

CROWN CRIER

VOLUME 15

DECEMBER ISSUE



MERRY CHRISTMAS
AND
A HAPPY NEW YEAR

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The State of the ArtDave Stuber
I don't know of any new cars to report this month, but I do have a couple of corrections to make on last month's list. First, I missed Ruth Sala's new Dodge Charger; and second, I called Mary Harris and Mary Ellen Wade's Plymouths, "Dodges".

There are seven new employees at Crown this month. In the office helping Millie Ott is Kate Moore from Breman. She enjoys playing piano and organ and also directs the Youth Choir of her church.

Richard Platner is a new draftsman for Engineering.

Leonard Bruggess has taken over the Woodshop and will be giving a hand with Plant Maintenance.

Melvin Smith is working in the Machine Shop. Kurt Barhydt is learning Incoming Inspection. (I wonder if he knows the Barhydt girl working here?)

Robert Hunt is the new technician for the Transport Line.

And last, the World's Worst Whistler, Don Florea, has returned to Crown to work in the Set-Rec Dept.

Editor's Note: SOB!! Nobody noticed Mac's Pontiac Wagon!!

Let's Think About It.....contributed by
Lois Roberts

The decorations are going up; the carols are being heard....and we are beginning to hear the annual, traditional griping about over-commercialization of Christmas. SO

Why don't we, this year, give up something for Christmas (instead of for Lent)?

Let us give up our complaining about what the world has done to Christmas and see what we can do--as individuals and as a group-- to allow Christmas to do something to our little corner (at least) of the world.

When our Lord came, it wasn't to reject and to judge the world, but to save it. (God so loved that old world!) He took it where it was, went to its wedding feasts, ate with its sinners, and--- because he had come to it -- it is a different place.

In a similar way, we are not going to do away with the commercial approach to this wonderful season by our judging and complaining -- anymore than anyone is going to be won to our Lord by nagging. This being the case, why don't we resolve that this year we will do all that we can to love the world (and all its people) in spite of and in the midst of its inadequacies, and do everything we can to let the light of Christ shine into it through us. Let the magic of the season do its work in you until you can smile at (yes, even love) the shopkeeper who is worn out and crotchety from extra hours spent attempting to use the season to extract your dollars.

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Let's Think.....cont.

He needs the light of Christmas as much as anyone. The canned music and the stereotyped decorations aren't going to go away, so enjoy them and be thankful they herald a season when most everyone at least "lets go," even if not always for the right reasons or in the best way. Don't get red-in-the-face at the neighbor staggering home from his office party (Our Lord came not to condemn the world, and doesn't ask you to judge anyone), but enjoy the season with him -- in his way and you in yours.

Above all, let this be a family season. Let nothing take away from that. If you have no other family...or if they are too far away at this time...you have a church-family with whom to share. Don't wait for others to reach out to you (and feel slighted if they don't) but you reach out to them!

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Crown Mission Control.....Ray Stevens

In the past few weeks Crown has experienced a first in high altitude advertising. On the side of a bright red rocket "CROWN" was proudly displayed. Although the first shot on December 8th was not visible for more than a few seconds, it was estimated to have reached an altitude of approximately 1,500 feet before descending back down through the 1,000 foot cloud cover. Due to perfect weather conditions on December 11th another shot was scheduled for 12:15 p.m. Although chilly, there was no wind or clouds and all systems functioned perfectly except for two non-scheduled holds in which the ignition system failed. The second shot although overweight and

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Mission Control cont.

under powered, was recovered as close to perfection as could be desired, descending from approximately 1500 feet and landing only 25 feet from the launch stand.

The next launch has not been scheduled at this time, but will be of a payload nature. It will be designed to go higher (possibly 2200 feet) before ejecting its payload and descending.

Watch the Bulletin Board for the next launch date!!

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Driven to It

There's this about women drivers,
I say with a twinge of shame:
I hate them and yet I love them--
I'm glad to have someone to blame.

The Ray of Light.....Mac

There is an inbred desire in the human being to be remembered forever. We all have this desire in us, but there are different variations of intensity.

This desire drives persons to do fantastic things. For example Richard Nixon has spent his whole life pursuing the Presidency of the U.S. Other men have also done this, but have not been as successful as he. These people give up personal pleasures, family life, anything for a small place in history.

