The symbol of many outstanding engineering contributions, over a period of many years, to the cause of better, more reliable capacitors.

QUALITY COMPONENTS • EXPERTLY ENGINEERED • COMPETENTLY PRODUCED

ALL NORTH ADAMS BENEFITS FROM SPRAGUE ADVERTISING
EDITORIAL

The Sprague four-way program of advertising reaches around the globe, telling capacitor and resistor buyers the merits of Sprague products, thus bringing more and more business to North Adams, which in turn keeps North Adams people employed and the city prosperous.

As far as subject matter is concerned Sprague Advertising falls into four divisions.

First is the Manufacturing Division. This is to reach manufacturers who buy capacitors for use as original equipment in all types of radio, electronic and electrical apparatus. Full pages are used in such technical publications as Electronics, Electronic Industries, Electrical Manufacturing, Proceedings of the Institute of Radio Engineers, Army Ordnance, Technology Review, Radio and various others.

Second is the Resistor Division Advertising which features Koolohms. This has the same general appearance as the Manufacturing Division but concentrates on Koolohms to give them the greatest possible prominence. It appears in full pages in much the same list of magazines.

Third is the Jobbing Division (Sprague Products Company) Advertising. This is designed to reach servicemen, dealers and distributors, and appears in such magazines as Radio Retailing — Today, Service, Service Dealer, Radio News, Radio Craft, Radio Jobber News, Parts and various others.

Fourth comes the Export Division Advertising with smaller space in American Exporter and in Universal Commerce, as well as in local radio magazines in the South American market.

(Continued on page 5)

NEW DAY CARE CENTER FOR PRE-SCHOOL CHILDREN

Several weeks ago it became apparent to the Sprague Specialties Company that with the expanding war orders and a diminishing supply of available workers it would be necessary to encourage new groups of people to seek employment. At this time the local United States Employment Service mailed questionnaires to several thousand local women, asking them to register for work. This appeal was one of the first of its kind made in this country. It produced some direct results as well as giving wide publicity to the seriousness of the situation. From the information received in this canvass and from the company’s experience there seemed to be a need for additional facilities for the care of children, whose mothers could then accept work in industry.

The Massachusetts office of the United States Employment Service, together with their local office, suggested that a Center or Centers for the Day Care of Children be opened, and Miss Charlotte Pardee was asked to supervise the work. She is a graduate of Mark Hopkins School, Vassar College and Columbia University. She worked with students of all ages from nursery school through high school. Her experience includes two years of teaching at Drury. A committee of local women with Mrs. Frank A. Bond as chairman was asked to work with Miss Pardee.

After approaching the problem from many angles the committee decided to open a Center for the Day Care of Pre-School Age Children in a large brick house at 116 Church Street, back of which is a playground. It is staffed with a janitor, an experienced cook, a graduate nurse, and a kindergarten teacher, who is also trained in nursery work. It has been equipped with modern nursery school furniture, toys and cots for daily naps.

Each child that is registered must be given a physical examination by Dr. Gangemi. This service is free of charge. Breakfast, mid-morning snack and luncheon are served. The Center is open from 6:30 a.m. to 5:30 p.m., Monday through Friday. The fee is $3.50 per week.

It is not intended that the Center be used only by Sprague workers. Its services are available to all who are engaged in the war effort.

Anyone interested may get additional information at the employment office or dispensary.

(Continued on page 5)
WRITE OFTEN, WRITE CHEERFULLY, WRITE OFTEN
A Tip from Uncle Sam on How to Do It!

Imagine a soldier at a lonely outpost, or at a fighting front after some harrowing experiences, or at a training camp after the monotonous routine of a day’s drilling or K.P. Mail call comes... his name is called... he is handed his letter. His morale is restored! Army men—from generals to privates—agree that a soldier’s morale is more important than any fighting weapon. It can be written by any acquaintance. The cheerful newsy letter. The letter that makes him feel that he’s not just No. 2386154—but John Jones who has a family, friends, and a home. The letter about day-by-day events in his home town, the latest gossip. The letter from one of the men who worked with him in the shop or office—with news reports about Sprague’s and the people he knows there.

