





Colonel Deeds at his desk Saturday morning receives the first of many birthday greetings. Vase containing 25 red roses, the favorite flower, stand beside him.

COLONEL DEEDS HONORED AT HORSESHOE ROOM PARTY ON 75TH BIRTHDAY

A few minutes past twelve Saturday, March 12th, Colonel Deeds, escorted by Mr. Allyn, walked down the hall on the ninth floor of Building 10 toward the Horseshoe Dining Room. As the doors swung open he saw quite a different scene than he had ever seen before. The glow of 25 candles placed around the tables lent a festive air to the room. Two hundred guests rising in their places saluted the Colonel's entrance with the traditional greeting . . . "Happy Birthday to You."

That was the beginning of the most important event ever held in the Horseshoe Room . . . of a tribute to Colonel Deeds in which either through personal participation or in other ways more than 30,000 NCR men and women took part. Throughout luncheon the glowing candles provided the only

illumination. Seated at the tables were 200 guests . . . the Horseshoe Room operated that day at about 150 per cent of capacity.

The guest list included the members of the Horseshoe Room, officers and others delegates from the NCR Employees' Independent Union, delegates from the Printing Trades Union, and the Guards Union. Officers of the 25-Year Club officially represented that organization. There were many other members of that club among those present.

The American Selling Force was represented by Mr. Wilson and others from the Sales Division and by R. W. Burton, manager for New York and H. G. Keenecker, manager for Dayton. Mr. Fowler and Mr. Dale were here from the Allen-Wales Division in Idaho. Five men represented the job function,

*To all NCR Men and Women: **

This is a message which I would like to give personally to every one of you. I would like to take your hand and say "thank you" for your kind thoughts and the sincere expression you gave to them on my birthday. Your good wishes, the sincerity of your greetings, the fact that I was with NCR people, made this a memorable day for me.

You were more than generous in saying all that you did about whatever contribution I have been able to make to the business. Actually, what has been accomplished has been the work of the minds, the hands, and the hearts of all of you. No man succeeds by his own efforts alone and no institution, business or otherwise, can be any greater than the spirit of those who build it.

That spirit finds its best expression in our relations with each other. If we could not have a little fun as we go along, a genuine happiness out of the simple fact that we are working together, we would miss a great deal. I have always said that things are done in our business, in a spontaneous whole-hearted sort of way, that are never thought of in many other organizations. What you did for my birthday was one of them. It was an example of NCR at its best.

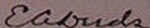
Thinking back to this day and reading your messages is going to give me a great deal of pleasure over a long period of time. For one thing, I never realized how big our NCR Family really is. To say that we have more than 14,000 people at Dayton is one thing. But to see that many signatures covering page after page gives that figure a new meaning.

It gives me great confidence in the future, for these signatures represent men and women who have one common objective . . . to make this an ever-better business. And with these signatures were telegrams and other messages representing the American Selling Force, our overseas branches and our people in the plants outside of Dayton.

Whenever I can say in trying to express my real feeling toward you fine people words are inadequate. I said at the party that on the way home I would think of the things I would like to have said there. I feel the same way now. For a long time to come I will go on thinking of what I would like to have said to you.

You gave me a very happy day. The best way I know of to show my appreciation is just to go on, trying in every way that I can, to make this a business which will offer ever-increasing opportunity, security and satisfaction to all who are a part of it. The thing that I expect for this business above all else is that it shall always hold for others the opportunity for happiness and progress in one's daily work which it has given to me.

Sincerely,





Colonel Deeds, accompanied by Mr. Allyn, enters Horseshoe Room in the strains of "Happy Birthday."

and several women were there as representatives of the women. Mr. Tolson and Mr. Hartman attended as directors of the Company. Mr. Kuhn, former secretary and director, was also present.

Mr. Allyn was the first to speak and throughout the party acted as master of ceremonies. "We have celebrated many important occasions here in the Horseshoe Room," he said, "but this is the first since we have ever had a birthday party. And there has never been any other man in this room who means as much to this business as our guest of honor today."

