THE MONOGRAM

OCTOBER 1968

CONSTRUCTIVE CITIZENSHIP HEADS INTO ITS FINEST HOUR . . . p. 1

AND: Products...Suggestions...Poseidon

On The Cover

A group of employees at the Company's New York Headquarters gather to remind Monogram readers of their opportunity to practice Constructive Citizenship by being "three-step citizens" through Working, Contributing. and Voting during this most important major election year. A story appears on page one.

LETTERS

Smell of the Future

EDITOR: Con-Air's Olfactory Stimulator, as reported in the August issue of the *Monogram*, isn't really as new as it sounds. One is reminded of Aldous Huxley's Scent Organ used extensively throughout his *Brave New World*. Already, that time is upon us!

(MRS.) ROSE MARY HALBERT
Apollo Systems Department
Cocoa Beach, Florida

No Place For Steinmetz?

EDITOR: It was refreshing to read your enlightened reply to Mr. Mobley in the August *Monogram* concerning this view of Peter Max as an uncouth misfit.

I would like to refer Mr. Mobley to the following exerpt from the article "Next: Psychic Fringe Benefits," *Forbes*, September 15, 1967:

"No man ever contributed more to an American corporation than did Charles Proteus Steinmetz to the General Electric Co. The tiny German hunchback set foot on Ellis Island in 1889, where he was detained for several hours because he seemed 'unacceptable.'

"In a talk last year on GE's coming manpower needs, Chairman Gerald Phillippe cautioned managers not to rule out the maverick in their search for talented people. 'Would you be able to look beyond the baggy sweater and walrus mustach and hire an Albert Einstein if he

(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.

IN THIS ISSUE

Devere E. Logan, Editor

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GENERAL ELECTRIC

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THE GENERAL ELECTRIC
MONOGRAM

OCTOBER, 1968

GERALD L. PHILLIPPE
1909-1968

Chairman of the Board Gerald L. Phillippe died in Greenwich, Conn., October 17th. He was 59 years old.

A 35-year General Electric employee, Mr. Phillippe joined the Company's Business Training Course following his graduation from the University of Nebraska in 1933. He was named a traveling auditor for the Company in 1935, becoming statistician for the Company in 1942.

Mr. Phillippe was appointed auditor for the Apparatus Department in 1947, and in 1950 was named comptroller for the department. In 1951 he was appointed manager-finance of the Apparatus Sales Division.

In 1953, he was elected comptroller, chief financial officer of the Company. He served as comptroller and general manager of the Company's Accounting Services until his election as president and a member of the Board of Directors in August of 1961. He became chairman of the board in 1963.

Mr. Phillippe was a member of the Urban Coalition, Chairman of the National Industrial Conference Board, Chairman of the Council for Financial Aid to Education, past officer of the Financial Executives Institute, Chairman of the Advisory Council of the Opportunities Industrialization Council, Chairman of the 1968 Greater New York Fund Campaign and active in other civic organizations.

Mr. Phillippe is survived by his wife, the former Jean Reese, and three children, Mrs. Thomas Raschella of Louisville, Ky., Mrs. Ted M. Kramer of San Antonio, Texas and J. Richard, a student at Union College.

A Message to General Electric Employees
From President Fred J. Borch

EVERY man and woman in this company has lost a friend in the tragic death of "Flip" Phillippe, our Chairman of the Board.

To those of us who worked with him every day in the Executive Office, Mr. Phillippe was an unfailing source of human and financial wisdom.

To his thousands of personal friends throughout the General Electric Company, he was a living inspiration for the values that we hold most dear in this company: honor, humility, thoughtfulness, human warmth.

Mr. Phillippe had an extraordinary financial acumen which has served the company well over the decades of his career. But it was his other dimension, which expressed itself in friendships never broken, sympathy never failing, an insistence that human values come first, that most distinguished his years with General Electric.

In recent years, Mr. Phillippe rose to national prominence by his dedicated personal leadership in efforts to help the underprivileged, advance higher education, and bind up the wounds that afflict this nation.

This rare man brought humanity into business as no other person I have known, and he saw to it that business served humanity. He will be sorely missed.

Changes in Industrial & Employee Relations And Management Manpower Development

Organizational changes designed to strengthen the Company's corporate staff work in industrial relations, employee relations and management manpower development were announced by President Borch last month.

Effective October 1st, two new staff components have been established, with the functions of a third expanded.

The two new staff components are Industrial Relations and Employee Relations. Philip D. Moore, recently elected a Vice President of the Company (*The Monogram*, Sept. '68), heads the Employee Relations component, and Vice President Virgil B. Day heads Industrial

ROY L. JOHNSON

PHILIP D. MOORE

VIRGIL B. DAY

Relations.

Roy L. Johnson continues as Vice President-Management Manpower Development, with additional corporate level responsibilities for managerial, professional and exempt manpower.

Relations: Mr. Moore, the Company's chief negotiator in collective bargaining since 1960, will continue to have overall responsibility for both union relations and other relations work involving hourly employees and non-exempt salaried employees. This includes compensation and benefits, employee communications, personnel research and planning, employee safety, employee relations consulting and union contract administration.

Mr. Day will work with the President's Office to develop world-wide Company policy in personnel and environmental relations. He will be responsible for activities relating to legislative and social, economic, and political issues affecting the business environment.

This will include the Company's work in this country with minority groups and in training the hard-core unemployed, and liaison with such groups as the National Alliance of Businessmen, the Urban League, and the Opportunities Industrialization Centers.

Management Manpower Development, under Mr. Johnson, will continue its responsibility for attracting, developing and training General Electric managerial and professional employees. This function will be expanded to include recruiting, placement and compensation activities formerly carried out by other components. Entry-level training programs and advanced functional education remain as currently assigned.

The transfer of assignment will facilitate attention to policies, programs and other matters oriented to the unique talents, achievements and goals of exempt managerial and professional personnel, and will also provide improved development opportunities through an integrated Company-wide approach covering full careers.

Also effective October 1st, the functions and personnel of certain components and work are transferred from corporate Personnel and Industrial Relations. Under the transfer, corporate Management Manpower Development will include: the New York Medical Center; Foreign Service Employee Compensation and Practices; International Employment and Manpower Planning; Exempt Employee Compensation; Individual Development Methods; Talent Review Program.

These components have been assigned to corporate Industrial Relations; Business Environment; equal opportunity work-urban minority employment relationships; developing policy and Company philosophy of personnel relations.

TRANSPORTATION SYSTEMS

Moving the Long Island RR

The largest order in the history of the Company's rail transit equipment business has been received by the Transportation Systems Division.

The order, from the Budd Company, is for the propulsion and speed regulation systems for 350 ultra-modern electric commuter cars for the Long Island Railroad, the nation's busiest commuter line.

According to Bryce W. Wyman, Vice President and General Manager of the Transportation Systems Division, Erie, Pa., when the order is combined with a

similar one for 270 identical packages received last fall, it will be the largest ever received by any supplier of electrical systems for transit equipment.

The sleek new stainless steel air conditioned cars have been called the "beginning of a new era in commuter rail service" by Dr. William J. Ronan, chairman of the New York Metropolitan Transportation Authority. The cars are to be part of a $200 million modernization program on the Long Island Railroad.

Big Mover: "Travel Easy on the Long Island Railroad" says the line's advertising, and with the new cars, it should be easy indeed.

