

THE MONOGRAM

SEPTEMBER

1966



LUCALOX LAMPS LIGHT INDEPENDENCE HALL... p. 9



L. B. DAVIS DAY



RAPID TRANSIT ORDERS



A LOOK AT INDUSTRY

INSIDE: 1966 Negotiations... College Bowl
Hotpoint School... Computer Cockpit

LETTERS

For the Record

EDITOR: The July-August article entitled "Decade in Virginia" gave a good capsule picture of GE's growing influence in the Old Dominion. One correction needs to be made: more than 8,000 attended Lynchburg's Open House rather than 3,000 as shown.

D. M. LLOYD
Communication Products Department
Lynchburg, Va.

Place the Face

EDITOR: In the July-August, 1966, issue of *The Monogram*, haven't you mistakenly labeled the man on the left as George B. Farnsworth? If I am correct, he is my 1951 project engineer M. E. "Marty" Clark, then in Specialty Products Division, Thompson Road, Syracuse, N. Y.

JOHN E. HART
Apollo Support Department
Daytona Beach, Fla.

Right! It was Mr. Clark, who is now manager, multi-element devices. The real Mr. Farnsworth is shown here.
—Ed.



Clinton Query

EDITOR: The article, "A Beginning at Clinton," in the July-August, 1966, *Monogram* leaves me a little cold unless some of the figures quoted are erroneous.

I had hoped that General Electric efficiency would show in this operation, and that we might pave the way for improved education at lower cost.

Does it really take a staff of 200 persons to teach 600 students? It seems very wasteful, especially to one who has taught an in-company engineering course and served as a teaching Laboratory Assistant in a university (at \$100.00/academic year).

(continued on inside back cover)

The object of *The Monogram* is to keep its readers informed on General Electric activities so they may contribute more effectively to General Electric progress on the job and better represent the Company in its relations with the public.

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Devere E. Logan, Editor

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GENERAL  ELECTRIC

UNION RELATIONS**Negotiations Begin**

Formal national bargaining with the IUE began August 23 following a ruling by a Federal judge that GE should meet with the IUE committee whether or not it includes members from other unions (*The Monogram*, July '66).

As talks began, Philip D. Moore, the Company's chief negotiator, said, "We are going to do our best to negotiate with you gentlemen a contract which will reflect the needs of employees and needs of the General Electric Company, and it is my own opinion that we can reach the basis for a sound settlement well before our current agreement expires. . . ."

The IUE committee present at the opening of talks included seven members from non-IUE unions, including officials of the IUD, IAM, UAW, IBEW, AFTE, AIW, and Sheet Metal Workers union.

Noting that these representatives from other unions were present, Mr. Moore said that such meetings would be conducted under protest. He said further that he believed the record should be set clear that the Company is not waiving its right to appeal the court decision; that the mixed committee still makes us believe the coalition is operating under a subterfuge; that IUE officials have sworn in court that the committee deals only with IUE matters; and that any indication that the committee is trying to settle non-IUE problems or get in the way of sound settlements at plant level will be grounds for further NLRB and court action.

IUE Demands: Among the first order of business in the opening sessions, which were starting late by usual standards, was the formal presentation of the IUE demands. Union spokesmen covered 63 pages of economic demands, including vacation proposals, and made a 34-page presentation on insurance and pensions.

NEGOTIATIONS UNDER WAY IN NEW YORK

Seeking agreements reflecting the needs of employees and the Company.



Mr. Moore told the union that the Company would give the demands most attentive study and then return with its impressions and questions.

"But even now," commented Mr. Moore, "it is all too apparent that the IUE's 1966 bargaining goals are farther away from reality than ever before.

"IUE has never been modest in making demands that need serious shrinking before they became realistic; but this year the other unions seem to have helped to inflate the IUE demands past all borders of reality or practicality."

UE Talks: Meanwhile, negotiations were under way with the UE following a series of preliminary meetings that started last December. The UE is not a member of the coalition.

Among the UE proposals: the Company should reinstate the cost-of-living clause that existed in the 1955-60 contract; a "make up" adjustment that would equal what would have been gained if a cost-of-living increase had been in effect since 1960; the Company should provide a re-opener one year from now to discuss wages and the reduction of the work week.

The Company's E. W. Bickford commented on the cost-of-living clause by citing President Johnson's veto of the proposed escalator in federal payments for mail hauling. Mr. Johnson stated that the resulting "automatic and often unjustified wage increases would fuel the fires of inflation."

A make-up adjustment, which the union claimed would average 24 cents an hour, was estimated by Mr. Bickford as an 8 percent pay increase. This proposal alone, he said, would bring us to "a head-on clash with the 3.2 percent guideline."

Preliminary reports on the IUE proposals also indicated that it was asking for a so-called "catch-up" (of 32 cents an

hour), a cost of living escalator, the elimination of geographical differences in rates, a skilled trades adjustment, and substantial wage increases on a yearly basis.

Day Comments: The suggestion that the airline settlement will have an important effect on GE negotiations with IUE was made by David Lasser, an official of that union, and drew a warning from Company Vice President Virgil B. Day.

There is "an increasing tendency to draw unrealistic parallels between the airlines negotiations and the economics of other, totally unrelated industries," said Mr. Day.

"General Electric is in more than 100 businesses and must meet some 5,600 competitors in vastly different markets," he added. "The new competitive realities of the international market place indicate the need for being internationally competitive. No other industry, particularly one so different from ours as the airlines, can form any pattern that applies to our situation."

Mr. Day also commented on the presence of a mixed committee at the IUE bargaining table: "We believe that the needs and wants of IUE-represented employees would be better reflected in a settlement negotiated by an IUE committee instead of a mixed committee."

Despite reservations about the mixed IUE committee, Mr. Day expressed confidence that a basis for a peaceful settlement can be reached "well before" the present contract expires October 2nd.

Said Mr. Moore during the opening of talks: "All of us, I'm sure, recognize we have serious responsibilities to find a way to a sound contract—one that you can recommend to your members and one that is economically sensible for the Company."

AT DEADLINE

1966 have been hired by General Electric. The figure surpassed the previous high of 1,511 for 1951, and was up 42 percent over the '65 figure of 1,145. The achievement of the Company's campus recruiting teams came against keen competition; on some campuses the number of companies and government agencies conducting interviews outnumbered the available graduates.

Expanding Cablevision: General Electric Cablevision Corp., the G-E subsidiary which provides television pictures for subscribers by coaxial cable, this month purchased community antenna systems in Alpena, Mich.; Biloxi, Miss.; Hattiesburg, Miss.; and Logan, W. Va., from National General Corp. G-E Cablevision operates a system in Watertown, N. Y., is building three systems in California, and holds 15 franchises in other communities.

Thrust-buster: General Electric's GE4 supersonic transport engine exceeded the thrust-level performance requirement in a key test at Evendale. The engine was run at full unaugmented power (no afterburner) for the first time, and achieved 40,000 pounds of thrust. Mechanical operation: excellent. With thrust augmentation (afterburner) it will achieve 60,000 pounds of thrust.

