

THE MONOGRAM

NOVEMBER

1968



admire frankness
in a person.

Warning! I'm

GENIUS
don't copy my

I am
called a

GENIUS
among other things.

I'm going to be a
GENIUS
(I've got

I'm a

GENIUS
In case of
emergency, take me
to a computer.

I am what you
call the average

I was born a

GENIUS
After that
I don't know
what happened.

A

GENIUS
never
makes a mistake,
to speak of.

You
don't become a

GENIUS

I am
underwater

Hi.
I'm a

GENIUS
but still
available for dates.

I think
I was

I have
the mind of a
maybe someday
I'll have it installed.

Wear sunglasses,
us

GENIUSES
are bright!

If you're
looking for a
keep looking.

GENIUS

You can
always tell a

GENIUS
but you cannot
tell him much.

Some are simply
poor conductors.

GENIUS
a spark of

GENIUS

LETTERS

Dating Ourselves

EDITOR: In your quiz "How Well Do You Know Your Company?" question No. 2 states that General Electric was founded in 1878.

In your answer (of a letter to you) to J. A. McManus you state: "Professor Thomson and Edwin Houston opened their first service shop in 1882, ten years before the formation of the General Electric Company..." This would mean the Company was founded in 1892. Which statement is correct?

WILLIAM C. MARTIN
Large Lamp Department
Cleveland, Ohio

Both. In 1878, Thomas A. Edison founded what was then called The Edison General Electric Company. But it wasn't until 1892 that his name was dropped—during the merger of Thomson-Houston Company and Edison General Electric Company—and the Company became simply General Electric Company. 1878 is generally used.—Ed.

Question on Answers

EDITOR: A small correction, but for the sake of accuracy, an important one to your educational company questionnaire on page 13 of the September *Monogram* is required.

The great exposition held in 1893 in Chicago commemorated the 400th anniversary of the discovery of America by Christopher Columbus. It was delayed one year in getting underway and was known as the World's Columbian Exposition not the Chicago Exposition as you indicated in your answers.

D. T. DONOVAN
Specialty Home Laundry Marketing
Appliance Park

The almanacs agree with you, however, our copies of Men and Volts and GE Scrapbook History also refer to it as the Chicago Exposition or World's Fair. The lighting exhibit was in Chicago—the main point of the answer—thanks for the clarification.—Ed.

Co-Founders

EDITOR: I noted with interest the "Know Your Company" quiz on page 13 of the September issue of *The Monogram*.

The answer to question number 2 indicates that Thomas A. Edison was the founder of the General Electric Company. We at the In-

(Continued on inside back cover)

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

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Devere E. Logan, Editor

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GENERAL  ELECTRIC

INFORMATION MEETING**\$20 Billion Ahead**

President Fred J. Borch predicted last month that if historic growth patterns continue, General Electric would be a \$20-billion Company by the end of the next decade.

The word came during the Company's Information Meeting in Los Angeles, October 29th. Some 1,100 share owners gathered in the sun-bathed Scottish Rite Auditorium to hear Mr. Borch and other Company officers present an overview of current operations.

Mr. Borch began the meeting with a tribute to the late Chairman of the Board Gerald L. Phillippe, calling his death a

Eleven-hundred General Electric share owners entered the Scottish Rite Auditorium in Los Angeles for the Company's Information Meeting.

"tragic loss." All joined in a moment of silence in his memory.

Present and Futures: In presenting his business outlook, Mr. Borch noted that the Company's growth has, on an average, doubled every 10 years over its history. But that growth hasn't been automatic.

"The trick in growth is to keep a very delicate balance between the present and the future," he said, citing core businesses and futures.

He said he wasn't satisfied with the present balance — particularly regarding current earnings.

"We've not been doing as well as we would like in growing earnings to match our recent sales growth," stated President Borch. "I've asked for renewed emphasis on earnings per share," he added, "and we shall get it." →



Turning Point: The futures businesses — information systems, commercial jet engines and nuclear power — should account for “a much larger percentage of GE sales and earnings a decade from now,” he said. The negative financial impact of these businesses is peaking in 1968.

Looking ahead, Executive Vice President Jack S. Parker told share owners that the total world market for these three businesses will be \$35 to \$40 billion by 1980. “Even a modest realization of market opportunity would bring substantial rewards,” he said.

