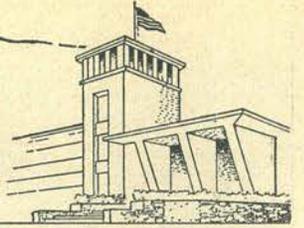




Sandia LAB NEWS



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Monday

RED FEATHER SPECIAL

OCTOBER 4, 1954

"It's Your Chest . . ."

A Message from the President



Once again the time for the annual drive for funds by our Community Chest is approaching. As we all know, Albuquerque is one of the fastest growing cities in the nation. Thus, more and greater services are required from various organizations and institutions established for the care of persons less fortunate than ourselves and the agencies carrying on youth guidance and training.

We can take pride in the record of continuing generosity and cooperation shown by the members of Sandia Corporation in past years. This record proves that we realize the tremendous task at hand and that united giving through our

Community Chest is recognized as the logical way to maintain successfully all participating agencies.

The slogan we have chosen at Sandia this year has greater significance than the first glance indicates: "It's Your Chest. Swell It!" May we all be proud of our community and of our contribution to its Community Chest.

J. W. McRae
President
Sandia Corporation

How're We Doing? Chart in Office Will Tell Us All

Totaling up the score in the Tuesday-Wednesday Red Feather campaign will be a team of volunteers who'll set up shop in the lobby of Bldg. 800.

There a large display prepared by Artist Strome, 2463, will feature Sandia Corporation employees' percentage of participation in the Red Feather drive. The goal is 100 per cent.

Running totals of team standings will be posted at the tech area gates during the two-day drive.

The volunteer workers in the lobby are headed by Red Feather Treasurer John Cavanaugh, 6021, and Statistician C. E. Wedwick, 4310, assisted by Bob Yoder, 4135, and his staff.

Salvation Army

Its load means this: meals for the hungry; grocery orders for the impoverished; warm jackets for small shoulders; shoes for little feet so they may walk to school.

Statistics Tell Of Task Ahead In Chest Drive

The needs of Albuquerque Community Chest are up 28 per cent this year over the goal set for 1953. This year the needs of the 23 agencies participating in the drive are \$339,573. In 1953 the Chest had a goal of \$274,824. This was undersubscribed by approximately \$11,000.

In 1953 the 5200 Sandia Corporation employees contributed \$38,904. This was an increase of 18 per cent over the previous year.

This year 5500 Sandia Corporation employees will participate in the drive and it is hoped to obtain 100 per cent participation.

The average contribution by Sandia employees in 1953 was \$7.34. For the 1954 drive the Albuquerque Community Chest has adopted the slogan "Give at least 50 cents an agency."

"It's your chest, swell it."

Community Chest TV Productions Work of Sandians

Bringing the Red Feather call into Albuquerque living rooms recently has been a nine-week series of television shows, "For Whom the Bell Tolls."

The series, written and produced by Sandia Corporation's Tom Zudick, 1916, and Thomas Heaphy, 1923, featured activities of the various Community Chest agencies.

Photography was contributed by Sumner Lane, 5215, and sound engineer was Phil Bircher, 1512.

Among the narrators were Hal Gunn, 1925, and George Thorne, 1942.

The Sandians, who volunteered many an evening and weekend hour in preparation of the shows, have worked since last April to produce the series. All of Albuquerque's TV stations participated in airing the group of 15-minute programs.

Five Red Feather Questions

What is the Community Chest?

In Albuquerque the Community Chest Red Feather organization is a cooperative group of citizens and social welfare agencies.

What is its purpose?

The Albuquerque Community Chest raises funds each year for affiliated voluntary social welfare and health agencies and distributes these funds in accordance

Is Focal Point

The Albuquerque Community Chest has eliminated multiple campaigns. It serves as a focal point for community giving—its voice is the social conscience of the Duke City.

with a mutually agreed upon budgeting procedure.

Is it nationwide?

Yes, the Community Chest campaign is a nationwide activity with more than 1,800 cities raising funds for their own use.

Why have a Community Chest Drive?

Experience has shown that when people give the united way, more money is raised and more money saved in campaign costs.

What's the goal?

All the cooperating cities of the nation have a goal of \$290,000,000. Albuquerque's goal is \$339,573.

Your Community Chest Gift Helps Martineztown Kids

A day nursery, kindergarten, five girls' clubs and six boys clubs comprise part of the community program at Martineztown Center, a Red Feather agency.

