

THE MONOGRAM

FEBRUARY

1968



JOHN CHAMBERLIN, MANAGER OF GE'S GROWING TAPE RECORDER BUSINESS. . . p. 5

**INSIDE: Building for Cleveland Jobs... Huntsville Tornado...
Programmed Learning... Campus Monogram**

LETTERS

Long Drive to Work

EDITOR: Receiving *The Monogram* keeps us cognizant that GE is a good place to work.

Reference your January 1968 issue and "Talking Points," thought you might be interested in another statistic on miles traveled to reach the job. Yours truly and seven others commute from Santa Barbara, California, a distance of over 120 miles a day round trip or a cumulative grand total of 4800 whopping miles each week!

MRS. JEANNETTE K. YANNIE
Heavy Military Electronics Dept.
Vandenberg AFB, Calif.

To Great Lengths

EDITOR: In reference to *The Monogram* of January 1968, P. 22, we want you to know that we can understand the feeling of Marcia Jones in driving 104 miles round trip each day.

You should know about all of us at General Electric Flight Test Center, Edwards Air Force Base. Almost everyone here drives over 60 miles: Approximately 2% live at Rosamond—36 miles round trip; approximately 80% live at Lancaster—66 miles round trip; approximately 16% live at Palmdale—80 miles round trip; one person—San Bernardino—175 miles round trip; one person—Sun City—236 miles round trip.

There are many who live in San Diego and drive home each weekend, 315 miles one way.

CLARK ASH
Edwards Flight Test Center
Edwards, Calif.

Putter Pointer

EDITOR: Permit me to pass on to those golfers who might be interested in reading through your medium another application for GE clear seal. My putter handle is covered with about 1/16 of an inch of clear seal and is a secret to better putting.

I have found the material to be far superior to any other grip material needed for the sensitive feel to transmit the required impulse to a putter blade. My putting has improved and I believe many others will too.

ALBERT E. LAW
Missile and Space Division
King of Prussia, Pa.

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.

IN THIS ISSUE

Annual Meeting	2
Printer-Reader	2
Tornado	4
Tape Recorders	5
Campus Monogram	7
Shannon Celebration	8
Programmed Learning	10

Devere E. Logan, Editor

The Monogram is produced for office employees of the General Electric Company and its affiliates. It is published monthly at New York by the Employee Communication Operation of Personnel and Industrial Relations Services and printed in the U.S.A. by the Maqua Company. Permission for reprinting articles should be obtained from the Editor, General Electric Company, 570 Lexington Avenue, New York, N.Y. 10022. Copyright, 1968, General Electric Company; Gerald L. Phillippe, Chairman of the Board; Fred J. Borch, President and Chief Executive Officer; Robert M. Estes, Secretary; John D. Lockton, Treasurer.

GENERAL  ELECTRIC

URBAN AFFAIRS**Building for Job Training**

"This week the Cleveland Public Schools finalized an agreement with the General Electric Company that promises to make history in American Education."

The words are those of Dr. Paul W. Briggs, Superintendent of the Cleveland (Ohio) Public Schools, speaking last month to the National Industrial Conference Board.

"We will take over a former General Electric plant of over 200,000 square feet near the heart of the ghetto," he continued. "The schools will use it to have a new kind of training for unemployed out of school youth.

"Here, under one roof, will be located components of education and on the site

employment. Students will receive salaries from the first day of enrollment as they will be engaged in actual production on the site. These production units will be operated by a number of Cleveland industrial firms."

From Lamp: The building discussed by Mr. Briggs is a four-level facility on Cleveland's Woodland Avenue formerly used by the Lamp Division. School officials estimated that it would cost at least \$5 million to duplicate the GE building in today's construction market.

Robert V. Corning, General Manager of the Lamp Division, said in discussing the transfer, that "We have a facility which we feel would be ideal for training purposes." He also said the Company had "a sincere desire to become constructively involved in Cleveland's urban problems."

THE WOODLAND AVENUE BUILDING SOON TO BECOME A JOB TRAINING CENTER.





PAUL W. BRIGGS, center, Superintendent of Cleveland Public Schools, discusses the site of the new job-training program with General Electric Regional Vice President **Charles J. Miller**, left, and General Manager of the Lamp Division **Robert V. Corning**.

The Program: Cleveland's training program—believed to be the first of its kind in the nation—creates a school-factory that concentrates on basic and remedial education, training and job skills and provides experience in business-sponsored work areas.

The program will teach what it takes to get and hold a job. Subjects will include basic reading, writing and math; money management; personal hygiene; good work habits. Enrollees will be assigned to work in industry-sponsored areas for on-the-job training.

The building will not have regular class periods, bells, or other routine school features. Participants will receive payment for work performed while they learn job skills.

After a training period geared to individual interests and capacity to learn, the center will channel trainees into placement and full-time jobs by local industry. The program will be funded by federal and state government agencies.

Cooperative Effort: "In essence," sums up Mr. Corning, "what Dr. Briggs and the Cleveland Board of Education hope to do here is blend the unique competence and resources of both industry and education."

Adds Dr. Briggs: "The Cleveland Board of Education is pleased that one of its first partners in this exciting new program is the General Electric Company and its Nela Park Lamp Division."

ANNUAL MEETING

Cincinnati in '68

General Electric Company has selected Cincinnati, Ohio, as the site for its 76th annual meeting of shareowners on April the 24th.

It will be the first annual meeting of the Company in Cincinnati and the first held in Ohio since the 1959 meeting in Cleveland.

Board Chairman Phillippe said that the selection of Cincinnati was in line with the Company's policy of making it possible for shareowners in various parts of the country to attend and participate in the business functions of the session.

INFORMATION SYSTEMS

Printing in the Black

The Printer-Reader Business Section, Philadelphia, has entered 1968 on a happy note: it's in the black. It thus qualifies to join a growing number of profitable product lines in the Information Systems Group.

The young component (it was formed

(Continued on page four)

At Deadline...

Tokyo Reactor: The Tokyo Electric Power Company has ordered a 762,000 kilowatt (net electrical) General Electric boiling water reactor nuclear system for its second nuclear unit at its Fukushima station. The order will be filled by the Atomic Power Equipment Department and the Large Steam Turbine-Generator Division, and was secured via IGE Export Division. The plant will be located near Fukushima unit no. 1, currently under construction approximately 150 miles northeast of Tokyo. The Atomic Power Equipment Department has also received boiling water reactor orders from Consolidated Edison Company, New York, and Georgia Power Company. The Con Edison order is for a 1,115,000 kilowatt plant, and the Georgia Power facility will be an 800,000 kilowatt generating capacity plant.

MOL Checkout: The Apollo Systems Department announces that it is under contract to design, fabricate, test and deliver Computer Integrated Test Equipment for ground checkout of aerospace vehicles and launch systems for USAF's Manned Orbiting Laboratory Program.

