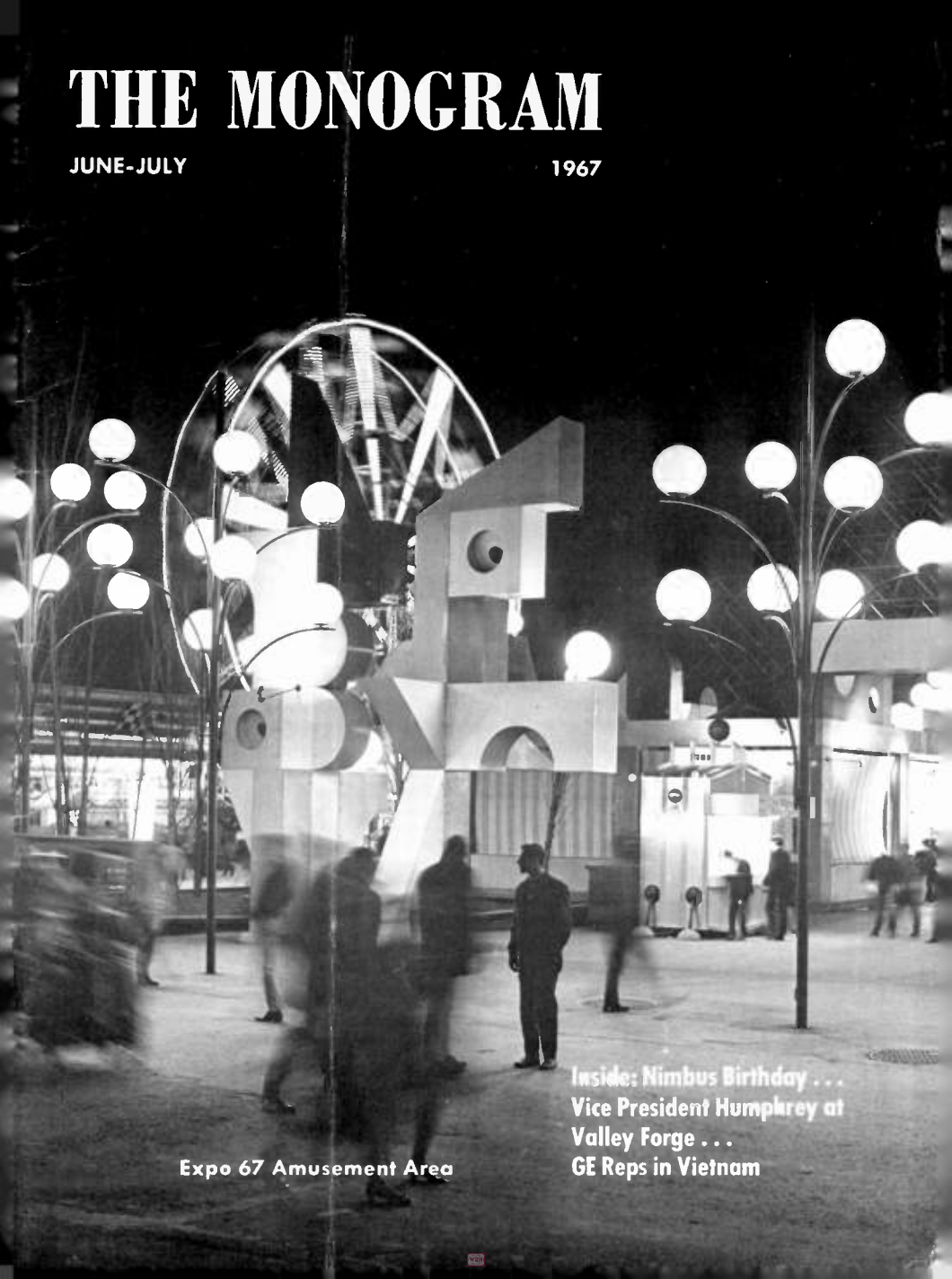
THE MONOGRAM

JUNE-JULY 1967



Expo 67 Amusement Area

Inside: Nimbus Birthday . . .
Vice President Humphrey at
Valley Forge . . .
GE Reps in Vietnam

The Cover

General Electric lighting in the Expo '67 La Ronde amusement area is typical of the many creative illuminating approaches evident in Montreal.

LETTERS

Dogging It

EDITOR: On page 24 in the April-May issue, you refer to a "Simple Sauna" room heater.

I can't tell you how much my dog would appreciate a heater like this in January in his doghouse.

A heater at $300.00 to heat a room four by four feet, however, is quite expensive. Believe Shelbyville owes a public explanation.

LOUIS J. FLOREK
Direct Current Motor & Generator Dept.
Erie, Pa.

GE's Sauna is competitively priced with other brands of sauna heaters in its class. Don't confuse them with conventional types, however.—Ed.

Who's Who

EDITOR: The article in the April-May, 1967 issue of *The Monogram* on the new Gas Turbine Plant announced for Greenville, South Carolina was interesting and accurate with one—alas—exception. The handsome gentleman on the right is the Manager of Manufacturing of the Gas Turbine Department, Bob Grunewald. He certainly deserves recognition for a major part in the success story of the Gas Turbine business. Without the profitability of the business in which manufacturing was a strong factor, the new plant in Greenville would not have been possible.

JOHN L. BAUER
Gas Turbine Department
Schenectady, N.Y.

The real Mr. Bauer, who is manager of the new Gas Turbine Department plant at Greenville, is shown here.—Ed.

(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

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THE GENERAL ELECTRIC
MONOGRAM

JUNE-JULY, 1967

AEROSPACE

Welcome, Mr. Humphrey

June 2nd will be remembered by employees at the Valley Forge Space Technology Center as the day the Vice President of the United States came to call.

Arriving by helicopter on the lawn of the Center, Hubert H. Humphrey was visiting Valley Forge in his capacity as Chairman of the National Aeronautics and Space Council. He was accompanied by Dr. E. C. Welsh, Executive Secretary of the Council and welcomed by Hilliard W. Paige, vice president and general manager of the Missile and Space Division.

Mr. Humphrey toured the Space Technology Center and received briefings on Biosatellite, Nimbus and Voyager. He also sandwiched in some greetings to General Electric employees along the way.

There was a warm response in store for Mr. Humphrey, typified by a standing ovation from General Electric employees as he entered the cafeteria to talk to an enthusiastic audience of over 2,000.

Space Partner: "He's not only a visitor," said Mr. Paige in introducing Mr. Humphrey, "he's a co-worker."

The Vice President called the General Electric-developed Nimbus weather satellite a great benefit to mankind and said that the dividends of the entire space program are found in this one object.

"As you learn more about the weather, think what it will mean to human life, crops, protection of life and property," he said. He added that floods take greater tolls each year than the total cost of the space program. "If we can learn to predict the weather, the cost of the space program will be liquidated in no time at all."

Mr. Humphrey lauded the advances in science and technology, but warned that it's what we do with them that is important. They should be used "not as destroyers," he observed, "but to bring about the pursuit of happiness for the world.

"What you are doing here," he told employees, "is making a great contribution to deciding whether or not there will be a 21st century — and what kind it will be."

While at Valley Forge, Mr. Humphrey discussed current projects with Mark Morton, general manager of Re-Entry Systems Department, Richard E. Roberts,

TALK ABOUT SPACE

Vice Presidents Humphrey and Paige.

MR. HUMPHREY & FRIENDS
Overwhelmed by 2,000 GE employees.

general manager of the Spacecraft Department, and Dr. Bascom H. Caldwell, manager of advanced systems on Voyager.

Happy Birthday, Nimbus

Valley Forge employees recently celebrated the first birthday in space of the Nimbus weather satellite developed by General Electric that was launched into orbit May 15th of last year.

