

I

MESSENGER  
**KELLOGG**

VOL. 17

NO. 3



WALTER DORRIS

# KELLOGG messenger

editor Bill Durno

editorial consultants  
E. F. Rousch  
L. M. Olszyk

Published by and for the employees of  
Kellogg Switchboard & Supply Company  
6650 S. Cicero Avenue  
Chicago 38, Illinois

A Division of International  
Telephone & Telegraph Corporation

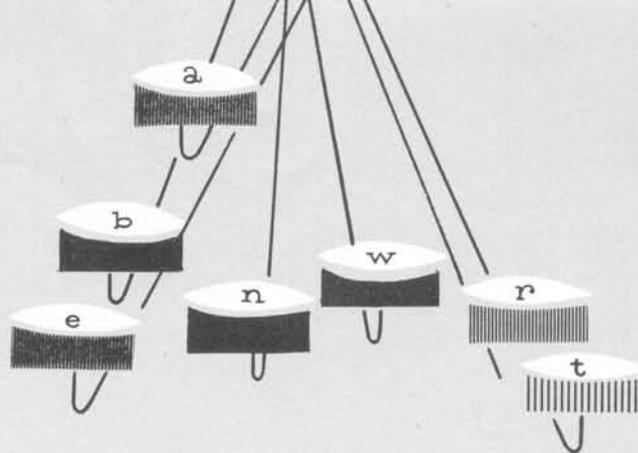
Member, Industrial Editors Ass'n.  
of Chicago, International Council  
of Industrial Editors

## MARCH, 1959 CONTENTS

Pictorial Highlights .....	1
Engineers Speak Up .....	2
Allied Radio Hosts AFCEA .....	5
Vital Statistics .....	5
Feature Page .....	6
Kellogg Fire Brigade .....	8
Hi Neighbor .....	10
Letter From Missile Chief .....	11
From All Around .....	11
Kellogg at Vandenberg AFB .....	12



**OUR COVER:** This painting, Spring Dance by Gene Montgomery, conveys so many signs of Spring we thought everyone would enjoy its colorful message. Since Spring has a habit of coming in March (officially by the calendar) our cover is also a reminder of this very active month.



## KELLOGG DEADLINE NEWS

The Wood County Telephone Co., serving a 40,000 population in the communities of Wisconsin Rapids, Nekoosa and Port Edwards, was scheduled to "cut-over" to dial operation March 1. The new K-60 telephone system was developed and built by Kellogg. With 5500 lines, the K-60 installation at Wisconsin Rapids is the largest of its kind ever placed into operation.

John T. Jackson has been elected a vice president of ITT. He will be deputy group executive to Fred M. Farwell, executive vice president - U.S. Group. Mr. Jackson had been assistant to the president, director of planning and organization and an assistant vice president of ITT since 1956.

The Elizabethville District of the Commonwealth Telephone Co. expects to cut-over the Millersburg, Pa., exchange to dial March 16, according to Roy Marlowe, Kellogg's Eastern Region manager. The new office will provide for 800 line, 2100 terminals of Kellogg Step-By-Step dial switching equipment.

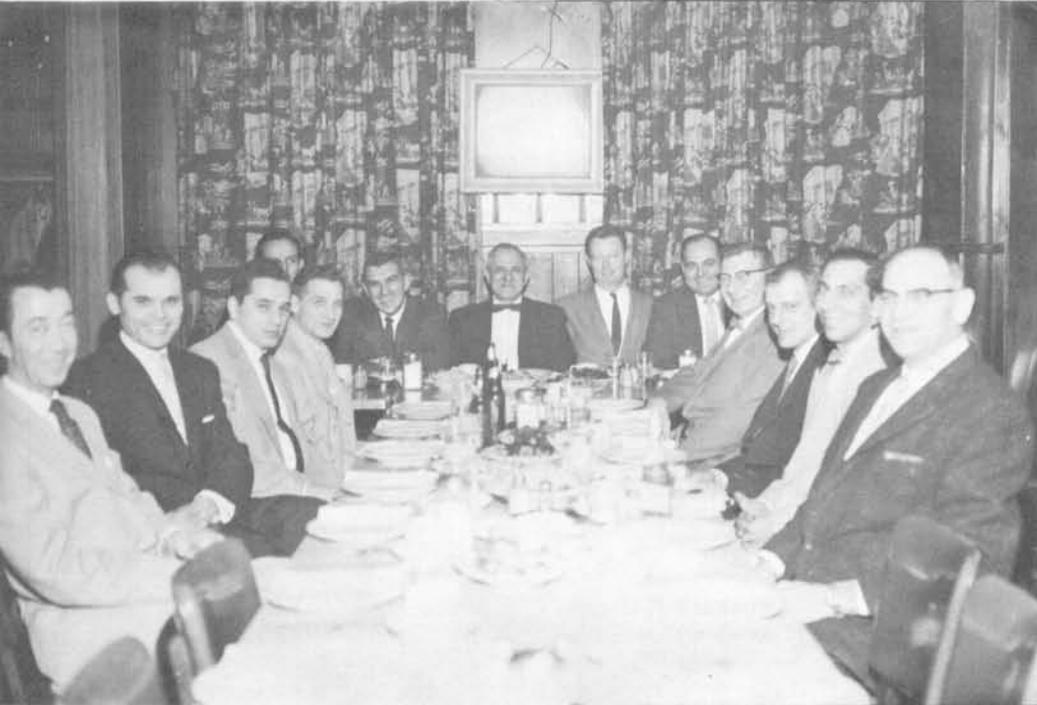
Contracts for modernizing the Air Force's Global communication system, which will extend over the next 10 years, have been awarded ITT and RCA. The initial contract amounts to \$3,000,000.

In speaking before the Washington Society of Investment Analysts, President Edmond H. Leavey said ITT has moved out of the defense subcontractor stage and now is a prime contractor for systems and equipment.

Intelex Systems, Inc., a subsidiary of ITT, has been named to build and equip the nation's first fully mechanized processing plant and post office at Providence, R. I. The estimated \$20,000,000 facility will be leased to the Post Office Department which will pay Intelex an annual rental of approximately \$1.4 million during the 20-year lease period.

# PICTORIAL HIGHLIGHTS

A land of tropical breezes and sun-drenched sands beckons Mr. and Mrs. Minor P. Reynolds as they pause for a final wave at Chicago before boarding a Delta airliner Feb. 20. Kellogg's "Salesman of the Year" and his wife, Bea, then took off for a 10-day all expense paid vacation to Ocho Rios, Jamaica.



As a reward for their outstanding performance on the job and a fine record in Kellogg's safety program, the company treated Class A punch press set up men, IAM, to dinner Feb. 5 at Georgis Restaurant. About to embark on a gourmet's delight are (left to right) John Plowman, safety supervisor; Milo Jellic; Emil Juric; George Steffee, chief fabrication engineer; Richard Hard; G. R. Parsons, fabrication manager; Nick Galleni, chief steward, IAM; Tom Minogue, Labor Relations Manager; William Frisch; Edward DeWitt; Herb Carman; John Rodriguez; and Jim Shubert.

Newly elected directors of the Kellogg Credit Union gather around President William Fritsch (seated) for a review of the bylaws before their first meeting Feb. 18. The new Board of Directors, elected at the annual meeting Jan. 28, will serve for one year. Left to right, are: Leo Yurkstas, vice president; Al Nalepka, treasurer; Len Urban; Robert Young; Mary Hillenbrand; Jack Plowman; Al Schwartz; Clarence Wolff; John Krygier; and Bernadette Buchanan, secretary. Bob McNally was absent when the picture was taken.