The ride to the airport from downtown Cleveland will take no more than 22 minutes when the Cleveland Transit System opens the nation's first downtown-to-airport rapid-transit line in late 1967. General Electric's Transportation Systems Division this month announced receipt of an order for electrical propulsion systems for 20 cars for the system, which are being built by Pullman-Standard of Chicago. The General Electric-powered cars will run at speeds of up to 55 miles an hour. Only Brussels and Tokyo now offer airport-to-downtown rapid-transit service.

Good Place to Work:

A record 1,619 technical graduates of the class of

ATOMIC POWER

Number Seven in '66

Business continued at a brisk pace for the Atomic Power Equipment Department as it received its sixth and seventh orders this year for domestic nuclear power plants.

The initial order came from a group of New England electric utility companies to supply a 540,000 kw boiling water reactor for the planned \$88 million Vermont Yankee nuclear generating station at Vernon, Vt.

The next nuclear order—number seven for this year—came from the Atlantic City Electric Company and three other neighboring electric utilities which announced plans for constructing in southern New Jersey what they termed “the world’s largest investor-owned nuclear generating station.”

The companies estimate that more than \$250 million will be invested in the plant, which will have two generating units of over one million kilowatts each.

Both orders were received in August, and brought to 12 the total U.S. nuclear orders received this year in the industry. Of these, GE could claim seven, with Westinghouse holding three and Combustion Engineering and Babcock & Wilcox each with one order.

Vermont Order: The nuclear system and primary containment for the Vermont Yankee station will be supplied by the Atomic Power Equipment Department, and the turbine-generator portion of the order will be provided by Schenectady’s Large Steam Turbine-Generator Department.

Albert A. Cree, chairman of Central Vermont Public Service Co., and Glenn M. McKibben, president of Green Moun-

tain Power Corp., said that the plant will be built on a site on the Connecticut River with construction of the plant under the supervision of EBASCO Services Inc. The plant is expected to go into operation in late 1970 or 1971.

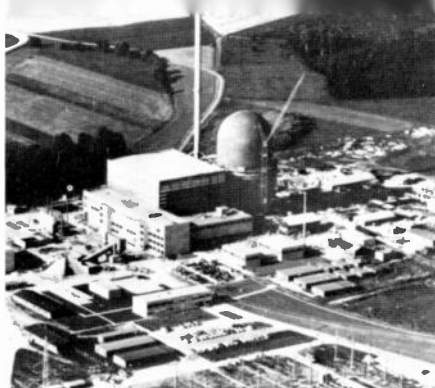
Engineering Study: Mr. Cree said that during the past year an engineering study was made by Central Vermont and its consultants of the possibility of constructing a fossil-fuel plant. It was found that a nuclear plant would be more economical since fossil-fuel costs are very high in Vermont, he said.

In addition to Central Vermont and Green Mountain Power other companies making up Vermont Yankee Power Co. are: New England Power Co.; the three companies which make up the recently formed Northeast Utilities (Connecticut Light & Power Co., Hartford Electric Light Co., and Western Massachusetts Electric Co.); Public Service Co. of New Hampshire; Central Maine Power Co.; Cambridge Electric Light Co. (a subsidiary of New England Gas & Electric Co.); and Montaup Electric Co. (a subsidiary of Eastern Utilities Associates).

New Jersey Order: The nuclear electric generating station for the Atlantic City Electric Company group will be constructed in that company’s service area on a site to be owned jointly with the Philadelphia Electric Company.

The generating units will be powered by General Electric boiling-water nuclear reactors. Construction of the first unit is scheduled to start in the spring of 1967 with operation set for 1971.

The other participating companies in addition to Atlantic City Electric are the Philadelphia Electric Company, the Delmarva Power and Light Company, and the Public Service Electric and Gas Company.



THE GUNDEMMINGEN STATION
Humming with power for West Germany.

More Power for Germany

The second GE nuclear station in Germany went into operation last month as the Gundremmingen (KRB) nuclear power station near Munich sustained its initial chain reaction.

The 237,000-kw-net boiling-water reactor (see photo) was designed and built by International General Electric Operations, S. A. (IGEOSA), a Company subsidiary; Allgemeine Elektrizitäts Gesellschaft (AEG); Hochtief A. G. for Rheinisch Westfaelisches Electrızitatzwerk (RWE)—Germany's largest utility company—and Bayernwerk A. G., a large utility company in Bavaria.

Nuclear fuel for the installation was provided under a U.S. Atomic Energy Commission — Euratom Barter Agreement. IGEOSA was the supplier.

The nuclear power plant is the second for RWE-Bayernwerk. The 15,600-kw Kahl nuclear power station near Frankfurt—which went on the line in 1961—also included a General Electric boiling water reactor and was built jointly by IGEOSA and AEG.

Atomic Power Equipment Department supplied the reactor, secondary steam

generators, remainder of the reactor auxiliary systems and the fuel elements. The rest of the Gundremmingen installation was done by AEG.

INTERNATIONAL

Getting Together in Italy . . .

The Italian Government has approved the establishment of a new company in the electromechanical industry, with 50 percent to be held by the Company's subsidiary Compagnia Generale di Elettricità.

Finmeccanica will hold the remaining 50 percent.

The new company will be headquartered in Genoa. Product lines will include rotating and stationary equipment for electric power generation, distribution and utilization; large hydraulic machines; and complete electrical equipment for industrial applications and transportation.

Product specialization at each of the plants involved will improve operating efficiency and insure a stronger competitive position for the new company.

And in Louisville

Fifteen managers from nine countries where General Electric has major appliance manufacturing operations recently attended a three-day refrigeration seminar at Appliance Park.

Donald W. Lynch, general manager of the Overseas Major Appliance Department, was host to the group.

The seminar was organized as part of the Major Appliance Division's increased responsibility for supplying technical and planning assistance to international subsidiaries.



USS WILL ROGERS

Armed by Ordnance to keep the peace.

ORDNANCE

Shipshape in Pittsfield

As the 451-foot nuclear submarine USS Will Rogers slipped into the waters off Groton, Conn., this summer, it marked the 41st and last in the series of Polaris submarines (see photo).

The launching was also significant to the Ordnance Department, which has produced more than \$500 million worth of fire control and inertial guidance equipment for the Polaris fleet. The 41-sub deterrent for peace includes 16 nuclear-tipped missiles on each vessel.

Honors for the development of the fleet ballistic missile system (FBM) were presented last month by the Navy to General Electric and five other firms. The companies, working with the Navy's special projects office, managed some 20,000 contractors in the completion of the currently authorized fleet of 41 FBM submarines.

Presentation: During a luncheon at the Pentagon, Secretary of the Navy Paul H. Nitze (at left in photo) exchanged smiles with Gerald A. Hoyt, vice president and general manager of the Defense

Electronics Division, as he presented a "41 for Freedom" certificate.

Gene R. Peterson, general manager of the Ordnance Department, said that the award was an honor to the Company, and "is really being paid to the people who are General Electric.

"Ordnance Department people," he said, "especially those who have worked hard and worked effectively on the fire control, guidance, and support programs for the FBM systems, can well be proud of their personal contribution."

While the Ordnance Department is currently at work on the Poseidon missile program — which boasts double the payload and accuracy of the Polaris — the department will continue with Polaris field engineering services for the support of the fire control and guidance systems.