Wives, mothers, and sweethearts, please note: Don’t unburden your cares and sorrows on the stronger shoulders of your fighting men. Don’t write gloomy letters. Of course, tell him that you miss him. But do it cheerfully. Complaining about civilian restrictions and rationing won’t get you any sympathy from the service man. But news that you are buying more war bonds will be greeted with hurrahs. Your war work activities (volunteer or otherwise) will be approved. But most of all he’ll be glad to know that life as he knew it at home still goes on—and that although he is missed, you’re looking forward to his return when the war is won.

Don’t worry about grammatical errors. Write just as you’d talk. You’ll find it easier and he’ll find your letters fun to read!

If you would like to write former Sprague employees now in the service the Dispensary will be glad to supply you with the addresses if possible.

Recent visitors at the plant include 2d Lieut. Floyd Lesure, Pvt. Robert Rivard, Pvt. Joseph Dunaj and Pvt. Dominic Esposito. Pvt. Nelson Charron has been transferred to the Cavalry and is at Fort Bliss, Texas.

Robert Finney has been promoted to Staff Sergeant and is now in Australia.

Kay Bellows Burns, Sales Office, and Agnes Harrison, Engineering Office, have joined the WAACS and are stationed at Des Moines, Iowa.

William Kiel and Edward Larue were recent visitors at the plant.

TEXT OF CITATION BY ADMIRAL NIMITZ
In Awarding the Navy Cross to Log Editor’s Son

UNITED STATES PACIFIC FLEET
FLAGSHIP OF THE COMMANDER IN CHIEF

In the name of the President of the United States, the Commander in Chief, United States Pacific Fleet, takes pleasure in presenting the NAVY CROSS to

SECOND LIEUTENANT SUMNER H. WHITTEM, UNITED STATES MARINE CORPS RESERVE

for service as set forth in the following

CITATION:

“For extraordinary heroism in the line of his profession as a pilot of Marine Scout-Bombing Squadron TWO FORTY-ONE, during the operations of the U. S. Naval and Marine forces on Midway Islands against the invading Japanese fleet on June 4 and 5, 1942. In the first attack against the enemy carrier, and in the face of withering fire from enemy fighters and anti-aircraft batteries, Second Lieutenant Whitten pressed home his attack to a release altitude of four hundred feet. On the night of June 4, 1942, he participated in the search and attack mission against an enemy carrier and brought his plane back to its base under extremely adverse weather conditions. His courage and devotion to duty were in keeping with the highest traditions of the naval service.”

C. W. NIMITZ, Admiral, U. S. Navy

Admiral Nimitz presents the Navy Cross to Lt. Whitten who has more recently been promoted to Captain.
SPRAGUE ADVERTISING IS FLASHED TO ALL PARTS OF THE WORLD

Much money is spent for this advertising year after year, and one basic reason for sending out our message every month to so many buyers through so many magazines is that the list of buyers is constantly changing. Thousands of new engineers in these war times have just come into the picture and may never have heard of Sprague before. Thousands of concerns are using capacitors who never used them before. Our job is to make sure that the Sprague man who calls on them comes not as a stranger but as a welcome representative. Advertising is one of the quickest ways we can use to inform the buyers of the many new developments Sprague is making. Whether it is dry electrolytics for airplanes or high voltage resistors to stand high pulse voltages Sprague Advertising tells them where to find them.