Most of us don't have egos as large as those above, but we do try to leave an impression on our associates when we go. That is, when we die or end some other association, for example I wonder sometimes what my old classmates or ship-

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Ray of Light cont.

mates from the Navy think about me and whether they remember.

I think of the memory that's left as a Ray of Light. Some persons leave strong rays of light and others leave rather weak ones. These rays are of two types. One is sunlight and the other type is fire. Our rays of light are a combination of both.

Examples of almost pure sunlight would be Jesus and Buddha. Both of these men have millions of followers of their teachings. On the other hand the pure fire example could be Adolf Hitler.

The desire to be remembered can be either positive or negative. The positive rays seem to be harder to generate, they do, however, seem to last much longer. The question is, is it worth the effort to build the long-lasting rays or cop out with the short term burst of fire? How will you be remembered???

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Special Thanks

The Crier Staff would like to thank Mike Branch for doing the lettering on this issue's cover.

We also thank everyone that gave their time and articles to make this issue a success. Keep it up!

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Are We Running out of Air to Breathe?

by...Dennis Hickman

We must develop a program for conservation of the air we breathe! We all know and have learned the hard way that our

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Air to Breathe cont.

natural resources can be exhausted if we do not set up adequate conservation programs.

Everyone should be concerned about air pollution, but quantity is just as important as quality--let's not get our air clean only to find we are becoming short of it.

Many people seem to think our supply of air is unlimited, when in fact all the breathable air we have is within 18 miles of the earth's surface. That's enough for a few days, but we should be concerned--for we aren't going to find a replacement (or substitute) for air.

You may think it silly to think we could exhaust our supply of air---but did you ever think about how much air we really use? For instance: an automobile traveling 60 mph for 30 miles uses as much air as approximately 150,000 people breathe in that same time; or to put it another way, if we were able to put an air tight cover over the city of South Bend and drove our at 60 mph, within one hour everyone in South Bend would be dead. In 1965 there were 88 million cars in the U.S. alone, by 1985 it's estimated there will be about 110 million!

In 1971, the world population was approximately 3 billion, by 1985 it will have doubled to 6 billion---the time it takes for the world population to double gets less and less. That's a lot of air being breathed!!

The most disastrous fact is while we keep using more and more air we are destroying vegetation that produces the air.

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Air to Breathe cont.

Thousands of acres of forest are lost by fires, everyone wants a large home in the country, shopping centers and super highways that take acres. Plus the increase in population all result in the destruction of vegetation.

Automobiles have become a status symbol. Wouldn't it be great if someday not owning a car became a symbol you care about our environment. Mass transportation is the only answer. The Federal Government provides more funds for highway construction than for creation of mass transportation, which encourages more highways in turn more cars (110 million cars use a lot of air).

The increase in population presents many problems, among them more automobiles, and of course more housing. People will have to forget about owning big, one story homes. People are going to have to live in multi-units buildings.

If we don't start now planning the cities of the future--chances are we will all be living in slums and concrete jungles. We must plan for our cities of the future to insure pleasant surroundings with many parks not only for recreation and beauty, but for vegetation which is vital for the production of air.

We must find ways to conserve our supply of air and protect our vegetation to insure we have a continuing air supply.

What can you do?? Write your Congressman, tell him to support and encourage programs for mass transportation and planning cities of the future.

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Air to Breathe cont.

Protect and increase the quantity of vegetation we now have--when camping not only be careful with fire yourself, but watch the other guy too. Instead of cutting down trees, plant them. Don't complain about raking leaves, mowing the lawn, or trimming the hedge--but thank God they are here.

POPULATION BALANCE SHEET

Population of U.S.....	199,000,000
Population over age 65.....	<u>67,030,000</u>
People Left to work.....	131,970,000
People under age 21.....	97,700,000
College students over 21.....	<u>4,320,000</u>
People left to work.....	29,950,000
Government Employes(Fed.)....	<u>26,400,000</u>
People left to work.....	3,550,000
People in Armed Forces.....	<u>787,000</u>
People left to work.....	2,763,000
City & State Employes.....	<u>2,500,000</u>
People left to work.....	263,000
Insane & in hospitals.....	<u>136,000</u>
People left to work.....	127,000
Bums & Drunks.....	<u>84,000</u>
People left to work.....	43,000
Blind,Crippled & Unable to work...	<u>10,200</u>
People left to work.....	32,800
People in Jails & Prison.....	<u>32,798</u>
People left to work.....	2*

* YOU and ME - and YOU better get busy because I'm getting tired of running this country alone!!!