This work was authorized by a \$3.3 million contract awarded last month by the Navy's special projects office. It authorizes services by over 200 Ordnance Department field engineers stationed at Polaris support facilities around the world.

Another contract, this one for \$1 million, was granted in initial funding from

HONORS FROM THE NAVY

Award for managing a big one.



Big One from Steel

Early next year, U.S. Steel Corporation will accept delivery on two of the world's largest continuous galvanizing furnaces from the Industrial Heating Department. The occasion will mark completion of the largest order ever received by Shelbyville.

"It's a resounding vote of confidence from a leader in the steel industry," commented W. Blake Miller, department general manager. "It's a nice piece of business to add to next year's base load of roller hearth, mesh belt and other industrial furnaces."

The multi-million-dollar order includes the design, construction and installation of furnaces at U.S. Steel plants in Fairless Hills, Pa., and Fairfield, Ala.

Hot Producers: The huge galvanizing furnaces will be longer than two football fields. They will combine in one process the application of zinc to steel strip (galvanizing) and the controlled reduction of the rolling hardness necessary to produce forming characteristics in the material (annealing).

The furnaces will handle 62-inch-wide strips continuously at the rate of 55 tons per hour, and operate with a combination of gas-fired radiant tubes and electric heating elements.

Such potential production capability means the furnaces could produce a significant share of the annual U.S. production of galvanized sheets and strip — which reached 4,491,000 tons last year.

Getting the Job: Three factors were critical to the success of the sale according to M. S. "Rick" Richardson, manager of heat processing marketing. First, the Industrial Heating Department designed



NAVY GUNBOAT 84

Speedy, maneuverable, and GE-equipped

the Navy to begin development and design of fire control and guidance simulators for Poseidon training purposes and for modification of present Polaris weapons training equipment.

Navy Patrol

A new breed of Navy patrol gunboats (see photo) — similar to the one appearing on the 1966 GE calendar last June — will soon be equipped with Ordnance Department solid-state power drives on their 50-caliber single mount guns.

A recent \$423,000 contract marks the first production of this system conceived in a GE independent development program started over five years ago.

The initial contract covers five boats currently being built. The Company's Gas Turbine Department, Evendale, and Medium Steam Turbine, Generator and Gear Department, Lynn, are supplying a 14,000 BHP gas turbine engine and transmission for the craft.

Each boat will be completed at a cost of approximately \$3 million, with the Company's total almost \$1 million.

a system that included several important contributions to the annealing-galvanizing process. Next, the department was able to meet U.S. Steel's need to be in operation during the first quarter of 1967. Third, the General Electric price was competitive.

According to Mr. Miller, the department has been making a comeback since 1963 when it was seriously questioning whether or not to stay in the furnace market. The organization had been reduced to a nucleus small enough to survive low business periods, but without sacrificing the strength and flexibility to tackle jobs like the current U.S. Steel order.

"This order is a credit to the competence and versatility of our professional staff," noted Mr. Miller. Some 40 percent of his exempt employees "double in brass" and it's not unusual for his engineers to do selling, or for marketing men to scratch out design ideas.

"This versatility helps us make the fullest use of the technical resources which the business can afford," says Mr. Miller. "Industrial heating customers like U.S. Steel are showing confidence in this approach."

As a result, sales volume and profit are on the upturn at Shelbyville, and, as one employee put it: "General Electric's industrial heating business has 'come alive' again."

PUBLIC AFFAIRS

A Broader Base for Politics

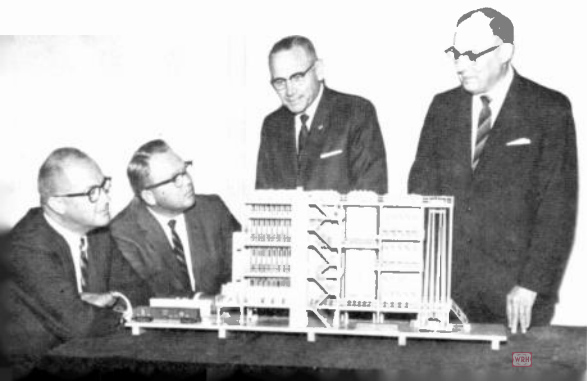
In Milwaukee early this month 27 candidates for statewide office or Congressional seats, including Republican Gov. Warren P. Knowles and four Democratic opponents, flocked to a hotel ballroom to tell an audience of General Electric managers why they deserve to win the Wisconsin primaries.

At Nela Park, the Cleveland area contestants for the Ohio legislature have been invited to make their cases for the votes of employees at an in-plant rally.

In Philadelphia and Valley Forge, Democrat Milton Shapp dropped by the plant cafeterias of the Missile and Space Division to chat with employees and explain why he is "the man who" for governor of Pennsylvania.

Now Is the Time: It's the political season again. And from Massachusetts to California, Company plants are opening their doors so that the office-seekers can meet the voters.

But GE locations are serving as more than hand-shaking stops on the campaign trail. For employees of Company plants and offices across the country this month are being asked to support the candidates or political parties of their choice not only with votes but also with dollars.



HEATING HUDDLE: Behind the IHD U.S. Steel order are, from left, W. Blake Miller, department general manager; M. S. "Rick" Richardson, manager of heat processing marketing; Norman B. Jones, specialist, heat processing marketing; August R. Ryan, specialist, heat processing engineering. On the table is a model of an industrial strip processing furnace typical of those produced by Shelbyville.

The fund-raising campaign is a key element in General Electric's Constructive Citizenship program (*The Monogram*, May '66). Like the first canvass of employees for political campaign contributions two years ago, the 1966 program has been organized in response to the recommendations of a Presidential Commission on Campaign Costs.

New supporters: No exact measure of total contributions by employees during the first campaign was possible, but Stephen K. Galpin, manager of the Company's Community and Government Relations Service, reports there was evidence that thousands of employees became political contributors for the first time. He expects many more to do so this year.

OUTDOOR LIGHTING

Lit by Lucalox

Since the introduction of the Lucalox* lamp last fall, the "third age of light" has found its way into a number of interesting applications, with the brightest spot of all being famed Independence Hall in Philadelphia (see cover).

The building is floodlighted with six General Electric 400-watt Lucalox lamps in P-400A Super Powerfloods* to produce a healthy two-footcandle rating over the front of the building.

Harold E. Mason, Philadelphia's street lighting engineer, said he wanted something to contrast with white mercury street lighting in the area and yet produce a pleasing color. "I thought Lucalox would solve the problem, and it has."

Reaction: "It's absolutely amazing the amount of light that is produced," said



LAMP LIGHTERS IN PHILADELPHIA

Best night light since 1759.

Mr. Mason, "Lucalox softens the color."

David M. Smallwood, commissioner of streets for the City of Philadelphia, is also pleased with the lighting (shown at right in photo with Mr. Mason, center, and F. Glenn Hagadorn, manager, continental sales district, Large Lamp Department).

Said Mr. Smallwood, "It adds much to the beauty of our most important national shrine."