There was a big birthday cake in the cafeteria waiting for employees, and among the leading celebrants was Richard E. Roberts, general manager of the Spacecraft Department, which built the satellite.

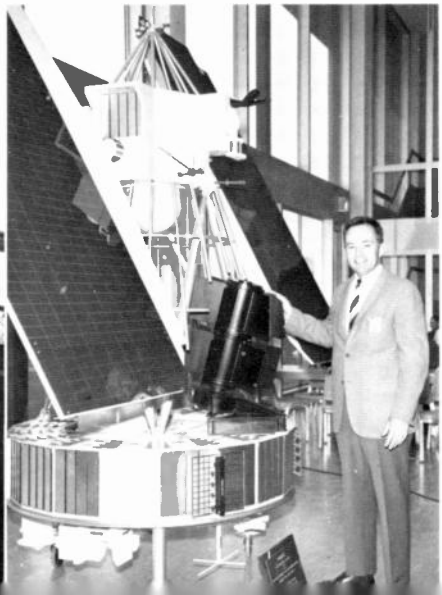
"NASA had made a design requirement that the Nimbus II work in space for a period of six months," he said. "But as of now the satellite has been up there working for a full year and is still going strong."

As *The Monogram* went to press, Nimbus had traveled over 150 million miles, completing over 5,000 orbits of the earth, transmitted over 1.5 million weather photographs, and tracked some 17 typhoons and nine hurricanes.

A congratulatory message from Harry Press, NASA Nimbus Project Manager called passing the one-year mark a "major milestone in the space age," and said that "it is clear that we have now moved from the stunt phase to the economic demonstration of space utility in weather observations and predictions."

Capping the Nimbus birthday was the presentation of a full scale model of Nimbus II to the Smithsonian Institution's National Air and Space Museum.

BEHIND NIMBUS: Richard E. Roberts and full-scale model of Nimbus II weather satellite built by his department. At lower left, a weather bureau staff member and BOAC pilot check Nimbus photographs of cloud cover over the Atlantic Ocean prior to take-off.



At Deadline . . .

Organization: Oscar L. Dunn, Vice President, is assigned responsibility for Marketing and Public Relations Services. Mr. Dunn continues to represent, and act on behalf of, the General Electric Company with respect to the Company's interest in General Electrica Espanola, S.A. Robert C. Wilson, Vice President, is appointed General Manager of the Industrial Drives Systems Division. Bryce W. Wyman is appointed General Manager of the Transportation Systems Division. Donald D. Scarff is appointed General Manager of the Consumer Electronics Division. Robert V. Corning is appointed General Manager of the Lamp Division. Another organizational change, in which the Company's overseas divisions will report directly to operating group executives as a general executive assignment, has been announced by President Borch (details under Organization).

Metalliding: A basically new method for creating space-age alloys on the surface of a wide variety of materials has been invented by a scientist at the Company's Research and Development Center. GE's new metal-coating technique is called "metalliding," and encompasses the interaction of about 50 elements in the periodic table — including all of the major structural materials and even rare earths. Many of the new alloy coatings created in the process cannot be created by any other practical method. Soft molybdenum, for example, can be made into a new hard surface alloy when boron is diffused into it.

Nuclear Orders: New York State Electric & Gas Corp. has selected General Electric to supply the nuclear steam supply system and turbine-generator for its first nuclear power generating station. The plant will have a capacity of 800,000 kilowatts. Another order received by the Atomic Power Equipment Department is for a boiling-water reactor steam-supply system and generator for Atlantic City Electric Company's nuclear power plant at Greenwich Township, N.J. Consumers Public Power District, Columbus, Nebraska has also ordered a nuclear steam supply system for a power plant on the Missouri River near Brownville.

THE COMPANY

"Gopher" Digs In

Since the announcement of the Go For Improvement Program, managers around the Company have been meeting with employees for some straight talk about how they can help improve profitability.

Kick-off meetings ran the gamut from small, shirt-sleeve talks to colorful, musical productions. And, while the approach to the program varied according to the component, the message was similar: get after costs, up productivity, work for overall business efficiencies.

Action plans spanned all phases of the Company's operations. Home Laundry Department started by concentrating on improving vendor materials and was able to tip its hat to a valve company for upping its quality; Avionic Controls Department launched a forms reduction drive that brought the largest suggestion award of the year to an alert employee; a group of 13 employees in the Semi-conductor Products Department who make power transistors boosted their quality and efficiency equivalent to an extra employee being added to their group; at Phoenix, the *Computer Headliner* reported that submitted cost improvement projects were running at a record high; Armament Department was buckling down to getting some production schedules in line.

The broad scope of the program was suggested by I. L. "Chuck" Griffin, deputy division general manager of the Major Appliance and Hotpoint Division, who told employees that the program "Affords us the means of really analyzing our costs, turnover rates, sales levels, product mix, inventories, every part and parcel of our business with the objective of improving Hotpoint's contribution to the Company's profit."

Was the message getting through?

Gilberto Rivas, a Hotpoint employee, put it this way: "The Company that can control its costs and produce a quality product at a reasonable price will come out on top."

TRANSPORTATION SYSTEMS

Very Rapid Transit

The approaching high-speed test train seems to explode in a burst of speed and a swoosh of noise, leaving overhead power lines flapping.

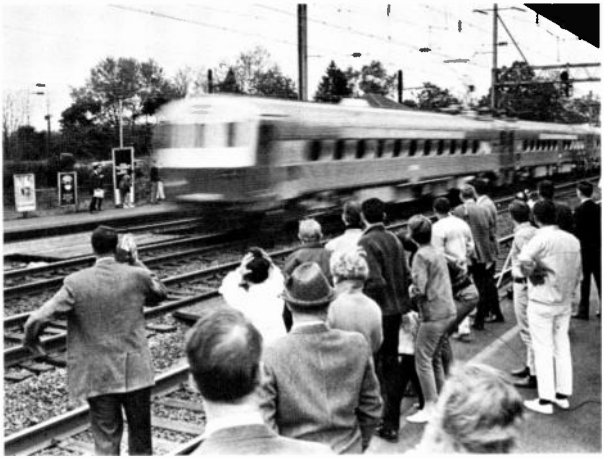
It roars by at 156 miles per hour and photographers complain that they're barely able to get a picture.

This is how it was during a recent demonstration of a U.S. Department of Transportation test train equipped with General Electric propulsion systems built by the Transportation Systems Division at Erie.

The four self-propelled cars were run on a 21.2-mile section of improved track on the Pennsylvania Railroad between Trenton and New Brunswick, New Jersey.

The test run took but 11 minutes, about half the time it takes the Pennsylvania Railroad's regular passenger trains to make the run, and it was a smooth ride. One reporter said it was even more comfortable than conventional slower passenger trains.

Good Lure? Later this year the Government will start a market test of 110 m.p.h. train service between New York and Washington on the Pennsylvania R.R. to see if travelers can be lured from congested highways and airways. Travel time between the two cities will be cut from three hours, 45 minutes, to about three



RAPID RAILS: High speed test train zips by photographers and reporters gathered to experience a new era of rapid transit. General Electric equipment powered the cars during their test between Trenton and New Brunswick, New Jersey.

The New York Times

hours. By 1970, the line expects to increase the speed to 150 or 160 miles per hour so the run can be made in two-and-a-half hours.

General Electric will supply 25 car sets (motors, control and speed-maintaining equipment) to the Budd Company, which is building the cars used in the Northeast Corridor project.

Commented the engineer of the high-speed train after the run, "This means the end of the cinder and goggles, the bib and overalls, and the high button shoes; this is the beginning of an era."

A Look at Urban Transit

The U.S. Department of Housing and Urban Development, meanwhile, has asked the Company's Transportation Systems Division to conduct an in-depth study of electronic command and control systems for both highway and rail transportation vehicles.