In announcing the Budd order, Mr. Wyman said that "We are indeed proud that General Electric has again been selected to furnish this advanced equipment for such a forward-looking project that will provide better transportation for many of the people in our nation's largest metropolitan area."

Mr. Wyman said that the repeat order from Budd "reflects real credit on all of the GE people in Erie who build this equipment."

SUGGESTION AWARDS

Biggest in Syracuse History

Michael Civello, an employee of the Major Color Television Department, had never seen a television set when he arrived in the U.S. from his native Sicily 15 years ago. Yet, last month his idea for simplifying the circuitry of color TV receivers resulted in a $4,179 suggestion award—the highest amount in the history of Syracuse General Electric.

Presenting the award was Department General Manager Richard E. Christie, who said the resultant cleaning of our chassis and the improved quality and cost was genuinely appreciated.

"Each person on the TV team joins me in thanking you for your fine contribution."

Starting Out: Mr. Civello emigrated to the United States in 1953, working at various general factory jobs until 1957, when he decided to follow a lifelong urge to develop a technical skill. So, he headed for a technical school in New York City after home study in radio and television.

He joined General Electric in 1961 after having worked as a television serviceman. His progress on the job in the Company's color television operations included work as circuit analyst leader, trouble shooting instructor, and quality control analyst before assuming his present position of process engineer.

What will he do with his $4,179? Mr. Civello (shown in the photo with his family), who, as a youth in wartime Italy was deprived of an opportunity to get a good education, plans to save the money to insure that his children don't miss out.

THE CIVELLO FAMILY

From suggestions: an educational nest egg.

Red Socks and White Sheets In the Same Washer?

There's no disaster with a new automatic washer from Hotpoint!

The socks in her hand were as bright red as her dress, and Hotpoint's Rossie Ann Gibson stepped confidently to the sparkling new automatic washer before a New York press gathering last month and tossed them in.

Shortly before, Miss Gibson—of the Hotpoint Home Economics Institute—had loaded the same washer with white sheets. Now she calmly turned on the washer.

Red socks and white sheets in the same automatic? It used to spell disaster!

But disaster it wasn't, since the washer swishing happily away was Hotpoint's new Duo-Load automatic. Its secret was in a unique double tub, allowing whites and colors to be washed simultaneously, but in different water and at different water temperatures. The completely separate wash tubs allow no transfer of water or dyes between wash loads.

Revolutionary: Hotpoint feels that the new Duo-Load automatic will have as great an impact on the homemaker's way of washing as did the advent of the automatic washer over a generation ago.

Glenn S. Ollinger, manager of Hotpoint's marketing section, pointed out that the new washer was "the first really new washer since automatics," and that the industry had, for 30 years, historically added features to the basic machine.

He cited a "fabric revolution" in the home laundry room, with new synthetics and permanent press garments resulting in a trend toward smaller, more frequent wash loads.

The new Duo-Load is expected to cut present washing time by as much as half.

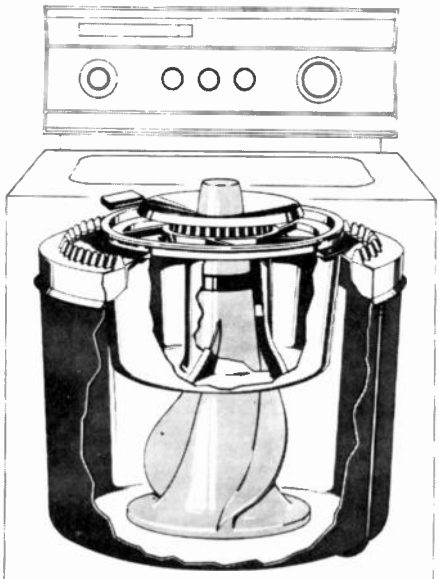
The Works: In explaining the workings of the new automatic, Fred Moore, manager of home laundry product planning, said that removing or inserting the polystyrene upper tub (see diagram) provided the homemaker with three separate loading options.

She can use the upper tub only for small 2-3 pound loads. Or, she can remove the upper tub and use the large lower tub only for a full family-size 16-pound load of mixed fabrics.

For the ultimate in flexibility, she can

CUT-AWAY OF THE DUO-LOAD

Washing dirty pretties & pretty dirties.



use both tubs simultaneously to do two separate washes. The two-tub design allows simultaneous washing of colors and whites, heavily soiled and lightly soiled clothes, or delicate and sturdy fabrics.

Cold, warm, or hot—any combination of these wash-rinse water temperatures is possible in the two tubs by simple selector controls. The Duo-Load provides four wash/spin speed combinations for every fabric, including permanent press.

The Duo-Load will be at dealers this month, and priced only slightly higher than conventional 16-pound washers. (New York fair trade price: $259.95.) Employee discount $35.00.

Numerical Control's Double Header

A milling machine in Waynesboro, Va., hummed away as it produced a perfect GE monogram on a metal square.

In Schenectady, N.Y., a lathe in Building 69's Machinability Lab was turning out a shiny bullet-shaped aluminum piece at the same time.

Both machines were directed by a GE-PAC process computer in Schenectady's Building 23. A special closed circuit TV hook-up allowed visiting members of the press in Schenectady to watch the tandem operation 500 miles away.

The gathering last month was part of the formal introduction of a new computer-numerical control CNC Data Controller by the Company's Numerical Equipment Control Department. The unit is designed to control the transfer of part program data directly from a computer to a numerically-controlled machine control.

The advantages of the system, pointed out Department General Manager Paul D. Ross, are elimination of punched tape and the loading of tape programs into a tape reader at the control and having the data stored in a computer for immediate use. The use of the data controller doesn't preclude the use of punched tape should the computer shut down.

Stepping In: Mr. Ross and Dr. Louis T. Rader, vice president and general manager of the Industrial Process Control Division stressed that the data controller is suited primarily to those users who already have a computer and N/C machines.

"We are giving a user of N/C an opportunity to take his first step into a new era at a relatively low cost and without having to disrupt his whole operation," said Dr. Rader.

"We view our development of a direct, on-line system of computer direction for numerically-controlled machines," he commented, "as a natural extension of businesses where General Electric is already heavily committed and has a storehouse of knowledge." (The Company accounts for about five percent of the 14,000 N/C machines in use today.)

NEW DATA CONTROLLER AT WORK

"Can You Supply a Xenon Thyratron?"

To handle customer queries like this, our new 1968 Product Listing is a must!

Do we make Xenon Thyratrons?

Of course. It says so on page 60 of the newly-printed 1968 Product Listing.

Not only that, it indicates that we make hydrogen as well as xenon types, that they're made by the Tube Department, and what components sell them.

All of this handy information is contained, in a newly-printed, orange-and-black, 146-page reference book designed to help GE employees serve customers better by helping them locate the proper department or sales and service organization for the product sought.

From ablative materials to zoneline heating and cooling systems, the 1968 GE Product Listing index covers some 3,500 types of products in 2,700 categories.

The idea is to place a convenient reference book at the fingertips of such GE employees as sales representatives, marketing people and switchboard operators; those who regularly contact our customers.

Update: The new index is being published by New York's Marketing and Public Affairs under the supervision of John C. Gibson, consultant in Corporate Customer Relations. The new edition has been in preparation since April, with editing handled by Edward R. Kremzier and Christine Dannibell of Advertising and Sales Promotion, Schenectady.

Pooled sales forces will make their own distribution, and bulk shipments of the Product Listing are being made to product departments having their own sales forces. Individual copies of the index (MS5-8) may be ordered from Relations Warehouse, Building 2, Schenectady, N.Y.