The 400-watt lamp was the first in the Lucalox line to spread a brighter outlook for outdoor and factory lighting jobs. The light output of this Lucalox lamp is equivalent to 50 household 60-watt bulbs or two 400-watt mercury street lamps.

A key element in the Lucalox development was the synthetic ceramic material from which it gets its name (*The Monogram*, Nov. '65). Lucalox is a cigarette-size arc tube inside the elliptical bulb. It is the only material devised that can

*Trademark General Electric Co.

contain high-temperature sodium vapors without disintegrating, while spreading the light in an acceptable color tone.

How It's Doing: So far, Lucalox lamps have been best-sellers for Nela Park. Ralph E. Crockett, manager of commercial and industrial lamp sales for the Large Lamp Department, reports that he's pleased with the reception of Lucalox.

"We've been struggling to overcome a backlog of orders," he says. "Production is increasing, and shipments are rapidly catching up with the demand, which more than meets our original expectations."

A prime mover in the Lucalox drive to illuminate outdoor America (in addition to Independence Hall) is the Outdoor Lighting Department, Hendersonville, N.C. It has designed luminaires (M-400A and P-400A) to take advantage of Lucalox lamps, and thus stimulate additional applications of GE innovations to outdoor lighting projects.

LUMINAIRE MEETS WATERLOO

The mayor was also pleased.



Low Price: Another stimulus may come from a recently announced five percent price reduction in these luminaires, from increased customer acceptance and production capability.

Charles J. Meloun, general manager of the Outdoor Lighting Department, says that orders for Lucalox luminaires and ballasts are increasing daily.

"We expect the trend to accelerate rapidly as our designs gain customer acceptance, and as more customers realize the outstanding lighting-per-dollar value of GE Lucalox lighting systems," he said.

"In the months and years ahead, Lucalox lighting represents a tremendous growth opportunity for the Company."

The first city to order GE's new POWR/DOOR* luminaires with Lucalox was Waterloo, Iowa. Other Lucalox street lighting installations are in New York City (near Rockefeller Center, George Washington bridge, and Holland tunnel), Denver and Pueblo, Colo., and Jasper, Texas.

Waterloo's traffic engineer Kenneth Fox (at right in photo with Bert F. Trost, left, of Crescent Electric Co. and Mayor Lloyd Turner) was impressed with Lucalox.

"In addition to much better lighting, the overall savings was a factor we had to consider," he said. "We believe this is the future type of lighting and that it offers true color rendition."

Lucalox is also being applied to parking lot lighting (including Expo '67 in Montreal), service stations, shopping centers, railroad yards, and expressways. There are many Lucalox applications within the Company, too, including one interior installation made at the Distribution Transformer fabricating shop in Pittsfield.

*Trademark General Electric Co.

COMPUTER

The Tax Forms Cometh

When thousands of income tax forms start arriving at the Internal Revenue Service office in Atlanta next year, hurried processors will have help from General Electric.

The Company has been selected to install a new system for taking tax data from returns and placing it directly on magnetic tape for processing by computer. The Atlanta installation will process returns from the southeast region of the Internal Revenue Service.

Commissioner Sheldon S. Cohen said the new system is expected to provide substantial savings in manpower and space requirements compared to the previous card-punching and verifying system.

Some 600 million punch cards are made each year by the IRS as a result of transferring each tax return to a series of punch cards. The GE system will eliminate this process.

Equipment: The pilot installation at Atlanta will include a GE/PAC 4060 computer, a disc storage unit, magnetic tape units and GE Datanet 760 visual display terminals.

Ralph S. La Montagne, manager of the Company's federal systems operation which proposed the selected system, said that the installation would be made early next year. He said that the order will integrate the resources of several General Electric organizations: process computer business section in Phoenix, Oklahoma City computer operation, and Computer Equipment Department, Phoenix.

According to Lee C. Bramlette, manager of civil programs, the federal systems

operation in Washington, D.C. was established about a year-and-a-half ago to concentrate on government applications of GE information systems. The current IRS order involved a seven-to-eight-month effort, and was won over a field of some 60 firms that originally received specifications from the IRS.

Results of the Atlanta operation will be evaluated by Internal Revenue to determine whether the system will be installed in all seven regional service centers operated by IRS.

Michigan Plugs In

Time-sharing arrived in Michigan this summer as the Company opened a new information processing center on Detroit's Greenfield Road.

The new building will house the time-sharing computer plus headquarters for the Company's information systems marketing operation (ISMO).

At a kick-off open house, Morton A. Chonoles, who will manage the Detroit processing center, and James R. Pompa, district manager, ISMO, were joined by Warner R. Sinback, manager, information processing centers business section.

Members of the press and local businessmen heard a description of time-sharing, and sampled Michigan's first such commercial facility.

BENEFITS

Premium Trio

Employees Mae Nelson, Harold J. Price, and Jude Watkins made Company history this summer—all as a result of their participation in GE benefit plans.

Miss Nelson, who is a ten-year em-

ployee of the Appliance Control Department in Morrison, Illinois, received a medical expense payment that brought to \$500 million the total amount paid out in such benefits by the current General Electric Insurance Plan.

The plan paid \$324 of her \$393 medical expenses.

Harold J. Price, a foreman in the Tiffin, Ohio, plant of the Hermetic Motor Department, is glad he signed up for the Company's new Long Term Disability Income Plan when it was offered to eligible salaried employees in 1965. He became the first claimant to receive benefits under the plan.

The plan is designed to help provide additional income to employees who suffer long-term illness.

Mr. Price paid one premium through payroll deduction. One week later he was afflicted with a heart ailment and has been unable to work since.

A year from the date his illness began, he began to collect benefits under

the plan, and these will continue throughout his illness.

The Long Term Disability Income Plan currently covers about 51,000 eligible GE salaried employees.

Mrs. Jude Watkins of Appliance Park (see photo) stepped up and joined the General Electric Insurance Plan this summer and official Company records show that she became its 300,000th member.

She joins the 99.1 percent of eligible employees who have signed up for the plan. The record 300,000 members also include employees who are off the GE payroll for a variety of reasons, but who are receiving the plan's benefits.

RECRUITING

A Look at Industry

A group of 17 college students who worked in the Defense Electronics Division this summer are returning to their campuses with a better knowledge of opportunities ahead for them in industry.

"The transition from books to work is unbelievable," remarked Samuel White, Tuskegee senior (at left in photo on p. 13 with GE's Raymond F. Beach). "This summer has been a wonderful opportunity because it gave me a chance to put my school work to use."

For student White and the 16 others, their summer at General Electric wasn't just another job, but the start of a unique pilot program called "A Look Ahead at Industry." It was initiated by the Ordnance Department (*The Monogram*, April '66) but was quickly expanded by Gerald A. Hoyt, vice president and general manager of the Defense Electronics Division, to include other departments before recruiters headed for the campus.

ENROLLEE MRS. WATKINS

Holding a beneficial membership.





STUDENT WHITE AT WORK

His school work had a practical purpose.

The "look ahead" idea grew from a concern that many college students were turning from jobs in industry at the very time when the need for their services was greater than ever before. The program was one way to show the opportunities in industry to many colleges from which GE would be recruiting future manpower.