The $250,000 contract is part of a program to improve the nation's urban transportation facilities and assure future development of the most efficient equipment and facilities obtainable through existing and developing technology.

Norman W. Seip, manager of Transportation Equipment Projects and Marketing Operation, said the study progam is significant because it demonstrates the tremendous interest and concern that exists today over the movement of people and goods in the increasingly complex environments of cities.

BENEFITS

Cost Saving Suggesters

"Cost saving ideas are not hard to come up with," observes Phillip J. Hart of the Large Steam Turbine-Generator Department, "if you treat the Company's money as you do your own."

That philosophy — which could easily stand on its own merits — has an additional ring of authority to it because Mr. Hart is the man who recently received the

largest suggestion award in the history of the Schenectady plant.

The $5,195 suggestion award was presented to Mr. Hart for his idea on improving methods of manufacturing forgings and bearings. The suggestion of Mr. Hart, who was a purchase order clerk at the time he submitted it, has resulted in substantial cost and product improvements.

Passing a check and a smile to ideaman Hart was Clement E. Sutton (second from right in photo), general manager of the Large Steam Turbine-Generator Department. Others are, from left, Nelson W. Coutant, manager of materials, Mr. Hart, Mr. Sutton, and Edward S. Waters, manager of purchasing.

The alert Mr. Hart has received other suggestion awards, including one for $2,860 awarded last year.

At Hotpoint, meanwhile, Bill Corbett of Household Refrigerator was planning to buy his first new car with a hefty $2,111.22 suggestion award. His sharp thinking on improving methods of attaching refrigerator handles rang the bell, and he collected one of the biggest awards in Hotpoint history.

The major award was the second in less than a month at Hotpoint, where Romeo Paoli recently pocketed $3,033.30, fourth largest award at Hotpoint.

CASH FOR CUTTING COSTS

Mr. Hart went for improvement and $5,195.

Broader Scope for S&S

General Electric's Savings and Security Program has taken on new values effective July 1st and provides employees with broadened investment opportunities.

A number of improvements have been made in the Program. For example, participants who have saved for at least three years and who have qualified for a "holding period" payout can invest up to 7 percent of their earnings. Previously the maximum was 6 percent.

In addition to U.S. Savings Bonds and General Electric stock formerly available, a participant can invest in two new media: a new Mutual Fund, and life insurance.

Under the Savings and Security Program, a participant's savings are contingently credited with a proportionate Company payment equal to 50 percent of the savings.

The participating employee's savings remain on deposit with the Company for a specified three-year holding period after which the employee's savings, Company payment, and accumulated income are delivered to the participant.

Emergency Availability: Ordinarily, withdrawal of savings before the end of the holding period would mean loss of the Company payment. However, the Program now contains expanded provisions for emergency availability of savings — without forfeiture of the Company payment. The savings may be available in such

emergency situations as illness absences, certain educational expenses, plant closings, disability, retirement and death.

An employee may also elect to have the Company payment and income from it retained in the Program until he leaves the Company for retirement or some other reason.

Under this option, the Company proportionate payment to an employee's account, and accumulated income, is not paid out, but is held in trust until the employee's retirement. This gives him an additional source of savings for retirement and may be advantageous from a tax standpoint. Under current interpretations, a participant is not taxed on the amount remaining in trust until he receives it. After that time — on retirement — his income will probably be smaller and his tax rate somewhat less.

Plenty of Pensions

The largest amount ever paid out under the Company Pension Plan — a whopping $50,519,234 — was received by General Electric retired employees in 1966.

The amount is $5 million larger than the $45 million paid in 1965, which was also a record year.

Totals were announced in May when the General Electric Pension Trust issued its Annual Report. The Company contributed over $32 million to the Pension Trust during the year, according to the report, while employees paid in over $12 million through payroll deductions.

Almost 33,000 were receiving benefits under the Pension Plan by year end.

The average monthly payment under the Pension Plan in 1966: $160.12. The average age of employees retiring last year was 61.4 years, and the average length of service was 25.2 years.

Insurance Record

It was also a banner year for benefits payable under the Company's Insurance Plan as a new high of $85,723,660 was reached in 1966.

Of the total, over $55 million was for employees, pensioners and their beneficiaries while another $30 million was for medical expenses of dependents.

The $85 million total was more than $10 million higher than the amount paid in 1965 — also a record-breaking year.

Another high mark was in the cost of the Plan: over $93 million compared with $86.8 million in 1965. Costs include — in addition to benefits paid — about $11.5 million set aside for retired employees' life insurance, plus other items such as taxes and expenses.

POWER CIRCUIT BREAKER

World Record

The world's largest single order for vacuum circuit breakers has been received by the Power Circuit Breaker Department, Philadelphia.

Florida Power and Light has ordered 55 of the Department's 14.4-kv breakers for use throughout its system with a heavy concentration in the Miami and Fort Lauderdale areas.

Richard E. Bednarek, marketing manager for the Power Circuit Breaker Department, said the order involves a specially designed relaying scheme for feeder breakers. "This will provide FP&L with continuous fault discrimination and normal fault sensing and reclosing," he said.

Robert L. Erickson of the Miami office of Electric Utility Sales handled the record-making order.

MARINE SALES

Christening in Virginia

Caroline Kennedy, age nine, swung a beribboned bottle of New York champagne across the bow of a huge new $200-million aircraft carrier at Newport News, Va. and proudly proclaimed: "I christen thee John F. Kennedy."

The 61,450-ton GE-equipped ship slipped into the James River before an approving audience that included President Johnson, Mrs. Jacqueline Kennedy, Secretary of Defense McNamara, General Maxwell Taylor, John H. Glenn, and numerous other government officials plus members of the Kennedy family. The ceremonies were held May 27th.

The *John F. Kennedy* is the newest of U.S. aircraft carriers and the seventh of the large class CVA-60 craft for which General Electric has built propulsion systems. The Company entered the U.S. Naval aircraft carrier business in 1953 when it received a contract to build the propulsion system for the *USS Saratoga.* Other GE-equipped ships: the *Independence, Kitty Hawk, Constellation* and *Ranger.*

The new carrier's propulsion system—from the Medium Steam Turbine-Generator and Gear Department, Lynn—generates over 200,000 horsepower. The *John F. Kennedy* is also equipped with other General Electric products, including solid-state electronic weapon control system, circuit breakers, control switches, terminal boards, and motors. The sale was handled by the Newport News office of Marine and Defense Facilities Sales Operation.

Each of the four propulsion turbine-gear units aboard the *John F. Kennedy* drives a shaft connected to a 21-foot diameter propeller weighing nearly 30 tons. The combination can propel the huge carrier at speeds of over 30 knots. The craft can carry about 100 Navy attack planes that can take off and land from a flight deck that is over four acres in size.

Among the other departments contributing to the new carrier are the Industry Control Department, Instrument Department, Meter Department, Switchgear Department, and Large Generator and Motor Department.

The *John F. Kennedy* will be commissioned in the spring of 1968.

SILICONES

Baker's New Helper

Waterford has cooked up a winning new recipe for an advanced easy-cleaning non-stick finish for bakeware.

Best of all, its cost is lower than currently-popular non-stick coatings and it can significantly reduce the price tags on cookie sheets, cake pans and other non-stick bakeware sought by busy bakers.

The Silicone Products Department, which developed the new silicone finish, predicts that bakeware utensils featuring the new GE coating might be attractive enough — due to the lower price — to practically eliminate the demand for old-fashioned uncoated products.

New Coat: Among the first bakeware manufacturers to use the new GE silicone coating is Mirro Aluminum Co., which announced nine coated bakeware products including muffin, cookie, cake, and pizza pans. The line will debut this fall under the Fashion Brand trademark.