PUBLIC RELATIONS

Mailing Early

The big pre-Christmas rush is practically over. By the middle of next month, over 450,000 General Electric calendars and a million GE Pocket Planners for 1969 will be reaching their destinations.

Employees and customers will note some changes in these traditional builders of Company sales and goodwill, according to Employee Relations' production and distribution operation and Marketing and Public Affairs' editorial operation, who jointly produce them. This year, they're reflecting "growing sophistication in the tastes of their audiences." The calendar, for instance, is smaller (producing a cost savings) and less commercial.

Calendars and Pocket Planners aren't "free." They're underwritten by orders from Company components which liquidate their cost. Orders have risen steadily in recent years according to Donald E. Lynn, manager of production and distribution, a reflection of success in competing against other companies for space on the office wall and in the coat pocket.

"With the rising intellectual level of the public," says J. Hervie Haufler, manager of the editorial operation, "and the increasing sophistication of their outlook on the graphic arts, the Calendar must always reach for new visual ideas that people will find interesting and stimulating." This year, 12 outstanding artists and illustrators were commissioned. Given the subject matter, they were told to create works "worthy of being displayed with exhibitions of your best works."

The artists "responded with enthusiasm" according to Mr. Haufler. "We're sure GE people will find new gusto in the game of picking their favorites," he said.

Commissioning the John F. Kennedy

The *John F. Kennedy*—a 61,000-ton aircraft carrier with four-and-a-half acres of flight deck—was commissioned last month at Newport News, Va.

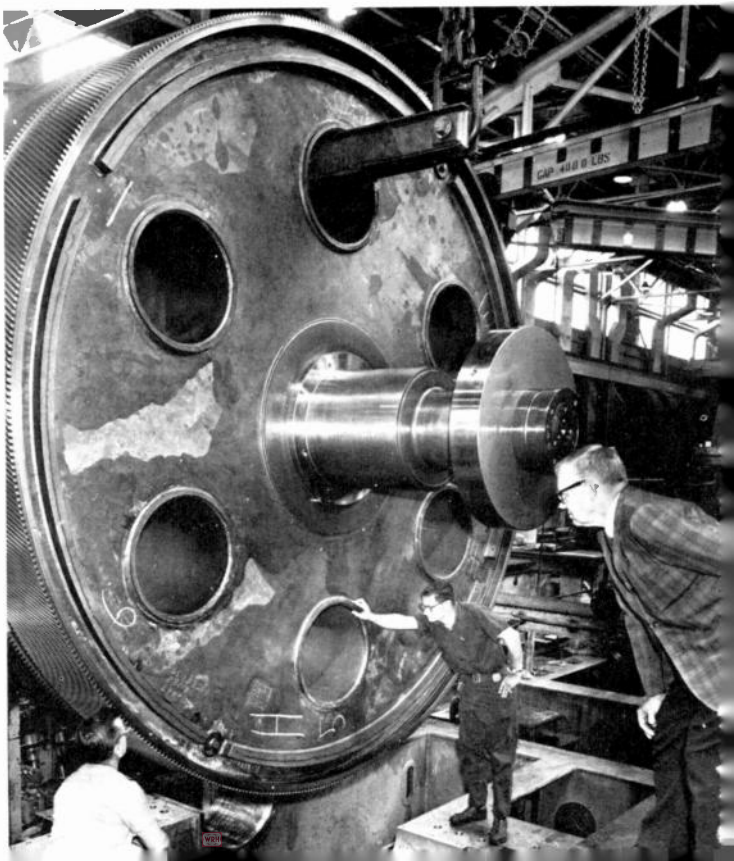
The huge ship, carrying some $6 million worth of GE equipment, was ceremoniously handed over to the Navy by Caroline Kennedy, the daughter of the late President, for whom the ship is named. The ceremony was witnessed by over 7,000 persons crowded onto the flag-draped hanger deck of the $300-million vessel.

David S. Bennett, general manager of the Marine Turbine and Gear Department, West Lynn, Mass., participated in two days of sea trials in late July. The *John F. Kennedy* is powered by General Electric steam turbines that produce over 200,000 horsepower.

He said that providing the propulsion equipment for the ship "required the wholehearted, cooperative effort of several hundred people" in West Lynn.

Each of the four propulsion units aboard the ship drives a shaft connected to a 21-foot diameter propeller weighing nearly 30 tons. The combination can move the carrier through the water at 30 knots or more.

In addition to the main propulsion equipment, General Electric product departments supplied circuit breakers, capacitors, magnetic controllers and solid-state electronic control systems for the huge craft.



Giant Gear similar to those produced for the John F. Kennedy *is checked by Mr. Bennett, right.*

CONSTRUCTIVE CITIZENSHIP '68

"It was a get-to-know-your-candidate program at a General Electric plant," began a *New York Times* report late last month on the hotly contested campaign in Ohio's 22nd Congressional District in the suburbs of Cleveland.

The GE plant was Nela Park, of course, and the program which brought U.S. Rep. Frances P. Bolton and her Democratic opponent, Charles A. Vanik, to the steps of Nela's ivy-covered cafeteria building on successive noon-times was General Electric's 1968 Constructive Citizenship Program.

Since the Company's first formal, nonpartisan citizenship program was organized in 1964, GE plants and offices have become regular and keenly anticipated stops on the campaign trail, providing a grass-roots forum for candidates and a closeup look at the office-seekers for employees.

Even before the 1968 election campaign hit its mid-October peak, Congressional and Senatorial hopefuls, along with state and local candidates, had visited GE plants in such diverse locations as Erie, Pa.; Schenectady, N. Y.; Daytona Beach, Fla.; and San Jose, Cal.

The two-week schedule of political visitors in September to Nela Park included candidates for a U.S. Senate seat, one other Congressional post, one state senate office, and four seats in Ohio's House of Representatives. And in Milwaukee, the X-Ray Department's Keymen Club, a management group, staged its biennial political forum which, as usual, attracted Wisconsin's candidates for governor, U.S. senator, Congress, and the state legislature as well as press and television coverage.

While the firm handshakes and political talk lend glamor and excitement, the Constructive Citizenship Program is getting a related message across to turn employees into "three-level citizens." The three-level citizen, a term coined at the Lynn plant in the 1966 campaign, is defined as one who (1) registers and votes, (2) contributes funds to the party or candidates of his choice, and (3) personally works in the campaign or runs for office himself.

Registration: Many plants are running quietly efficient voter registration programs. Pittsfield, Mass., and Burlington, Vt., have brought registrars into the plant to sign up new voters. And Syracuse kicked off its Constructive Citizenship Program by escorting ten 21-year-olds downtown for voter registration, a lesson in operating a voting machine, and a red-white-and-blue birthday cake presented by the Commissioners of Election.

In the Company's New York City headquarters, employees were handed a "Citizen Power" button along with a list of names and addresses of Congressional candidates and a plea to exercise that power by voting, contributing to their party and working in the campaign.

Some employees don't need any urging. Scott Harvey has taken a leave of absence from his job with the Outdoor Lighting Department in Hendersonville to run for the U.S. House of Representatives from North Carolina's 11th Congressional District. Other employees are known to be candidates for the state legislatures in Vermont, Massachusetts, Connecticut, New Mexico, and Arizona.

Burgeoning Biomedics

A new medical operation that will offer the largest sales and service force of any manufacturer active in the growing hospital biomedical electronics field has been formed by the Company.

