... something as simple and as important as the pleasant smile.

Pleasantness and politeness should, of course, be a basic ingredient of any and every job. However, these qualities take on even more importance in certain jobs within a company. For instance, the first impression that is made on a visitor is often the one which initially forms his opinion of the company he visits, and may often be the image which lingers longest in his memory. The importance of this truism is well recognized by "Guideline", and no less so by the IBM Company. And therein lies the importance of the job that is known as Receptionist. For these girls, "meeting and greeting" is their business, and with their smiles and their pleasant directions to visitors, they're saying in essence, "Welcome to the IBM Company".

Throughout the Western Regional Building, there are quite a few of these girls. If the reader isn't already familiar with them and with the services they perform throughout our building, the pictures accompanying this article should indeed make evident the fact that each one endows her particular job with her own distinctive personality and her own brand of charm.

The Westerner proudly spotlights:



Ginger Hamilton, who greets visitors in the Wilshire Lobby. Ginger has been with the company since February of this year, and still is amazed when confronted with an occasional confused passerby who dashes through the Wilshire doors and breathlessly advises that he wants to register. Astounded at first, Ginger now calmly directs these people next door to the Ambassador Hotel, which is of course the place they were looking for in the first place.



Holding forth in the Mariposa Lobby is (Mrs.) Betty Houston, who counts among her duties typing for Datacenter personnel, the paging of customers and IBM'ers who are visiting the Datacenter, giving directions to visitors, and generally giving aid and assistance to the people who daily pass through.



Relieving Betty in these duties during lunch hours and coffee breaks is Donna Barnard, who is in other moments, a secretary in the Datacenter.



Ida Mae Riegler (left) and Patti Hubbard

(Mrs.) Patti Hubbard is the pert young lady who sits at the reception desk at the Fifth Floor Education Center. Patti acts as secretary to the Education Center instructors, schedules classrooms, and smilingly directs customers and IBMers to their scheduled places of instruction. She is also the proud mother of three boys, ages 2, 3, and 4.

When Patti steps away from her busy desk, Ida Mae Riegler takes over, and adds Patti's duties to her own as secretary in the Education Center.

MEETING HILITES



As we reach the ninth floor, we meet Miss June Casparian, who proudly celebrated her fifth anniversary with the company on April 27. June not only greets all visitors to the floor, but has the prodigious task of making all airline reservations for Western Region personnel, a full-time job in itself, and one which June handles with a superabundance of enthusiasm and poise, even in the most hectic moments.



Terry Guerin joined IBM in January, 1963, and presently divides her time between relieving Ginger Hamilton in the Wilshire Lobby, and relieving June at the busy ninth floor reception desk. Between these duties, Terry acts as secretary to the Administrative Services staff.

There they are-- the Western Region Receptionists. The Westerner salutes and applauds them for the fine jobs they do. And we don't wonder about the crowds continually surrounding each of those desks. Maybe all of those people do need directions, but then again, they are such pleasant smiles.

Activities for the coming year were again the main business of the April IBM Club meeting.

The picnic committee reported they have reserved Vasa Park, Triunfo Canyon Rd., Cornell, California, for the Family Picnic on August 22. Baseball, swimming, games, bingo and puppet and magic shows are some of the attractions to be featured. Plans for a talent contest are also in the making.

It was decided the admission for the Luau to be held June 20, at Tiki's in San Gabriel would be \$5.00 per couple for club members and \$12.00 per couple for non-members. A Hawaiian dinner at 8:00 P.M. will be followed by an authentic Hawaiian-Tahtitian show.

The representatives voted to have a theatre party for the July 16th showing of "Unsinkable Molly Brown" starring Nanette Fabray at the Santa Monica Theatre-in-the-Round.

The depletion of the IBM Blood Bank was discussed and plans were made for an organized drive to replenish the present reserve of 19 pints to the desired reserve of 400 pints.

NEW STAFF MEMBER



The Westerner has a new staff member, Pete Webster, of Machine Records department. Pete will be writing the "Manager's Profile" each month. He joined IBM in 1960 at the SAGE installation in San Bernardino and transferred to the Region in 1962. The editors and staff extend a hearty welcome aboard to Pete.

CLASSIFIED

FOR SALE

1962 Porsche Normal Roadster, Signal Red, Grey Interior, Chrome Wheels, Wood Steering Wheel, Radio, Head Rests, Seat Belts, Clock, Oil Pressure Gauge, Mint Cond. Nancy Carlson FSD
Phone 763-4113 after 6 p.m.