*"Because of the type of work involved in our special systems development, there exists a wide latitude for self-expression. Special systems assumes jobs for development in which there is no previous record of experience gained. Therefore, new ideas are always desired and welcome."*

—Marvin E. Thompson

*"I must admit that Kellogg has been wonderful in recognizing personal problems. As a prospective citizen, I have to deal with the Immigration and Naturalization Service. The company has been very helpful by assisting me in filling out forms, providing recommendations and so on."*

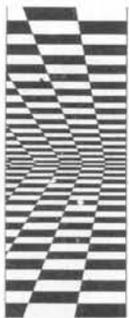
—Harry Hanson

*"At Kellogg I have been provided with every opportunity for advancement, encouraged to think and work creatively in an ideal environment, and to continue my formal education. To me, this is indicative of management's appreciation of the value of research and development."*

—Theron L. Bowers

*"The atmosphere created by management at Kellogg is one, to my thinking, ideally suited for a new graduate engineer. Kellogg takes a great interest in a new person and welcomes the new ideas and suggestions a person fresh out of education may impart. This indicates progressive thinking."*

—Bob Bell



## Engineers Speak Up On Career Opportunities At Kellogg

**MARVIN F. THOMPSON** is engineering supervisor in Department 49, special systems development. He was graduated from the University of Illinois, in 1950 with a Bachelor of Science degree in electrical engineering.

"My decision to join Kellogg in 1951 was prompted by the obvious opportunities for advancement in the company. I feel the same today because opportunity to advance in the many expanding fields being opened by Kellogg is virtually guaranteed. Given a job in which performance proves satisfactory or above average, opens the door to better things.

"In my present capacity, I am responsible for the design and development of the communications facilities which go into the Atlas and Titan missiles communication systems and the communication equipment being installed at Vandenberg Air Force Base. The latter consists of the Instrumentation Range Safety System and other classified installations now underway at the Pacific Missile Range.

"In general, advancement and salaries are commensurate with ability. Seniority, while important at Kellogg, is not the chief criteria for advancement. If a man has what it takes, progress is comparatively rapid. I joined Kellogg as a crossbar equipment engineer during the development of the Air Force Type 7 equipment and 7-2 and 7-3 crossbar. In 1952, I was project engineer on the Air Force contract. Later, I was project engineer on the 7-3 crossbar installation in the San Juan Metropolitan area in Puerto Rico. After my transfer to Research and Development in 1955, I was assigned as project engineer on K-60 Crossbar Development. When the prototype model of this crossbar system was put in at Williamsburg, Iowa, I

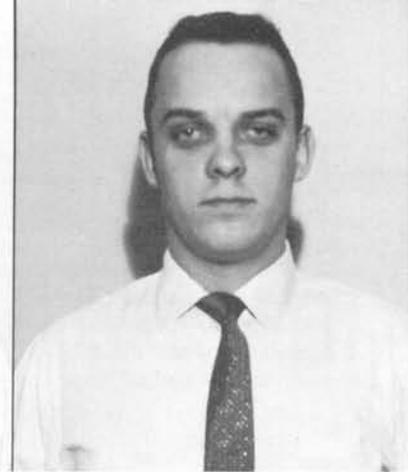
supervised the installation, the pre cut-over test and the field acceptance trials. My work has taken me up several rungs of the success ladder."

**HARRY HANSON** is a junior engineer in Research and Development, Department 52. He accepted employment at Kellogg in April, 1958, after six months with Westinghouse in Chicago. He came to the United States from Narvik, Norway, in 1953. He attended Purdue University and was graduated from Indiana Technical College, in September, 1957, with a Bachelor of Science degree in electronic engineering.

"I feel Kellogg is a very enterprising organization. This probably is due to the dynamic and progressive thinking young people in top management, particularly in engineering. In my several months with Kellogg, I've seen several projects under development, and I must say I admire the flexibility of thought and the constant striving for improving of systems system. Engineers fearlessly seek out and try new techniques for better Kellogg communications. This, to me, marks a progressive company.

"The company offers an extensive program for young engineers to learn more about the field of communications. I most appreciate Kellogg's sponsoring of graduate courses for engineers who need to expand their knowledge in their specific field. These courses include such subjects as circuit analysis and synthesis and transistor theory. I'm continuing my studies, of course, at night classes.

"A friend of mine, another employee of Kellogg, first told me about the company when I was seeking a job with a communications firm. Our talks led me to inquiries, an interview at



*"I feel coming to Kellogg was a wise decision. The company is progressive and the work ever challenging. With Kellogg entering such new fields as microwave, data processing, electronic logic circuitry and others, the future really looks brilliant."*

— Vern Kiebler

*"Wages, while important, are not the greatest influence on a young engineer seeking employment. A company's reputation, policies and progressive ideas perhaps carry more weight than monetary returns. Educational programs, too, are a major factor."*

— Fred H. Hofmeister

*"I think a man with nothing more than a high school education has a wonderful opportunity for advancement at Kellogg. In fact, my case proves it. With continuing expansion, the company offers a fine program for young engineers, including many opportunities for promotion."*—Ronald Boman

*"This is a progressive company, not confined to just switching systems and telephone equipment. It is constantly growing and entering new fields of automation and electronics. This spells opportunity to me. I plan to stick with this growing organization."*

— Kenneth B. Wolmer

Engineers constitute a foundation on which a company such as Kellogg grows. They take ideas and fabricate them into equipment which is manufactured and sold to fulfill a need or serve a purpose. Thus, a company derives its income.

Engineering represents a vital part of IIT and Kellogg. Without engineers, an idea might remain an idea; progress would be retarded.

Who are these engineers? Why did they accept employment at Kellogg? How do they like working here? What do they do?

To answer these and other questions, the Messenger interviewed eight engineers. Here are their stories:

Kellogg and finally employment. I must say at this time my expectations have been fulfilled. I'm sure if in the future I prove my ability and apply it to the benefit of this organization, my rewards will be great."

**THERON L. BOWERS**, a graduate of Massachusetts Institute of Technology with Bachelor of Science and Master of Science degrees in electrical engineering, is Systems Analysis Supervisor. He joined the Systems Development Department at Kellogg in 1945. He played a vital role in the development of the Kellogg Type 1040 crossbar dial telephone system. The patents on this system were granted jointly to Mr. Bowers and the then acting chief development engineer. He is a recognized authority in the field of probability theory and its application to communications design. He is also well known for his mathematical ability.

"Soon after my return to the Central Office Equipment Development Department of the Research and Development Division in 1956, I was appointed as the U.S. member of the IIT Technical Committee on Probability Theory Applications, and also as a member of the Committee on Pressure Contact Switching Systems. I have served Kellogg as a consultant on traffic and probability problems. During 1956 and 1957, I carried out a series of switching system studies to determine the most advantageous use of switching equipment in central office applications. This led to the start of a project last year to develop a new, economical system utilizing the basic switching patterns indicated by these studies.

"Especially since being appointed to my present position early in 1958, my work has steadily broadened in scope and

meaning; my duties are varied and extremely interesting. I am responsible for basic planning in connection with switching development projects. I am a member of the Kellogg Patent Committee. Another facet of my duties is to keep informed on the latest developments in the field of communications and data switching, and to see that other research and development personnel are educated in such matters.

"In cooperation with DePaul University Graduate School, Kellogg is conducting a continuing program of evening classes which afford me a convenient opportunity to keep pace with the technical knowledge and methods required by the advancing state of the communications art."