One bakeware manufacturer will be offering a nine-inch silicone-coated layer cake pan retailing for $1.19, or only 20

BEHIND THE BAKEWARE: Various prototypes of silicone-coated bakeware are checked over by Robert T. Daily, left, general manager of the Silicone Products Department and K. J. Morray, manager of industrial marketing for the Department.

cents over the suggested retail price of an uncoated version. The identical item coated with a non-GE "high-priced spread" brings a premium of 80 cents over the uncoated price.

Despite the lower cost of the GE silicone coating, the Department emphasizes that their new product isn't an inferior substitute. Company laboratory tests show the GE silicone to be at least equal to the higher-priced finishes. And, a consumer panel tested a number of leading non-stick finishes and gave GE a higher rating than the competitive finishes.

While the GE silicone coating presently isn't being offered for frypans and cookware used on the top of the range, the Department didn't rule out the possibility of entering that market in the future.

The new GE product can be made in a variety of colors and applied to non-oven products such as snow shovels, mixer beaters, cereal bowls, dog dishes, rolling pins, and ice cube trays.

FLIGHT PROPULSION

Jetting into Paris

Air traffic over France's Le Bourget Airport must have been busy with some three million persons heading for the 27th International Aerospace exhibition.

General Electric was among some one hundred American exhibitors at the recent ten-day show, which celebrated the 40th anniversary of Charles A. Lindbergh's famous transatlantic flight. The Company had some big news for the visitors—including nearly 30,000 buyers of aircraft products—by announcing two new highly advanced jet engines.

One new engine was the GE1/J1A1, a supersonic turbojet with afterburner in the 7,000 pound thrust class that's proposed by the Flight Propulsion Division as a powerplant for new supersonic fighter and interceptor aircraft.

The second engine, dubbed the GE1/10, is proposed as a powerplant for the U.S.A.-Federal Republic of Germany advanced V/STOL fighter. The GE1/10 is a turbofan engine with afterburner.

While crowds buzzing about the exhibits inside the Paris Air Show may not have heard it, some other big news was being made outside by a pair of Sikorsky HH-3E Air Force helicopters, each powered by two General Electric T-58 turboshaft engines from Lynn.

The two choppers flew non-stop from Floyd Bennett Naval Air Station, New York to Le Bourget Airport in slightly over 30 hours—three hours less than Lindbergh's famous 1927 flight. The helicopters had flown 4,160 miles, averaged 132 miles an hour and made nine refuelings in the air.

Back Home: Not all the news was to be found at the Paris Air Show, however.

Back home, the Flight Propulsion Division announced that it was beginning construction on a new highly advanced Altitude Test Facility for testing jet engines for the Supersonic Transport. The $12-million facility being built at Evendale will go into service in mid-1968 and will test the GE4 augmented turbojet powerplants for the Boeing 2707 SST aircraft.

The test facility will simulate atmospheric conditions encountered at extremely high altitudes and will be capable of testing virtually every jet engine that the Division has in production or development.

Another development got off the ground with the announcement that the Company had developed an advanced version of the J79 turbojet. The new engine provides 17,900 pounds of thrust for higher speed, improved take-off and acceleration power in the Lockheed F-104S Super Starfighter for the Italian Air Force.

LIGHTING

A Glow in Gotham

Dashing through New York's spring rains, Northeastern Regional Vice President John A. Spencer recently kept a couple of important dates and had some illuminating words about the lighting business.

His first stop was Bryant Park, where he joined Mayor John V. Lindsay (at right in photo) in officially launching a relighting program along the Avenue of the Americas. Shining through the showers were General Electric's POWR/DOOR* luminaires equipped with Lucalox* lamps. Some 325 units will be installed along a five-mile length of the Avenue.

Mr. Spencer had barely dried out when he headed for the New York Coliseum a few days later to address the Lighting Industry Luncheon held in conjunction with NEMA's Sixth National Lighting Exposition.

BRIGHTENING BRYANT PARK
From General Electric: a dazzler even in drizzle.

"Within the next six years the United States will use more lumen-hours of electric light than it has consumed since Edison's invention of the incandescent lamp in 1879," he said.

The GE Vice President, who is also President of the Electrical League of New York, also predicted that by 1976 we'll be using three times as much electric light as we are today.

Tracing the three ages of light, Mr. Spencer suggested that there are new concepts that will find us using light from lamps for seeing, heating, and creating total environments in which people can live with optimum comfort.

"Lighting industry growth will not be automatic," he said. "It will require some hard work, particularly an extremely strong marketing effort by all of us in the industry."

* *Trademark General Electric Company*

No Blankets

General Electric is folding its electric blanket business due to declining sales and consequent loss of profitability.

The decision to discontinue the manufacture of automatic blankets was announced by Willard H. Sahloff, vice president and general manager of the Housewares Division. He said that the General Electric blanket was widely recognized as a high quality product and an excellent value to consumers, but that from a manufacturing standpoint, overall profitability had not been achieved on the line.

The Company's automatic blankets had been manufactured at Asheboro, North Carolina. The Housewares Division will gradually transfer production of automatic toothbrushes from Ashland, Mass. to Asheboro. The move is in line with the Division's policy of manufacturing similar products at the same location.

The Asheboro plant makes the clothes brush, flashlight and lighter.

The Ashland employees engaged in shop production of toothbrushes are expected to be absorbed through normal attrition over a few months. The shift in production will provide space for other products such as clocks and timers.

TOP PLANT: The Company's LEXAN® polymer plant at Mt. Vernon, Indiana has been named one of the top ten U.S. manufacturing plants of 1966 by *Factory* magazine. The facility was selected from over 1500 others that began operations last year and cited for its autonomous layout and heavy emphasis on employee safety. The plant is operated by the Chemical Materials Department and is the country's largest facility for the production of polycarbonates. Receiving the *Factory* award were Dr. George E. McCullough, manager of the Mt. Vernon plant, Walter J. Dugan, department general manager, and Dr. Charles E. Reed, vice president and general manager of the Chemical and Metallurgical Division. In the 33-year history of the "Top Ten" competition, General Electric Company has earned eight awards — the highest number given any company. Other GE award-winners: Tiffin, Ohio (1947); Coshocton, Ohio (1948); Schenectady, N.Y. (1950); Louisville, Ky. (1955); Bloomington, Ill. (1956); Tyler, Texas (1957); Valley Forge, Pa. (1962).

MARINE HELICOPTERS, POWERED BY GENERAL ELECTRIC ENGINES, FLYING VIETNAM SKIES.

GE FIELD REPS IN VIETNAM: WHERE THE ACTION IS

Puff, the Magic Dragon, a bird
of days long gone,
Came to fly the evening sky
in a land called Vietnam.
Puff, the Magic Dragon,
came across the sea
To write its name with tongues of
flame in the hearts of all VC.

The words are sung by Air Force Major and sometime composer Robert P. Knopf as he softly strums his guitar at an airstrip in Bien Hoa, Vietnam.

His musical words of airborne affection for "Puff the Magic Dragon" refer to his AC-47 aircraft. The tongues of flame are spouted by the 6.000-round-per-minute General Electric minigun mounted on Major Knopf's aircraft.

Opportunities for serious far-eastern folksinging are rare in Vietnam, where war has transformed the once-mythical dragon into a busy, 20th century reality.

Sunset still brings a timeless glow to the Buddhist pagodas snuggled under soft-needle pines and guava trees, but silhouetted against the ageless sun, an F-104 Starfighter reminds people that some things have indeed changed.

War in Vietnam has also meant change for the United States, and challenge to American industry supplying the demands produced by the conflict. As a major defense supplier, General Electric has been doing its part.

For example, the F-104 is one of several planes powered by General Electric J-79 engines made by Evendale employees; vital rescue missions are flown by helicopters such as the "Jolly Green Giant" equipped with T-58 powerplants from Lynn; the Armament Department in Burlington, Vt. supplies potent firepower via its minigun; radars and mortar locators originate with the Heavy Military Electronics Department in Syracuse. Counting all General Electric products used in Vietnam is difficult, and the list is long.