Saying that while this was a birthday party and as such should be a festive occasion, Mr. Allyn expressed the opinion that it was not out of place to say something about the business. Referring to the eighteen years which have passed since Colonel Deeds returned to the Company, he quickly reviewed the accomplishments of those years.

"In 1931, when Colonel Deeds came back," said Mr. Allyn, "we were in the second year of a depression. Sales of the American Selling Five averaged 60,000 units a month. Employment at Dayton was 3,678. Business in general was retrenching to wade the storm.

"I do not know what I can say to adequately express what his decision to return meant to this business. There was no other man in this country who could have brought in, in the combination of qualities which Colonel Deeds possessed. Others might have had administrative ability, financial experience,

Continuing on Bulletin Board of Horseshoe Room.

HAPPY BIRTHDAY
to
COLONEL DEEDS
from
THE NCR FAMILY

and a recognition of the importance of sales and engineering. But there was one quality which they could not possibly have had . . . an understanding of this business. Through working with John H. Patterson for sixteen years, Colonel Deeds knew that there was such a thing as the NCR Spirit and that the term "NCR Family" really stood for something very real.

"In these first years of my association with Colonel Deeds and against the background of operating results often shown in red ink, I was impressed with his never-failing courage and optimism, his ability to cut through the underbrush and go straight to the heart of a problem. He was interested in fundamentals and never wasted time on anything less than the main issue. He thought in terms not of one year but of five and ten. This has always been his attitude.

"Almost immediately he authorized the expenditures of \$150,000 to build a permanent Night Camp to provide better sales training. He launched a greatly expanded engineering program. He initiated important measures in connection with our Overseas business. These steps were a stimulus to the business . . . and incidentally sounded a note of confidence here in our own community.

"The eighteen years since Colonel Deeds' return seem like a short period to me. They could be divided roughly into three areas . . . those before the war, those during the war, and those since the war. Each span of years has had its own problems, but each has also brought with it a definite advance in the Company's position.

"In the past few years I think this business has approached the level which Colonel Deeds visualized for it in those often discouraging days of the early thirties. Our business for last year was three times what it was in 1929, our biggest previous year. The number of men and women who make up the NCR organization all over the world has gone from 13,000 to 31,000.

"Many steps have been taken to add to the security and happiness of employees. Old River was Colonel Deeds' idea. He saw a fine recreation center taking the place of a swamp and he kept at it until that dream came true. Right now he visualizes a Field House as a "winter twin" to Old River and I am certain he will make that come true too.



This was the Waldorf-Astoria dinner last in the highlights of the party. 200 guests were set for the picture in what is not possible in any other restaurant, except when the candles flashed the extra illumination. Floral decorations around the tables and walls. Colored lights were used to light the room, and there was a lot of light from the head of the table.



Mr. [Name] presents the [Name] award to [Name] at the Waldorf-Astoria dinner.

The [Name] award was presented to [Name] at the Waldorf-Astoria dinner. The award is given to the [Name] of the [Name] Club.

Happy Birthdays to Colonel Berke

Presented by [Name]

The VEB 25-Year Club

March 15, 1955



Joseph [Name] speaking at the Waldorf-Astoria dinner. He is the [Name] of the [Name] Club.



Clipping of the [Name] newspaper, which was published in the [Name] of the [Name] Club.

When [Name], the [Name] of the [Name] Club, presented the [Name] award to [Name] at the Waldorf-Astoria dinner. The award is given to the [Name] of the [Name] Club.



With [Name] and [Name] presented by [Name] at the Waldorf-Astoria dinner. The award is given to the [Name] of the [Name] Club.

It is the [Name] of the [Name] Club. The award is given to the [Name] of the [Name] Club.





THE FLAGS ARE FLYING TODAY

in Honor of

COLONEL DEEDS'
75th BIRTHDAY