Computer Organization: The Company's military and special-purpose computer businesses have become part of the Information Systems Equipment Division. The move draws together the Company's military, special-purpose and commercial information systems businesses into one broad business activity. Products involved are the GE-645 advanced time-sharing computer and the M-605 van-mounted field computer system produced by the Special Information Products Department, Syracuse, N.Y. The military electronics work of that Department is being transferred to the Heavy Military Electronics Department, while the GE-645 time-sharing system comes under Information Systems Equipment Division. No immediate transfer of people or facilities is involved.



PRINTER-READER'S PROFITABLE UNIT

Mr. Epstein, left, and Mr. Smith celebrate.

in 1966) has managed to build some 100 jobs in the area, while producing a competitive line of punched tape readers. In 1967 it produced a thousand 60-series tape readers, and invited Vice President J. Stanford Smith to be on hand when number 1000 came off the line. The unit was the one to turn the corner and move the Section into the black.

Dr. Herman Epstein, General Manager of the Section, proudly presented the unit to Mr. Smith, and later, during a business review, suggested that another product line — communication terminals — would be profitable this year.

APOLLO SYSTEMS

Tornado at Huntsville

Last December 18th a deadly tornado twisted its way along a 30-mile path near Huntsville, Alabama, touching down six times in a trail of destruction. In its wake it left one dead, dozens injured, \$1.7 million in property damages, destroyed 20

homes, damaged 170 others, and caused extensive losses for businesses.

There were 323 families affected by the storm, including nine employees of the Apollo Systems Department's Huntsville Operation. (Employee Charles Saunders, who is an engineering specialist—project integration engineering—found his home as pictured below.)

When word reached the Company that employees were involved in the twister, an emergency repair crew was sent out from the plant to assist employees and other residents who were affected. Some 100 GE volunteers headed out in Company vehicles and into the disaster area.

The crew patched roofs, covered windows, cleaned and covered furniture, cleared debris and did what they could to make the most out of a very disastrous situation.

Fortunately, no employee or his family was lost in the storm. Following the clean-up, the area civil defense office commended the Company for its action, and a letter from a group of the nine employees that had received aid noted that General Electric was a leader in the clean-up. "Every family in every neighborhood has expressed to us their gratitude and everlasting thanks which we pass on to you from them," it said.

THE HOME OF CHARLES SAUNDERS



GE TAPE RECORDERS:



A Sound Business Grows in Volume

TAPE RECORDING, once the domain of serious audiophiles and sound studios, is today a booming mass market.

Gone are the once-familiar scenes of frustration over complex threading instructions and snarls of tape. Today, millions are discovering the push-button operation and no-thread tape cartridges that make recording easy and fun. And the price is right.

From sales of 400,000 units in 1960, the domestic tape recorder market matured to a healthy 4.5-million units in 1967. By 1971, sales should hit \$400 million or more according to estimates of Paul W. Van Orden, marketing manager for the Company's Tape Products Business Section, Utica, N.Y., a part of the Radio Receiver Department.

Coming on Strong: General Electric competes with some 50 manufacturers for its share of the market, about 80 percent of it owned by the Far East. Surprisingly, the Company didn't enter the mass tape recorder market until 1965. Yet today it's a major factor. An instant replay of events reveals an impressive success story.

When the Company introduced the M8000 push-button tape recorder at \$39.95 in September of 1965, our share

of the market was so small it was virtually non-existent. In December of 1965, with two models, Utica had captured a five percent share. A year later, with five models, GE dealers were getting themselves a line, and with it, a ten percent share of the market.

Now, with a line of 13 models, the Company has established itself as a competitive source of modern, top-quality, attractively-priced recorders. Models include portable cassettes, an in-home stereo cassette, eight-track cartridge playback systems, portable three and five-inch reel-to-reel monaural machines, and seven inch reel-to-reel monaural and stereo recorders. Prices run from \$24.95 suggested retail to \$204.95. Accessories are available, including a variety of recording tapes.

Era of Ease: The real growth of tape recorder sales occurred in 1961 and 1962 following a stagnant period in which prices were high (\$100-\$200), units were complex, and quality problems plagued the industry.

"Prices came down tremendously in 1961," says John S. Chamberlin, manager of the Tape Products Business Section (see cover). "and consumers were finding that push buttons, automatic threading, and cassettes made recording a lot easier.

Rather than threading a lot of tape, now the user simply slips in a cartridge, pushes a button, and he's recording."

Another factor in the turn of events was the shift of the tape recorder from being a toy to a useful product with solid consumer benefits.

While the recorder market was growing in the early 60's, the Radio Receiver Department was concentrating on "a definite seige" from Japanese radio manufacturers. "About 1963 we had re-captured our share of the radio market," points out Mr. Chamberlin, "and by 1964 plans were launched to enter the recorder market."

Debut: There are several reasons advanced by Mr. Chamberlin to explain Utica's success. Heading his list is a strong product planning capability developed in the Radio Receiver Department, and the "dedication and cooperation of employees."

Mr. Van Orden also points out that the popularization of tape recorders through lower costs and the development of the cassette "presented an excellent opportunity for GE to capitalize on its great consumer electronics strengths of mass production and mass distribution."

UTICA'S VAN ORDEN

Mass strengths in production, distribution.



"The cassette had been on the market," adds Mr. Chamberlin, "but we were the ones who took it and ran with it because we could see the opportunity and really felt that this was the best cartridge."

The Tape Products Business Section also made advances in simplification (the push-button), emphasized style, and set up the product section.

"The whole-hearted support of our independent distributors and the GE Electronics Sales Operation has been a key element in securing a market share rapidly," says Mr. Van Orden.

Advertising Manager Richard W. Slater also underscores the General Electric name in helping the growth of GE tape products.

TAPE TERMS

RIM DRIVE: Tape reels are turned by direct contact with the recorder's motor shaft. Reel speed is constant, but tape speed past the head varies as tape moves from reel to reel. Fine for voice recording, but music may wobble or wow.

CAPSTAN DRIVE: The motor drives a fly-wheel with a small attached shaft (capstan) that spins against a pinch wheel over which the tape passes. Capstan size determines tape speed, usually $1\frac{7}{8}$, $3\frac{3}{4}$ or $7\frac{1}{2}$ inches per second. Provides constant tape speed and good music reproduction.

CASSETTE: A monaural or stereo capstan-drive system in which two small reels of tape are packaged in a compact plastic case. Eliminates threading and rewinding. Good for music.

CARTRIDGE (LOOP): A four or eight-track capstan-drive system. A single reel of tape is packaged in a plastic case. Tape moves from the center of the reel to the outside in a continuous loop. The system plays continuously, repeating program material. It cannot rewind. Primarily a background music system.



THE GE CASSETTE: INSIDE VIEW

Challenges: With 80 percent of the tape recorders sold domestically originating in the Far East (where salaries are about one-fifth of Utica's) the challenge of staying alive in the market is a very real one.