Vietnam is no different from other countries in one respect, however. Where there are modern, highly complex products in use, such as jet engines, there also is a need for experienced technical field representatives to train others in the proper use

of the products, and to assist in periodic maintenance.

"General Electric representatives in Southeast Asia are quietly adding an outstanding chapter to the Company's history of field service," observes Charles W. George, general manager of the Defense Electronics Division.

"Much is owed to these men," says Mr. George. "They have encountered and endured the hazards and hardships of Vietnam's tragic civil war to provide our fighting forces there with a flow of technical support and assistance unsurpassed in the world today."

Keep'em Flying: One of the largest of the Company's field service organizations active in Southeast Asia is operated by GETSCO, an off-shore subsidiary for sales and service, for the Flight Propulsion Division. Some 35 "reps" of the Field Service Engineering Operation (FSEO) are presently on duty there.

"We're asking the people with the highest overall potential to go to Vietnam," points out James F. Campbell, manager of FSEO. "Some are real newcomers, others are old-timers with lots of experience. They're being asked, because, in our judgment, they're the people who can be counted on to turn in a top-flight job."

JET-DOWN: GE rep Frank Statkus, in white shirt, supervises an Air Force crew in removal of a J79 engine from a McDonnell F-4 Phantom at Cam Ranh Bay.

DA NANG: Two jet engines and jeep with Zero Defects emblem symbolize work of GE reps Clarence Tarker (white tee shirt) and Frank Tayntor. The men are flanked by several military associates from the engine shop in which they work. Mr. Tarker reports a 90 percent turnover in repair shop personnel during his stay.

Since 1965, over 40 FSEO reps have served six-month hitches in Southeast Asia. Taking the assignment means leaving the family in the states, and accepting some rugged living conditions.

The rep's job is to Keep'em flying. General Electric engines power vital jet fighters, bombers, and helicopters and they must be operational at all times.

To keep engines humming, an FSEO rep spends a major part of his long day training the crews that service GE jet engines. He must also keep in touch with Flight Propulsion Division people back in Evendale or Lynn, keeping them posted on problems, parts shortages, and performance. Vietnam slaps jet engines with several irritating elements: blowing dust, monsoons, flack, and machine gun fire.

One unexpected problem cropped up at Marble Mountain near Da Nang. The soil there is a mixture of fine sand and talcum-powder-like laterite. The GE T-58 engines on the CH-46 Marine helicopter were be-

ing covered with the blowing dust during take-offs and landings, causing blade wear. When the monsoons came, the fine soil mixed with rain to form a cement-like goo that quickly clogged filters. It took some creative work with the airframe manufacturer to make the design changes to supply a "concrete" solution.

Gerhard Neumann, vice president and general manager of the Flight Propulsion Division, returned from a recent visit to Southeast Asia and had praise for the performance of the J-79 engines and for the efforts that Division employees have made to enhance the service, reliability and maintainability of GE engines. Mr. Campbell, who accompanied Mr. Neumann, was also warm in his praise of the engines.

"One Marine pilot came up and clapped Mr. Neumann on the back and told him, 'That's a damn good engine you people build. I never worry about it when I'm on a mission.'"

Where's Charlie? With a war going on around him, a field service man has to keep an eye out for the Viet Cong, or "Charlie" as he's called. William Sponzilli, FSEO regional manager in Saigon, had an aircraft engine shot out from under him while in flight, with no bad effects. Larry Nichols, another FSEO rep who has been in Vietnam, recalls that the Viet Cong fired at the engine shop in which he was working, and that he "got out of the area in a hurry."

Spencer Branham, who served as a field engineer for the Heavy Military Electronics Department, recalls that the harassment by the Viet Cong was "constant," particularly from mortar attacks.

Camping Out: Living conditions for the Vietnam rep are irregular, to say the least. At Da Nang, for example, Mr. Branham lived with the Marines in ten-man tents, where he "sort of lost his enthusiasm for camping."

Cam Ranh Bay is described by Richard G. Johnson, Ordnance Department field representative, as "one big sand box." Mr. Nichols says that it's necessary to sleep with mosquito netting around you, not because of the insects, but to prevent rat bites.

How it's Done: Because of high turnover in military maintenance personnel, a

WET LOCO: Erie-built U8B lies on its side after Vietnam derailment. Most units can be repaired. In scene at right, Spencer Branham of the Heavy Military Electronics Department looks rather GI in front of a Syracuse-built radar set used in Vietnam.

MAINTENANCE: Ordnance Department's "People Sniffer" Manpack Personnel Detector (photo at left) is checked out by field representative Richard G. Johnson, right, and Army specialist Lester Brown. In photo at right, a group of maintenance NCOs work with GE rep Jack Lacey, right, on J79 engine at Air Force base near Da Nang.

field representative's job is never really done. Others must be trained and supervised. The Vietnamese also must be instructed in some instances.

Kurt A. Fichthorn, locomotive service engineer, was assigned to Vietnam by the Locomotive & Parts Department after it supplied 48 General Electric U8B diesel-electric locomotives to the Vietnam Railroad. Mr. Fichthorn and Michel E. DeChene worked with Vietnamese railroad personnel, and helped train them in operation and maintenance.

Many General Electric locomotives have since suffered damage at the hands of the Viet Cong (see photo) and handbills found at the site of a derailment say, "Our first target is to destroy all American railroad equipment." Most of the units could be repaired, according to Mr. Fichthorn.

Carl E. Tidd, a field supervisor in Vietnam for GETSCO's Apparatus Installation & Service Engineering Overseas Operation, spent some time at the Thu Duc power plant—a GE installation of 33 megawatts steam and 14 megawatts of gas turbine power.

The construction of the station was done with army tanks and troops surrounding the work, and bombs rumbling in the background. Mr. Tidd was favorably impressed with the Vietnamese workers on the project, calling them keenly interested in the station, and anxious to learn all they could.

Wive's Tale: With field reps leaving their families in the states, how do their wives react to their assignments?

"I understand Frank was selected to go because of his experience," says Mrs. Frank Statkus from her home in Florissant, Mo. "It's an honor, and I'm proud of him. Frank has always felt that General Electric was a wonderful company, and very good to us. So, if they need him over there, then it's right that he should go."

Mrs. Jack Lacey, living with her two teenage sons in Huntington Beach, Calif. says philosophically of her husband's job: "He's always liked jet engines and aircraft, and if he's happy, we're happy."

Do wives wonder about their husband's Asian substitutes for home cooking? Mrs. William Melton, also a General Electric employee at the FSEO office in San

Diego, Calif., chuckles over the fact that among the things her husband has eaten while away is "Duck's feet in gravy over rice."

Report Card: Despite the difficult working environment in Southeast Asia, the performance of the General Electric representatives seems to be highly regarded by both the customers and the Company. There is also an esprit de corps evident among reps and pride in their work.

"I've been living, eating, and sleeping the Manpack Personnel Detector," says Ordnance's Richard Johnson, "and it has come to mean more to me than just any old job. Perhaps I seem a bit over-excited about the project, but in working with people that have a true use for it, it's not very difficult to become sincerely interested in its success."

Mr. Branham received a high tribute from the Marines with whom he worked. They wrote: "The Marine Corps would be proud to carry him on its rolls."

"The reliability records being set by General Electric's advanced electronic equipment, armament, jet engines and other systems now in use in Southeast Asia," sums up Mr. George, "testify to the professional ability and dedication of our field service men there.

"Their work is a tribute, not only to themselves, but to their families, the company they represent, and the country they so proudly and capably serve."

EDUCATION

The GEniuses' Choice

Over a million young Americans have responded to General Electric's decision to push the GEnius button.