**BOB BELL** came to Kellogg after being graduated from the University of Wisconsin in January, 1959. He has been assigned to the Research and Development Division of Department 49.

"My first contact with Kellogg came through the manager of an independent telephone company, a customer of the company. I'm here now because I felt Kellogg offered the greatest opportunity for advancement in communications, a field in which I'm intensely interested.

"Here, a new engineer immediately starts working with people who have years and years of experience in the communication industry and thereby gains knowledge that might otherwise prove tedious indeed to obtain. To date, I have found excellent opportunities to learn the telephone industry and engineering applications in general. Currently, I'm engaged in the program of establishing communications for the Armed Forces at Vandenberg Air Force Base in California.

(Continued on page 4)

## Engineers Speak . . .

"Although the salary I receive may be exceeded by that offered to graduate engineers by some other companies, I feel Kellogg has something more than a straight salary to offer: there's promise of rapid advancement commensurate with one's ability and initiative to use this ability.

"In my brief term of employment here, I've already gained the impression that advancement at Kellogg is entirely up to the individual."

**VERN KIEBLER**, manager of manufacturing engineering at the Electronic Products Plant, became a Kellogg engineer in April, 1953. He previously was employed by Hallicrafters. He earned a Bachelor of Science degree in electrical engineering from the University of Missouri in 1950.

"My first assignment as a Kellogg engineer involved work on a transistorized telephone repeater in the Government project section. Less than six months later, I was named project engineer on this equipment, the first transistorized amplifier developed by Kellogg for the Government. In May 1955, I was assigned as project engineer on 16 channel teletype terminal equipment designed for use on single sideband high frequency radio facility. Prime contracts with the Government for telephone repeaters and telephone terminals occupied my time until May, 1957, when I was placed in charge of the group known as the Manufacturing Engineering Department.

"In my present capacity, I'm in charge of engineering for all production contracts. Our group is responsible for the engineering necessary to convert development information into a manufactured product. One of the products we're handling at this time is microwave transmitting and receiving equipment for field use. Relay test equipment for the Bomarc missile project is another of our product engineer requirements.

"I've always heard and now I know that the best way to advance is to be part of a progressive group in a progressive organization. Electronic Products Department is that group. In engineering, management has instituted a professional atmosphere. All the newest principles of management and supervision are incorporated here. Engineers enjoy as much freedom as possible. They're not only allowed, but encouraged, to express their ideas.

"The Electronic Products Department will continue the march in the development and manufacture of complex electronic equipment while expanding into new fields and accepting the challenge to advance in every area of electronics."

**FRED H. HOFMEISTER** was graduated from the University of Illinois in January, 1959, with a Bachelor of Science degree in electrical engineering. He began his employment at Kellogg Feb. 2, 1949, and assigned to Department 43.

"I was introduced to Kellogg by an ITT representative in the placement office on the campus at Champaign. After an interview, my credentials were forwarded to Kellogg. An offer from the company followed a second interview in Chicago.

"Mainly because of several facts impressed upon me at these meetings, I accepted. These facts have since been substantiated for me. That I would undoubtedly be assigned to some type of research and development and the program whereby the company encourages all employees to further their education with Kellogg paying a percentage of the financial costs were exciting inducements.

"Of course, it's much too early yet to tell what the future might hold for me here at Kellogg, but I seem to be on the

right track. Many of the engineering and technical personnel I've met have explained several operations. They've shown me some of the things they've done, what is being done, what's in the mill and the type of work I'll probably soon be doing. This is great; it gives me a chance to get acquainted with some responsibilities which may eventually be mine.

"Supervision here seems to be very good because if one has an idea, I've found he can go to practically anyone on the technical staffs and express it."

**RONALD BOMAN**, a project engineer in the dial group of Department 618, decided to transfer from Western Electric to Bell in 1953. He planned a six-month stopover at Kellogg. He's been here ever since.

"Five months after starting my employment at Kellogg, I was advanced to engineering in cable design. I worked in this group two years, designing all sorts of cable for relaymatic, manual and crossbar units. To gain more experience, I transferred to installation and went into the field. Two years later, I was put in charge of an installation job. When this project was satisfactorily completed, I was transferred to Department 618 as an engineer. For my first assignment, I had charge of a special switching installation in Philadelphia.

"My function now covers a wide field of engineering. When a large job becomes a signed order, I proceed to supervise the complete layout of the entire project, which might include two or three exchanges. This involves layout of the floor plan for the telephone office, main frame equipment and cable specifications. We order all necessary circuits for the central office, write up all installation notes to tie the equipment together and take care of everything concerned with final engineering of the telephone office. Perhaps, the project from which I derived the most satisfaction was an addition to the Las Vegas, Nevada, central office. This job required plenty of study since working equipment had to be changed and modified and still kept working while the job was being done."

**KENNETH B. WOLMER**, an equipment engineer in Department 618, has been with Kellogg less than a month. He previously was employed in the same capacity at Automatic Electric Co. from October, 1957, to February, 1959. He studied pre-engineering for two years at Wright Junior College and business for six months at Augustana College.

"Several reasons prompted my coming to Kellogg. First, I'll admit, was to gain an increase in salary. Perhaps more important, though, was the feeling I'd have a better chance for advancement here. I believe Kellogg offers more opportunities to learn new equipment and new systems of communication.

"Although I've only been at Kellogg for a short time, I sense that what I expect from the company I will receive. Already I can see where Kellogg has adopted many new policies . . . policies which show management doesn't adhere to old ways of doing things if a better way is available. I've found supervisory personnel and others in positions of responsibility very dynamic types. I have great respect for dynamic people.

"Salary at Kellogg definitely parallels ability and ability seems to govern advancement. I say this because of talks with personnel who have been here several years and have advanced because of their accomplishments. Then, there's Kellogg's tuition refund to consider as income. I appreciate it more because I'm still going to night school.

"This might sound like a worn out phrase, but I'll say it anyway: I think I've found a home here at Kellogg."

# Army Colonel Speaks on Guided Missiles

Some 200 members of the Armed Forces Communications and Electronics Association, Chicago Chapter, soared into space Jan. 29 on the words of Col. H. S. Newhall, Commandant of U. S. Army Ordnance Guided Missile School, Redstone Arsenal.

The first Chicago Chapter meeting of 1959 was hosted by Mr. A. D. Davis, president of the Allied Radio Corporation. Festivities got underway with a "happy hour" followed by a steak dinner.

President Henry J. McDonald, secretary and general counsel of Kellogg, called the meeting to order in the Allied cafeteria. This is Mr. McDonald's second term as president of the distinguished organization.

Col. Newhall, a veteran of 20 years' Army service, employed both slides and film to dramatize his talk on the "Role of the Ordnance Corps in the United States Army Guided Missile Program."

While running the gamut of the many missiles in the Army arsenal, from "Little John" to "Jupiter C", he painted a terrifying picture of their awesome destructive powers.

He said, "Four 'Corporal' missile

After receiving an AFCEA Certificate of Achievement from Henry J. MacDonald (left), Chicago Chapter president, SFC Donald L. Weernink (right) accepts the congratulations of Col. Albert J. Mandlebaum, Fifth U.S. Army Signal Officer, during a previous meeting of the Association.

—U.S. Army photo



battalions today contain more fire power than all the allied artillery on both fronts during World War II."

As he described each missile and its capabilities, the screen portrayed an actual launching and flight. AFCEA members gripped their seats as one ground to air missile slammed into and destroyed a four engine plane in flight.

After relating the history of the Guided Missile School and the vital role it plays in the missile training program, Col. Newhall implied that the lack of trained personnel retarded progress in the conquest of space.