High on Mr. Chamberlin's list of things needed to remain competitive is to emphasize quality. "It's a complex product, and consumers and dealers react to poor quality quickly," he says. "Dealers will remember things for five years."

He also stresses the need to remain cost-competitive, and of "getting costs down while maintaining quality." And, continuing manufacturing ingenuity and responding quickly to change.

Ahead: While reel-to-reel recording is still a factor in the sales picture, Utica is betting on the cassette as the real future growth product.

Cassettes, like conventional reel-to-reel recorders, are benefiting from a growing variety of applications. About 15 percent of current GE sales result from today's modern students, who have taken to recording classroom notes for later playback. Another 15 percent of sales come from servicemen, who pick up recorders at the PX and then send "sound letters" back home.

Tape recording is increasingly popular with lawyers, physicians and other professional men, who record case histories, memos, and reports. Lightweight units allow users to make tapes on the go, in the car or at home.

Music playback is also growing in popularity, as cassettes and prerecorded cartridges appear. Tape albums by Petula Clark, Dean Martin, Frank Sinatra and others are available at about \$4.00 and \$5.00. It is music playback that Mr. Van Orden feels is the real future of the cassette.

As for Mr. Chamberlin, he sees the day ahead when people will carry recorders with them all the time for letter writing and note-taking. "I think people will get to that stage," he says.

RECRUITING

The Monogram's on Campus

There's a new face on the college campuses dotting America's countryside—one that's familiar to most Company employees. It's called the *Campus Monogram*.

Introduced in October of 1965, the Company magazine's campus counterpart is published twice a year—in February and October—and features a potpourri of Company activities that are of interest to college students. The *Campus Monogram* is published by University Information Service, a part of the Company's Professional Manpower Recruiting Operation.

Explains Dr. Lindon E. Saline, manager of the Operation. "We're trying to bridge the information gap between the campus and industry with this special edition of *The Monogram*. At the same time, we hope to build good will for the Com-



MEN OF THE MONOGRAM
Messrs. Kneeland, left, and Saline.

pany, which is highly important in attracting, competent manpower."

Circulation: This month the sixth issue of the *Campus Monogram* rolls off the presses of the Maqua Company in Schenectady (which also prints the regular editions for employees), and on its way to about 150 campuses.

About 15,000 copies will be sent directly to campus technical societies. Another 10,000 will go to Company recruiters, college deans, placement officers, college engineering magazine editors and faculty members who request them through the General Electric Publication List for Universities (*The Monogram*, Jan. '67).

Some stories appearing in the *Campus Monogram* are written for the magazine by its editor, Walt Rosinski, although a major portion of its contents are the same stories read by General Electric employees in the regular *Monogram* published regularly by Personnel and Industrial Relations.

The Source: "The General Electric *Monogram* is, after all, the one source of

news covering our Company's wide range of activities around the world," points out Edward J. Kneeland, manager of the Employee Communication Operation. "Utilizing this supply of timely information in our college communication effort is a logical, and certainly a cost-controlled means of producing a comprehensive and highly readable magazine for the student."

Reaction: Some professors have made the *Campus Monogram* required reading, and others have written for additional copies to use as teaching aids.

"We've also found there's a great deal of student interest in the work that's being done in the Company," says editor Rosinski. "Students looking forward to careers in industry want to know what's going on at a company like General Electric. And the *Campus Monogram* is one of the best ways we've found of telling them."

INTERNATIONAL

Celebration at Shannon

A wee 15 miles west of Ireland's River Shannon, and south of Galway Bay is General Electric's wholly-owned subsidiary, EI Company Ltd.

The Company is located in the 300-acre Shannon Industrial Estate near bustling Shannon Airport that was established by an Irish Government concerned about labor surpluses, high emigration and a shortage of jobs.

EI Company is among some 47 international firms located in the Shannon Industrial Estate. EI produces transistors and tuners. Neighboring companies produce garments, pianos, office equipment, and other products.

The presence of GE's EI Company in the Estate is symbolic of Ireland's new industrial vitality. It was only five years ago that the EI Company began operations. It had a staff of 50 employees, mainly Irish nationals, and the challenge of making its way in one of the most fiercely competitive of international markets: consumer electronics.

Last fall the EI Company could proudly announce that it had indeed survived in the marketplace, and developed jobs for 1300 employees.

It was more than the luck of the Irish that resulted in the production of the 100 millionth transistor during its fifth birthday celebration. Cost control has contributed to such a competitive product that 17 percent of the plant's output is sold to Hong Kong!

TRANSISTOR TALK AT SHANNON

Success where the gopher is green.



At a fifth anniversary gathering, Ireland's Taoiseach (prime minister) Jack Lynch joined EI Company's President and Managing Director William J. Miller and Manager of the Overseas Appliance and Television Operation Hicks B. Waldron in marking the occasion.

The Prime Minister (center of photo with Mr. Waldron, left, and Mr. Miller) was high in his praise of the Company, saying that the progress of Shannon's Industrial Estate was largely due to EI Company, which is "by far the largest single employer in the Estate."

He also noted the EI emphasis on employee training. (The Company has an apprentice course, and such U.S. General Electric evergreens as the Management Training Program and Business Training Course.)

"That the EI Company will continue to play an increasingly successful role at Shannon, I have no doubt," said the Prime Minister. "I am confident that they will maintain their progress with even greater momentum and that the resulting benefit to the Shannon area and to the whole country will be all the more in the years to come."

EI expects to maintain momentum, predicting that the 200 millionth transistor will be produced this year.

TAXES

A New Deduction

New Internal Revenue regulations have gone into effect allowing a taxpayer who itemizes his deductions to take a deduction for one-half the amount he pays for medical expense insurance for himself, his spouse or other dependents. The amount can't exceed \$150.

The new Internal Revenue Code applies to the taxable years beginning January 1, 1967, or later, and is of special significance to General Electric employees who have medical expense protection under the Company Insurance Plan.

Under the terms of the General Electric Insurance Plan, the contribution rate is .9 percent of normal straight time earnings for the entire employee coverage of the Plan and .6 percent of such earnings for limited coverage, which excludes medical expense coverage. Slight adjustments apply to employees in the states of California, New Jersey, New York and Rhode Island.

Considering terms of the Plan, one third of the contributions paid by employees with full coverage represents the cost of medical expense coverage.

Employee contributions toward dependent coverage (2 percent of normal straight time earnings) are entirely for medical expense coverage.

BENEFITS

The Big Payout

A big bundle of General Electric Stock, U.S. Savings Bonds and cash will soon be on its way to about 200,000 Company employees. The payout covers employee savings under the Savings and Security Program in 1964, and under the Savings and Stock Bonus Plan in 1962 plus Company payments to both plans during those years.

The S&S payout will go to employees on March 4th, and the Stock Bonus Plan payout will be made in February.