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A BOSS is someone who's early when you're late and late when you're early.

EMPLOYEE OPEN HOUSE

When we first talked about an employee open house, I imagined 200-250 people (the relatives and friends of the employees) coming thru over a two-day period. But, I guess we really have friends! There were an excess of 550 people that went thru on Saturday and Sunday. At one time, the Chapel was full, there were tours saturating the plant, the reception area was full, the conference room was full and people were standing outside waiting to get in. I wonder what we would have done if we would have had a crowd??

Interest was high though not every guest had interest in everything. One lady said, "I want to see where Mike works but I don't have time for anything else." The audio demonstration was too loud for some and not near loud enough for others but all agreed that it was impressive.

The enthusiasm, pride and friendliness of the employees responsible for the open house impressed me most. Guests were handled courteously and made to feel welcome by the hosts, tour-guides and servers.

We had a total of fifteen tour guides, eight on Saturday and fourteen on Sunday. Many of the tour guides took four groups of people thru with each tour lasting approximately 40 to 45 minutes. When you have been thru a tour like this four times, you know you have done a little bit of walking and talking (even Verne Searer got tired of talking by Sunday evening)!

John Miller was heard to say late Sunday afternoon that this was harder than work. Richard McCreary only took one group thru open house, I guess it was because he could not pass incoming inspection. Bachman was in high demand, at least for the children, and there seemed to be a bottle neck that occurred in the Sales Department everytime Clyde Moore took a group on tour.

During the two days, Glen Ryman gave 41 demonstrations of our NCR computer with a little print-out for each demonstration telling the observers what the computer was capable of and what we plan to do with it. Everyone was impressed except one confirmed computer hater who gave Glen a hard time.

Several guides were drafted at the last minute when it became apparent we were swamped: Ken Woodcox, Clyde Moore, Steve Peer, Arline Bontrager, John Miller and John Haines.

A crew of ladies served cookies, coffee and cool-aid both afternoons. I have no idea how many cookies were handed out but I understand they went thru 10 pounds of sugar and 45 packages of cool-aid.

Every department of the factory was prepared with T.L.C. for the event. Most areas had displays and set-ups typical of the work done in their particular area. I think it may have even been educational for employees from one department to tour the other departments and learn a little more about the total CROWN operation.

We pushed Reith Riley to make sure they got the paving done out front before open house but it really didn't make any difference because there was not nearly enough parking for everyone. The front parking lot, the front lawn and the neighbors front lawns were completely full of cars at the peak time.

Yes, the open house was a real success. Perhaps a few comments made during and after the open house will serve to wrap up this report -

Dan Nystrand (Mast Construction): "I have been to every open house for every factory we built in the last four years but this is one of the best. It is well planned, well attended and very interesting."

Mr. Moore: "I heard more compliments about the employees than the product."

Dr. Kintner, MD: "I had no idea you had such a sophisticated operation here."

Overheard many times: "Fabulous"

Unknown Man: "Now I see why your product is so good."

Erma: "The women that work on these lines must have to be good to pay such close attention to detail as fussy as you are on quality."

Mr. Bill Wakman: "I've never heard sound like this."

Mrs. Brooks: "It's a real neat place" Hal claims she still hasn't stopped raving about it!

It's Blessed To Receive, Too

WEST LAFAYETTE, Ind.—During the holiday season, we hear over and over about the joy of giving. But how much do we hear about the grace of receiving? Probably very little, says Dr. Dama C. Wilms, Extension human development specialist at Purdue University.

Perhaps one reason we focus on giving rather than receiving is that we have been taught it is more blessed to give than to receive. "However," Dr. Wilms points out, "this teaching implies that it is also blessed to receive."

"In receiving with joy, we acknowledge our personal worth, confirming the good judgment of the generous giver. By accepting a gift graciously, you maximize the joy of the giver."

Many people find it difficult to

be on the receiving end of a gift or compliment, Dr. Wilms says. They monopolize the giver's role and don't grant others the pleasure of giving to them. These people need to give more attention to the art of receiving.