Located in one of the most concentrated population areas of the city, Martineztown Center offers its neighborhood youth wholesome activity — leathercraft, ceramics, baking, sewing, even over-night hiking and fishing and camp lore.

it's your chest...



Many Things Are Not Done by Your Community Chest

The Community Chest does not provide money for anything other than operating expenses. It builds no structures for agencies. It buys no major equipment. It does not supervise nor operate agencies. The latter have their own staffs and directors. The Chest coordinates; it does not control.



BOYS AT ST. ANTHONY ORPHANAGE run through an arithmetic lesson as Sandia Community Chest staff members look on,

during a recent visit. Carl Hawk, 1941, and Joe Torres, 2417, are watching at first hand their Albuquerque Community Chest in action.

When An Orphan Calls "Momma", "Daddy," What Can You Say - Or Do?

Written by a Sandian who visited several of the city's Community Chest agencies.

What do orphan kids think about when the lights go out and they clap their heads to the white and antiseptic pillows for the next eight hours? . . . Their homework? . . . the next breakfast? . . . the fight with Charlie at the dairy stables?

We—Sandia's Red Feather solicitors—got some idea when the bus rumbled through the narrow gates at St. Anthony and growled to a halt behind the stone buildings.

Some kids burst from a screened porch—there must have been 30 or 40 of them—and most of them, for some obscure reason, were calling, "Momma; Daddy; here's Momma and Daddy now."

Chest Can Help

Perhaps the Albuquerque Community Chest cannot lessen the long hours of an orphan's heartache, yet charity can put hot food on the table, make up a bed with clean sheets, give eager young minds an education. We discovered this—among other things—on a four-hour city-wide tour of Community Chest agencies this week.

On the long ride to town we talked about the Giants' chances in the series, about the flat tire we had had on the bus, about a lot of things, not many of them remotely concerned with charity or with Albuquerque Community Chest matters, though all of us were Red Feather solicitors, campaign workers, team captains.

Goodwill Industries

We heard a guy fretting about his car payment and another who said he hadn't eaten breakfast.

We were still making polite, self-centered conversation when

we stopped at the Goodwill Industries on South Edith, a stucco building stuffed with old clothes, broken bicycles and children's toys and worn clothing. In one corner, a man with a club foot had pulled the woolen batting from a sofa and was sewing it together.

In another, a crippled painter put finishing brush strokes to a child's wooden cradle.

At the Martineztown Community center, a small battered jig-saw stood in a bleak basement room. It was the sole power tool in the place. "The kids fight to use it," the Center director said, "but lumber is always in short supply."

"Is this the only workshop these kids have?" someone asked.

The bus rolled back to the base a good deal faster than it had gone downtown. We were late for lunch and most of us were hungry.

A man with pepper-gray hair said aloud he wished they made bigger buses. "One with 6,000 seats," he said, "so we could take all the Corporation employees to these places."

Nobody had to ask him "why?"

We understood that the yearly appeal of the Community Chest is like a conscience standing up and saying: "Where have you been, Sandian? Will you forget the poor, the homeless, the infirm?"

Only when you peer through the dusty screens at the orphan, the abandoned baby or the crippled shop worker, does the big job become real.

Albuquerque's Conscience—and Sandia Corporation employees'—is its Community Chest, standing up to a big job that has to be done.

It's YOUR chest—swell it."



PUTTING UP the Corporation's Red Feather posters last week were Kenneth Shinn, 2471, right, with the assistance of attractive Jean Gangas, 1923.



Photos by Laskar

COMMUNITY CHEST SOLICITORS Johnnie Duran, left background, of 1621, and Vernon Field, right, 1263, lend a helping hand at the Martineztown Community Center nursery, as they make a city-wide orientation tour of Red Feather agencies.

Your Money Goes to 23 Responsible Agencies

The 1954 goal for Albuquerque, \$339,573—28 per cent higher than 1953.

Here's how the money will be distributed:

Boys' Club—\$11,704

The Albuquerque Boys' Club keeps boys off the streets by providing supervised recreational facilities and athletic programs.

Boy Scouts—\$30,000

There are 3,332 boys in 112 troops in Albuquerque; all are learning the fundamentals of Americanism, stressing self reliance through outdoor activity.