A number of unexpected difficulties and the problems of setting up new computer procedures to handle the amended S&S program while getting the payout package of 1964 savings and Company payments

ready to go have kept the Employee Savings Operation burning the midnight oil. As a result of this extra effort, the S&S mailing will be made only a short time later than the usual date.

INSTRUCTION

Learning Bits at a Time

The art of "learning much," observed English philosopher John Locke, "is to undertake a little at a time."

Locke's sage observation has been verified by contemporary experiments with teaching machines at Harvard and elsewhere and refined into a system of self-instruction.

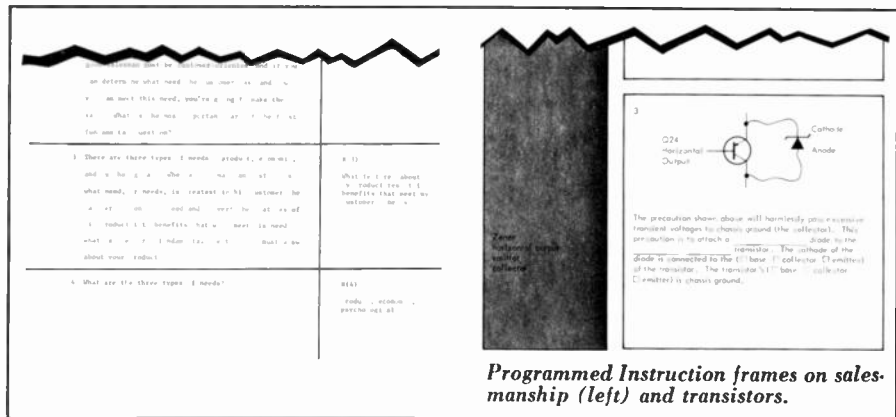
It's called "programmed learning."

The technique has been around for about 15 years, but the accumulation of success stories is pushing it into use by growing numbers of businesses and institutions. General Electric uses programmed learning, as does IBM, DuPont, Eastman Kodak and others.

PROGRAMMED LEARNING ON MOTORS

Doubling motor knowledge in four or five hours.





**Programmed Instruction frames on sales-
manship (left) and transistors.**

Basically, programmed learning is built upon a number of behavioral science principals. One is that man tends to repeat an act that is followed by a pleasant result. A smile that elicits a smile from someone will probably be repeated. Also, programmed learning slices a subject into bits of information, and builds upon knowledge a little at a time. And, too, students move at their own pace.

No Daydreams: "One of the great values of programmed learning," points out James R. Roberts, manager of Training and Education Programs for A&SP, "is that it forces the student into the discipline of making an active response to each question. He can't allow the material to float in his head—as in a classroom or reading situation—while he daydreams about something else. Also, the person preparing the material is forced into the discipline of making sure his objectives are clear and precise."

Mr. Roberts, whose component prepares courses using the technique, says that it's especially useful where it's difficult to bring large numbers of people together, such as in a sales organization.

General Electric components using

programmed learning include the Information Systems Marketing Operation, Consumer Electronics Division plus Aircraft Engine Group, Small AC Motor Department, Installation and Service Engineering, General Purpose Motor Department, Meter Department, and Specialty Control Department among others.

Some of the courses developed in the Company have covered computer time-sharing, electronic troubleshooting, jet engine operation, business math, manufacturing principles, motor sales, transformer applications and digital logic.

Results: A three-volume GE course in "Transistors and Circuit Troubleshooting" was designed for service technicians repairing solid state radios, stereos and TV receivers. The Company tested a group of technicians on their knowledge of transistorized circuits, then gave them the course. Each man spent about seven hours with the material and was retested. Before the programmed learning course their average scores were 23.4 percent; after, they jumped to 96.8 percent!

A programmed instruction course used by the General Purpose Motor Department to orient distributor personnel on

its new Form G motor had similar success. Thousands of salesmen who took the course did well.

"A salesman will double or even quadruple his motor knowledge in four or five hours with this course," says Kenneth R. Whearly, the Department's Manager of Distributor Sales. And, he adds, "they must like it; even at three dollars a copy, there's a continual demand."

Small AC Motor Department, Schenectady, developed a programmed instruction course covering motor applications and sales features that "has done a lot to sell the product," in the opinion of John R. Stoutland of marketing. Some 2500 sets of the course were printed, and sales have also been good outside the Company. "It's a most successful program," says Mr. Stoutland.

The Military Engine Division, which has used programmed instruction since 1962, is pioneering the use of videotape courses that include live jet engine demonstrations. According to Albert E. Langhorst, manager of Evendale's Technical Training School, videotape is a "lot quicker to produce" than standard instruction courses. When asked his evaluation of programmed learning, he said: "We couldn't live without it!"

COLLEGE BOWL

Nostalgia and Revenge

Ten years ago, when the General Electric College Bowl began on television, Brown University experienced the dubious—if not historic—honor of being defeated by Northwestern.

But revenge was Brown's, as the two schools faced each other on a special tenth anniversary telecast January 7th on NBC-TV. Paced by a gifted freshman,

William A. Smith, Brown rolled up an impressive 335-65 victory over the Northwestern team.

A special treat of the telecast was the return of the eight panelists who had appeared on the premiere program in 1959. All eight have realized their ambitions of a decade ago in a unique group history of success. Many hold advanced degrees, with prestigious Fulbright, Woodrow Wilson and Ford Foundation Fellowships among them.

Over the past ten years, College Bowl has been host to 315 schools from 49 states and the District of Columbia. GE College Bowl grants to higher education will reach \$1,000,000 this year.

Congratulatory messages arrived from across the country, including a note from a college president, who wrote: "The ten-year history of GE's College Bowl is objective proof that television need not be inane or gruesome to be well received and entertaining."

TUBE

Rebuilding in Color

When the TV peacock gives up the ghost and your color television set needs a new picture tube, it'll be possible to get a rebuilt unit by General Electric.

The Company's entry into the replacement color picture tube market was made late last year by the Tube Department's newest component, the Display Devices Operation. It began producing the tubes in a 25,000-square-foot facility at Owensboro's new Hartford Road plant, and expects to expand operations soon.

According to Wilfred L. Gorrell, manager of the 100-employee Display Devices Operation, the 1968 market for replacement color picture tubes is expected to



COLOR TUBE PACK-UP

They're great, and so's the price.

be about \$75 million. By 1970, this should grow to \$200 million, according to his estimates.

The General Electric rebuilt tubes will be comparable in picture quality to new tubes, but cost about 15 percent less. Yet, the rebuilt types will carry the same one-year guarantee as new tubes.

The first tube off the line was a 21-inch round tube, although plans call for eventually producing rectangular tubes in 11 through 25-inch sizes.

SOCIAL SECURITY

Larger SS Payments Ahead

A new Social Security law has gone into effect that means General Electric's payments toward employee retirement income will go up. Many employees will face higher payments under the new law, but some will not be affected until 1969.