When the Company offered to supply GEnius buttons carrying snappy slogans

MR. CLARK AND GENIUS GALLERY
A good report card from scholastic GEniuses.

("Only one thing's keeping me from being a GEnius — exams"), it was flooded with 1.5 million requests from readers of such magazines as *Scholastic* and *Young Catholic Messenger*.

The button supply has since been exhausted along with a lot of energy from some employees of Educational Relations Services who had the distinction of digging out from under the pile of requests.

The GEnius program is far from being buttoned up, however. An advertising program continues in several magazines designed for secondary schools. The publications have a combined circulation of 4.5 million students.

More than Brains: The GEnius campaign is designed to encourage teenagers to stay in school and to develop whatever talents they have. The program reflects the thinking of teachers and guidance counselors and reinforces their efforts to motivate students to work hard in school.

Jim Clark, manager of educational relations programs, says that the GEnius program works in several ways, but that primarily "It lets students know that General Electric cares about their personal

success. This pays off later when today's youth become tomorrow's potential customers and employees."

An immediate pay-off became evident following recent publication of two surveys conducted among 2500 junior and senior high school students. The research was conducted by Scholastic Magazines, Inc., and Geo. A. Pflaum Publishing, Inc.

The essence of the results: General Electric ranks tops among students both as an outstanding company and as a possible employer.

In fact, when asked "If you were buying electrical products, what manufacturer's name would convince you of the best value?" almost 70 percent named General Electric.

RESEARCH

Brand New Battery

A new type of lightweight, portable battery that uses thin magnesium sheets and oxygen from the air with harmless salt-water as an electrolyte has been developed by the Research and Development Center.

The revolutionary new power source is a primary battery that can be refueled in about 15 minutes simply by adding a new set of magnesium plates, a handful of salt, and any available water.

Development of the magnesium-air battery by the Company was sponsored in part by a contract from the U.S. Marine Corps. The electrochemical system packs more energy per pound than most conventional batteries, is less expensive to manufacture and maintain, and offers high reliability and long shelf life.

The design of a Magair® battery for potential Marine Corps applications was reported during the 21st Annual Power Sources Conference held recently in Atlantic City by the U.S. Army Electronics Command.

Charging: Like conventional batteries in which a chemical reaction produces electricity, the Magair system's anode (replaceable) undergoes a chemical change and is consumed in the reaction. But, unlike the conventionals, it combines fuel with oxygen drawn from the air through a porous cathode.

Magair batteries will be produced by the Company's Battery Business Section in Gainesville, Fla.

An unusual by-product developed by Magair's chemical reaction is magnesium hydroxide. It also goes by the common name milk of magnesia.

Promising New Polymers

A new family of plastic materials that are produced as films only a few millionths of an inch thick has been created by the Company's Research and Development Center.

The new polymers have potential applications ranging from superior electrical insulation for microelectronic devices to corrosion-resistant protective coatings for metals and other materials.

News of the development came during the recent Canadian High Polymer Forum in a paper presented by Dr. A. Nelson Wright, a physical chemist at the R&D Center. One of the new polymers is formed from an inexpensive but tongue-twisting common chemical called hexachlorobutadiene, which isn't subject to conventional forms of polymerization.

Although the new pinhole-free polymers are only a millionth of an inch thick, they are electrically and mechanically continuous. The new plastics will require further development before they become commercially available.

Selling at Sea

After a 23-stop, 4,000-mile tour of the far west this spring, GE's "Care-A-Van" took a nautical turn by splashing into San Francisco Bay aboard the good ship *Harbor Queen* (see photo).

The combination of sail and sell was launched by Robert A. Else, district manager of the Agency and Distributor Sales operation in San Francisco. During the two-day run on the brine, the shipshape display of General Electric equipment was inspected by some 800 seafaring contractors, architects, consulting engineers and industrial customers.

Last year the distributor "Care-A-Van" traveled over 20,000 high and dry miles through 20 states displaying and demonstrating hundreds of commercial and industrial electrical products from 11 General Electric product departments in a series of one-night stands at motels and hotels. This year's tour is expected to top the record.

San Francisco-Oakland visitors to the floating "Care-A-Van" could select from six sailing times during the cruise, and look over a sailing supermarket of exhibits.

Included: circuit breakers, load centers, controls, busway, transformers, switchboards, motors, wiring devices, insulating materials, outdoor and industrial lighting.

Why float the "Care-A-Van?" M. L. (Bo) McLaughlin, manager of sales promotion, western region A&SP sums it up by suggesting that in sophisticated San Francisco, it takes a unique approach to attract attention.

Riding the Microwaves

Owensboro had its own brand of "Vansmanship" going as the Tube Department rolled out its red, white and blue "Microwave Van" and headed for some transcontinental salesmanship.

The van is a converted Ford Econoline stuffed with an assortment of microwave tubes, electronic components and operating systems that can be driven up to the

DOCKSIDE: General Electric's "Care-A-Van" carries its theme of One Stop for Service and Quality to San Francisco Bay. The truck-trailer "Care-A-Van" is parked in the background. The cruise brought 800 persons to look over products from 11 GE product departments.

customer's door for a free home demonstration of the Company's "New Ideas in Electronics." The truck double doors swing open, an awning goes up, a carpet goes down, displays are activated, and the setup takes but 15 minutes.

The Microwave Van is believed to be the first of its kind. Previously, microwave components and equipment displays have been fixed installations, and equipment manufacturers had to travel to the site for inspections. No more. Microwave gear has gone mobile.

Behind the wheel of the Microwave Van is the Tube Department's James W. Rush, manager, product sales, industrial and military products. Mr. Rush estimates that the Van will cover up to 35,000 miles this year, with an audience of about 10,000 persons.

General Electric components represented in the Van are the Tube Department, Microwave Tube Business Section, and Semiconductor Products Department.

While guiding the microwaves on the road, Mr. Rush will keep in touch with his family and friends back in Owensboro via a ham radio rig identified by the call W4EWL/mobile.

COMPUTRON

News on Tape

The boom in information processing is also creating an equally vigorous growth in the demand for the magnetic tapes used to store information.

Such activity is directly reflected in the plans of magnetic tape producers such as Computron, Inc., of Waltham, Mass. Computron is jointly owned by General Electric Company and the BASF Group, a subsidiary of the West German firm of Badische Anilin- & Soda-Fabrik.

Albert A. Fried, Chairman of the Board of Computron and formerly manager of marketing and business development for GE's Chemical and Metallurgical Division, estimates the market for magnetic tape in 1967 to be $150 to $180 million.

Computron is currently opening a new plant in Bedford, Mass. that should be on stream later this year. The new 166,000 square-foot facility — costing approximately $10 million—will be used for the manufacture of precision magnetic tape and is equipped with antiseptically clean rooms in which coating, slitting, and certification take place.

The new plant will employ some 200 persons initially, with engineering and scientific employees coming from both GE and BASF Group components. The first product to originate in the Bedford plant will be computer tape. Expansion of the line to include audio, television and instrumentation tapes will follow.

A new BASF Group plant, of which the Bedford facility is a duplicate, was dedicated late last year at Willstaett, West Germany. Both plants rank among the world's cleanest and most modern of their kind. Cleanliness is a prime requisite for production of the magnetic tapes that must accurately record some 50 million bits of information each.

Computron's newest computer tape, the TVP2, was introduced during the June meeting of the Data Processing Management Association.

The introduction of TVP2 tape is expected to prove the soundness of the original concept of Computron: that with the back-up of GE's know-how in electronic data processing and BASF Group technology in magnetic tape, Computron can produce a superior product. This superiority may establish Computron among the leaders in a hotly competitive industry.