Do you feel uncomfortable when someone gives you a gift or pays you a compliment? Do you respond with, "You shouldn't have done that!" or "You can't mean it!" Then perhaps you should examine why you find it hard to receive, Dr. says.

A good way to look at feelings about receiving is to examine feelings about giving. "We like to think that all giving is unselfish sharing," the specialist notes. "However, some people give for selfish reasons."

Some people prefer to do all the giving because they enjoy

the sense of power and goodness that comes from being the giver, Dr. Wilms explains. These people hope to hear things like, "How nice you are!" from those who open their gifts.

However, when the role is reversed, these people may feel inadequate and embarrassed, Dr. Wilms points out. They are uncomfortable when someone wants to give to them.

"Others find receiving gifts, good wishes, and favors threatening because they do not feel deserving," the specialist continues. "Their self esteem is so low they really can't accept another's gift without wondering why the giver cared or bothered."

The philosophy that you should get only what you earn may keep others from being gracious recipients. "This philosophy

robs some people of the joy of receiving—unless they are sure they have the gift coming or can pay it back."

Dr. Wilms suggests taking an inventory of yourself to make sure you aren't robbing yourself—and those who give you gifts—by being an ungracious receiver. "This season of gift giving and receiving can provide you with an opportunity to grow in the grace of receiving as well as giving," the specialist says.

Contribution of
Arline Bontrager

GERALD'S PUZZLES

The response to last month's puzzles were very good and many people got the answers to them. They might be tougher this month, if you want real tough ones see me (Gerald Stanley) and I will get some for you.

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Last Month's Puzzle Answers

1. 8 miles---since the boy walked three miles at 3 mph he walked for one hour. Therefore the dog ran for one hour at 8 mph or 8 miles.

2. Bus #196--This problem does not admit to an analytical solution in as much as the symmetry of the symbols of the decimal system is not inherent to the properties of the system. A pragmatic solution is then necessary. The composition of the answer must contain the symbols 0, 1, 6, 8, or 9 by symmetry. Quickly

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mentally testing squares thru 12 squared (excluding the trivial case of #1) finds no solutions. Since 12 squared, 144, is a three digit as is also 500 the upper limit of the numbers to test the only remaining numbers possible must be squares lying between 100 & 200, since the number cannot contain a 2, 3, or 4. There are only two such untested squares, 13^2 (169) and 14^2 (196). The first when inverted forms 691 which is not a square, but the second forms 961 which is 31 squared.

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The puzzles for this issue are continued on the next page.

GERALD'S PUZZLES cont.

19. FATHER AND SON

I am 30 years older than my son. If my son's age is placed before mine the four digit number thus obtained is a perfect square. In twenty-five years' our ages will similarly form a four digit square. What are our ages?

20. SIR WALTER RALEIGH'S RIDE

At one time Sir Walter Raleigh was a great favourite of Queen Elizabeth I. His wit, genius and undoubted courage, coupled with a fine physique and a certain degree of audacity, greatly impressed the Virgin Queen. So considerable was his influence that Tarleton, the comedian, once ventured to say in front of his royal mistress, "See, the knave commands the queen."

In 1587 Raleigh had become captain of the Queen's Guard, and was one day out hunting some little distance from London when he received an urgent summons to present himself before Her Majesty at the Tower at precisely 4 P.M.

Sir Walter indulged in a little mental arithmetic. If he left the field now and trotted at 4 miles per hour he would reach the Tower at 3 P.M. which would give him ample time to repair his attire before meeting the queen. He might, however, enjoy another two hours' hunting if he then galloped at 8 miles per hour, for he would still reach the Tower at 3 o'clock in the afternoon. This he therefore decided to do. How far had he to travel?

Event of Season cont.

of succulent turkey, bowls of dressing, baked potatoes, gravy, mixed vegetables and hot rolls were served by the ladies of the church and devoured by the ladies and gents of this company. And after all that we just had to eat that homemade pumpkin and apple pie! Such sweet misery!

After settling back and loosening our belts we were ready to be entertained. From Concord High School a talented choral group called the "Concord Singers" performed for us many carols of this holiday season. Especially appreciated and done so well were Handel's "Messiah" and "The Twelve Days After Christmas", a comedy sequel to the original 'Twelve Days'.