Generally, the new law boosts Social Security benefits 13 percent and steps up the previous schedule of Social Security tax increases.

Under the new law, the Social Security tax rate for both employees and companies will remain at the previously-scheduled 1968 figure of 4.4 percent, but it will now be levied on the first \$7,800 of income during the year. The former ceiling on wages taxable for Social Security was the first \$6,600 of income each year.

Because the tax rate doesn't increase this year, people earning \$6,600 per year or less won't have to pay a tax increase until 1969, when the rate goes up to 4.8 percent. But those earning over \$6,600 will be taxed up to \$7,800 at 4.4 percent.

In dollars and cents, what this means is that an employee earning over \$7,800 per year will pay a Social Security tax of \$343.20 instead of the former \$290.40.

Company's Share: General Electric, besides supporting the Company's pension plan, is required to pay Social Security taxes equal to the total paid by all employees. The Company will, therefore, find itself with a tax increased by the total increase for all employees—in the millions of dollars.

Retirement benefits under the new law will increase almost immediately; the amount depending on the period of work at various incomes. None of those now retired, or soon to retire, will receive the top benefit since they will not have paid the taxes on the earnings between \$6,600 and \$7,800 for the required period of time before reaching 65. For example, the present maximum SS income generally earned by those now retiring at 65 is about \$136 per month. This will become about \$154 a month. Those already retired and who have lower benefits will have their benefits increased 13 percent.

SILICONE PRODUCTS

20-Year Stretch

"You'll be hearing a lot about GE silicones," said a 1947 ad run by what was then the Chemical Department, Schenectady.

"Our new plant at Waterford, N.Y., will help you paint a rosy future," it added.

Now, 20 years later, the Silicone Products Department could celebrate its anniversary open house with the knowledge that it has lived up to that promise.

Some 3,100 persons came to the plant to get a close-up look at "20 years of progress." Giant balloons marked the locations of some \$16 million in new facilities—including a GE 425 computer installation and new administration building—all constructed since the last open house in 1965. Exhibits also outlined silicone research, production, and various product applications.

SILICONE PIONEERS

A business bouncing beyond silly putty.



Salty Start: When the Waterford plant opened in 1947 with only 90 employees, it was following up experiences accumulated during World War II when the Company had produced silicone gaskets for Navy searchlights. Over the years the Department has come a long way from the silly putty era, building a total of 1,000 jobs and becoming Saratoga County's second largest employer.

Guests at the open house saw several of the product developments that have resulted from those 20 years of productive innovation and competition: silicone traffic topping, a new non-stick silicone bakeware coating, and silicone rubber roof coating. The Department has literally moved silicones around the world and out of it in two decades, entering two new markets each year. Products run from the common (bathtub seal) to the exotic (space capsule sealant).

Originals: Of the original 90 employees, some 60 still remain on the payroll. The group gathered during the open house with General Manager R. T. Daily for a special "Silicone Pioneers" presentation. And, to accentuate their two decades of service, a group of them spelled out their favorite number on the grass near the parking lot (see photo).

General Electric College Bowl

(NBC, Sundays, 6:00 p.m. EST)

Participants: Feb. 4—Furman University (Greenville, S.C.); Feb. 11—Georgetown University (Washington, D.C.); Feb. 18—University of Southern California (Los Angeles); Feb. 25—City College of New York.

AROUND THE COMPANY

Budding Business: Over 100 Erie employees visited the Budd Company, Philadelphia, Pa., recently for a day-long close-up of General Electric's role in high-speed rapid transit. The trip included a 26-mile round trip on GE-propelled 160-mph commuter cars being built by Budd for the "Northeast Corridor" project. Bryce W. Wyman, Vice President and General Manager of the Transportation Systems Division, presented an original oil painting of newly-ordered Budd-built cars for the Long Island Railroad (see photo) to James A. Miller, Budd Vice President-Railway Division. Said a Budd Company executive to the visiting General Electric employees: "We are proud to do business with GE, and we hope GE is proud to do business with us."

Hiller Diller: General Electric has been selected to supply the electrical generating system for a new commercial jet airliner, the Fairchild Hiller F-228. The

plane is designed for regional commercial airlines and will carry 50-60 passengers. Each aircraft will be equipped with the products of GE's Aerospace Motor and Generator Business Section, Erie; Direct Current Motor and Generator Department, Erie; Specialty Control Department, Waynesboro, Va.

Gridironing: Georgia Tech's "Ramblin' Wrecks" are scoring big with fans in the stands and at home following installation of a new floodlighting system designed for color telecasts. Credit some extra points to General Electric 1000-watt Multi-Vapor® lamps, which made it all possible.

Equal Opportunity: The Commercial Equipment Department, Chicago Heights, Ill., has been presented an equal opportunity award by the South Suburban Ministerial Alliance. . . . The Industry Control Department, Salem, Va., has received the "Industrial Employer of the Year" award from the Opportunities Industrialization Center.

Agreement: The X-Ray Department has signed a non-exclusive agreement with the Tokyo firm of Rigaku-Denki Company, Ltd. to apply its marketing resources to distribute a broader line of X-ray analytical instrumentation that would include units made by the Japanese company.

Pilot Course: The Cincinnati, Ohio, public schools will pilot test a new high school curriculum, "Appliance Technology," with instructional material developed by General Electric Educational Relations, Crotonville. The course allows students to begin occupations in service and repair of major appliances immediately after graduation.

THE ART OF MASS TRANSIT

Mr. Wyman, right, and Mr. Miller.





BUD WHITE AND STUDENT

PEOPLE

The Personal Element: Like other U.S. cities, Cincinnati, Ohio, has had riots; but it has one unique thing going for it: Bud White. The broad-shouldered application engineer for the Company's Industrial Sales Division there "got to thinking about these hard luck people," and asked himself what he could do to help. The former electronics instructor checked with various firms, found that there would be electrical jobs for qualified people. He went to work in a quiet, one-man campaign to start a course in electricity. He collected training aids, checked with the local Office of Economic Opportunity, arranged to use a library auditorium for his classes. Word got around, and he had a class of 35 students—most hadn't finished high school. He emphasized practical course work and personal initiative and self-help. Mr. White says, "We all have a talent that we could share with a person who needs a break." He expects no payment for his efforts, adding philosophically that "if there

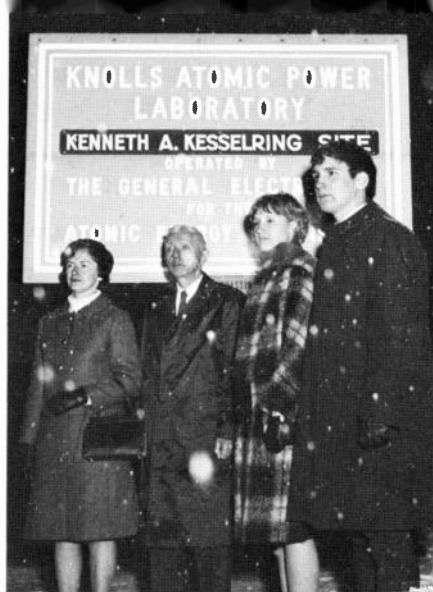
are three or four guys whose life is a little better as a result of my classes, I will feel that I have accomplished something."