PEOPLE

Heart: Wallace Johnson, Jr. a veteran of the Vietnam war and employee of the Home Laundry Department in Louisville, is a man of honorable achievement in both military and civilian life. Mr. Johnson has received *two* purple hearts for service in Vietnam; the first was presented by Gen. William Westmoreland, and the second during graduation ceremonies at Central High School in Louisville. Mr. Johnson had completed his high school education in his spare time following his return from service. He received his diploma and purple heart before his classmates, who gave him a standing ovation. Mr. Johnson, who is interested in data processing, plans to go on to college.

Degrees: Joseph M. Bertotti, manager of Educational Relations, has received an Honorary Doctor of Laws Degree from Eastern Michigan University . . . Harold T. Seeley, retired Switchgear Department consulting engineer, has been awarded an Honorary Doctor of Engineering Degree from the University of Vermont.

LTD: Ernest W. Leighton, a former specialist in the Flight Propulsion Division Systems Audit Operation is quite happy that he signed up for the Company's Long Term Disability Income Plan when it was offered to eligible salaried employees in 1965. A short time ago, Mr. Leighton underwent two serious operations on his hips that have prevented his return to work. He became the first person in Lynn or Everett locations to receive benefits under the plan. The Plan is designed to help provide additional income to employees who suffer long-term illness. "I'd certainly rather be back working," observed Mr. Leighton, "but since I can't, the benefits from the Long Term Disability Plan will certainly make things easier for me."

Academy Awards: Three General Electric representatives have been elected to the National Academy of Engineering. Included: James F. Young, vice president of Engineering Services; Charles W. Elston, manager of Advanced Product Planning and Development Operation, Power Generation Division; Dr. Karl P. Cohen, general manager of Advanced Products Operation, Nuclear Energy Division.

Miss Kentucky: The proudest papa in the Dishwasher and Disposall Department at Appliance Park must be David L. Clark, manager of engineering. His daughter Jo Anne was recently crowned Miss Kentucky, and will compete in the Miss America Pageant.

Societies: The American Society of Mechanical Engineers has elected three General Electric Company men Fellows:

MISS KENTUCKY AND DAD

Will Miss America have roots in Appliance Park?

METALLOGRAPHER ROONEY
From his lab, R&D cover art.

Named are: Kenneth A. Kesselring, general manager of the Knolls Atomic Power Laboratory; Jackson E. Fowler, supervisor of fluid mechanics research, LST-G; and P. G. Ipsen, manager of turbine product design, LST-G . . . Dr. Karl P. Cohen, general manager, Advanced Products Operation, Nuclear Energy Division, has been elected Vice President of the American Nuclear Society. Dr. W. R. Kanne, consulting engineer, Atomic Power Equipment Department, has been elected to the board of directors of the American Nuclear Society . . . Dr. Kiyo Tomiyasu, a consulting engineer at the Research and Development Center, has been appointed member-at-large of the Institute of Electrical and Electronic Engineers' technical activities board.

Service Record? Mr. and Mrs. Weslie J. Crosier of Pittsfield are retiring with what could be the Company's husband-and-wife service record: a combined total of 81 years. Mrs. Crosier outranks her husband in service with 43 years, compared with his 38 years. Her recent assignment has been editor of the *Chemical News Letter* and she has the longest continuous service of any employee in the Chemical and Metallurgical Division. Mr. Crosier has been a contract administrator in the Ordnance Department and joined the Company in 1929. The couple plans to enjoy their GE pension with summers in the Berkshires and winters devoted to travel.

Mighty Micro: Metallographer Dennis M. Rooney of the Nuclear Technology Department clicks some mighty interesting photomicrographs in his work. In fact, the magazine *Research and Development* used two of them to illustrate its April and May covers. In addition, both micrographs have received honors from American technical societies.

Honorable: John G. Bacon, manager-professional placement for the Metallurgical Products Department, has been presented with the NEMA gold medal for "Outstanding Service to the Community." The award cited Mr. Bacon's activities in assisting handicapped and underprivileged children and his leadership in local Boy Scout and United Fund work . . . Al Marchesani, manager-drafting and reproduction, Air Conditioning Department, has been cited for his 25 years of service in civil defense activities.

Public Service: Evendale's *News Daily* has won the Ohio State Heart Association award for the best story in a company publication. The winning story, by J. T. Bender, described two heart research projects named in honor of GE-Evendale employees.

OEO: Board Chairman Gerald L. Phillippe was named vice chairman of the Business Leadership Advisory Council of the Office of Economic Opportunity.

AROUND THE COMPANY

Capitol Idea: New dimensions in government-business relationships brought about by the advent of the Great Society were reflected in the second Federal Government Relations Seminar for GE Managers recently held in Washington, D. C. Attending were 13 Division or Deputy Division Managers, five Department-level Managers and two Regional Vice Presidents. One of the prime objectives of the Seminar, according to Laurence I. Wood, vice president-Washington Services, is to provide key GE managers with a more intimate knowledge of Government people and processes, public policies and issues, and business-government relations.

Avionics: A $4-million follow-on contract from the U. S. Air Force for weapon control systems for the F-4 Phantom jet fighter-bomber has been received by the Avionics Controls Department, Binghamton, N. Y. The Department also announces development of a new high-torque, single-axis control moment gyro for spacecraft stabilization and attitude control. The new technology is geared to meet requirements of future space vehicle stabilization and control programs.

The Department also recently delivered the first experimental units for an SST automatic flight control system to the Boeing Company. The units will be evaluated for possible use in future supersonic transports.

IGE Orders: A contract to supply a GE 50-megawatt steam turbine-generator to the East Pakistan Water and Power Development Authority has been received by IGE Export Division. Also on order is a $4.4 million complete thermal power plant for the Virgin Islands that will be part of the largest single steam-type desalination and power generation plant in the world. Prime contractor for the installation is Baldwin-Lima-Hamilton Corporation, which selected IGE Export Division to supply the complete power plant, including a 15,500 kw turbine generator.

Jet Set: Pan American World Airways has purchased 45 new Fan Jet Falcon business jets powered by General Electric CF-700 turbofan engines. The order was Pan Am's sixth, and increases the number on firm order to 160.

Lucky 13: A new million-dollar General Electric Information Processing Center has been opened in Boston, Mass.; the 13th Center operated by the Company across the country. The new center will provide time-sharing services to New England. Formerly the Schenectady IPC handled the region.

Sit-in: Business Administration students at the downtown campus of Fordham University "sat in" on a re-created Housewares Division sales meeting recently. The program was presented during a normal class period, and is part of a program initiated by Vice President Willard H. Sahloff, Division general manager, in which it was decided to take business to the campus if the college student wasn't coming to business. Mr. Sahloff was convinced that if today's college student wasn't attracted to business and industry, it was because the students were not aware of the opportunities in business. Reaction was favorable, and students evinced strong interest in business careers.

MOL: The Missile and Space Division has received a $110 million cost-plus-incentive fee contract for experiment integration work on the Manned Orbiting Laboratory program.

TALKING POINTS

Amazon' Radio

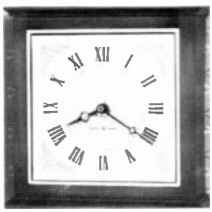
When explorer and ethnologist Dietmar Carsten headed for the remote upper Amazon River country, he brought along General Electric Transceivers (model Y7010 from Utica) for trail communication with his guides. Mr. Carsten, who is a member of the exclusive Adventurer's Club, found himself among a tribe of Amachuacas, known to be hostile to uninvited guests. With topics of conversation limited, Mr. Carsten explained his GE transceivers to the tribesmen, and let them try them out.

Things must have worked out, because explorer Carsten emerged from the Amazon intact, still carrying his peacemaking transceiver.

Is Four IV or IIII?

Randall Paulsen, age 8, of Kenosha, Wis. was upset when a test on Roman numerals came back with his number four marked wrong. How could it be, since his General Electric clock at home has Roman numerals, and his answer agreed with the clock?