He said, "Our greatest single asset is manpower. There's a premium on trained electronics men, and the Armed Forces must vie with industry for their services."

In conclusion, he pointed out the three teams necessary to a successful missile program: 1) Scientists for research and development, 2) industry to take their ideas and fashion them into necessary equipment, and 3) missile men — the personnel who launch and guide the space vehicles.

Mr. Eugene Carrington was introduced to the AFCEA assembly by Mr. Robert Cummings, associate of Mr. McDonald.

Mr. Carrington utilized both tape and discs to vividly demonstrate stereophonic sound. So realistic were the effects, some AFCEA members ducked when a plane seemed to scream by just overhead.

In his talk, Mr. Carrington pointed out the fallacy of the common belief that stereophonic sound permits one to pinpoint the source.

He said, "Selective listening is the greatest asset of stereophonic sound. For example; a listener can detect the various pieces in an orchestra without the louder instruments drowning out the sound." He went on to demonstrate aurally.

## VITAL STATISTICS

### BIRTHS

A girl, Sherry Leigh, to Mr. and Mrs. Gene McCarter (Corinth).

A girl to Mr. and Mrs. Ray Krynicki.

A boy, Gary Thomas, to Mr. and Mrs. Tom Martin (Dept. 52).

A girl, Anne Frances, to Mr. and Mrs. John Gasser (Dept. 52).

A girl, Debbie Anne, to Mr. and Mrs. Monroe Oakes (Dept. 01).

A boy to Mr. and Mrs. Don Garside (Clifton).

### MARRIAGES

Helen Mueller, document control, to William Davis.

Dorothy Rainey to Bobby Ross Gates, wire cutting department, Corinth.

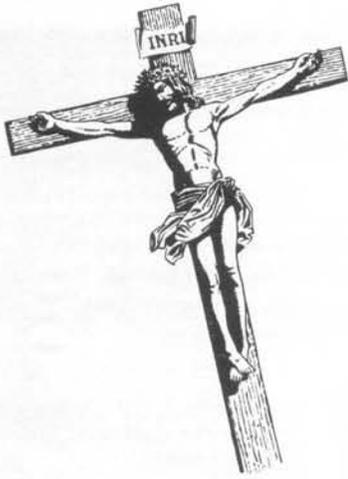
## NEW FACES

### CHICAGO

Marylyn K. Greenway  
Margaret E. Gruntorad  
Roy Jovien—Sales  
Bob Bishop—Sales  
Dick Bender—Sales  
Eleanor Soles—Public Relations  
Patricia Sergio—Headquarters  
Ralph Reetz—Treasury  
Jerry Ahern—Treasury  
H. D. McLendon—Sales  
Phyllis Thielke—COE  
Yvonne Karr—COE  
Rita Pyzik—Dept. 52  
Joan Panek—Dept. 52  
Carl Nennerfelt—Dept. 52  
Norb Milzarek—Dept. 52  
Rames Mina—Dept. 52  
Hans Szipronat—Dept. 52  
Karl Peterson—Dept. 52

### CORINTH

Ray Knight—Standards engineer  
Bobby Foster—Product engineer—Technician  
Kenneth Elam—Machine Operator  
Jim Hutchinson—Tool Design Engineer  
Marlon Phillips—Ringer Line  
Patricia Franks—Packing  
Charles Ray—Stock  
Maxine Clifton—Coil Winding  
Patricia Rinehart—Network



## Alleluia! Alleluia! The Lord Is Risen

Holy Week with its sorrows and sadness of Calvary and the Cross serves as a prelude to Easter with its joys and gladness of victory and resurrection.

### *All Nature Awakes To Easter Blessings*

#### **Matt. 28:5-6**

And the angel answered and said unto the women, Fear not ye: for I know that ye seek Jesus, which was crucified.

He is not here: for He is risen, as He said. Come, see the place where the Lord lay.

#### **Flowers Carry Message**

Flowers at Easter are a true expression of the joyous spirit of this holiday. Who can look at the lovely petals of a fresh flower and not be struck by the Divine and mysterious force that brings about eternal rebirth from seed to bloom?

Out of the inspiration of rebirth Easter traditions grew that still remind us of the recurring life cycle. For centuries at Eastertime, new clothes, new foods and bright spring colors have captured this spirit of the day.

And it is the same spirit that has made the sending of flowers increasingly popular during this festive time of family reunions and gift giving.

Flowers for Easter, for example, can

*A centerpiece of spring flowers helps capture the rich variety of nature's Easter blessings.*



be sent in a matter of hours to any part of the United States or virtually anywhere in the free world, thanks to an ingenious cooperative organization known as Florists' Telegraph Delivery in America and as Interflora elsewhere.

If you're planning to wire flowers, these experts say there's no need to limit yourself to lilies although the stately lily is traditionally the Easter flower. Easter flowers can come from the traditional "Mary Garden," made up of all the flowers ascribed by lore and legend as a special tribute to the Blessed Virgin.

Your florist can help you select a combination of flowers for the occasion, although any one of the individual blossoms is suitable.

#### **Mary Garden Flowers**

Here are some of the Mary Garden flowers from which to choose:

*Lily.* This stately flower, associated from ancient times with Jesus and Mary, is even called the Madonna Lily in some parts of the world. At Easter its brilliant and fragrant blossoms symbolize the radiance of the Lord's risen life. Later in the year, it is used to decorate the shrines of Mary and is an old traditional symbol of innocence, purity and virginity.

*Rosemary* produces fragrant pale blue blossoms that, according to legend, originally bloomed white. The flower turned blue (Mary's color) when Mary looked for some tiny bush on which to spread her Child's little garments after they were washed.

*Violets* are dedicated to Mary as a symbol of her humility. They are said to have blossomed forth outside her window when she said, "Behold, I am a handmaid of the Lord."

*Roses* have always been associated

with Mary's Garden. The word "rosary" originally meant a rose garden, but was later used in the sense of "rose garland." Three colors are particularly significant: white roses as symbols of her joy, red roses as emblems of suffering and yellow roses as heralds of her glory.

*Lily-of-the-Valley* is used as a flower of decoration for Mary's shrines in Central Europe; and *Snowdrop*, the first herald of spring, is a popular emblem of Mary's radiant purity and freedom from any stain of sin. Last of the major Mary Garden flowers, *Marigold*, according to an old legend, was used to decorate her shrines during the month of May.

Like flowers, a few special foods have become part of Easter tradition. Of these, Hot Cross Buns are probably the most famous. It started when housewives began marking a new loaf with the sign of the cross before cutting it, in order to bless the loaf and thank God for it.

Later, they were sold by street vendors who hawked them at Easter time with special rhymes.

#### **Easter Customs**

Like the blossoming of the first spring flower, the birth of a live creature from a seemingly dead object filled





people with awe. It is no wonder that the mystery of the egg came to be associated with Easter. The birth had a religious significance bestowed on it, symbolizing the rock tomb out of which Christ emerged. Even then, men painted eggs in gay colors, had them blessed, ate them and gave them to friends. Today, egg rolling, egg hunts and coloring Easter eggs are still favorite pastimes.

As Nature dressed the landscape with new flowers at Eastertime, the holiday became a time for the first wearing of new clothes. The modern Easter parade has its roots in parts of the world where white robes were donned for church services and then changed afterwards for new Sunday best.

Another part of this old custom, was a long walk through the woods following Easter services. The Easter walk is still carried out in many parts of the world and is intended to unite the wonders of nature with resurrection.