Special attention was given to Negro colleges because recruiting there is hampered by a lack of knowledge about industry among students.

Assignments: Twelve of the 17 students chosen for the program held assignments in the Ordnance Department, while the others worked in Syracuse, Utica and Johnson City. Their areas included engineering, manufacturing, marketing, finance, and employee relations in the various departments.

Originally, each student was to spend two periods of six weeks getting experience in two different functions of the business. As the program developed, each student determined for himself if he wanted to transfer to another function at the end of six weeks.

The students represented some ten

colleges and universities: Fisk, Jackson State, Virginia State, University of Massachusetts, University of Connecticut, Morgan State, Worcester Poly, Cornell, Tuskegee Institute, and A&T of North Carolina. Their backgrounds ranged from physics and mathematics to history.

Reaction: "While we are currently re-evaluating the program with particular emphasis on how it can be improved," said Mr. Hoyt (shown on the cover with student Earl Solomon of Tuskegee), "it is not too early to state that DED plans to go forward with the program in 1967."

George Reed, a math major at Morgan State, worked with marketing staff engineers on mathematical and technical analysis. He was impressed with the Company's program.

"GE is to be congratulated for the sensitivity it demonstrated in recognizing the problem that many college students prejudicially reject or never consider at all the possibility of careers in industry."

Ann Christian, a business education major at Virginia State, was pleased that students had actual work to do which would benefit the Company.

"We developed a feeling of pride knowing that our work was not just 'made up' but important and essential."

Summing Up: Mr. Hoyt pointed out that the students impressed their supervisors with a desire to do more than had been expected of them, and their probing interest in what makes industry tick.

"The objectives of the program are long range," he said, "and are aimed at long term manpower needs and broad social problems, but based upon what I have heard and seen about the 'Look ahead' students, I think we came away with a better understanding and appreciation today for our next generation employees."

Computerized Cockpit

The pilot looked down at the approaching aircraft carrier and lined up his plane as it swooped toward the deck. Then, he eased back the stick, cut his engine, and flared in for a perfect three-point landing.

It was a good flight, but one with a difference: it was accomplished without leaving the ground.

What the pilot saw was a simulated aircraft carrier on a television screen above the control panel in a trainer cockpit.

The source of the simulated scene flashing on the screen was a "computed display," a system designed by the Company's Electronics Laboratory in Syracuse. The computed display generates synthetic pictures of the ground, clouds, and other visual references just as a pilot would see them through the windshield of an aircraft.

So far, two such systems have been designed and delivered. One is installed in the NASA Spaceflight Center, Houston, and the other was recently delivered to the U.S. Navy Missile Center at Point Mugu, Calif.

The computed display can be set for either aircraft or helicopter simulation. The pilot sits in a simulated cockpit with



VIEW FROM THE COCKPIT

High-flying realism from a computer.

a TV screen in front of him, and, by manipulating the cockpit controls, feeds altitude, attitude, and speed information to the computer. As he pushes forward on the control stick in a dive maneuver, for instance, the pilot sees the earth move up rapidly on the TV screen.

Flight Plan: According to Harry F. Mayer, manager of the electronics laboratory, a pilot can fly around obstacles, follow a drawn-in flight path to his destination, make weapon runs on simulated targets, or practice take-offs and landings.

"He can even crash a few times, just to get the feel of it," he adds.

From information fed from the cockpit, the display computer generates a sym-

HOW THE COMPUTED DISPLAY PICTURES A PILOT'S APPROACH

He can even crash a few times, just to get the feel of it.



holic picture of the ground that is geometrically correct (see photo). A mathematical model of the ground surface is stored in the display computer, and is scanned and then transformed — according to the laws of perspective — to represent the scene just as it would appear from a particular altitude and aircraft attitude.

The future of computed displays, observes Mr. Mayer, depends to a large measure on their ability to portray actual environments realistically. A third display system is being built for NASA that will be able to produce many-sided objects.

The computer required to generate these objects will include a mass of circuit boards (500), transistors (575,000), and logic elements (60,000).

Future Role: “I expect that computed displays will play an important role in training pilots to fly future military aircraft and space craft,” says Mr. Mayer, “as well as future commercial aircraft such as the supersonic transport.”

Thus far, the displays have been designed as ground-based units, but the day may not be far off when airborne units are feasible. Advances in microelectronic circuits and packaging techniques could make the size and weight of computed displays such that aircraft applications are possible.

EDUCATION

Hotpoint High

Of the thousands of U.S. high schools which started classes this month, the most unlikely — and one of the most significant — must be Hotpoint's appliance plant in Chicago.

School begins at quitting time twice a week for Hotpoint High's 60 students, all of whom once gave up the idea of graduating from high school.

They volunteered to go back to the classroom when given another chance to earn a high school equivalency diploma at no cost to themselves except for their free time and mental application.

The after-hours program is an unusual cooperative venture between a business and a school system which could set a pattern for redeeming lost educational opportunities.

The project is an extension of the Chicago Board of Education's literacy program which has taught employees of Chicago area industry the basic language skills needed on the job.

Hotpoint Business Operation, faced with rising demand for production and a shrinking labor market, has been forced to lower its employment requirement for a high school education. So Hotpoint asked the board to run an in-plant high school program for employees.

The Company provides the books and the classrooms for Hotpoint High. The Chicago Board of Education supplies the teachers. Both participants in the new venture are enthused about it.

Observes Aaron Briggs, human relations officer with Mayor Richard Daley's Committee on New Residents: “It is to the credit of the Hotpoint management and personnel staff that they have taken the initiative to train and upgrade the Company's present labor force.”

Comments Robert L. Desatnick, Hotpoint's manager of personnel and manpower development: “This is a forward step for industry which should help to broaden our labor market. The program also will help to bridge the gap between education and industry and pave the way for more experimental ventures.”

COLLEGE BOWL

TV's Long Runner

As the General Electric College Bowl returns to the air this month, it marks the start of its ninth season on television—an admirable record in the mercurial video world.

The Peabody and Emmy Award-winning intercollegiate “battle of brains” will again include moderator Robert Earle (see photo) and the fast-paced format leading each week to \$1,500 scholarship grants for the winning and \$500 to the runner-up team.

College Bowl will be televised in color Sunday afternoons (5:30 Eastern time) on NBC-TV. This year, sponsorship will be shared by the Housewares Division and corporate advertising.

Honors: The 1966-67 season was beginning with new honors for the highly regarded series. Special recognition of College Bowl was given to Vice President Willard H. Sahloff and the Housewares Division by the American Council for Better Broadcasts.

PLANNING TV FOR HOUSEWARES

From a storyboard: home demonstration.



QUESTION MAN EARLE

Past master at the fast pace.

The citation notes the program's role in recognizing academic excellence, and calls it “a lively contribution to our society.”

In the past eight years, GE scholarship grants have totaled \$584,000. The successful Rice University team, (an undefeated champion after five consecutive victories last year) won \$10,500. Contributions from university faculty and staff raised the amount to \$14,000 to establish a scholarship fund named after the winning team.

The money was well-earned. The Rice Owls broke the all-time College Bowl record of points earned in a single game with a healthy 455 points, and set a record total for the series with 1,760 points.