Girl Scouts—\$21,505

There are 2,100 Girl Scouts in 190 troops being trained for democratic citizenship through varied activities.

YMCA—\$29,260

YMCA organization in Albuquerque provides a gymnasium, swimming pool, meeting rooms, dormitories and skilled leaders for the young men of the community and older folks too.

YWCA—\$18,450

Albuquerque YWCA has skilled leaders, meeting facilities, housing and year-around camping for young women.

Campfire Girls—\$6,042

The Campfire Girls organization presents a full, year-around program for young girls against an outdoor background.

USO-United Defense Fund—\$14,850

This group combines the many national drives, including USO, health and welfare units and others important in defense communities.

Martineztown Community Center—\$7,205

This organization has recreational and handwork training facilities and activities for all ages and provides trained guidance.

New Mexico Hearing Society—\$12,940

Bringing the hard-of-hearing and deaf out of isolation is this group's purpose. It's work provides tests, advice and training to those needing it.

Special Education Center—\$3,300

The center is to provide specialized training for handicapped and retarded children.

Visiting Nursing Service—\$7,800

A newcomer to the Chest, it provides professional nursing services in emergencies and gives advice and guidance to the chronically ill.

Christina Kent Day Nursery—\$10,863

Caring for more than 60 small children while their mothers work is the task of the nursery.

St. Anthony Orphanage—\$19,200

A home for pre-school boys and



Photo by Hodges

BIRDS OF A FEATHER, a Red Feather, are Tony Adler, 2462, left, and Buck Weaver, 2452, as they get set to swell their Chests for Albuquerque's greatest Community Chest campaign. Albuquerque's needs are the greatest in history, \$339,573.

girls and boys of school age is provided at the orphanage.

Frances Lynn Home—\$5,710

Medical care and rehabilitation are made available to unwed mothers at the Frances Lynn Home.

Catholic Charities—\$6,500

Another newcomer to the Chest this year is Catholic Charities which gives professional social consultation for families, emergency relief, and finds homes for children.

Family Consultation Service—\$25,135

Professional advice to families on human relations problems is given as well as emergency relief for needy newcomers.

Goodwill Industries—\$2,000

Training and work for the handicapped is provided with the purpose of giving people a chance, not charity.

Salvation Army—\$24,000

Food and shelter is provided to transients as well as emergency relief for the unemployed.

Travelers' Aid—\$12,940

Advice and emergency funds are given to travelers who are stranded in Albuquerque.

Legal Aid Society—\$6,002

Legal assistance is provided to people who cannot afford to employ an attorney.

Council of Social Agencies and Social Service Exchange—\$11,395

Community-wide coordination of health and welfare services to

avoid wasted time, duplication of effort.

National Social Welfare Assembly—\$150

National guidance and information to local health and welfare agencies is maintained.

Community Chest Administration and Campaign Expenses—\$31,625

Only three cents of every dollar contributed is spent for campaign expenses. Another six cents of your dollar goes to maintain the chest office during the year.

Reserve for Agencies and Relief Emergencies—\$24,000

This fund is available for emergencies which will arise during the year.

Reserve for Uncollectable Accounts—\$7,500

A reserve for pledges made and not fulfilled is established.

A Scout in Your Home? The Chest's His Friend

If you've a boy or a girl scout in the family, then you, too, are benefiting from Albuquerque's Red Feather Drive.

Were parents to bear the full brunt of scouting costs there'd be a lot of households among us that couldn't afford such expense.

The Community Chest provides funds for more than 3300 boys and more than 2100 girls in Scout work.

Drive Is Climax Of Many Months Good Planning

When solicitors for Sandia Corporation's Community Chest Drive start receiving pledge cards tomorrow the results of long hours of planning will be realized.

For several months a committee headed by Charles W. Campbell, 1900, has been preparing for the two-day fund drive. Most of Sandia Corporation's 5,500 employees will make their pledges or contributions in those two days. Sandians on vacations or sick leave will have their opportunity to participate in this drive when they return to work.

General Committee

Assisting in the drive as deputy chairman has been Luther J. Heilman, 2400. Other members of the 1954 Community Chest Committee are: John Cavanaugh 6021, Leo Dunn 1284, Kenneth Shinn 2471, Eugene Peirce 3120, Tom Hanna 4232, William Leverenz 2151, and Webb Shafer 2452.