Our big advertising job is to make our company name and our Capacitors and Koolohm Resistors well known to thousands of engineers and others who are today busily engaged in war work but at the war’s end will be scattered with private firms all over the country. Thus our advertising will help to insure a steady flow of peacetime business tomorrow when orders will be harder to get and competition will be tougher. Advertising by Sprague is thus doing its part to build continued employment and prosperity in North Adams, not only now but in the future. Advertising, like condensers, is based on scientific experiment, invention and hard work. The Harry P. Bridge Company, Advertising Counsellors in Philadelphia, have for several years prepared our advertising. Samples of recent advertisements, including a “rough layout” of one yet to appear, are shown here and on the front cover.
Elaine Goodrich of Brown Street singing at the Christmas dance at the Armory

This picture was taken while the baskets were being filled which are sent out at Christmas time. Mary Fachini, Frances Di Turci and Kay Hyndman are the busy basket fillers. These Christmas baskets are paid for with money raised by the Annual Minstrel Show.

THE FIFTH ANNUAL SPRAGUE CHRISTMAS DANCE

Tommy Reynolds and His Orchestra
Feature Gala Holiday Gathering

On the evening of December 23 between eight hundred and nine hundred Sprague employees and their friends relaxed and stepped out at the Fifth Annual Sprague Christmas Dance held in the Armory from 9 p.m. to 1 a.m. The dance was as usual sponsored for the Sprague employees by the company and each employee was entitled to invite one guest. Admission was free and all men in uniform in town were guests of the company. Elaine Goodrich sang a solo with the orchestra. The dance was voted a great success and a much needed break in the strenuous round-the-clock routine.
**Engagements**

Marion Taft of Boxing Department is engaged to James Rondeau, not employed here. No wedding date has been set.

Alice Mulvany of Western Electric Department, and Pvt. Joseph Filiault, formerly of Boxing Department, are planning to be married. No date has been set.

The engagement of Denise Pelouquin of Brown Street, and Pvt. Albert Coenen, not employed here, has been announced. No date of the wedding has been set.

The engagement of Olga Somner of Brown Street and Dr. John Kennedy, not employed here, has been announced. The wedding date has not been set.

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Glady Lapel of Paper Rolling Department has announced her engagement to Harry Jones, not employed here. No wedding arrangements have yet been made.

On December 2, 1942, at the Methodist Church, Anne Williams of Brown Street Plant was married to Norman Petterson, not employed here.

Mary Santolin of Dry Test Department and Pvt. Gerard Paquette, not employed here, were married December 13, 1942 at St. Anthony's Church.

Joan Couture and Ernest Healey, both employed at Brown Street, were married in North Adams on December 21, 1942.

Isobell Brown of Block Test Department was married to Valmore LaFontaine, not employed here, on December 26, 1942. The wedding took place at St. Francis Church.

On December 26, 1942 at St. Thomas Church, Adams, Dorothy Hennessy of Sprague Products Office became the bride of Francis Mcinerney, not employed here.

Mildred Chenail of Brown Street was married to Homer Giroux, not employed here, at Notre Dame Church, December 26, 1942.

The wedding of Eileen Cyr of Brown Street Plant and Frederick Koczela, not employed here, took place January 2, 1943 at Notre Dame Church, Adams.

At St. Stanislaus Church, Adams, January 2, 1943, Blanche Koza of Brown Street was married to Edmund Gritz, not employed here.

On January 6, 1943, at Portsmouth, Va., Pauline Sumner of the Boxing Department was married to Pharmacists Mate Arthur La Plant, not employed here.

Frances Ferras of Beaver Street Plant was married January 13, 1943 at St. Francis Church to Vernon King of Brown Street Plant.

Katherine Downey was married on January 16, 1943 in St. Thomas Church, Adams, to Lawrence Scott, not employed here.

Irene Meyette of the K. V. A. Department and Apprentice Seaman Nicholas Mele, not employed here, were married on February 4, 1943.

**Just Arrived**

December 13. A son was born to Emil and Helene Filiault.

December 14. A daughter was born to Mr. and Mrs. Arthur Libardi. The mother is Mary of Paper Rolling Department.

December 14. A son to Mr. and Mrs. Rocco Trimarchi. Mother is Rapbblla of Paper Assembly.

December 16. A daughter to Mr. and Mrs. Anthony Canale. Ada of Paper Assembly Department is the mother.