The new business section will be responsible for the production and marketing of General Electric's present line of patient monitoring equipment and cardiac pacemakers plus future development of new equipment involved with hospital intensive care, according to its Manager, Dr. Peter Wargo.

The new operation will bring together the skills of X-Ray Department employees previously associated with the development and distribution of biomedical products into one manufacturing-marketing organization.

Dr. Wargo said General Electric will concentrate on developing new "early warning systems compatible with hospital automation programs which can dramatically save lives."

A new manufacturing plant is being leased in Milwaukee for the production of the patient monitoring line, which Dr. Wargo says will more than triple the manufacturing floor space previously available.

MediMarketing: The market for patient care equipment should increase three-fold by 1973, according to Dr. Wargo, with rapid advances soon expected in the application of electronics to medicine.

Only about 10 percent of the nation's nearly 8,000 hospitals presently have patient monitoring equipment, and this is generally limited to cardiac intensive care units.

DR. PETER WARGO

Early warning systems to save lives.

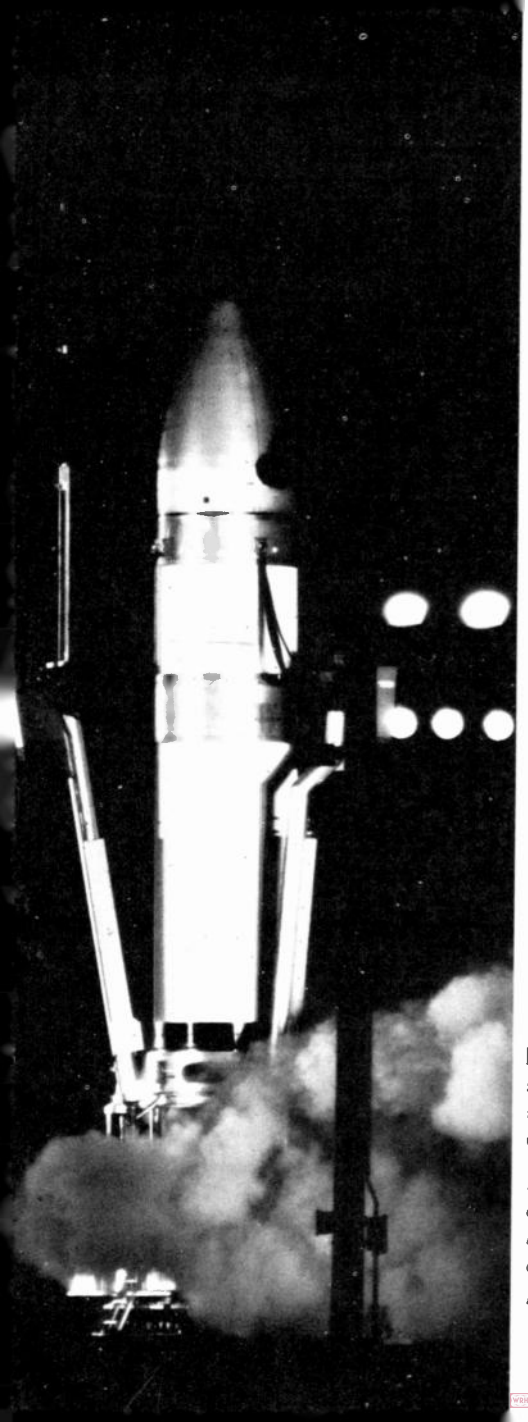
Getting Gulped Pins

When children (and some adults) accidently swallow hairpins, nails, tacks, safety pins and other foreign objects, it's a cause of consternation to both doctor and patient.

Now there's some help on its way in the form of two magnetic medical tools developed by the Company's Research and Development Center. The devices will soon be manufactured and marketed by Quigley-Rochester, Inc., under a license agreement concluded by our Patent and Technology Marketing Operation, Schenectady.

Both new medical tools are designed to recover — without surgery — iron objects swallowed accidentally. The units are designed around powerful GE Alnico magnets.

One of the devices is for retrieving sharp swallowed objects such as open safety pins; the other is a "steerable" magnet that can be maneuvered to reach previously inaccessible stomach regions.



Poseidon's Successful Debut

A bullet-shaped, 34-foot-long Poseidon missile roared to life, rising gracefully on a geyser of smoke at Cape Kennedy late this summer in its maiden flight that was proclaimed "a complete success" by the U.S. Navy.

The stubby missile, which is the keystone of the Navy's nuclear deterrent for the next decade, is equipped with guidance, fire control and support equipment from the Ordnance Department, Pittsfield.

For hundreds of employees at Ordnance, the perfect shot was good news, indeed.

"I was tremendously impressed and pleased with the whole operation," said Department General Manager Gene R. Peterson, who watched the shot from the blockhouse of the Eastern Test Range. "specifically with the part that the Ordnance Department played."

Mr. Peterson was joined at the firing by FBM Program Manager Herbert J. Kindl, with both men the guests of Admiral Levering Smith, who directs the Navy's Systems Project office.

Sea God: Poseidon is named after the mythological God of the Sea—particularly apropriate for the sea-based missile. It's a successor to the Polaris missile, and is wider and longer than the earlier generation submarine-launched

An instant after liftoff, the Poseidon is shown rising from its launch pad in this enlarged frame of an Air Force 70mm motion picture negative.

devices (*The Monogram*, April '66). Like Polaris, the new missile can be launched while submerged, and will be able to reach virtually any spot on earth.

Leading up to the launch, Ordnance had a group of engineers and technicians at the Cape in the preparation of what essentially is the Department's Mk 3 inertial guidance and Mk 88 fire control equipment.

Commented the Pittsfield *Ordnance Department News*, "With the thousands of minute errors which could have aborted the flight, the fact that the test was perfect in every detail, that nothing went wrong, underscores the appreciation which Messrs. Petersen and Kindl pass along to the Pittsfield team involved in Poseidon work."

SAFETY

Allentown Tops Ten Million

Employees at the Housewares Division plant at Allentown, Pa., have celebrated the completion of 10,000,000 manhours worked without a lost time accident and are now eyeing a national record of 15 million.

The plant's record goes back to September 30th of 1962, with the 10-million mark passed July 29th of this year. Employees celebrated the event on August 1, when coffee and doughnuts were served "on the house" and six major appliances were awarded in a drawing. Each employee was presented a GE clock as a reminder of the safety record.

"Today we have a significant record," said Plant Manager Clifford V. Flower to employees, "plus the fact that there have been no disabling accidents which is more important than the record itself."

Congratulatory messages arrived from National Safety Council President Howard Pyle ("...an achievement that provides real inspiration for every industrial plant in America"), and GE Vice Presidents Virgil B. Day, and Willard H. Sahloff ("You have set an example for the entire Company to emulate.").

Mr. Flower said that he was sure that the plant's 900 employees could achieve the 15 million safe manhours worked that is currently the national record in the light electrical equipment and appliance category. He said that "A number of firms have even inquired of our safety setup for the purpose of employing features of our program. We may be able to give them the information, but unfortunately we are unable to give them our most important ingredient: our employees."

OPERATING RESULTS

Our Third Quarter

Sales of the General Electric Company totaled $6,024,099,000 in the first nine months of 1968—an increase of 8 percent over the same period last year—President Borch announced early this month.