Our MC and 'chief elf', John Bachman, decided to have, not one songleader, but four! John Haines, Glen Ryman, Max Scholfield, and Lee Hochstetler all reluctantly meandered up to the podium to lead us in singing carols. They even gifted us with the delightful rendition of one verse of "It Came Upon a Midnight Clear"! Not bad for an impromptu quartet, fellas. (Or did you by any chance practice?).

Our President, Mr. Moore presented us with a few words commending the company for the work well done in the past year.

To end the evening in the spirit of Christ, the lights were dimmed, the candles all lit and we reverently and joyfully sang "Silent Night".

Many thanks go to the committees for all their efforts in making our party a pleasant one, indeed.

The Event of the Season.....Sharon Johnson

Thursday, December 7th, as the 4:30 and 5:00 buzzers sounded, almost everyone rushed home to prepare for the Christmas event of the year. Upon arrival at the Jimtown Church, along with greetings and pleasantries, candles of all shapes and sizes were being exchanged..and exchanged.. and exchanged again until one was found to take home.

Juice and cranberry salad awaited us as we sat down to the beautifully decorated tables. A lucky guest at each table who happened to find the word "centerpiece" written under their napkin got to take the centerpiece home. Then huge platters

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A Tentative Definition of Sales Engineering

(Subject to change without Notice)

by Dave McLaughlin

Salesmen and Engineers (or Engineers and Salesmen, depending on your personal sensitivities) are two different breeds of people, sort of like Republicans and Democrats, or Yankees and Confederates, or even Baptists and Methodists. If you get a representative of either group alone, they turn out to be generally agreeable and more or less reasonable people, displaying the common human traits (good and bad) observable on any freeway or in any supermarket. If you combine the two groups in any proportion, however, changes take place, and the differences between the two groups show up in brilliant detail.

These differences assume all possible formats. Salesmen, for example, tend to react to customer responses, both good and bad, with a desire to incorporate those responses into saleable products. If a customer (or even better, Two customers) reports that he likes listening to his stereo while brushing his teeth, a hard-core salesman will begin investigating the possibilities of selling stereo sets with toothpaste dispensers. If a customer (or even better, two customers) complains about the dull green color of a product, the next run of the product may be at the salesman's insistence, a scintillating orange. Obviously, this sensitivity to peoples' opinions and experiences can be good or bad for selling equipment.

Engineers as opposed to salesmen (and sometimes they are) tend to react to the problems involved in designing and building a saleable product. Instead of dealing with customer opinions, the engineer deals with materials and costs and physical laws. He may, as a result, scoff at the salesman's suggestion for attaching a toothpaste dispenser to a stereo unit because he knows it will cost a lot of money and it seems like a dumb thing to him (he uses dental floss anyway). He may also want instead, to sell the customer a \$4000 noise generator that will clean the customer's teeth (and his clock!) ultrasonically if he merely turns it on and allows it to silently shake up his whole being for three minutes every day.

These, of course, are extreme examples. They are extreme examples because (a) they illustrate some basic differences in approach, and (b) without them this article would be less interesting (I hope).

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The examples also help to illustrate the schizophrenic nature of sales engineering. Theoretically, a sales engineer lives halfway between sales and engineering, combining the best qualities of both salesmen and engineers. Actually, he may be a combination of neither. With engineers he criticizes salesmen, and with salesmen he criticizes engineers, feeling guilty both times. By himself he criticizes no one, but simply enjoys the calm and rest.

If sales decides, however vaguely, on a product, that will fill a certain area of customer need, it is the responsibility of the sales engineer to present it to engineering for comment. After comment it is then his responsibility to take the entirely redesigned product back to sales and point out that this is what engineering feels is feasible. Since salesmen on occasion may not respect the laws of feasibility or even believe in the divine right of Kings, there is frequently a further proposal to be carried to engineering, etc. The sales engineer, who is in a good position to see both sides of the story and who may agree with neither, begins to move like a ping pong ball!! Eventually, the proposal is ironed out and defined to the partial satisfaction of both sides, and the sales engineer is given leave to observe the actual carrying out of the project and generally provide engineering information for any sales projects or plans.

Audio clinics, technical papers, manuals, and technical information for the customers and dealers show up in the sales engineers' bailiwick, since these things may require technical detail beyond the training of most salesmen.