In most parts of the world, it is Ascension Day that terminates the Easter celebration. On that day, according to the Bible, Christians "look up to Heaven" (Acts 1, 11) where He "sits at the right hand of God" (Mark 16, 19) and "Whence He shall come to judge the living and the dead."



## APPETITE TEASERS

by  
the Gourmet



An extremely pleasant custom that grows more popular with each year is the serving of tasty tidbits with beverages at a party or before a company dinner. Whatever you may call these appetite-teasers—canapes, appetizers or hors d'oeuvres serving them strikes a note of informality, and when served before a meal they whet the appetite for the main courses to come.

If you're curious about the different names for these "little foods," served both hot and cold, you'll be interested in the following explanations gathered from dictionaries and food encyclopedias:

*Hors d'oeuvre.* A French expression, *hors* means "outside," and *oeuvre* "main ingredient"—in other words, "outside the meal." The word is the same, whether in the singular or plural. It was first used to describe a number of little dishes served by French chefs who were trying to keep diners happy while the elaborate main courses were being prepared. Now, of course, in most any country, the word describes all kinds of small tasty dishes served before the meal, whether fish, meat, fowl, fruit, vegetable or other food.

*Appetizer.* This is simply the English word for *hors d'oeuvre*.

*Canape.* This is the same French word that gave us "canopy." In everyday French, *canape* is a restful seat or settee, but in culinary French, canapes are small pieces of bread or rolls which support small mouthfuls of fish, meat, fowl, or anything else that is appetizing. Thus all canapes may be served as hors d'oeuvres or appetizers, but an hors d'oeuvre or appetizer is not a canape unless it is served on a small piece of bread or roll.

Whatever you call your little appetite-teasers, you'll always find a wide and versatile selection in fishery products. Whether you choose to serve convenience frozen foods like fish sticks

or cooked shrimp; to open cans of some of the many kinds of herring, sardines, smoked salmon or anchovies; to make your own appetizers, such as tiny fish balls, clams or oysters casino; or to spread finely chopped or mashed fish on crackers or toast, you'll find fish and shellfish interesting to serve and delicious to eat. If you like to make your own, here are two favorites: Clams Casino, served cold, and Tiny Codfish Balls, served hot.

### CLAMS CASINO

(Same recipe may be used for oysters)

Open clams carefully to retain the juice. Remove upper shells, leaving clams in deeper halves. Sprinkle each with a few drops of lemon juice and bits of finely minced green pepper, chopped onion and chopped bacon. Season with salt and pepper. Place in a shallow pan or on a cookie sheet and bake in a hot oven (450 degrees) until bacon crisps.

### TINY CODFISH BALLS

Shape canned codfish cakes into tiny round balls,  $\frac{3}{4}$  inch in diameter, and fry to a golden brown in deep hot fat. Serve with a cocktail pick stuck into each.

National Fisheries Institute photo





The 150-pound dry powder extinguisher crew follow the pointing finger of Captain Frank Pavelec to the scene of a simulated fire during a drill.

## KELLOGG FIRE BRIGADE: A FORCE IN READINESS

**The Volunteer Fireman – Ever alert to potential dangers, trained in the use of emergency equipment, capable of instant action and teamwork, a major plus in the safety program.**

### **Fire! Fire!**

What would happen in the event this dread alarm rang out in the main plant?

Of course, a minor fire inside the plant could be quickly put out with a nearby extinguisher or, if necessary, the sprinkler system. But suppose our company should suffer a major blaze?

For one thing, the Kellogg Fire Brigade would spring into action. In something under three minutes, hose crews and extinguisher operators could be on the scene and ready to fight the fire.

Guard Lieutenant Harold Ifland, the Fire Marshall, feels no concern on this score. He knows from drills what his volunteer firemen can do. His main regard is for the safety of other employees—to keep them ever alert for potential danger.

“Kellogg has been lucky in that the company has never had a fire of any consequence,” Harold said. “We all hope our record remains unblemished, but we should be prepared in any event. We can’t afford complacency.”

Harold expressed confidence in the ability of Kellogg firemen to contain a major blaze until the arrival of the City Fire Dept. The facts back him up.

Kellogg’s Fire Brigade consists of two squads, each under the command of a captain. Captain Frank Pavelec of Department 740 has charge of the 18-man squad responsible for the North side of the plant, while Felice Mannino of the Tool Room commands the South side squad of 11 men.

The main purpose of the Fire Brigade is to **prevent** fires. To reduce or eradicate possible fire hazards, the fire-

men make a complete tour of the plant twice a month and report their findings to the Fire Marshall, who initiates immediate and appropriate action.

Each squad conducts a monthly drill in which hoses and extinguishers are readied for use at the scene of the simulated fire. The elapsed time from alarm to operational readiness clues the teams on their speed and efficiency.

Every six months, the more than 100 fire extinguishers around the plant are weighed and checked. Those deficient on the scales are filled to the proper level.

Members of the Fire Brigade volunteer for the job. They spend two hours a month in meetings and drills.

Kellogg recently purchased and installed new pieces of firefighting equipment. The plant now boasts 1000 feet

of new hose; eight 100-foot lengths on reels and 200 feet which can be used in any part of the building or as an extension on the reels. In addition, a new 150-pound dry powder extinguisher stands ready for emergency use in the paint and thinner storage locker. CO2 units, five, ten, fifteen and fifty pounders, have been placed at strategic locations in the building.

Captain Pavelec takes great pride in his extra-curricular activities. After enthusiastically reporting on a recent drill in which his squad set a speed record of 59 seconds, he digressed to another facet of the program.

"I just recently completed a nine-week course in first aid," he asserted. "It sure was good training; not only in case of fire, but for emergency treatment of accident injuries. We had a lot of fun bandaging each other up, and learned a great deal, too."

Frank has been a member of the Kellogg Fire Brigade for 16 years. His appointment to a captaincy came two years ago when the unit was re-organized.

Captain Mannino, a fireman for seven of his 15 years at Kellogg, attained his present rank last December.

"We're constantly finding violations of fire safety rules," he attested. "For example, boxes, crates and gear are found stacked around extinguishers. Management has helped a great deal in this area, but violations continue."



George Famera (left) and Ed Zika check out one of many extinguishers on an inspection tour around the main plant.



With Fire Marshal Harold Ifland (back to camera) presiding, the North Squad gathers for their monthly meeting before a drill. Left to right, are: Captain Frank Pavelec, Joe Jordan, Ray Novak, Joe Lewandowski, George Famera, Lawrence Lake, Ed Zika and Richard Birmingham.

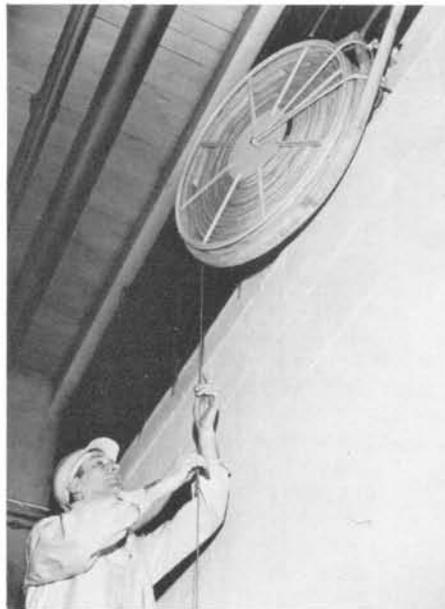
He recommended a railing in front of the extinguishers to discourage this practice and afford easy access.

"My greatest complaint," he continued, "concerns the assembly line on the north side. I think the floor at the break in this line should be painted so people will know where it is in case the building has to be evacuated in a hurry."