After provisions for the retroactive effect of the 10 percent surcharge on Federal income taxes, earnings for the nine months were $234,292,000, or $2.60 a share, 6 percent below the $2.77 earned in the first three quarters of 1967.

Sales in the third quarter were $1,986,155,000 up from $1,853,560,000 in the third quarter of 1967. Third quarter earnings totaled $81,307,000, or 90 cents a share, the same per-share level as in the third quarter of 1967.

Mr. Borch said that many of the Company's long-established businesses are maintaining strong growth patterns. Consumer goods are having a "very favorable

year overall," he said, and "expectations that consumer demand might be seriously weakened by the tax surcharge have so far not been borne out." He said major appliance facilities have been operating at near-capacity levels.

Three quarterly dividends of 65 cents each, the same rate as last year, were declared during the first nine months of 1968.

VIETNAM

Old Faithful

Enemy mortar attacks can pile up some grim statistics of lives lost and material destroyed in the Vietnam War.

The one bright spot—if there can be one in such unsettling circumstances—is the presence of a mortar locator radar that sweeps a pair of radar beams to detect the precise location of enemy weapons.

One of the most familiar sights on Vietnam's rugged slopes, critical airstrips, base camps and munition dumps is the AN/MPQ-4 mortar locator radar built by the Heavy Military Electronics Department, Syracuse (*The Monogram,* Feb. '67).

Our troops call it "Old Faithful."

The units are moved via a pair of trailers to virtually any site, where they can be set up in only 15 minutes and operated by one man. They're seen in combat zones in axle-deep mud or spotted hanging beneath a helicopter destined for an urgent mission.

Testimonial: An additional 44 units of "Old Faithful" were recently authorized by the Army Electronics Command at Fort Monmouth, N.J., and an Army engineer-

IN VIETNAM: GE'S MORTAR LOCATOR RADAR AT WORK FOR AN INFANTRY BRIGADE

ing official, A. W. Rogers, had some kind words about their effectiveness.

The MPQ-4, he said, is the Army's most effective means of electronically locating and directing counter fire against enemy mortars.

"All actions associated with the program," he said to HMED employees recently, "have been given top priority."

Mr. Rogers was on hand in Syracuse to receive the first unit as it rolled out 16 days ahead of schedule. He challenged employees to deliver the systems ahead of schedule.

In a recent issue of *Scope*, an HMED publication, Mr. Rogers said that the AN/MPQ-4 was so effective "that a set without a computer—and of course no readout capability—proved a deterrent to the enemy by its mere existence. By rotating the antenna, an operator continued to convince the enemy that to initiate a mortar attack in the presence of this radar would be suicidal."

He said that radars are operating in Vietnam with antennas perforated by shell fragments, with chassis and cabinets bent from near hits, and cables scarred and frayed by shrapnel. This, he said, was truly a display of reliability.

Our Servicemen: One employee of the Heavy Military Electronics Department, Dick Freemal, recently returned from Vietnam after having worked with GIs on field service and maintenance of the MPQ-4. Before leaving Vietnam, he was handed a letter of commendation by Brig. Gen. George H. McBride, head of the Army's Support Command at Da Nang.

"Regardless of the dangers involved," wrote the General, "you never refused or hesitated to provide your services to those radar sites needing assistance."

He noted that Mr. Freemal had traveled by plane and helicopter over enemy territory where sniper fire and ambush were constant hazards.

General McBride also commended the GE employee for "making do with the resources available" and teaching others the intricacies of "Old Faithful."

THE COMPANY

Cornering Costs

Pick up a phone and dial I-D-E-A at the Mississippi Test Support Department and you get the "Hot Line" for help in writing up cost improvements.

At Syracuse, a "Christmas in July" promotion offers a snowblower as top prize in a Super '68 suggestion competition at Heavy Military Electronics Department.

And, in the Missile and Space Division, employees are being tantalized with the thought of an all-expense paid week in Hawaii as the guest of their division general manager. The exotic first prize is offered in a contest covering the field of suggestions, value engineering, cost improvements and zero defects.

Such stimulants to incentive are being found around the Company as zesty ingredients in a new crop of employee efforts to cut costs and find ways of doing things better.

The familiar gopher is still seen in a number of continuing campaigns to "Go For Improvement," but there are other programs bearing such new names as Go For Excellence, CRAVE (for **C**ost **R**eduction and **V**alue **E**ngineering), Gopher Broke, and simply C4 (Cut Costs and Clobber Competition).

"While important advances were made in 1967 under the 'Go For Improvement' banner," points out Robert H. Adams, manager of the Small AC Motor and Generator Department's Fort Wayne (Ind.)

HMED'S SUPER '68 PRIZE

Barbara Weston adds "suggestion appeal."

operation, "opportunities are available for each and every employee to outdo his prior year's performance."

The Heavy Military Electronics Department had chalked up some $2.5 million in cost improvements in seven weeks last fall, and tossed in a prize of a trip to the Army-Navy football game (*The Monogram*, Jan. '68). To qualify for the trip to Philadelphia, employees had to generate at least $10,000 in verified cost reductions.

It was a smashing success, and a fitting climax to the year's grand total of $13 million in cost improvements.

"That response convinced us that employees are enthusiastic about contests and prizes," says HMED Finance Manager Bill Anger, who is also the Go For Improvement chairman.

Are the prizes worth the cost improvements they produce? Mr. Anger: "Our experience shows that employees generate about $10,000 in cost reduction ideas for every dollar we invest in prizes."

This spring, HMED offered a chairside stereo system as a prize, and in June alone, the final month of competition, employees turned in $3 million in savings.

Pressure's On: Growing competition is one of the forces putting pressure on departments to keep costs down, a point quite apparent to employees of the Dishwasher and Disposall Department, Louisville, Ky.

"Back in 1956 we had six manufacturers in this business that made 10 brands of dishwashers," recalls Department General Manager Jack Clarke. "Today, only a dozen years later, we have 14 manufacturers making 42 brands of dishwashers. The future promises even more competition."

During an employee meeting in Monogram Hall, Mr. Clarke said that the ticket to meeting the challenge of such competition was to excel in two ways: through product leadership and cost leadership.

"In both of these areas," he said, "we must continue to depend upon you to accomplish the matter of product and cost leadership—to maintain our fair share of this growth and in order to insure job security for the years to come."

While it's difficult to single out individual effort, Edward J. Guida, building services manager for the Re-entry Systems Department, has achieved a rare ten-year string of top cost improvement awards. He's credited with having saved his Department at least $200,000 over the decade. Each award has required savings of at least $20,000 per year, and Mr. Guida has consistently qualified.

How does he do it? According to Mr. Guida, recognizing an idea is one thing, and documenting it is another.

"I take time to jot down ideas on a scrap of paper and file them," he says, "and when time permits, I document the ideas on CI forms and submit them."

And, for some employee later this year, that piece of paper could turn into an exotic trip to Hawaii.

BLADES FOR TF39 ENGINES SURROUND JIM ORTH & OLIVER DARLINE AT EVENDALE

AROUND THE COMPANY

Biggies: X-Ray Department, Milwaukee, has received the largest single order in its history with a recent $1,028,000 equipment package ordered by Loyola University Medical School. The order was secured by sales representative Bob Beaird. . . . Meanwhile, at the Outdoor Lighting Department in Hendersonville, N.C., the largest external order for industrial units has been received from the Carrier Corporation of Syracuse, N.Y. Nearly one-thousand Filterglow Lucalox® units will be installed in Carrier's plant as a result of General Electric's product superiority over competing units. Although larger orders have been filled by Hendersonville, they've been from other General Electric plants.