Team Captains in this drive are Walter E. Treibel 1335, Harry B. Evans 1633, Cedric H. Senter 2122, Jack Benson 2222, Henry Strauss 2320, Hardy Simmons 2410, Jack L. Cordero 2611, Arnold Schuknecht 3152, William E. Prekker 4151, Howard E. Viney 1521, Kenneth A. Smith 1916.

Squad Leaders

Following are the squad leaders for the 1954 drive:

A. B. Cole, Lou Withers, Donald Cotter, John R. Piper, Lyle C. Guynes, Robert P. Kelly, Arthur Verardo, Fred B. Philipp, James C. Drake, Carlton A. Scott, Roy E. Maxwell, Robert R. Murray.

Arthur Russell, Maurice V. Gowdey, Donald Hurt, Harry W. Lindquist, James Bedaux, Jerald K. McDowell, Eldon Upchurch, Kenneth Schooley, James Weber, Florincio Baca, Donald Emrick.

James Kelly, Marshall Denish, Jack Meister, Chester Ricker, Daniel Neff, Luther Martinez, Kathryn A. McCarthy, Marilyn Menapace, Hugo Flores, Roger Schwartz, Jim Lossing, Webb Shafer, William Bedwell.

Hardin Simmons, Robert Orr, C. H. Weidman, Tony Gabaldon, Jim Avis, A. W. Moller, Dale P. Brautigan, Robert G. Silva, Gladys A. Stumpf, I. M. Kodel, D. F. Reinersten, Jim Miles, Leonard Lind, Dorain Dickinson.

Oscar Lewis, Elmer G. Moberly, James D. Shreve, Max Weber, Allan F. Hurford, Albert E. Clamp, Leonard R. Nelson, Walter B. Howerton, Tom E. Zudick, Herbert J. Plagge, Bill W. Scott, Robert W. Higgins.

Handicapped Are Benefitted by Aid to Goodwill Industries

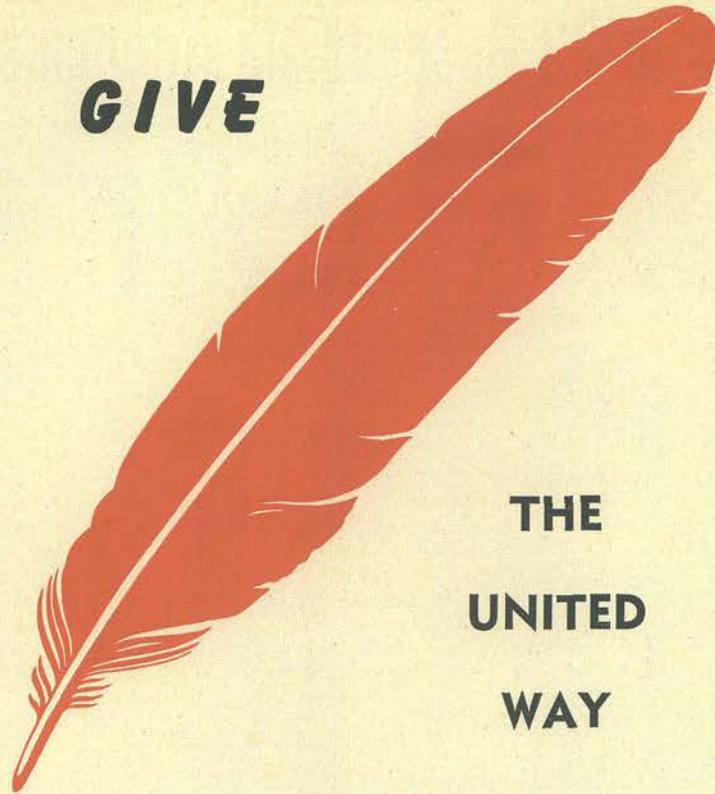
Self-respecting employment at good wages is the motivating policy of Goodwill Industries, a member of the Albuquerque Community Chest, which employs only handicapped individuals.

Goodwill workman repair and salvage the worn-out clothing, toys, and furniture donated by Albuquerque citizens, later selling the restored items on the open market.

Goodwill Industries is almost self-supporting, and currently employs 30 people. Help is given those employed so they may overcome their social and psychological problems as well as overcome their physical defects.

Christina Kent Day Nursery had more than 17,000 daily attendance during the recent 12-month period.