Drills afford the Fire Brigade squads a chance to practice teamwork and effective mobility. More than that, dry runs serve to acquaint members with the equipment they may someday be called upon to use for real. Why is this so important?

In a drill last year, the firemen found some hoses rolled up wrong on the reels. If there had been a real fire, precious minutes would have been lost. The firemen learned and practiced the correct method of rolling the hoses. Now they can take the water lines up on the roof or unwrap the hose for use in the building in a matter of seconds.

A consensus of opinion reveals that Fire Brigade members consider Fire Prevention as everybody's job. Kellogg firemen are constantly on the alert for potential fire hazards and safety violations and ready to do everything in their power to alleviate these conditions. Are you?



Fireman Ray Novak tests the pull rope on a reeled fire hose. Note how the reel is located for easy access onto the roof.



Joe Jordan takes aim with a spray nozzle. In case of actual fire, Joe would point the nozzle at the base of the blaze.

# HI NEIGHBOR!



**GEORGE KONECNY** rules the incoming ramp. Almost everything that doesn't walk into the plant comes under the scrutiny of the group leader in the Receiving Department.

Under his direction, four men check in all material entering the plant from the shipping and receiving docks. George strips off purchase orders, makes sure receiving reports are processed, sorts goods onto skids and notifies recipients.

George has been employed at Kellogg for almost four years. He was assigned his present duties when transferred from Department 78 two years ago.

The receiving man recently met the company president for the first time — and in a most dramatic manner. George relates the encounter:

"I was making a check in the receiving inspection section when I spotted two strangers looking around. It's pretty dark in there, but I'm used to it and could see them real good. Expensive tools and equipment are kept in this storeroom and I didn't know what they might be up to, so I hollered: Hey, you guys, if you don't have any business in here, get out.

"As I escorted them to the door, Mr. Scharffenberger introduced himself and his companion, Mr. Doug Anderson! I was flabbergasted! But Mr. Scharffenberger waved off my apologies; he said it showed I was on the ball.

"Say, you know, he's a real nice guy."



"Girl Friday" could describe **CHRISTINE KOZIK** and her activities in the Planning Department. Officially, she holds the position of executive secretary to the Director of Planning, Vice President William P. Hollis.

Chrystine came to Kellogg fresh out of high school — 30 years ago. She began her long service in the Rate Department. Later assignments carried her to Advertising, Switchboard Sales and then secretary to the Sales Manager. She began her present duties a year ago.

When asked about her long affiliation with Kellogg, Chris explained, "Because I've been fortunate in working for men of such high caliber, my job has always been most interesting and enjoyable."

One of the greatest highlights of her life occurred five years ago when Chris won first prize in a nationwide contest. Her letter to a TV network on "Why I Want To Be Glamorized" resulted in a trip to Hollywood. She spent four days in the glamour capital where she rode around in a Cadillac, visited famous locales, received a head-to-toes beauty treatment and appeared on TV.

"I almost didn't go, though," Chris admitted. "I had never been in an airplane before and I was plenty scared. However, once we were airborne, the pleasant anticipation of what lay ahead cooled all my fears."

This trip marked Chris' fourth excursion to California. Travel is one of her hobbies, as well as collecting rare china and doing needlepoint.



"If I had it to do all over again, I would be mighty happy and satisfied with my chosen work here."

That's how **FRANK PAVELEC**, Dept. 740, feels about his 19 years as a cabinet maker at Kellogg.

A multitude of exploits and experiences poured from his lips as he recalled past events.

"This has always been a friendly place" Frank related, "like one big family. Now, under ITT, this traditional feeling seems to keep right on going."

The cabinet maker told of the transition from working with wood to handling steel. He remembered when Kellogg made cabinets for TV sets.

"Those cabinets were works of art—really beautiful. They thought it couldn't be done, but we were putting out 50 complete cabinets a day," Frank said.

His face lit up like a neon sign when he began talking about his duty as captain of the Kellogg fire brigade. Frank has been a member of the brigade for 16 years.

Versatile Frank recently completed a mammoth project. Alone, he completely built a new home, from foundation to roof, at 7717 S. Linder St. It took him more than two years.

Six years ago, Frank's wife, Ann, decided to see for herself why her husband enjoyed his job so much. She's been with Kellogg ever since. Ann now works in the Fabricating Department.



**AIR FORCE BALLISTIC MISSILE DIVISION**  
 HEADQUARTERS  
 AIR RESEARCH AND DEVELOPMENT COMMAND  
 UNITED STATES AIR FORCE  
 Post Office Box 262  
 Inglewood, California

In reply address both communication and envelope  
 to Comdr, AFBMD, attention following office symbol  
**WDTC5**

Mr. T. P. Leddy, Vice President  
 Kellogg Switchboard and Supply Company  
 A Division of International T&T  
 6650 South Cicero Avenue  
 Chicago 38, Illinois

Dear Mr. Leddy:

It is with a deep sense of gratification that I take this opportunity to express to you and your entire organization my appreciation for the splendid job you have done during the past year.

Because of the wholehearted effort put forth by your entire organization the Atlas Program has successfully passed a whole series of significant milestones. These milestones are a concrete measure of our progress in the mutual effort to provide the country with an ICBM capability at the earliest possible time.

I know that there are still many difficult problems ahead of us in 1959, but if they are attacked with the same vigor, enthusiasm and "know-how" that you and your people have so freely given during 1958, I am confident that these problems will be solved and our schedules will be met.

Sincerely,

B. A. SCHRIEVER  
 Major General, USAF  
 Commander

# Missile Chief Praises Work Of Kellogg

Turn page  
for Vandenberg  
AFB story.

## From All Around



by Joe Roamer

If you have an interesting bit of news to contribute to this column, just call Joe at 2085. He'll do his best to get it published.

From Alcorn, Miss., comes word the Kellogg girls basketball team continues to lead the league with four wins against one defeat. Cheers to Coach Wayland Clayton and his Kellogg cagers — Pauline Smith, Elizabeth Gates, Kathryn Roberts, Genva Bennett, Faye Palmer, Betty Hathcock, Lola Crawford, Margaret Elam, Peggy Lambert, Wanda Strachan and Montez Epperson.

What are your feelings when you place a telephone call and hear the ring for a considerable length of time before someone



answers? Rather frustrating, isn't it? When others call Kellogg, their thinking runs along the same lines. President Geo. Scharf-fenberger urges all members of our organization to answer the telephone promptly and crisply. Sage advice. It'll help show Kellogg as being very much on the ball. After all, a telephone company supplier should set an example in anything connected with telephones.

Reports from the lobby of the main plant indicate a sharp reduction in the number of personnel falling up stairs. The cause can be traced directly to the installation of new lights. A salute to Dick Reece who master-minded the project.

A trio of Kellogg salesmen in Iowa regularly edit and publish a four-page sheet called "Dial Pulses". Their sales pitches are cleverly camouflaged between newsy items of the area and some pretty funny jokes and anecdotes. We'll bet it's a real valuable sales aid. The old Kellogg initiative and ingenuity at work again.