TF39's Fine: General Electric TF39 turbofan engines completed 95 hours and 12 minutes of flawless flight operations during the first phase of flight testing of the huge C-5 Galaxy (*The Monogram*, Aug. '68). The engines also have helped the C-5 set new take-off and landing gross weight records: 557,000 pounds take-off gross weight on the seventh flight, and 520,000 pounds landing gross weight for flight four. During flight seven, the four TF39 engines were shut down individually and successfully restarted while at an alti-

tude of 10,000 feet and over 200 knots airspeed.

Expansions: The Aerospace Instrument Business Section has announced plans to add a recently-purchased 44,500-square-foot new building to its West Lynn, Mass., operations. According to Manager Roy S. Mushrush, about 300 of the Section's 1300 employees will be located in the new facility, which will be used to upgrade manufacturing assembly capability. . . . At Tampa, Florida, a one-million-dollar light bulb sales and distribution center will be built by the Company in the city's Industrial Park. The new facility will employ 25 and should be completed by early Spring.

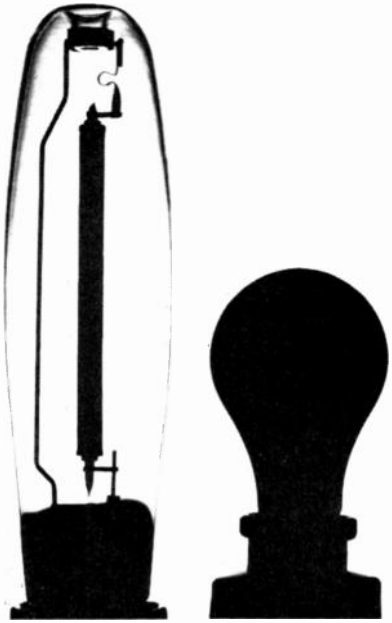
Olympix: The original painting used to illustrate the month of October on the General Electric calendar has been presented to Mayor Alfonso Corona del Rosal of Mexico City. The painting—appropriate for the Olympics occurring during the month—shows tourists visiting Mexico City with the National Cathedral in the background.

Hydrohelper: One of the most powerful hydroelectric facilities in the country will be located at the Dalles Dam on the Columbia River with the addition of eight new GE generators that will bring capacity to 1,873,470 kva. The hydroelectric generators will be built by the Large Generator & Motor Department, Schenectady, under a $10.8 million contract from the Army's Corps of Engineers. The order represents "Some 300 man-years of factory work," according to Department General Manager George B. Woods.

Jet Development: General Electric Evendale has received a letter contract and initial obligation of $11 million from the Air Force, thus beginning a competitive 18-month initial development phase for a high-performance, afterburning turbofan engine for the Air Force FX air superiority fighter and the Navy VFX advanced fighter. Pratt and Whitney Division of United Aircraft is also working on an engine. Under the contract, each company will develop and test a prototype engine based on technology demonstrated in the lift/cruise engine development program. Total value of the two contracts is estimated at $100 million.

High Viewpoint: That's John F. Pieper, Hotpoint's manager of its Southern California District, in the photograph below. Mr. Pieper posed 32 stories above Los Angeles to dramatize the fact that there are 690 Hotpoint-equipped apartments in the new Bunker Hill Tower complex, and to carry through the theme of the District's advertising campaign: the "Hotpoint of View." The high-rise photograph was taken from a helicopter for use in a builder-oriented ad series.

HIGH HOTPOINT OF VIEW



PRODUCTS

Brighter: Large Lamp Department announces that major improvements in the design of its 400-watt Lucalox® lamp, already the world's most efficient light source for general outdoor and indoor lighting applications, result in its producing 42 percent more light over its lifetime. The improved lamp has a life of 8,000 hours vs. 6,000 for the previous design, an increase in lamp efficiency from 105 to 110 lumens per watt of electrical energy consumed, and the combination of improvements means an increase in the total light output over its rated life from 232 to 328 million lumen-hours. The new lamp is shown above next to a standard household bulb.

Shipping Celebration: To send the first of a new line of GE-TAC supervisory systems, the 7020 series, on its way with a flourish, West Lynn's Instrument Department scheduled festivities that included a three-tiered cake bearing the words: "It's the Greatest!" There was the ribbon cutting, too, with the Department's manager of manufacturing Dick Wolke (at left in photo) joined by a pair of long and short-service employees (Emilia Majcher, Ken Hosker, Cecile Bourgeois, and Dick Villani). The customer receiving the new 7020 was on hand—Plantation Pipe Line Co. of Atlanta, Ga.—and congratulatory notes arrived from the Mayor of Lynn and the head of the Chamber of Commerce.

Phantoms: The 3,000th F-4 Phantom aircraft has been delivered to the United States Navy. The aircraft is perhaps the most well-known military weapons system in the world. All Phantoms—except for some being built under a British program—are powered by J79 jet engines

RIBBONS & CAKE AT INSTRUMENT

The new 7020 series: it's the greatest.

made by employees of the Aircraft Engine Group, Evendale, Ohio. The F-4 is a twin-engine, two-man, all-weather plane with top speed over 1,600 miles per hour. It's flown at altitudes above 100,000 feet. At ceremonies marking the 3,000th F-4, Admiral R. L. Townsend, Commander of the Naval Air Systems Command said that he "can't think of any aircraft since the 'Spirit of St. Louis' that has inspired such widespread admiration as the F-4 Phantom."

Silicones Skyward: The Silicone Products Department, Waterford, N.Y., flashes word that its silicone rubber will be used on the big C-5 Galaxy jet. Lockheed-Georgia Company, builder of the plane, has approved the GE product for adhesive and sealant applications. It'll be used to seal various metal spacings and to bond silicone rubber extrusions used as seals around aircraft doors and other openings.

First Fleet: The Rock Island Railroad has placed an order for ten new U33B diesel-electric locomotives from our Locomotive and Parts Department, Erie, Pa. The order, points out Department General Manager Olaf F. Vea, means that the Rock Island will be operating one of the largest fleets of General Electric locomotives in the United States. The U33B generates 3,300 hp on four axles, making it the highest horsepower-per-axle diesel-electric now manufactured in the country.

Hotpointing: A deluxe side-by-side refrigerator-freezer with automatic ice-maker (Model CSF924) has been introduced by Hotpoint. The unit combines 15 cubic feet of refrigerator space with a 9-cubic-foot freezer in a two-door cabinet less than 36 inches wide and just over 5½ feet high to fit conveniently in the kitchen. The ice cube maker busily makes

NEW T-17 TOASTER

up to 288 king-sized cubes in a single day — that's nearly five pounds of ice. The new Food Center 24 is available in White, Avocado, Coppertone or Harvest.

Housewares: A new T-17 toaster from the Housewares Division becomes — at $13.98 suggested retail—the lowest priced toaster in the General Electric line. The nickel-chrome unit has slide control, extra high toast lift, and is compactly designed.

Oriental Color: A live color television camera using the basic design of the new General Electric PE-350 camera will be manufactured under a licensing agreement with Tokyo's Ikegami-Tsushinki Co. Ltd. The contract was negotiated by the Visual Communication Products Department, Syracuse, N.Y., and according to General Manager James M. McDonald is the first television broadcast equipment agreement negotiated by General Electric in Japan. Ikegami is one of Japan's leading manufacturers of broadcast and TV equipment, and will use components supplied by GE in a camera designed by Ikegami to meet requirements of their market. The PE-350—introduced this year—is meeting wide customer acceptance.