The particular challenge of the job comes from the first-hand contact with two departments which sometimes tend to be isolated from each other. Relieving the isolation, and trying to establish open communication (with translation, when necessary), between sales and engineering is probably the simplest summary of a sales engineer's responsibility. Someone has to tell the eager salesman sympathetically that he cannot have the whole world in a \$29.95 box with .0001 % distortion, and also at the same time let the skeptical engineer know that the customer, for all of his lack of knowledge and unreasonableness, wants the whole world in a \$19.95 box, and that only through brilliant salesmanship will we be able to sell it to him for \$29.95.

Thus armed with Ohm's Law and Murphy's Law, the Sales Engineer rides bravely on.. .

IT'S CHRISTMAS!!

The way to celebrate a holiday is through a child's eyes. A child sees Christmas with a special glow of family gatherings, warm welcomes, and anticipation. Children smell their way through the day with the combination of Tom Turkey slowly basting its way to tenderness and pumpkin and mincemeat pies cooling on the window sill. The big day is decorated with white tablecloths, sparkling dishes, shining silverware, and a table laden with great food all in God's great colors. Here's a special desert to top off your dinner:

PART I:

1/3 Cup Margarine

3 Egg Yolks

1/3 Cup sugar

1/2 Cup Flour

2 Tsp Baking Powder

1/4 Cup milk

1 Pkg. chopped pecans

NOW, Here's what to do

with "Part I":

Melt margarine, set aside

Beat egg yolks & sugar well

Add milk, flour & baking powder

Mix in Margarine

Then spread out mixture on a buttered, floured cookie sheet

Sprinkle 1/2 pkg pecans on top

PART II:

3 Egg whites

2/3 Cup sugar

1 Small hershey bar

1/2 pt. whipping cream

Here's what to do with "Part II":

Whip egg whites with about 1/4 of the sugar until they are stiff and stand in peaks. Blend in the rest of the

con:
(with spoon)
sugar, and spread over the top of "Part I". Sprinkle other 1/2 of pecans over top and bake at 300° for thirty to forty minutes. Let cool on a cookie sheet.

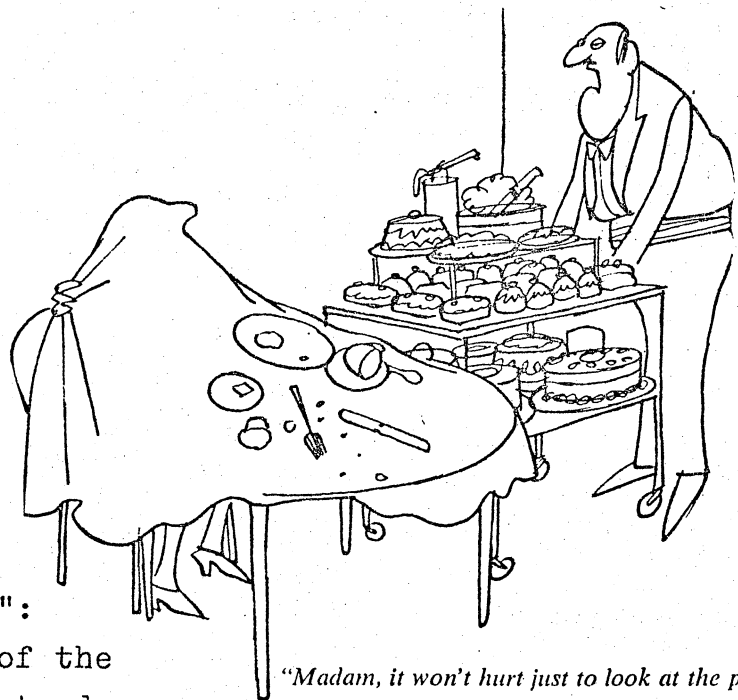
PART III:

Just before serving, whip the whipping cream and mix in the chopped Hershey Bar. Then, take the cake, cut it in half, and spread the whipping cream mixture on just one of the halved sections. Use the other section as the cover or top.

Serve immediately!!!!

Our special thanks to Margaretha Weaver who's our new found friend from Sweden. Margaretha patiently translated the ingredients from European measuring standards to American standards. Not as easy as it sounds!

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"Madam, it won't hurt just to look at the pastry cart."