Commented Board Chairman Phillippe, who recently urged employees to "set an increasingly productive example" in urban affairs: "I think this is the type of individual effort that could and should be emulated all over the General Electric Company. Everywhere I go inside the Company people are asking 'How can I help?' I think Bud's effort is a terrific example of how every individual employee in the Company can help if he puts his mind and heart to it."

Thinkers: Cash clicked for top sug-
gesters around the Company: Lloyd Hull,
shop foreman for Hotpoint's Chicago Dis-
trict Office earned \$2,750; \$2,889 went to
John Stockton, control man for Hotpoint
Household Refrigerator; \$1,000 to Joseph
J. Riccio, material analyst, Housewares
Division, Bridgeport; \$1,622 to Robert N.
Beck, design draftsman, Erie's Industrial
Motor and Generator Business Section;
and another \$1,000 was shared by Lamp's
Betty Kidd and Sally Large.

Long Service: "Customer satisfaction
has been the utmost consideration over
the years," reflects James E. Gavin, re-
tiring Chicago field engineer, when think-
ing over his 50 years in the Company.
Mr. Gavin believes that the Company's
best asset has been "the making of quality
products and perfecting new ones." He'll
now head for retirement in a warm cli-
mate, and "Because of the adequate Pen-
sion Plan," have time for golf and fishing.

Honored: The large West Milton, N. Y.,
test and training site of the Knolls Atomic
Power Laboratory, operated by the Com-
pany for the Atomic Energy Commission,
has been renamed the Kenneth A. Kessel-
ring Site in honor of the Laboratory's late



NEW NAME AT WEST MILTON

general manager. Mr. Kesselring, 50, a pioneer and leader in the nuclear field, died December 29th. Present as a new sign was installed at the Site were (from left in photograph) Mrs. Kesselring; VADM H. G. Rickover, Director-Naval Reactors, USAEC; Mr. Kesselring's daughter, Mrs. Pamela Deal; and his son, Kenneth R. Kesselring. Mr. Rickover was an associate of Mr. Kesselring for many years in the development of nuclear propulsion systems for the Navy. The Site is the location of prototypes of nuclear systems designed and developed by the Laboratory and which are used to verify design data and in the training of Naval personnel for service on nuclear-propelled Navy ships.

Eye Witness: "The demonstration only lasted about half an hour," reported Mrs. Susan Cherney, an assembler of the Avionic Controls Department. "The helicopter went through all its paces, going forward, backward, and standing still.

When it revved up its engines I had goose bumps—and I almost started to cry when I thought that I had contributed, if only a little, to that machine." The machine was the Army AH-56A "Cheyenne" attack helicopter, in its first public flight in Van Nuys, Calif. Mrs. Cherney had helped build the General Electric Swiveling Gunner's Station for the 'copter, and was happy to have won a paid trip from Johnson City, N. Y., to witness the flight. Two employees from the Military Engine Division's Lynn plant, Roger Marland and Steve Criss, also won trips west to see the Cheyenne, powered by General Electric T64-16 engine. Both men had worked on the engine. Said Mr. Criss: "It was a great feeling to hear people around you praising a powerplant that you helped build. You couldn't help but be proud."

Helping Out: Louise Barthold, Lamp Division employment practices and training specialist, is representing the Company in a new Cleveland project called AIM-JOBS. The program is directed at helping the city's inner-city unemployed find and hold a steady job. AIM-JOBS works closely with industry, using executives "on loan" to guide and counsel job seekers.

Twins Thrive: Erie's Aerospace Motor and Generator Business Section can claim the distinction of having three employees who became fathers of twin girls within a month of each other. Jim Mason, Al Cole, and Burdette (Bud) Olson were men of the hour, and equally grateful for having been covered by the General Electric Insurance Plan.

Honored: Ralph Harrinson Greenwood, retired former President of General Electric, S.A., has been named Honorary Carioca Citizen by the Guanabara State Assembly, Brazil.

Talking Points

Morozumi's Range

Who in the General Electric Company can claim a mountain range named in his honor? Why, Henry Morozumi, that's who!

The 26-year-old specialist-communications systems at the Special Information Products Department in Syracuse, N.Y., spent a year in Antarctica as a scientific leader at the Byrd Station five years ago. The project head of the National Science Foundation commended Mr. Morozumi for his work, and recently notified him that the U.S. Board on Geographic Names had named in his honor "the geographic feature Morozumi Range located at 71 36' S. latitude, 161 50' E. longitude, near the head of Rennick Glacier in Victoria Land, Australia."

Mr. Morozumi shows *Monogram* readers (see photo) the location of his mountain range.

MR. MOROZUMI & MOUNTAIN

After a year in Antarctica, why not?



How's That?

A listing of new patents issued to the Silicone Products Department contains some tongue-twisting alphabet soup. Examples: Metallocenyl Substituted Organopolysiloxanes; Organosilicon Cyclics; Process for Making Mixed Cyclotrisiloxanes.

And how about Vinylheptaphenylcyclotetrasiloxane?

Supersign

Goodyear Tire and Rubber Company of Akron, Ohio, has one of the largest signs ever built, and uses an appropriately large number of General Electric lamps (4,048) to keep it visible. The sign (saying Go-Go Goodyear) is 149 feet long, 73 feet high, and 118 feet above ground.

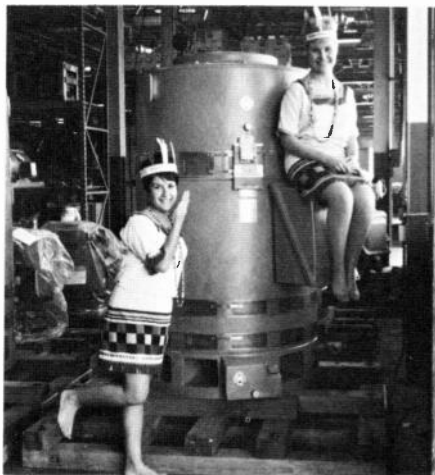
No Rain Dance

The San Jose Plant of the Large Generator and Motor Department is telling customers to "call off the rain dance" in favor of a more reliable rainmaker: their Tri-Clad vertical pump motors. The pumps are used for irrigation systems.

The promotion campaign follows the general theme "See the Rainmaker at GE," and the Department even posed a couple of Indian maidens (Carole Green, left, and Mary Donohue) with the GE rainmaker.