December 16. Mr. and Mrs. Arthur Hewitt became the parents of a son.

December 21. A daughter was born to Mr. and Mrs. Domenic Tassone. The mother is Carmella of Paper Rolling Department. Anne Marie has been chosen for baby's name.

December 25. A son to Mr. and Mrs. Doris Caron.

January 3. A girl, Bonnie Isobell, was born to Mr. and Mrs. Albert Wimett. The mother is Isobell of Block Test Department.

January 6. A daughter was born to Mr. and Mrs. John Muldowney of Materials Control Department.

January 15. A son to Mr. and Mrs. Everett Brown. Dad works in Maintenance Department and mother, Doris, worked in D. C. Rolling Department.

**What Could Be Sweeter**

Ask at the Dispensary for Free Pamphlets with Directions for crocheting this set, consisting of baby sweater, cap and booties; or for knitting baby's sweaters and scarfs; or for making button holes, cutting out and fitting dresses. Available to any reader of the Log.

**Jimmy Oldham**

Play Safe
Be Careful
The man hours lost through accident and illness — if saved — might shorten the war a whole year.
THE VALUE OF TIME STUDY IN MODERN INDUSTRY

(Continued from December Loc.)

Modern Mechanical Changes

In any discussion of Time Study we must realize the wonderful changes taking place in industry which demand more precise knowledge than did older ways. Invention follows invention almost daily. What is standard today is outmoded tomorrow. What used to be done by hand is more and more being transferred to complicated mechanical operations.

This constant change is unavoidable. A company to be successful must study what every new mechanical change or improved type of machinery means to its own business. Time Study methods play a major role in evaluating these newer set-ups. In peace time Time Study is important to help meet competition. In war time it is important to help beat the enemy.

Time Studies Include Personality

Time Study is not just a cold, mathematical process. It includes the study and appreciation of the human endeavor and the character and personality of each individual worker. It studies carefully his aptitude, skill, intelligence, physical qualifications and his resourcefulness. It evaluates them as they apply to the proper completion of his job. In short, Time Study measures the requirements of the task and then tries to judge fairly the worker when placed at that task.

In the stress of war we must train people quickly for the new war jobs. Time Study decides the best methods and motions and the standard time for the work to be completed. Time Study also reveals the need for certain factors, or discovers personal factors that will permit additional time allowances to the worker. It also makes it possible for the worker to study his job himself and find out in what part of it he has difficulty, so that he can try to improve.

Again Time Study reveals the effect of other conditions on the efficiency of the worker, including light, temperature, noise, posture, old or outmoded tools or machinery, and non-uniform materials with which to work.

Twelve Achievements of Time Study

1. Increased earnings for employees. 2. More output per unit of time. 3. Lower direct and indirect costs. 4. Increased morale of employees. 5. Lower labor turnover. 6. A more scientific basis for sound training. 7. Improved quality and precision of work. 8. Much lower percentage of spoiled work. 9. Better control of production. 10. Better control of costs. 11. A plant in which working conditions are greatly improved. 12. The maintenance of a sound and stable profit so that the business can continue.

Training Classes

Only persons having trained skill, thorough technical ability and attractive personality should attempt to become Time Study workers.

Mr. Charles Pickup, who is head of the Sprague Time Study Department, announces that a number of classes will be held that will give any employee of the Company an opportunity of becoming an applicant for a position in the Time Study Department or acquainted with the method and procedure used for taking time studies and settling rates.

A series of five classes will treat with the why, wherefore and how of time study. To those employees who attend these five classes with the intent of qualifying for positions in the Department an examination and aptitude test will be given. Those who pass may attend a further series of training classes which fit the student for a position in the Time Study Department.
Guess Who. He looked like this when two years old but now he and his wife work in Paper Assembly.

The Children’s Page
(Left to Right)

Guess Who. This little cherub is now in Paper Rolling Department.

Guess Who. And this pretty maiden is now employed in the General Offices.

Guess Who. The girl holding the doll works in Paper Assembly.