During July, 1954, the Travelers Aid Society in Albuquerque handled a monthly record—86 cases.



Toastmasters Tell Red Feather Tale Over Sandia 'Mike'

When you hear the Red Feather explanations over the PA system before and after working hours and at noontime during the two days of the Community Chest campaign, there'll be experts behind the "mikes."

Giving their time to promote the Corporation's drive will be members of the Sandia Toastmasters Club, under chairmanship of Jack Sublett, 2521.

Speakers will include these Sandians: Eugene H. Copeland, 5312; E. H. Harley, 1711; Art E. Jones, 2464; Don J. Jenkins, 3154; Andy J. Max, 5261.

Also talking will be Ron Hayenga, 1341; John C. Cunningham, 1342; Tom Muzzey, 3124; Earl B. Massengill, 1651; Harold V. Catt, 4311; Nate Wineberg, 2553; Jim R. Wimborough, 2531; and Art Russell, 1643. Lt. Col. E. H. DuBois, a member of the Sandia club, will be another Red Feather speaker.

The Inquiring Reporter Asks:

How Does the Community Chest Affect Your Life?

URCEL "SPIKE" COOMBE, 1640: The Red Feather agencies provide support for a great number of underprivileged people who would otherwise become public burdens and have to be helped through increased taxation. I am glad to support voluntarily those enterprises which aid without undermining the self-respect of those who need the assistance.



PAT DIDOMENCIO, 6020: The Chest gives us an opportunity to live in a city that is safeguarding the health and welfare of those less fortunate than ourselves—and I like the secure feeling that provides for those of us who contribute. The Red Feather aid to youth is another big reason why I am sincerely happy to support the Chest—it's one of the biggest factors in town fighting against juvenile delinquency.



WYNNE COX, 2461: I feel a sense of security and pride from living in a community that gives so generously to such a worthy cause. It represents a symbol to me of the true American way of life—no where else in the world could you live with such a secure feeling, knowing community problems were being met with such foresight and understanding.



DOUGLAS F. MACRAE, 3171: The Community Chest cannot solve every problem and it would be a costly duplication of effort to have the agencies attempt to provide the services supplied through the Red Cross, the Welfare Department, our private and public hospitals. It's comforting to know, however, that the Chest is made up of individuals and agencies that stand ready to bring these other sources of help into effective team work when an emergency arises which is outside the Chest's field. I know this to be true from personal experience, and that's why I'm going to give the Chest all the help I can.



NORA O'NEILL, 1925: The Community Chest plan of giving certainly fits into my budget much better than if I were to donate to several individual agencies. In "giving once, for all" I know that fair and equitable distribution is made of the funds and that worthy organizations are benefitting from my contribution. Such distribution is made the American way, too—regardless of race or creed.



PETRITA ABEYTA, 4222: The Albuquerque Community Chest affects my life in many ways—maybe not directly, but indirectly. I am thinking especially of the help that is rendered to the city's youth, particularly the St. Anthony Home for Boys, the Scouts, and the various youth centers. I feel that in helping these young people now we are helping prepare them for what may be a life of leadership in their community later on.



Where?
Where does the Community Chest operate? Right here at home in Greater Albuquerque, Bernalillo County.

Started in 1933
Albuquerque's Community Chest had its beginnings in the fall of 1933 following a study launched by the 20-30 club. Albuquerque's population then was tabbed at only 35,000.

St. Anthony Home Has 150 Orphans

Care for homeless, neglected, and abandoned boys through the eighth grade, and of both boys and girls from birth to school age is provided by St. Anthony Boys' Home, one of the original eight Community Chest agencies.

Some 150 boys are cared for in the home, and each boy is treated as an individual, given work suited to his work and inclinations.

Boy Scouts, 4-H Club, and other group activities are encouraged. Often, groups of children are escorted to shows, circuses, and other entertainment.

Show the Boys You Remember

More USO-Camp Shows are needed in the Philippines, Japan and Korea. Club services are too limited in North Africa, Japan and Europe.

Lack of funds eliminates needed Camp Shows in the Mediterranean area, North Africa and down through the Zone of Communications in France and Turkey. USO units should be restored at home and overseas and new ones are needed in many areas.

The men and women of our Armed Forces need to know we care. A gift to the Albuquerque Community Chest campaign which contributes to USO and other United Defense Fund services is our tangible evidence that we care. Give generously.