Sixteen lads and lassies (all single) from various departments of the main plant jour-

neyed to a Wisconsin resort early last month for a weekend of skiing. The outdoor—and

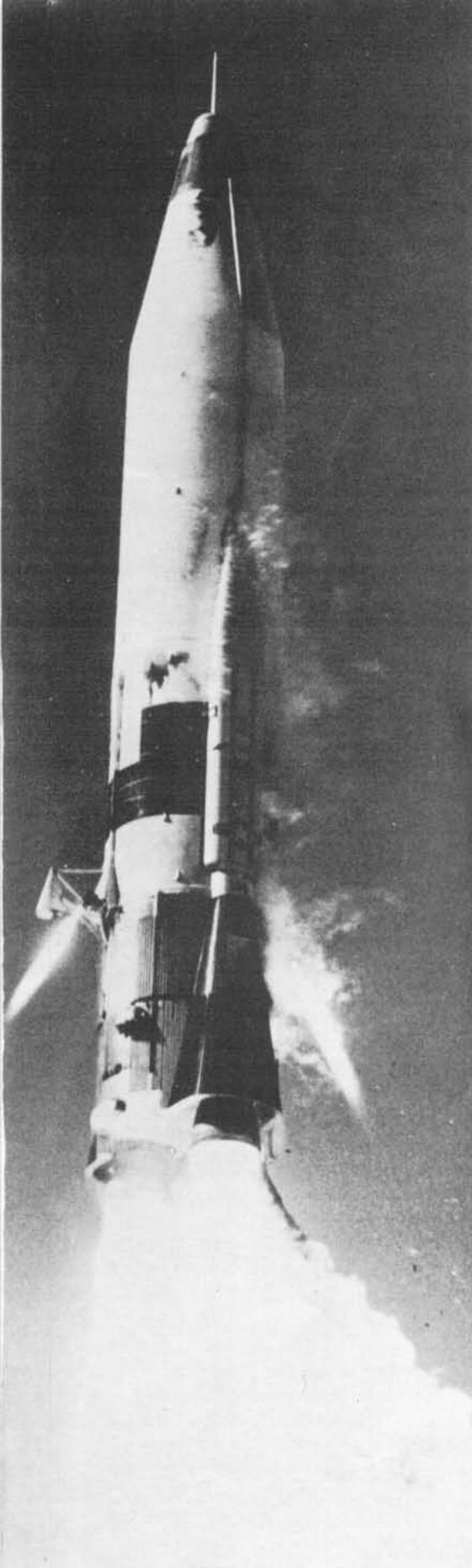


indoor—sports were reportedly so excellent, another excursion was scheduled over last weekend. Rumor has it that one purpose behind the joyous occasion is to give Tom Horan a royal sendoff. The U. S. Navy calls for his services this month. Bon Voyage, Tom. Dry your eyes, girls, he'll be back after his three months of training.

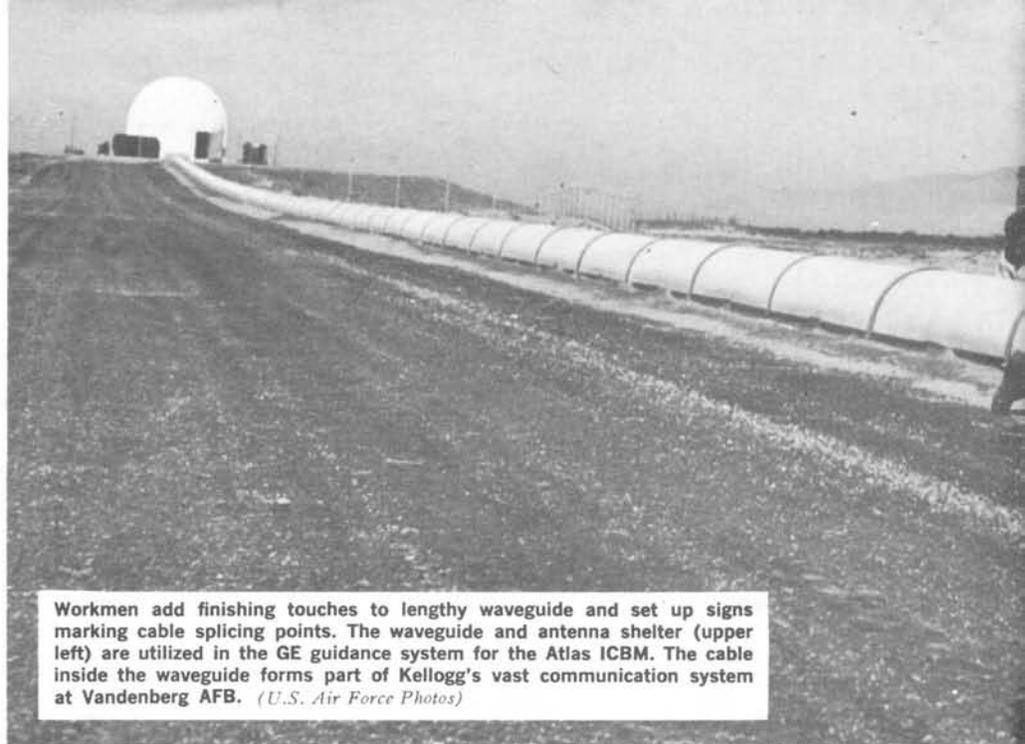
A report from Clifton indicates Engineer Dick Force had not yet fully recovered from the effects of becoming a father—of twin girls. Seems the shocking stork kept the



double delivery schedule a well-guarded secret. Congrats to the proud parents.



Powerful rocket engines carry aloft an Atlas Intercontinental Ballistic Missile.



Workmen add finishing touches to lengthy waveguide and set up signs marking cable splicing points. The waveguide and antenna shelter (upper left) are utilized in the GE guidance system for the Atlas ICBM. The cable inside the waveguide forms part of Kellogg's vast communication system at Vandenberg AFB. (U.S. Air Force Photos)

## KELLOGG INGENUITY SPARKS MISSILE LAUNCHINGS AT VANDENBERG AFB

Northwest of Los Angeles, some 170 miles, lies Vandenberg Air Force Base. Its 64,000 windswept acres range over a vast mesa which falls off to the blue Pacific.

Here, at the only missile training base in existence, stand the launching pads of intercontinental ballistic missiles . . . Atlas and Titan.

As Camp Cooke, Vandenberg was once the training area for armored divisions during World War II and the Korean conflict. Later, it became pasture land for sheep and cattle.

Now, almost overnight, the sprawling giant has awakened again. Intense activity is transforming the base into America's most powerful arm of defense . . . and offense, if necessary.

Pages in history are being written at Vandenberg. The scene is at once awesome and inspiring . . . a monument to necessity that ingenuity is building.

And Kellogg lends a strong hand in this shaping of defense and destiny. Kellogg engineering and equipment capabilities provide the communication systems for Atlas and Titan.

Never a statement made, never an order issued or a command implemented . . . an Atlas or Titan launched . . . except through Kellogg communication systems.

Kellogg has been at Vandenberg almost from the very beginning of Air Force activity there . . . from the earliest digging of trenches for cable when rescuing sheep fallen into the pits constituted a major work-stoppage.

Last year, from March until Christmas, Jim Behan was in charge of base operations for Kellogg on the missile site. During this time, more than one-half million feet of cable was positioned. Mr. Behan, now assigned as Manager of Administration at the main plant, has been succeeded by Lee Shaver.