Eye-Saver

Army SP-4 Douglas Ruetsch thanks a pair of General Electric safety glasses for protecting his eyes from flying fragments of a Vietcong grenade. The former drafting trainee at the Heavy Military Electronics Department took his GE safety glasses along to Vietnam, and had them on while



INDIAN MOTORMAIDS

Good motor for rainmaker's teepee.

helping a wounded soldier as a VC grenade exploded, spattering fragments over his body.

Following hospitalization, Specialist Ruetsch is back in action, but with a couple of additions: a purple heart, and a new pair of safety glasses from Syracuse.

Specialist Ruetsch is the son of Charles Ruetsch, a program specialist in the HMED machine shop.

Doc Cook's Degree

W. T. "Doc" Cook, manager of staging, Audio-Visual Communications Section, A&SP Department is a veteran professional who has produced and staged top events such as share owner meetings, management conferences, and Association Island meetings for over 40 years in the Company. During the recent 1968 General Managers' Conference at Belleair, Florida, Mr. Cook was surprised to have the spotlight swung in his direction.

An honorary "Doctor of Stagecraft" de-

gree, recognizing his unique contributions to industrial showmanship and the field of communication was presented by Robert L. Fegley, manager of public issues analysis and presentations, Marketing and Public Relations, New York. Among the distinguished "faculty" signing the degree: Messrs. Borch, Phillippe, J. Stanford Smith, plus Ralston B. Reid and Ray W. Bonta of Advertising and Sales Promotion Department. Mr. Cook retires in March.

SO WE SAY

"Industry can help state and local school systems by letting the schools know what kind of graduates they can absorb. One state I know of spends an incredible part of its tax dollars educating farmers when a ten-year forecast for that state shows that the economy will have shifted over to an industrial, rather than agricultural base.

"Educators would not be asking us for much if they asked us what our present and future needs for technicians are. I think that many businessmen would be pleased to be consulted on the content and duration of vocational courses. Too many schools, I feel, make the vocational course a dumping ground for students with little academic talent. I think we would like to see people prepared whose talents and abilities are comparable to those of the young engineer, except that these talents are more specifically pointed toward solution of practical shop and laboratory problems."

*Dr. Thomas A. Vanderslice
General Manager, Information
Devices Department
Speaking to the Committee on
Economic Development*

PRODUCTS

Music Maker: A portable electric chord organ has been introduced by the Youth Electronics Operation, Utica, N.Y. The organ has 25 color-coded and numbered keys, a two-octave range, and six easy-touch chord keys. The unit weighs but 17 pounds, can be carried from room to room and operates from standard household current. The price is \$24.95 suggested retail and includes a music book of familiar songs (On Top of Old Smokey, Bill Bailey, Auld Lang Syne). Employee store price is about \$20.00.

TeeVee: A new 14-inch color television receiver using General Electric's exclusive "in-line" color picture tube system is being introduced by the Personal Television Department, Portsmouth, Va. The in-line design refers to the arrangement of the three cathode guns in the neck of the picture tube, and is less complex than the triangular or delta systems used in other color picture tubes. The system has been used in the 10-inch GE Porta Color* receiver that has set "an outstand-

NEW CHORD ORGAN



14-INCH COLOR TV

ing service record," according to Department General Manager W. A. Estabrook. The new 14-inch color set weighs 35 pounds; up to one-third lighter than other color sets of comparable screen size. Suggested retail price is under \$330.

Atomic Motors: New electromagnetic pumps (with no moving parts!) to circulate liquid metal coolant in an experimental nuclear reactor have been designed by the Atomic Motor Business Section, San Jose, Calif. The pumps will circulate liquid sodium metal at 700 degrees Fahrenheit through the SEFOR reactor to transfer heat from the core to the steam generator.

Royal Pro: A new line of all solid-state FM two-way radios, the "Royal Professional Series," and "Royal Executive Series" is being introduced by the Communication Products Department, Lynchburg, Va. The new units—part of the GE MASTR Progress Line of mobile communications for cars and trucks—are available in 50 and 35-watt models. A new protective circuit guards the power transistors in the units against unusual mechanical or electrical stress, and makes possible a two-year warranty on all transistors.

**Trademark General Electric Company*



NEW GE LETTER WRITER

Secretary Esther Rogers talks a few lines.

Chrome Mix: Universal by General Electric announces a chrome-plated deluxe portable mixer, model UM-3, with two sets of beaters. Promoted as part of the "gift line," the mixer features beater ejector, three motor speeds, light weight and has a retail price of \$16.80.

Video Package: A new low-cost, half-inch video tape recorder system called Value-Pack has been developed by the Closed Circuit Television Business Section, Syracuse, N.Y. Suited for educational and industrial users who need a basic system that can be expanded later, the system is a complete instant sight-and-sound recording system with camera, recorder and monitor. Suggested prices start at \$1,350 for the complete recording system, or \$949 for a playback system without the camera kit.

Letter Writer: The Audio Products Department, Decatur, Ill., is presently test-marketing a new GE product, The Letter

Writer, and invites employees to participate. The new device is a lightweight, portable and attractively-styled unit that enables users to correspond by voice rather than letter. The Letter Writer operates from ordinary household current and records a voice message on a four-inch plastic disc which can be mailed in a standard size envelope for six cents. The sound letter can be played back on another GE Letter Writer or a phonograph. The unit was advertised in a leading mail order catalog for \$49.95, but carries a special General Electric employee price of \$29.95. To order, send your name, address, and department together with check or money order for \$29.95 (price includes postage and tax) to Letter Writer, GE Audio Products Department, Decatur, Ill. 62525.

Tough Stuff: A new polycarbonate sheet, LEXAN® 9700 provides improved thermoforming and flame resistance and is designed for large, critical thermoforming operations.

ORGANIZATION

Accounting

A Financial Personnel Service is established, with Lorenz J. Buenning appointed Manager.

Aerospace

Gerald T. Smiley is appointed General Manager of the Apollo Systems Department.

Aircraft Equipment

The Division organization includes the Aerospace Electrical Equipment Department, Aerospace Electronics Department, Armament Department, Avionic Controls Department, Advanced Systems and Plan-



GERALD T. SMILEY

GEORGE HANSEN

ning, Community Relations and Legal Operation.

Appliance Components

The Division organization includes the Appliance Control Department, Appliance Motor Department, Hermetic Motor Department, Specialty Motor Department, Components Sales Operation, Laboratory Operation, Employee and Community Relations Operation and Legal Operation.

Chemical and Medical Division

The name of the Chemical and Metallurgical Division is changed to the Chemical and Medical Division.

Computron

George Hansen has been named Controller and Vice President for Administration.

Construction Materials

This Division includes the Ballast Department, Laminated Products Department, Specialty Transformer Department, Wire and Cable Department, Wiring Device Department, and Legal Operation. The General Manager, Wiring Device Department, has been assigned to represent, and act on behalf of, the General Electric Company with respect to the Company's interest in General Electric Wiring Devices, Inc., Juana Diaz, Puerto Rico.