PEOPLE

CHAMPION CHUTIST BROWN
His Saturday had its ups and downs.

Record Jumper: "There's something else to do on a Saturday besides golf," said ROBERT BROWN, a refrigeration and air conditioning technician with the Major Appliance Division's Allegheny District, recently. So, he headed for the Allegheny Township (Pa.) airstrip, donned helmet, jump suit and parachute, and proceeded to set an official national record of 101 parachute jumps in one day. From 6:37 am to 8:03 pm the 31-year-old ex-member of the Army's 82nd Airborne Division and sky diving instructor climbed aboard a light plane that lofted him to about 2500 feet, where he then bailed out. Winds made things touch and go for awhile, but he made the 101 jumps, with a local newspaper photographer, Dom De Domenic, snapping a picture of the record-setting GE employee while in free fall (see photo). A champagne celebration was shared by members of Mr. Brown's sky divers club, who worked through the day re-packing his 'chutes. Mr. Brown, who is married and a father, *was* covered by his GE Insurance while parachuting.

Honors: WILLIAM J. PFEIF, manager of the Housewares Division's General Electric marketing operation, has been elected to the Board of Directors of the Association of Home Appliance Manufacturers. . . . ERNEST C. MARTT, manager of High Intensity Discharge Engineering, Large Lamp Department, has been elected to the rank of Fellow in the Illuminating Engineering Society. . . . DR. KURT SCHLESINGER, consulting engineer with the Pickup Tube Operation, Syracuse, N.Y., has been presented with the 1968 Vladimir K. Zworykin Award, which honors the IEEE member making the outstanding technical contributions in the area of electronic television. . . . GEORGE E. SHAAD, manager—paper and process drive systems engineering for the Drive Systems Operation, Schenectady, has been selected as the winner of the Technical Association of the Pulp and Paper Industry's Engineering Division Award for 1968. . . . DR. WILLARD T. GRUBB and DR. OLIVER H. LE BLANC, JR., physical chemists at the R&D Center, have been elected to the American Institute of Chemists.

Lamp's Duo: Finding new members for the exclusive 50-year employee club isn't easy these days, but Lamp Division announced recently that it had *two* employees who could claim the distinction: MORGAN A. PORTER, a foreman at Nela Press, and MYRON RICHNER, a foreman at Euclid Lamp's mounting unit. Mr. Porter said of his 50 years with the Company: "I have worked with grand people and learned a great deal from my

bosses." He said that with his GE Pension, he should be able to live "pretty much the same as I have while working." Mr. Richner, when asked if he would pick GE if he had to do it again, said that he'd make the same job choice again. He says that he always took advantage of the Company's savings plans, and that with his GE Pension, savings, and Social Security he expects to "live comfortably and enjoy the retirement years." Marking their combined century of service, the men climbed into a 1917 Milburn Electric automobile (see photo), a vehicle popular when they joined the Company.

Lifesaver: A course in mouth-to-mouth resuscitation at the Philadelphia Works was a good investment for employee TONY DEL VECCHIO, a spot welder. A year ago, Mr. Del Vecchio was on the scene when a motel owner had a heart attack, and gave the man the mouth-to-mouth resuscitation that saved his life.

VETERANS PORTER & RICHNER
After 50 years, still looking ahead.

This summer, he also was on the scene when a 12-year-old girl sank to the bottom of a swimming pool. Mr. Del Vecchio pulled her out of the water and gave mouth-to-mouth resuscitation while an ambulance was called. During the rush to the hospital, the ambulance turned over, but fortunately no one was hurt. The young girl was hospitalized six days, but is now okay, thanks to the GE employee. "The knowledge the Company taught me helped save two lives," he says. "I'm just glad I was at the right spot at the right time."

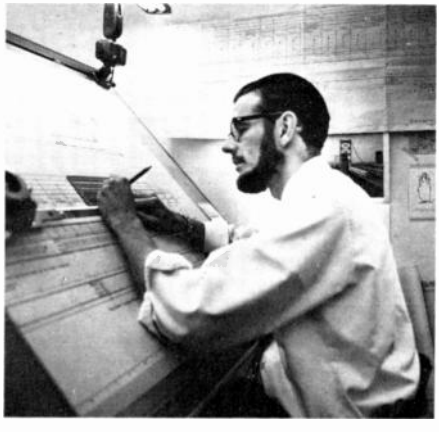
Suggestions: Good ideas by employees around the Company were resulting in some record-making suggestion awards recently. ARTHUR THOMAS, of the Tyler (Texas) air conditioning plant stepped up and collected a $2,200 award that was a plant record. . . . BILL CALLAHAN, buyer-machine parts, Operational Systems Programs of the Re-entry Systems Department, is now $2,379 richer from his suggestion award, the result of an idea that involved substituting a molding process for a machining one. . . . JERRY BRADY, supervisor-print control reproduction, Space Systems, was the year's biggest award-winner with his check for $1,531 following his suggestion for a new method of reproducing documents. . . . At the Vallecitos Nucleonics Laboratory meanwhile, DENNIS ROONEY pocketed $1,520 for devising a method for high resolution photography of metallurgical samples in reactor pools. . . . And, kudos to GURDEN W. CHAPIN, employee of the Accessory Equipment Business Section, Bridgeport, Conn., who became the Section's biggest suggestion award winner in history to the tune of $1,450.

Ambassador's Pride: During a recent trip to inaugurate two units of the Sharavathi Project—a major hydro installation

—U.S. Ambassador to India CHESTER BOWLES met GETSCO employee HENRY FAZZONE. Mr. Bowles was impressed with Mr. Fazzone's "cordial relationship" with his Indian colleagues as well as "the splendid progress of the project." In a letter to IGE's W. L. EDER in New York, the Ambassador said, "I would be most grateful if you would tell Mr. Fazzone and his wife how proud we are of the fine work they are doing for General Electric and, indeed, for our country."

Worker-Priest: The Nuclear Energy Division, which already has a Dominican Sister on its payroll (*The Monogram*, April '68), also claims an Episcopal Priest as an employee. FATHER DOUGLAS E. WILLIAMS is a draftsman-designer with the Nuclear Electronics Business Section, San Jose, Calif. He started last June, following his dual occupation of priest-worker. The reason given by Father Williams for his GE job: a means of closing the gulf between the "collar" and the people. The 29-year-old priest still says Mass and gives Communion at local churches, but during the week he's at the drawing board for GE.

NED EMPLOYEE FR. WILLIAMS



Talking Points

Building His Dollhouse

"I'm building a dollhouse and need some advice on wiring it. . . ." said the voice over the telephone to Bob Shockley, I&SE field engineering supervisor in St. Louis.

Mr. Shockley, aware of the finer points of customer relations — no matter how off-beat the request — helped the caller through the puzzlement of figuring the voltage, current and fusing required. The dollhouse was to be one-eighth-scale, complete with running water and electric lights with individual room switches.

So grateful was the dollhouse builder —who turned out to be Robert L. Levin, vice president of the Normandy Bank in St. Louis—that he wrote a warm letter of thanks to GE President Fred J. Borch.

"My reason for writing this letter," he wrote, "is not the amount of Mr. Shockley's time I took, which was not excessive; rather it was the patience and understanding which he exhibited.

