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Toy Co. Employees Like 'Babes In Toyland'



Two dials are turned, and 1,000 production and clerical workers and executives at the A. C. Gilbert Co. get background music from the largest Muzak Corp. installation in New England. Marking the start are William L. Quinlan Jr. (left) president of Gilbert; and Charles C. Cowley, president of Muzak.

Production and clerical employees and executives of the A.C. Gilbert Co. are working today to quiet background music. The favored selections at the big toy manufacturer are, logically enough, from Victor Herbert's "Babes in Toyland."

The tension-reducing music for the nearly 1,000 employees comes from the largest individual Muzak Corp., installation in New England. It was set in operation Tuesday by William L. Quinlan Jr., Gilbert president; and Charles C. Cowley, president of Muzak. Gilbert and Muzak are divisions of the Wrather Corp.

Quinlan, speaking above a

soothing recording of "Toyland" said: "Our installation of the Muzak system of functional background music is another step forward in the modernization of Gilbert's production facilities, and should do a great deal to dispel the monotony sometimes encountered by production and clerical workers."

Reduces Tensions

As the music changed to "I Can't Do That Sun," Cowley explained: "Functional music has repeatedly demonstrated its ability to increase production efficiency by reducing tensions and anxieties brought to the plant by workers, as well as those ten-

sions built by the work itself."

Initial reaction was favorable but some of the younger workers lamented the absence of swing and rock'n roll as they pushed the production of Gilbert's 1963 line of science toys, miniature transportation systems and special toys for girls.

Three girls on their way to a coffee break found themselves unconsciously strutting, stiff-kneed and stiff-elbowed, to the "March of the Toys."

Not all the music is from "Babes in Toyland." The time-proven popular numbers, plus the best of opera and operetta, will be heard on all production shifts.