He wrote to the Housewares Division and explained the sorry situation. "We have a cordless electric clock," he said, "and you know what? You made the number 4 like this: IIII. This is wrong. You should have made it like this: IV. You see, my teacher marked my paper wrong when I used your number IIII. I hope you can change it on your clocks."



NATIVE, RADIO & CARSTEN

With our radio, the natives weren't restless.

In a reply to Master Paulsen, the Company pointed out that either form is correct, and that the IIII form was used almost exclusively in old American and European clocks and watches—probably because its size offers a better balance for the VIII it opposes on the dial.

It was also suggested that it might be interesting for the boy and his teacher to visit a museum, antique store or library where they would find both forms of the Roman numeral four.

Harvard Turns Crimson

In a rather unusual non-televised version of the General Electric College Bowl, a team of Harvard undergraduates battled a group of blue-shirted opponents for an hour, with 250 questions up for grabs. When the smoke cleared, the final score showed Harvard the loser, 96 to 82.

Now, losing isn't that bad, of course, but what must have damaged Harvard's ego was that their opponents were all inmates of the Massachusetts Correctional Institute, and only one of them had finished high school.

PRODUCTS

Pocket Mate: A new hand-held FM two-way radio that's one-third the size and half the weight of competitive units has been announced by the Communication Products Department, Lynchburg, Va. The Pocket Mate is but seven inches high, 2 3/8 inches wide and 7/8 inch deep and operates in the 148-174 mc. band.

Lynchburg has also developed a new highly improved method of producing quartz crystals to accuracies of millionths of an inch precision for greater frequency control in integrated communication circuits. A photo-reduction and etching process is used to produce crystals having .002 percent frequency stability for GE MASTR Progress Line equipment.

Superthrust: Summer '67 is a hot time to introduce a cool newcomer from the Room Air Conditioning Department. It's called Superthrust, a new series of units ranging in capacity from 8,500 to 24,000 BTU/hr. The new line differs from ordinary types by allowing users to set the velocity and airflow to any pattern they desire, thanks to a unique control system developed by Appliance Park engineers.

New Housewares: The Housewares Division has introduced over twenty new product models, including entries in two new product fields: power garden tools and electric massagers. A hedge and shrub trimmer, model TA-70, features 15-inch double edge steel blades and reciprocating motion. The new grass trimmer, model TA-80, has self-sharpening scissor-type blades. Both carry a suggested retail price of $32.98. The new General Electric massagers carry suggested retail prices of $9.98, $14.98 and $19.98.

ORGANIZATION

Advanced Technology Services

After more than 12 years of loyal and outstandingly effective service to the Company, George L. Haller has retired effective June 1st under the provisions of the Pension Plan.

Component Products

Fred H. Holt is appointed General Manager of the Component Products Division.

Construction Industries

Robert B. Kurtz is appointed General Manager of the Construction Industries Division.

Consumer Electronics

An Overseas Consumer Electronics Department is established and Hicks B. Waldron is appointed General Manager. Also, the personnel, facilities and functions of the Overseas Business Operation and Kuba GmbH are assigned to the Overseas Consumer Electronics Department.

Defense Electronics

Louis V. Tomasetti has been appointed General Manager of the Armament Department. Mr. Tomasetti replaces C. H. Ridgley, who will retire on July 31 after 44 years of Company service.

Electronic Components

Robert B. Ames is appointed General Manager of the Electronic Components Division.

Mr. Ames continues as Acting General Manager of the Tube Department.

Information Systems

Arthur E. Peltosalo is appointed Deputy

Division General Manager-Overseas Operations, Information Systems Division.

An Engineering Systems Integration Operation is established and Logan B. Cowles is appointed Manager.

Research and Development

The personnel, facilities and functions of the New Businesses Development Operation are transferred to the Research and Development Center and the Advanced Technology Services is discontinued.

Accounting Services

A Business Analysis and Cost Accounting Service, and Personnel Accounting Service are established, and Business Analysis and Personnel Accounting Service is discontinued.

International

Responsibility for the Area Divisions and for IGE Export Division with their present scope, functions and resources, is transferred as follows: Area Division-Europe, Hershner Cross; Area Division-Far East (including South Africa and Southwest Africa), Reginald H. Jones; Area Division-Latin America, Herman L. Weiss; Area Division-Mediterranean, Hershner Cross; IGE Export Division, William H. Dennler.

Reginald H. Jones, Vice President, is assigned responsibility to represent and act on behalf of, the Company with respect to the Company's interest in, and relations with, the Canadian General Electric Company Limited.

James H. Goss, Vice President, is appointed Consultant to the President, continuing as a member of the Executive Office.

The International Business Development Operation is transferred to the Corporate Planning Operation.

The International Group is discontinued.

LETTERS

(Continued from inside front cover)

Sideburner

EDITOR: Hey, Mr. Billingsley! GE *has made* a range with all the burners on one side—the GE Airliner CD147. Now what were you saying about the calendars?

NELDA MYERS
Photo Lamp Department
Mattoon, Ill.

R for N

EDITOR: I enjoyed your article on the Semiconductor Showmen in the April-May '67 issue. The middle gentleman was Dr. Richard Stasior. You spelled his name Stasion.

He taught me Sunday School at the North Syracuse Baptist Church.

CONRAD C. LESLEY
Room Air Conditioning Department
Louisville, Ky.

Our spirit was willing, but our typography was weak.—Ed.

Sentenced

EDITOR: In your article on the five-million dollar expansion of facilities for the development and manufacture of integrated circuits at Electronics Park (April-May issue), you stated that the Company's new Integrated Circuits Center (ICC) would provide additional manufacturing capacity for the Semiconductor Products Department. This statement is incorrect because it is incomplete. The sentence in question should have stated that the expansion program provided for the establishment of the ICC (an organizational part of the Research and Development Center) as a central resource for research and development in microelectronics, *and also* for an increase in SPD's manufacturing capacity for low-cost integrated circuits.

J. P. HANNA
Research & Development Center
Schenectady, N. Y.

EDITORIAL

Improvement Starts With "I"

KEEPING A $7.2 billion Company like ours running smoothly and profitably can demand a watchmaker's precision at times. We're a big, complex, widely dispersed organization with countless factors affecting our relative profitability and efficiency.

Some of us may wonder if, in the major campaign of Going For Improvement, our personal efforts can have much effect.

Vice President Virgil B. Day emphasizes that "It is the individual effort by each employee, directed to the achievement of understood and mutually desired goals, that keeps the business profitable and the jobs secure and plentiful."

Individual efforts *are* significant. Our Company is, after all, the product of people working together profitably. The whole is the sum of its human parts.

There are many ways of improving our individual contributions; some are simple, and take little effort. The magazine *Manage* lists several steps to boosting our on-the-job efficiency in no time at all.

First, it's suggested that you get up 15 minutes earlier in the morning to avoid the morning rush. Former President Eisenhower saved time by organizing his morning activities the night before, including what he was to wear the next day. It eliminates morning fumbling.

Next, list the day's tasks, and do them in order of importance. Think over the things ahead while shaving or traveling to the office.

Three, pinpoint your goals, and then take a step at a time. Men who conquer mountains do it by literally inching their way to the summit.

Four, work briskly. Find the speed that's most effective. Slow workers never really discover what they can do.

See if you can beat your own deadlines. This provides an extra incentive, and may actually increase your efficiency.

Look for short-cuts. Experiment a little. You may find a new time-saving approach or one that cuts costs. Use the suggestion plan if you're eligible.

Finally, motivate yourself. Set up goals and sub-goals and then work to reach them. Reward yourself for successfully completing each task. Perhaps dinner out for a fairly difficult job, and a weekend trip for a blockbuster.

Some of these steps may be minor, but they could turn out to be fine personal building blocks in the effort to Go For Improvement.