WANTED

THINK Magazine back copies.
Dick Oakes
Ext. 1192

STAFF

Jean Ezzo
Dick Oakes

Donna Barnard
Stephanie Brennan
Dottie Dean
Thom Kimball
Pete Webster

Co-Chairman
Co-Chairman

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

NEW EMPLOYEES

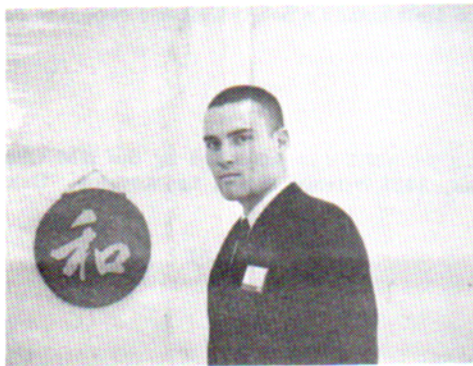
TRANSFERS



Robert J. Leat is our new employee in Office Services. He is working in the Reproduction Room as a machine operator. He is originally from Toronto, Ontario, Canada, but has been a citizen of the United States since 1958. Bob has attended Compton and Fullerton Junior Colleges and has put in two years toward a degree. He enjoys water-skiing, bowling, and most other active sports.



Richard M. Burkley is our new programmer in Department 957. Richard hails from Washington, D. C. and received his B. S. from Georgetown University. He then took his M. S. at Ohio State University. Richard classes sailing, chess, and music among his favorite pastimes.



Paul Englund is a new Computer Operator Trainee in the LA Data-center. He attended Belmont High School in Los Angeles, and is currently attending U. C. L. A. where he is studying for a degree in Mathematics. He is working on the swing shift in the Data-center. Paul's hobby is amateur radio.

Charles Herring comes to us from the Long Beach office. He is a Systems Engineering Trainee in the Datacenter on the swing shift. Chuck is no stranger since he worked for Guest Services for six weeks at the beginning of the year. He attended Santa Ana College, University of Southern California, and Long Beach State and has a B.A. in Psychology. Chuck and his wife still reside in Santa Ana.

William Marks is also a Systems Engineering Trainee in the Data-center and is from the LA Westchester office. Bill is a native Californian and attended Beverly Hills High School, University of Arizona, and U. C. L. A. He holds a B. S. degree in Business Administration. Bill's hobbies include football and road racing, and he also enjoys car rallies.

Supervisor's Sketch



The keypunch section at AOO in Glendale has a new supervisor-- Vera Ornellas. Vera took over her position on March 9, of this year.

The 12-girl AOO keypunch operation handles all of the DP & DP parts and ET process punching. It also has the keypunch responsibility for incident reports, inventory changes, and stock status reports for nearly all of the surrounding branch offices.

Vera hails from Colorado, but came California-way from Oregon. She started with IBM in 1960.

The San Raphael Estates in Glendale is the present home of Vera and her husband, Bill. Along with their professional Hawaiian and Polynesian dancing, they like to bowl, swim, skin-dive, and camp out.



ENGAGEMENTS

Sheila Denman of the Fabrication and Assembly department announced her engagement on Easter Sunday to Mr. Walter J. Sawicki of Hermosa Beach. Their wedding is planned for August 22.

BIRTHS

Mr. and Mrs. Jay Blackwell announce the birth of a daughter, Barbara Mae, on April 3. Jay is supervisor of D. B. Operations.

Mr. and Mrs. Dwight Cox announce the birth of a son, Steven Wendall, on April 15. Dwight, who works for office services, says Steven weighed 7lb-5oz when born.

Mr. and Mrs. John Todd proudly announce the adoption of a boy, William Avery, 4 months old, on April 10. John is in the Applications Development department.

HOBBIES



Dick Oakes and partner in Yugoslav costumes

Obereks, kolos, squares, polkas, mazurkas, hopaks, schottisches, hambos, waltzes, tarantellas, syrtos, hulas, csardas, and schuh-plattlers are a few of the many international folk dances that Dick Oakes of Industry Marketing dances, teaches, and performs as a recreational hobby. He has been folk dancing since 1958 when he "found" it at Balboa Park in San Diego.

Since moving to Los Angeles, Dick has belonged to several clubs, including two exhibition groups. Both of these groups were recently featured at the Philharmonic in a folk dance festival production on April 4.

Original and true folk dances developed naturally in many different ways -- through festivals, religion, customs, etc., and have, in some instances, become the national dances in the country of their origin. Folk dancing in the United States is an educational social recreation, embodying personal fitness, self assurance, fellowship, understanding, and, above all, enjoyment.

Folk dancing is so wide-spread throughout California that the 200 or more clubs in the state have formed into a Folk Dance Federation which puts out a monthly folk dance magazine among its other services. One Federation elective office, Director of Extension, was formed to develop activities and further folk dancing on a state-wide basis. Dick was re-elected to this office in April for the coming fiscal year. He has previously held the office of Director of Publicity.