The Sponsors: Housewares Division will be using half the commercial time this year to demonstrate products including its food cooker, hair dryer, electric toothbrush, and coffee maker.

According to Anthony F. Forni, man-

ager of advertising and sales promotion for the Housewares Division (in photo on p. 16 with Dorothy Adams of Clyne Maxon Advertising), College Bowl is the cornerstone of its television program.

"It possesses the rare quality of being commercially strong while serving as an excellent vehicle to enhance our corporate image," he said.

Corporate advertising will describe many of the Company's varied activities, including work in computers, lamps, and jet engines for the supersonic transport.

There is an added emphasis this year on recruiting messages beamed to students viewing College Bowl. These will be a "new breed" of message in the student's vernacular, according to Jim Clark, manager of educational relations programs, who is responsible for producing the announcements. One was presented last season by a group (see photo) who combined salesmanship and entertainment in a 60-second sequence.

"We're trying to create a favorable climate for our recruiters," said Mr. Clark, "while illustrating the opportunities in our Company."

SELLING GE IN SONG

The swinging sell in 60 seconds.



RAPID TRANSIT

High-Speed Orders

Things moved along in rapid transit last month as the Transportation Systems Division announced two equipment and propulsion orders, and the Meter Department demonstrated working models of its automatic graduated-fare-collection system following a rigorous 10,000-passenger test.

The Company received a contract from the Budd Company to supply electrical propulsion systems for 25 high-speed passenger cars ordered by the Pennsylvania Railroad for the "Northeast Corridor" project (see cover).

Another order calls for the Company to supply car-borne automation equipment and electric propulsion systems for 75 rapid transit cars for the Delaware River Port Authority's Philadelphia-South Jersey transit line. The cars, also being built by the Budd Company of Philadelphia, will be part of a \$70 million rapid transit program.

Key Project: The pilot Northeast Corridor project, scheduled to begin service in October, 1967, will determine passenger reaction to high-speed rail service between major metropolitan areas. The new passenger cars will operate between Washington and New York under a two-year demonstration program sponsored by the U.S. Department of Commerce and the Pennsylvania Railroad.

The streamlined, electrically-operated cars will be capable of speeds up to 160 miles per hour, and will reduce rail travel time between downtown Washington and New York to under three hours.

The electrical propulsion systems, built by the Transportation Systems Di-

vision, will include motors, gear units, and a patented performance-proved control. This unique control is being used successfully on 55 Budd "Silverliner" commuter cars in Philadelphia.

The GE systems will also include equipment to allow the selection and automatic maintenance of any speed within the limits of the propulsion and braking system.

The 75 GE-powered rapid transit cars being built by the Budd Company for the Delaware River Port Authority's Philadelphia-South Jersey transit line will be used over a 10.5 mile extension currently under construction between Camden and Lindenwold, New Jersey, plus an existing four mile right-of-way connecting Camden and mid-Philadelphia via the Benjamin Franklin Bridge.

Employee-Tested: In Somersworth, New Hampshire, some 3,000 miles from downtown San Francisco, Meter Department employees have been testing an automatic fare collection system that may someday be in use in the Bay Area Rapid Transit network (see photo).

Last month, the department marked the mid-point in the test, with over 10,000 "passengers" having gone through a simulated subway station in which pro-

totypes of the Company's fare collection system are installed.

The Commuta-Code* system (*The Monogram*, June '65) which is being considered for San Francisco's Bay Area Rapid Transit District, charges passengers for distance traveled rather than a flat fee. This is generally recognized as a basic necessity for the profitable operation of a modern rapid transit complex.

All 1600 Somersworth employees are testing the system and offering ideas and suggestions to make it easier to use and more trouble-free. One suggestion, already incorporated, was to relocate the coin receptacle on the passenger gates to a more convenient spot.

Employees are given real money with which to pay commuter fares. The honor system speaks well of Meter employees; no one has pilfered a penny.

William B. Lynn, general manager of the Meter Department, said that the prototype equipment has functioned "very well and passenger flow has been smooth." Mr. Lynn is shown at the left in the photo as John Flaherty, center, senior engineer for the Bay Area Rapid Transit consulting engineering firm, and R. H. Jenks, project manager for GE's automatic fare collection system look on.

**Trademark of General Electric Co.*

SOMERSWORTH EMPLOYEES PASSING THROUGH THE TURNSTILES

The acid test from 10,000 passengers, and real money too!



ON CAMERA

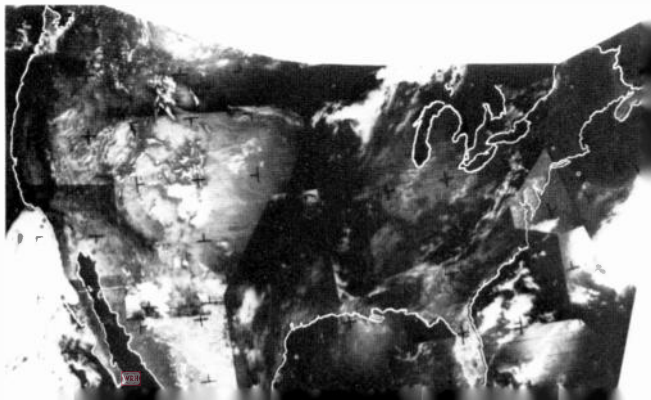
DANNY KAYE paid a surprise visit to Evendale and took a look at J79 engines with Charles Abbot of FPD. Mr. Kaye is vice president of Lear Jet Company, which uses GE engines.



UPS AND DOWNS: Jim Sweeney (above) soared 98 percent over budget in a Power Distribution Division sales contest, "Soaring '66." Below, Fred Parker and Carl Kummer of Missile and Space Division test a backpack that simulates weightlessness in water.



SEE THE USA: This montage of 14 photos taken from the Nimbus II weather satellite shows the continental U.S. and Mexico. Missile and Space Division designed and built the satellite.



AROUND THE COMPANY

Computers: Seattle First National Bank is pioneering a unique data processing network of three GE-415 computers and another in a satellite center in Spokane. The equipment is valued at over \$2 million, and will handle direct transmission of data up to 300 miles without the intermediate step of recording or storing data. A fifth GE-415 satellite is planned for 1967... Cotton States Insurance Company of Atlanta, Ga., uses a new GE-415 computer system to make possible one-day policy and claim service... Fifth and sixth-grade children in Cleveland's Lakewood school have learned to program a GE-265 computer in a curriculum enrichment program.

Buildings: A \$500,000 expansion for building and equipment at the Company's Willoughby, Ohio, quartz plant was announced last month. A 14,500-foot addition to the plant will allow for an expanding range of product applications and continued growth needs in the industry... Oklahoma City computer operation opened the doors to its new 116,000-square-foot building last month... A new building on Melville, Long Island, is under construction. The 45,000-foot space will be used for major appliance service.