Contractor Equipment

Includes components assigned to the former Construction Industries Division, with the addition of the Industrial Heating Department and Agency and Distributor Sales Operation.

Electronic Components

Includes the Tube Department, Semiconductor Products Department, Capacitor Department, Direct Energy Conversion Operation, Electronic Components Sales Operation, Advanced Product Planning Operation, Legal Operation.

Electronic Systems

This Division includes the Heavy Military Electronics Department, Ordnance Department, Electronics Laboratory, and Advanced Systems and Requirements Operation.

Engineering

An Engineering Resources Planning component is established, and David E. Trumbull is appointed Manager. Engineering Services Research is discontinued.

Executive

The Board of Directors has elected the following Vice Presidents of the Company: Ralph B. Glotzbach, Harry P. Gough, Harry M. Lawson, John D. Lockton, J. Russell Mudge, Robert E. Pfen-

SIGURD D. MEDHUS HARRY B. SHUTTLEWORTH





ALAN B. VAN WERT



WARREN W. TUTTLE



JAMES T. DUANE



DAVID S. BENNETT

ning, A. Eugene Schubert, and Bryce W. Wyman.

General Electric Credit

Sigurd D. Medhus has been elected Vice President and Comptroller; Harry B. Shuttleworth has been elected Treasurer.

Housewares

Alan B. Van Wert has been appointed Chairman of the Board of General Electric Esge Ltd. Warren W. Tuttle has been appointed Vice President-Marketing and Paul A. Beach has been appointed Vice President-Finance.

Industrial Drives

A Medium Alternating Current Motor Department is established and Robert H. Smith is appointed General Manager.

A Speed Variator Department is established and James T. Duane is appointed General Manager.

Industrial and Marine Turbine

This Division includes the Gas Turbine Department; Mechanical Drive Turbine Department, Edward C. Clark General Manager; Medium Steam Turbine Department; Marine Turbine and Gear Department, David S. Bennett General Manager.

Industrial Process Control

A Process Computer Department is established, with Louis E. Bret, Jr. General Manager.

A Numerical Equipment Control Department is established, and Paul D. Ross is appointed General Manager.

Daniel S. Lisberger is appointed General Manager of the Instrument Department.

An Overseas Operation is established in the Division, and Raymond C. Allen is appointed Manager.

PAUL A. BEACH



ROBERT H. SMITH



LOUIS E. BRET, JR.



PAUL D. ROSS



Industry Components and Metallurgical

Division includes the Diamond Products Department, General Purpose Motor Department, Metallurgical Products Department and Legal Operation.

Information Services

This Division includes the Information Service Department, International Information Services Department with Paul R. Leadley General Manager, ISIS Application Operation, Medinet Application Operation and Legal Operation.

Large Steam Turbine-Generator

Comprised of the Turbine Department, George B. Cox General Manager; Generator Department, Richard W. Kinnard General Manager; Turbine - Generator Marketing Operation, John A. Urquhart Manager; Foundry Department; Heat Transfer Products Department, Paul G. LaHaye General Manager; Business Planning and Development Operation; Finance Operation; Legal Operation; Schenectady Relations Operation; Schenectady Utilities Operation; Knolls Atomic Power Laboratory; Machinery Apparatus Operation.

Henry E. Stone has been appointed General Manager of the Knolls Atomic Power Laboratory. Mr. Stone succeeds Kenneth A. Kesselring, who died December 29.

DANIEL S. LISBERGER

PAUL R. LEADLEY

PAUL G. LAHAYE

HARRY M. LAWSON



GEORGE B. COX



RICHARD W. KINNARD

Marketing and Public Relations

Harry M. Lawson, Regional Vice President, is assigned the Western Region.

The name of Washington Services is changed to Washington Relations, and the component is transferred to Marketing and Public Relations.

Nuclear Energy

This Division includes the Atomic Power Equipment Department; Domestic Turn-key Projects; Nuclear Fuels Department, Vaughn D. Nixon General Manager; Advanced Products Operations; Specialty Nuclear Operations, Alden B. Greninger Deputy Division General Manager; Neutron Devices Department; Nuclear Technology Department; Fuel Recovery Operation; Irradiation Processing Operation; Nuclear Electronic Business Section; Nuclear Safety Appraisal Operation; Business Development, Financial, Legal, and Relations Operations.



VAUGHN D. NIXON



ALDEN B. GRENINGER



JOHN D. PLATT



PHILIP R. MILROY

Power Distribution

This Division includes the Commercial Distribution Transformer Department; Residential Distribution Transformer Department. James J. Farrell General Manager; Distribution Protective Equipment Department; Meter Department; Allegheny-Ludlum Contract Administration; Business and Technical Planning Operation; Legal; Relations and Utilities.

Power Protection and Conversion

The organization of this Division includes the Custom Power Equipment Department. Albert Hansen, Jr. General Manager; Low Voltage Switchgear Department. John D. Platt General Manager; Medium Voltage Switchgear Department; Outdoor Lighting Department. Philip R. Milroy General Manager; Power Systems Management Department, Iver J. Petersen General Manager; Ad-

vanced Power Systems Operation; Relations and Philadelphia Works Utilities.

Power Transmission

This Division is expanded to include the Insulator Department.

Power Transmission and Distribution Sales

This Division is composed of the Power Distribution Sales Operation; HVDC Transmission Project; Power Transmission Sales Operation.

Refrigeration and Air Conditioning

A Refrigerator Components Department is established and John A. Berges is appointed General Manager.

Research and Development

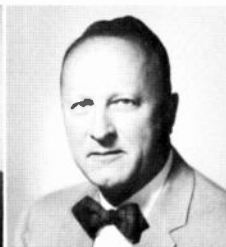
A new Electron Physics Laboratory has been established with Dr. Virgil L. Stout Manager.

JAMES J. FARRELL

ALBERT HANSEN, JR.

IVER J. PETERSEN

JOHN A. BERGES



EDITORIAL

Stepping up to the Challenge

THE RECENT URGING of Board Chairman Phillippe to set "an increasingly productive example" in solving the problems of the cities is already being reflected in corporate and individual action reported in this issue.

In Cleveland, there is the significant joint effort by the Company and the public schools to turn what once was a General Electric plant into a new kind of job training center for unemployed youth (see page 1). The agreement promises "to make history in American Education" in the words of Dr. Paul W. Briggs, Cleveland's Superintendent of Schools.

And certainly the one-man effort by Bud White, the Cincinnati application engineer of the Industrial Sales Division, is a good example of a man who recognized a challenge and quickly rolled up his sleeves and did something about it (page 16).

There are other examples being recorded, such as the development of a new course in appliance repair by the Company and the Cincinnati public schools (page 15).

These are encouraging signs. They speak well of General Electric's corporate citizenship. The examples reported this month are worth noting. We hope to see more.