Dick has taught folk dances at many clubs, groups, and "institutes." On his vacation this year he plans to attend the University of the Pacific (Stockton) folk dance camp. The camp lasts for two weeks and Dick will be on the teaching staff.

Another interesting note is that Dick makes his own costumes, including the intricate embroidery required on some. With all of this extra-curricular activity it seems to him that there aren't enough nights in the week or days in the month. However, he still seems to feel that "folk dancing as a hobby is like a broken drum --- hard to beat."

Anyone interested in folk dancing or its related arts may contact Dick for more information.



Woodbury College Presents --

"INSANITY 1" -- May 16, 1964

for the benefit of CEREBRAL PALSY

A simple, yet comprehensive gimmick-navigational rallye of 2 1/2 to 3 hours approximate length, running from Unimart (Sepulveda & Jefferson Blvds.) in Culver City to the Hollywood Palace in Hollywood, starting at 7:30 P.M.

"INSANITY 1" is designed for the expert as well as the novice. The \$3.00 entry fee/contribution provides a Dash Plaque for all entering cars, liberal trophies for both classes and six car teams, free refreshments at the end, and the chance to appear on the Telethon, (Channel 5) Sunday afternoon, May 17, when the results are announced and trophies awarded.

The Los Angeles Regional Office of I.B.M. is donating their services and time on behalf of Cerebral Palsy to provide accurately computed results in time for the announcements on the telethon Sunday afternoon. The result sheet should prove to be about the most complete and comprehensive results printed for a gimmick rallye held in this area, or anywhere else for that matter.

For more information, contact:

Jim: 397-5682
Steve: 670-3895
Bruce: 653-4109 or 657-3645 (both after 8 P.M.)
Marv Nole: (Rep. for IBM) 293-9430 (after 8 P.M.)

(Don't forget --- You rallye to give, and you give to rallye for Cerebral Palsy)



Checking over the Rallye Route for C. P. are from left to right L. Bruce Nole, Rallyemaster and Vice President; Jim Waldahl, President of WCFRRT; James (Mr. Novak) Franciscus, Honorary Rallye Chairman; and Marvin E. Nole, Representative for IBM.

BOWLING

By Gene Ung



The battle of the century will take place on May 6, when the first half winners, "The Outcasts", take on the second half leaders, "The Woodchoppers", for the overall Winter League Bowling Championship. Members of "The Outcasts" are Captain Teddy Downs, Jean Ezzo, "Herb" Hoover, "Sunny Jim" Martin, Jeanine Persico and Vic Persico. "The Woodchoppers" consist of Captain Vera Ferguson, Hughie Hall, Joandell Lay, Billy Roberts and "Engineer John" Mickelson. At stake are lovely trophies which one may cherish forever and ever. This match is rated a tossup by the insiders.

One of the most amazing success stories concerns that fantastic team called "The Dee-Kats". After a slow start beginning in the cellar, they have fought their way into the first division of the league. The leader of this group is Dee Dinnocent and her faithful followers are Dickie Darnell, Chet "Brick" Wahl, "Bubba" Leat and "Boom Boom" Hallam.

"The Born Winners" are still born losers and, despite the frantic urging by Captain "Hula" Ornellas, the team seems destined to dwell in the basement until the season mercifully comes to an end. But, somehow, they still maintain an unbelievably cheerful and optimistic outlook.

Elections were held on April 22, and new officers for the next bowling year were put into office by popular demand. The president is George Knauss, vice-president is Thom Kimball and Vera Ferguson, secretary. The past season has been very

successful with many happy bowlers having had a good time developing their skills. The outgoing cabinet, president Gene Ung, vice president Jim Barnett and secretary Penny Greenleaf, wish to thank those people who participated in the IBM Bowling League.

The Summer League will begin on Wednesday, May 27, at 6:15 P.M. at Midtown Bowl, 4645 Venice Blvd. There will be 12 teams with 4 people on each team. The season will last 13 short weeks. This is a wonderful opportunity to meet new people and have the time of your life. Many have never bowled until joining the IBM League and have since discovered to their delight that it is not as difficult as it seems. So, don't be timid or hesitate any longer.

For additional information, call George Knauss, Ext. 1108.



1st Half Winter League Winners
THE OUTCASTS
Teddy Downs, Herb Hoover,
Jean Ezzo, and Jimmy Martin



2nd Half Winter League Winners
THE WOODCHOPPERS
AND A BORN WINNER
Hughie Hall, Vera Ornellas, Vera
Ferguson, Toughy Mickelson



THREE VERY TERRIFIC BOWLERS
President Gene Ung, Happy
Woodley, and Thom Kimball



A beginner being congratulated by his opponents
for bowling well!



A PICTURE OF BOWLER'S HEAVEN (?)