Contracts: The U.S. Army has awarded a \$3.7 million contract to the Ordnance Department for research and development of personnel detection equipment... Heavy Military Electronics Department has received a \$2.5 million contract from the Rome Air Development Center for work on development of over-the-horizon radars... Flight Propulsion Division will supply its T64-14 engines to the Italian Air Force to power the proto-

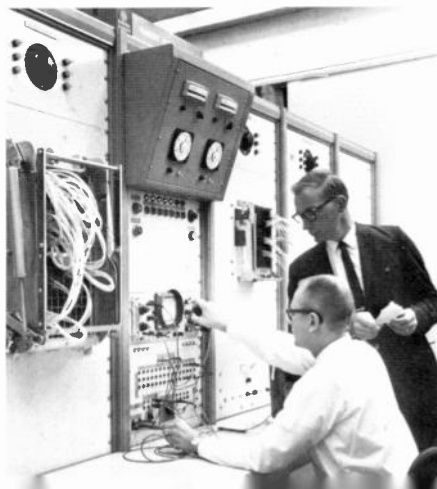
types of the Fiat G222 medium transport plane.

Record: A new record for giving by employees was set in the first half of the year as the General Electric Foundation reported \$162,417 in contributions to colleges and universities through the Corporate Alumnus Program. Now eligible are all regular, full-time employees regardless of whether or not they attended college. The General Electric Foundation matches annual gifts of up to two thousand dollars.

Analyzer: A 1,050-mile, 765 kv transmission network planned by the American Electric Power System is being analyzed for possible overvoltages utilizing new transient-network-analyzer facilities in Schenectady. The studies will explore all aspects of the overvoltage problem on the system, which will be the highest voltage a-c system in the world when it goes into service in 1969. Shown at the analyzer below are Del D. Wilson, seated, project engineer, and Lionel O. Barthold, manager of a-c transmission engineering of the Electric Utility Engineering Operation, which is conducting the studies.

EUEO'S NEW ANALYZER

Exploring EHV problems via console.



TALKING POINTS

A Dog's Life

"Ever since I was knee-high to a grasshopper my Master has given me a nice warm piece of toast at breakfast time," wrote Penny Wood, a dachshund in Washington, D.C.

"This traditional event, which I have thoroughly enjoyed over the last nine years, stopped a month ago when our toaster broke down and was turned in at your Servicenter toward a model T-93 Toast-R-Oven," she continued, adding: "Can't you please rush (it) along so that I can regain the three pounds I have lost and restore my faith in my Master and you?"

The letter, including a paw-print signature, bore the letterhead of Penny's Master, Edwin A. Wood, Jr.

James R. Squires of Washington Services, who received the letter, replied to the cold-nosed customer:

"Apparently your GE Toast-R-Oven is in great demand by the canine community and by a great many people," he said, noting that it was on back-order. He assured Penny the new unit would soon be on its way, closing with:

"Rest assured we care a great deal about you, your canine friends, and also your Masters."

Electrifying Dayton

Things were going smoothly on plans to complete the new all-electric GE building in Dayton, Ohio, until the Defense Programs Division said it needed an incinerator to destroy classified documents.

Practically all such devices use gas, and

the new building wasn't connected to a gas line.

The search was on!

The trail led to the Calcinator Corporation of Bay City, Mich., which happily supplied the needed electric incinerator.

The building is home to some 60 GE employees representing seven components.

Miss Silicone Seal

One of the prettiest tubes of GE ClearSeal silicone sealant ever to walk the streets of Chicago was a tribute to model Sandy Cotsovos, who slipped on her unusual costume (see photo) for her role as "Miss Silicone Seal."

During two major trade shows, she was wonderful as a walking Waterford representative, and was seen by an estimated 60,000 persons.

She also visited Madison Street to do a little advertising, and then passed out free samples of one-ounce tubes of sealant to Chicagoans on State Street.

MISS SILICONE SEAL

Pretty packaging in silicones.



PEOPLE

Owensboro Says Bye, Bye, Berkley

BERKLEY DAVIS DAY in Owensboro comes to its end as longtime neighbors of GE Vice President and civic leader (right) extend personal good wishes after community dinner. All of his 32-year career has been spent there.



ONE of the community landmarks in the western Kentucky city of Owensboro is the world's largest sassafras tree, located smack in the middle of the sidewalk on Frederica Street. Another landmark is the top man in the Electronic Components Division, L. Berkley Davis.

The sassafras tree is staying. Berkley Davis is going to Washington.

Pickets Out of Style

Before conferring a one-day honorary membership on Berkley Davis, Local 783, Allied Industrial Workers (AFL-CIO) considered several ways of saluting the departing GE vice president.

"We have even considered parading around Owensboro carrying signs saying 'Berkley, Please Don't Go,' but we don't have much experience picketing," AIW Local Vice President Kenneth Mayfield said in saluting Mr. Davis as "a friend to the working men and women of Owensboro."

There hasn't been a strike at the Owensboro plant during the 20 years Mr. Davis has been at the helm of the Company's Owensboro operations.

The soft-spoken Kentuckian is a rarity among General Electric executives: He has spent not only his entire General Electric career but his entire 32-year adult working career in one community, Owensboro, 15 miles from his birthplace.

With his appointment as general manager of the Defense Programs Division, he is moving this month from Owensboro.

As far as Owensboro is concerned Mr. Davis was far more than a General Electric vice president. Observed Kentucky Governor Edward Breathitt: "If there has ever been an irreplaceable man in public service to his community and his state, Berkley Davis is that man." A list of his civic activities is almost long enough to reach around the sassafras tree. He's been a city commissioner, president of the Chamber of Commerce, a director of the local industrial foundation, a member of the board of education, and president of the Associated Industries of Kentucky.

The Response: Owensboro made a warm August Saturday L. Berkley Davis Day. The day began early, with a breakfast with civic leaders, and ended late, with a barbecue at the Owensboro Sports Center. Other highlights: the award of an

honorary Doctor of Humanities Degree to Mr. Davis from Owensboro's Brescia College, a special Berkley Davis golf tournament, a Berkley Davis purse at the local racetrack, and the conferring of a one-day honorary membership in Local 783 of the Allied Industrial Workers (AFL-CIO).

A young engineer and basketball letterman fresh from the University of Kentucky, Mr. Davis entered industry in 1934 as an \$18-a-week industrial basketball player with Owensboro's Ken-Rad Tube and Lamp Corp. He later became a Ken-Rad engineer and stayed on with General Electric when the Company bought Ken-Rad's electronic tube operations in 1945.

Mr. President: Dr. John S. Kasper, physical chemist in the Research and Development Center, is the new president-elect of the American Crystallographic Association. He takes office January 1.

Honors: Dave Kaufmann, designer at Appliance Park, was selected for membership on the 11-man 1966 U.S. cricket team, which won its first victory in 48 years over Canada this month. . . . Walter B. Halstead has been awarded photography's highest honor, the Master of Photography award of the Professional Photographers of America. He's supervisor of graphics at the Research and Development Center . . . By supporting contemporary art and applying art to marketing design, Vice President Willard H. Sahloff has earned the Special Medallion of the American Physicians Art Association.

Saigon Bound: General Electric Broadcasting dispatched two WRGB staff men to Viet Nam this month. Ernie Tetrault, newsman, and Robert Schneider, photographer, will tape interviews with men from the areas served by the Company's stations.