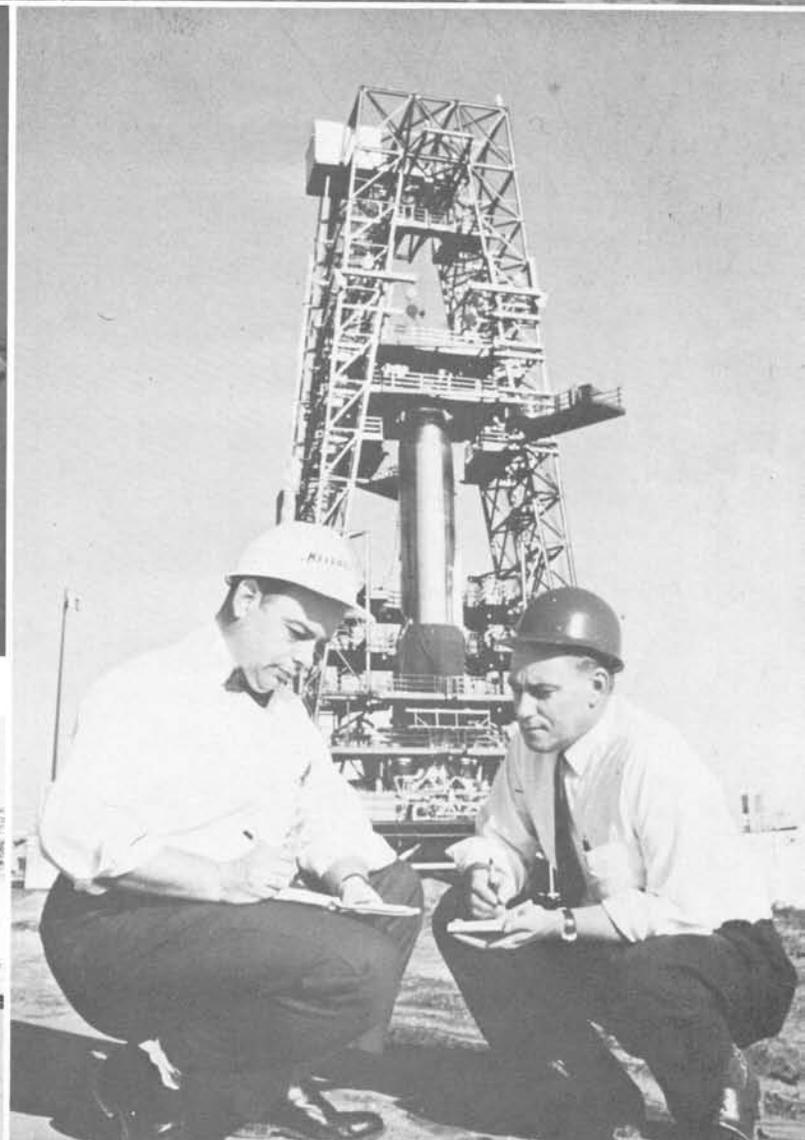
At Vandenberg is the reality, the product, of what once seemed as so many isolated activities—Myriad designs on scores of drawing boards . . . countless equipment on many production lines. Put together, these make possible the system and elements for "push-button" defense and warfare.



Al Wortman, Department 49, checks out a circuit in the vital Kellogg switching equipment at Vandenberg AFB.



The blockhouse at Vandenberg AFB controls three launch pads. This is the nerve center from which all countdown procedures are observed during Thor intermediate range ballistic missile launches.



Lee Shaver (left) and Wayne Benham, Kellogg engineers on the job at Vandenberg AFB, confer and make notes in the shadow of a launch pad housing an Atlas ICBM.

*Products for Progress*



*hatch yourself a*  
**Happy Easter!**

**extension phones**  
**IN COLOR**  
*make your life EASIER!*

In 15 sparkling colors to match any decor...  
both table top and handy wall models.  
Stop in and see them today... you'll be amazed  
how inexpensive this "easy living" can be!

**EASTER PROMOTION CAMPAIGN**

Kellogg Switchboard & Supply Co.  
6650 S. Cicero Avenue  
Chicago 38, Illinois

BULK RATE  
U. S. POSTAGE  
**PAID**  
Chicago, Illinois  
Permit No. 4314



H J STERN  
1036 M ST  
ANCHORAGE ALASKA  
93134

Return Postage Guaranteed

Reply to email sent to Roger Conklin and Odis LeVrier about this PDF it is added here for its historical value to this piece. Mike Neale

=====

Mike,

Thanks so much, first for picking this up off EBay and second for sending us a copy. I have printed it out. I was at Kellogg at the time this was published in 1959 and recognize several names and faces. One of the editorial consultants was Ed. F. Rausch. He was in charge of the personnel department (human resources, as it would be called today), and he and I had lots of interfacing. He was in charge of hiring me when I graduated from University of Michigan. -I remember very well the cutover of the Wisconsin Rapids K-60 exchange in that city and the smaller towns of Nekoosa and Port Edwards. It was not the first K-60, but it was by far the largest up until that time. General Edmond Levy was president of IT&T. He was a retired Army general. He did not leave much of a mark on the company during his short term in that job. He lasted only a short while until Harold Geneen came in to that position and completely revolutionized IT&T, renaming it ITT, (among other things).

Mention is made of the cutover of a Kellogg SxS exchange at Commonwealth Tel in Millersburg, PA. Commonwealth was a good customer for what had been Federal Tel & Radio Corp. SxS equipment made in Clifton, New Jersey. Management of that facility had been incorporated into Kellogg but the equipment was still being made in Clifton. Shortly thereafter the Clifton operation, manufacturing and engineering, was consolidated into the Cicero Avenue facility in Chicago. A good friend of mine, Don Smathers (whom I hope to see at the Maitland FL phone show in January) was technical director of Commonwealth for a number of years, but that was in the late '70s and early '80s. Don and I worked together briefly in Brazil when I left ITT and joined Continental Telephone. It has been over 30 years since I have seen Don, so we are looking forward to Maitland.

Of the 8 engineers interviewed for that article, I knew some of them very well. Marv Thompson was a top notch engineer and a fine gentleman. He later transferred to ITT's laboratories in Conn. and was involved in the development of ITT's System 12 digital switching, which never really got off the ground (until ITT sold that part of its business to Alcatel). He then went to ITEC in charge of switching development there and. I heard, passed away while working there. Glenn Clark, the owner of ITEC, was also a former Kellogg employee. He was on the San Juan project when I was there. I did run into Marv at a trade show while he was at ITEC. That was the last time I saw him. He was involved in the San Juan Metro Area cutover from manual to 7-3 crossbar. I spent 8 months in Puerto Rico on that project, so we had frequent contact. That is where I met my wife. We were married in Puerto Rico and will be celebrating our 50<sup>th</sup> anniversary in August 2006. I got drafted into the Army while working on the San Juan project in 1954 and our marriage took place when I was shipped back to San Juan for discharge at the end of my 2 years in the army.

Ted (Theodore) Bowers was "Mr. Traffic" at Kellogg. I remember he had one of those very complicated crank-operated mechanical calculators on his desk, before there was any such thing as an electronic calculator. He always wore a bow tie, just like the picture in this publication. He was a recognized authority in the industry on telephone traffic. Among the new Chicago employees listed on page 5 is the name of Rames Mina. He was a middle-aged Egyptian engineer who was assigned to Ted Bowers as his assistant. His background was also in telephone traffic from his previous employment) I am not sure where that was. He and I became good friends and I had a lot of respect for his ability. He also was a real gentleman. Ron Bowman worked for me when I was running the equipment engineering department (Application Engineering, it was called). He was a very bright young fellow who was always very dependable. Ron was not a degreed engineer, but one who learned by experience.

Kellogg was heavily involved in providing switching equipment to the Air Force at that time and had contracts going at several air force bases around the country. It had become a very important part of Kellogg's business at that time. Most of the people involved in that part of the business had been relocated to another facility on 59<sup>th</sup> Street, so I saw very little of them at 6650 S. Cicero.

Again, many thanks. This has given me a great memory trip. I'm sure Odis can add a lot to it as well.

Roger (Conklin)