"Such calls to persons of Mr. Shockley's technical qualifications are so often handled with lack of patience or desire to help. He is a fine tribute to your fine company."

Very Special Award

One of the most interesting retirement celebrations held in the Company this year must belong to E. V. McNeese, contract sales representative for the Distribution Sales Operation's Dallas office.

During a dinner at the Industrialist's Club in Dallas, the 30-year employee was

surprised by the announcement that an "E. V. McNeese Award for Professional Excellence" was being established in his honor. F. I. McDaniel, regional manager for DSO's central region presented the award to Mr. McNeese.

The permanent award will be presented annually to the outstanding contract sales representative in the Company's Distribution Sales Operation, with Mr. McNeese invited to make the first award next year.

Paddy Wagon Payoff

In rolled a "Paddy Wagon," out jumped a pair of keystone kops, and the West Lynn, Mass., plant was "raided". The kops even dragged GE employee Earl Alley (see photo) off to the hoosegow, with siren screeching.

The hilarity was in good fun, however, since the Paddy Wagon came from the local Amvets Post 161, and "prisoner" Alley was presenting the Post Auxiliary with a hefty check from the plant's Good Neighbor Fund for the Retarded Children's Association.

KEYSTONE KOPPING AT WEST LYNN
Under the stripes: a charitable heart.

Still Number One

In 1953, Pittsfield employee Ted Musgrove was part of a task force responsible for establishing the then-new Hickory, N.C., plant of the Residential Distribution Transformer Department. When he journeyed to Hickory as supervisor of cost accounting and data processing he had the job of assigning payroll numbers. He became "number one."

Mr. Musgrove subsequently transferred back to Pittsfield, but this summer he

ПРОГРЕСС—НАШ САМЫЙ ГЛАВНЫЙ ПРОДУКТ

The words above are Russian language equivalents for "Progress is Our Most Important Product," and they come via Mr. Michael Buturlinsky of Schenectady, an instructor in Russian and a retired GE turbine engineer.

Mr. Buturlinsky is celebrating the tenth anniversary of his Russian classes. He established the first technical Russian course as an aid to General Electric engineers interested in using the language skill for translating pertinent technical material from Russian engineering magazines. Now, a decade later, the Russian-born teacher reports that some 100 engineers, chemists, scientists and technicians have taken the course.

Reports Mr. Buturlinsky, "Those who attend two or three years in succession begin to read Russian technical literature, and translate articles from Russian magazines. Those who read technical literature pertaining to their specialty soon become adept at it and do very well with the help of a dictionary."

returned to Hickory as specialist-appropriations and programs in finance. He arrived along with another Pittsfield employee, Paul Brown.

Mr. Brown was the 2,000th employee added to the Hickory payroll and received payroll number 2,000. As for Mr. Musgrove, the 32-year veteran employee received his original payroll number to reclaim his "number one" status.

Jogging Along

For Nick Ruggieri, an employee of the Avionic Controls Department in Binghamton, N.Y., there's nothing like a good work-out in the great out-of-doors. His hobby is jogging.

"It's a good way of keeping in shape," he observes.

Mr. Ruggieri must be in a fine fettle, too, because he entered a seven-mile road race recently and came in third with a time of 40 minutes, 54 seconds.

Jogger Ruggieri, incidentally, is a spry 52 years old.

JOGGER RUGGIERI
At 52, a fit roadrunner.

ORGANIZATION

GEORGE B. FARNSWORTH **LUCAS P. HART, JR.**

Bull-General Electric

Derek G. Price has been appointed General Manager-Information Services for Bull-General Electric—Germany.

Electronic Components

The following organization components are responsible to the Vice President-Electronic Components Division:

Tube Department; Semiconductor Products Department; Electronic Capacitor and Battery Department, George B. Farnsworth, General Manager; Industrial and Power Capacitor Department, Lucas P. Hart, Jr., General Manager; Integrated Circuits Project, Oliver H. Winn, General Manager; Electronic Components Sales Operation; Syracuse Relations and Utilities.

RUSSELL T. MORRIS

Power Transmission

Russell T. Morris has been appointed General Manager of the Medium Transformer Department.

LETTERS

(Continued from inside front cover)

walked through the door?' Phillippe asked, 'Would Steinmetz find a place in General Electric today?'"

I would have to conclude that by Mr. Mobley's standards, General Electric would never find a place in its organization today for a man such as Steinmetz.

L. L. CALLSEN
Neutron Devices Department
St. Petersburg, Fla.

First Flight

EDITOR: We read in the August *Monogram* about the first flight of the C-5 Galaxy with the General Electric TF39 engines. Just a few days afterward, there was a first flight in St. Louis of Frank Statkus' home built aircraft, (see photo). This aircraft does not have much GE equipment on it but has much ingenuity and effort of one of our top Engine Field Service Engineers. Just a few months before, Frank Statkus ended a six month tour at Cam Ranh Bay, Vietnam, where he was our Service Engineer in charge of the J79 engines on F-4's.

W. M. GRAVES
Defense Programs Division
St. Louis, Missouri

Proof of Performance

EDITOR: A product longevity award should go to my Mother-In-Law, Mrs. Evelyn Meyer, who has a 38-year-old refrigerator still in operation. She bought this unit primarily for my wife's baby formula. The refrigerator, of course, has served its many purposes and has given trouble-free service. Mrs. Meyer is pleased that it has not cost a penny in repairs.

Attached is a copy of the original invoice when first purchased in 1930. Also it's interesting to note that no sales tax was used in those days.

How many other appliance companies can stand by their products like General Electric Company, and say that "service is their most important product?" Well, after thirty-eight years here's proof.

J. J. BLANEY
Vallecitos Nuclear Center
Pleasanton, California

THE STATKUS PLANE

Another Peter Max?

EDITOR: Great! Now I can get a clock with my name on it!

If only I had colored pictures of the clocks shown in the June-July issue of The *Monogram* to be able to choose one and a local store where I could buy one. (Since Wilmington operations are so new we do not yet have an employee store.)

PETER MAX HINZELMAN
Atomic Power Equipment Dept.
Wilmington, N. C.

We've requested that the Housewares Division send you information on where you can buy a GE clock with your name on it.—Ed.

General Electric College Bowl

(NBC-TV, Saturdays, 5:30 p.m. Eastern Time)

Participants: October 26—Moravian College (Bethlehem, Pa.); November 2—Purdue University (Lafayette, Ind.); November 9—Regis College (Denver, Colo.); November 16—Oberlin College (Ohio); November 23—Yale Daily News (New Haven, Conn.) vs Harvard Crimson (Cambridge, Mass.) special telecast.

EDITORIAL

Your Citizen Power

EMPLOYEES at the Company's New York Headquarters have been wearing "Citizen Power" buttons this month; reminders to vote, contribute, and work for the party of their choice. We're for "Citizen Power."

Across the Company, the Constructive Citizenship Program has been in full swing, encouraging employees to strengthen the political process by supporting their candidates and parties in this most important major election year. It all reaches its apogee in the voting booth.

Its been encouraging to see the number of General Electric employees who have rolled up their sleeves and pitched in. From the mimeo machines to political platforms, these hard-working citizens have provided a vital ingredient in our democratic process: participation. They have our congratulations, win or lose.

Someone once said that bad officials are elected by good people who don't vote. We urge you to use your freedom to vote. Too many wars have been fought, lives lost, and blood spilled to protect that freedom.

In this land of the free, don't ignore your freedom. Vote.