PRODUCTS

Porcelain Plus: Hotpoint has introduced four new 16-pound automatic washers and two dryers in its 1967 line of home laundry equipment. Their all-porcelain finish plus "all the features women want most" leads to their designation as "Porcelain Plus." Washer features include three water level settings, water saver feature, three wash cycles, super spiral agitator and dual lint filter. Dryers feature four temperature settings, automatic speed flow drying and cool off cycle. Estimated retail prices range from \$149 to \$299.

Swing Door: A new Hotpoint portable dishwasher, model DF 30, is new for '67. It provides a trim outside with full-size capacity on the inside in a front-loading, "Swing Door" portable. The new model offers 17 NEMA table setting capacity with spacemaker racks. Hotpoint's multi-level washing action, and removable maple top. Estimated retail price is \$229.

Appliance Colors: It's now possible to buy semi-gloss paints to match standard appliance colors. A new line of GE finishes, called Appliance Tones* paint, are designed for homemaker use in kitchen, laundry or bath on walls, cabinets, woodwork, accessories and furniture. The paint is not for finishing or touching up appliances. Colors include avocado, turquoise green, canary yellow, woodtone brown, petal pink and satin white. A quart of the new paint will retail at about \$2.95.

Record Breaker: The first molded case circuit breaker in the world with a continuous current carrying capacity of 2500 amperes was unveiled by the Circuit

**Trademark General Electric Co.*

Protective Devices Department, Plainville, Conn. (Charles P. Hayes, general manager of the department, is shown with the device in the photo below). Model S2500 has a low torque rotary type operating mechanism, dual magnetic trip and additional state-of-the-art advances.

Chain Saw: The "world's first electric-starting chain saw" was announced by McCulloch Corp., which stated it marks the first time that a small, hand-held gasoline engine can be started electrically by a totally self-contained starter, generator and battery. It was developed by McCulloch working with General Electric and others. The battery is from the Battery Business Section, Gainesville, Fla.

Under Control: A new remote radio crane control system for crane manufacturers or users is being sold by Industry Control Department. GE can supply and install a complete control system of this type from transmitter to receiver or drives. The Company can also supply and install any component of this system to fit any existing system.

A FIRST FROM PLAINVILLE
Pretty big current carrier.



ORGANIZATION

Industrial and Information Group

A realignment of industrial businesses under the Industrial and Information Group has occurred, reflecting the continued growth of the Company's information systems business and the accelerating pace of electronic information technology.

An Industrial Process Control Division has been established with Dr. Louis T. Rader as Vice President and General Manager. Organizational components will include the Communication Products Department, Instrument Department, Process Computer Business Section, Process System Sales and Engineering Operation and Specialty Control Department.

The Information Systems Division will continue with responsibility for data processing equipment and information-handling systems. Hershner Cross, Vice President and Group Executive, will serve as Acting General Manager of the Division following Dr. Rader's assumption of duties in the Industrial Process Control Division.

The Information Systems Division will include the following new department-level components: Information Service Department, Memory Equipment Department, Advanced Systems Technology Operation, Applied Management Information and Control Systems Operation, and Remote Access Operation.

Organizational components of the Deputy Division General Managers include:

Jerome T. Coe, Information Services; Information Service Department, Internal Automation Operation, Medinet Department.

Louis E. Wengert, Information Systems

Equipment: Computer Equipment Department, Field Engineering Operation, Information Systems Marketing Operation, Memory Equipment Department, Specialty Equipment Department.

Leonard C. Maier, Systems Development and Components: Advanced Systems Technology Operation, Applied Management Information and Control Systems Operation, Printer-Reader Business Section, Remote Access Operation, Semiconductor Products Department, Division Planning and Resources Operation.

Harrison Van Aken, Overseas Operations: Represents the Company's interest and acts on Company behalf in Compagnie Bull General Electric and Societe Industrielle Bull General Electric, Olivetti-General Electric S.p.A., Australian Information Processing Centers and other overseas interests.

Dr. Rader continues to serve on the Boards of Compagnie Bull General Electric, Societe Industrielle Bull General Electric, and Olivetti-General Electric.

Hotpoint

Raymond M. Schleck has been appointed Manager of the Hotpoint Distribution Finance and Service Operation.

Marketing and Public Relations

A Marketing and Public Relations Administration Service is established and Edward S. McKay has been appointed Manager.

Arthur E. Peltosalo has been appointed Manager—Marketing Consulting Service. Mr. Peltosalo was previously General Manager of the Small Steam Turbine Department.

Power Generation

Edward C. Clark has been appointed General Manager of the Small Steam Turbine Department.



E. C. CLARK



A. E. PELTOSALO

Power Distribution

Charles J. Graham is appointed Manager—Overseas Business Development Operation of the Power Distribution Division.

LETTERS

(Continued from inside front cover)

Your comments would be very much appreciated.

FRED J. FITCH

Apollo Support Department
Houston, Tex.

The Clinton Center requires over half its personnel to operate the 80-acre, 61-building facility, including janitorial, maintenance, food service, and GE functions such as finance and relations. The remaining staff are either resident advisors (40) who must live in the dormitories, or teachers (37) who conduct the program of vocational training, basic education, and avocational programs.—Ed.

General Electric College Bowl

(NBC, Sundays, 5:30 p.m., EDT)

Participants: Sept. 25—University of Scranton (Pa.); Oct. 2—North Dakota State University; Oct. 9—Pre-emption World Series; Oct. 16—Auburn University (Auburn, Ala.); Oct. 23—McGill University (Montreal, Canada); Oct. 30—Providence College (R. I.)

EDITORIAL

Eyes on 1966 Negotiations

AFTER SOME DELAY, the 1966 negotiations are under way.

While the UE has held prenegotiation meetings with the Company since last December, efforts at forming similar IUE subcommittees proved fruitless. That group's insistence that the Company meet with representatives of eight different unions was regarded by the Company as an illegal attempt at forced coalition bargaining.

Considerable time has been lost, and much work remains to be done to arrive at a sound, peaceful settlement reflecting the needs of employees, customers and share owners alike.

The atmosphere surrounding the 1966 talks carries many familiar aspects, but so too does it present unique challenges. One is the presence of non-IUE representatives at the bargaining table. Another is the paradox of a nation enjoying record economic gains that are threatened by inflation.

National concern over this trend and the effect of current negotiations on the economy has placed us in the spotlight. Reaching settlements that guard against inflation is certainly in the public interest.

The Company has approached bargaining this year as it has in the past: armed with facts achieved through extensive research and focusing on the specific needs of our business. These facts plus the union proposals and discussions are the basis of a full and fair offer that may be modified on the basis of new or changed facts.

The record shows that the Company offer is not cast in concrete, but is often modified following its introduction. In fact, in negotiations spanning 19 years, the Company's original proposal was modified significantly in every year but one.

This year, the need is greater than ever before for a rational rather than emotional approach. Here, too, the record is in our favor, for in our lengthy history of labor negotiations, we have experienced only two major production interruptions.

In the words of Philip D. Moore, "We are going to do our best to negotiate a contract which reflects the needs of employees and needs of the Company, and it is my opinion that we can reach the basis for a sound settlement before our current agreement expires."