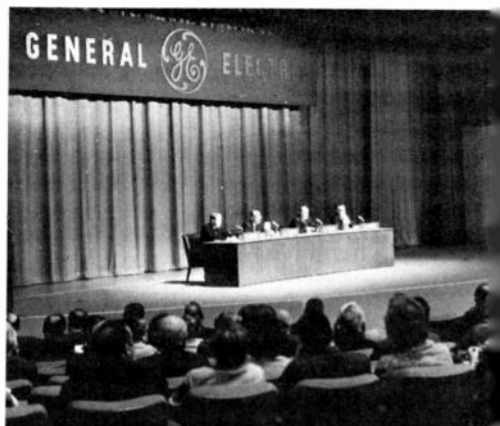
Core Business: Share owners were given an audio-visual report on the Company’s “core” businesses by Executive Vice Presidents Herman L. Weiss and William H. Dennler.

An audio-visual presentation, “New Dimensions of Corporate Responsibility,” showed the many activities being carried out by Company components to help the hard core unemployed develop useful job skills. It was narrated by noted actor David Wayne.

High Investments: Making presentations on the “futures” businesses were Vice Presidents J. Stanford Smith, Gerhard Neumann, and Hubert W. Gouldthorpe. Information systems, said Mr. Smith, brought reduced operating losses, increased integration of operations, higher shipments and continued growth in long term revenue expectations.

As an example, he said that information systems equipment worth over one billion dollars “is installed and operating all over the world.”

He said that “We have doubled our world time-sharing service and volume in the past year alone. Today, more than 50 GE time-sharing systems offer serv-



ANSWERING SHARE OWNER QUESTIONS

The president's office shared the answers.

ices to 100,000 businessmen and engineers in the U.S., Canada, Europe and Australia.”

The Information Systems Group currently has 25,000 employees in all parts of the world, he said, which is one out of every 15 GE employees. The sales force of 8,000 is the largest single customer service force in the Company.

Mr. Smith announced to share owners that the Company had, only the day before, opened the doors on a new \$10 million computer complex in Inglewood, California. It's considered to be the biggest facility of its kind exclusively for time-sharing, and is equipped with five large-scale GE systems, including a \$3-million GE-600 series system. The new center will serve western customers.

Jet Engines: Mr. Neumann, in discussing the commercial work of the Aircraft Engine Group, said that the Company had been working on the SST engine long before it won the design competition in 1966.

The engine has already run at the high-

(continued on page 4)

At Deadline...

Bangor Opening: A new manufacturing plant will be opened in Bangor, Maine, at the deactivated Dow Air Force Base by the Mechanical Drive Turbine Department, Fitchburg, Mass. Announcement of the new facility was made late last month by the Department at a news conference in Bangor attended by Maine Governor Kenneth M. Curtis and local officials. The plant will employ about 130 and will manufacture rotors and buckets.

Rudolph Returns: For the fifth year, Housewares Division is sponsoring the hour-long animated color telecast of Rudolph the Red-Nosed Reindeer. The program is scheduled for Friday evening December 6th at 7:30 EST over NBC-TV. Last year, the telecast was viewed by 35.9 million persons and was among the week's top ten telecasts.

Jetpower: The General Electric CF6 turbofan engine for the DC-10 trijet has produced over 42,000 pounds of thrust only six days after it was first run. The power is over five percent higher than the 40,000 pounds guaranteed by the Company.

Show 'N Tell: Radio Receiver Department adds three new youth electronic products to its 1969 line: two new Picturesound® programs featuring Walt Disney characters for use with Show 'N Tell® phonoviewers, and an eight-book song library for use with the GE three chord portable electric organ. Suggested employee store prices for the Show 'N Tell program libraries are \$3.30 each, and \$3.90 for the organ library.

NASA Contract: A contract for the data acquisition and processing systems for an extensive oceanographic and meteorology survey by the U.S. aimed at learning more about the forces of weather has been received by the Mississippi Test Support Department. The 15-month contract from NASA is worth \$760,000.

est thrust ever recorded for an aircraft engine, he said, but the SST isn't scheduled to enter airline service until 1977, and the breakeven point on the Company's investment won't come until some time between 1980 and 1982.

"It is a long cycle," he pointed out, "but well worth the investment." He said that spare parts sales will continue well into the 21st century.

The return on the CF6 engine for the McDonnell Douglas airbus should come much sooner than on the SST.

"We are confident," he said, "that a significant segment of the world's civil aircraft will be powered by General Electric."

Nuclear: Vice President Gouldthorpe, reporting on the nuclear businesses, said that "It is generally acknowledged today that there would not have been a nuclear industry today if General Electric had not accepted the so-called 'turnkey' role in this business" (*The Monogram*, July-Aug. '66).

Turnkey jobs—although costly—have established the GE boiling water reactor as "a new industry—not just a new product," said Mr. Gouldthorpe.

The Company presently has on order or completed 45 nuclear plants totaling some 28 million kilowatts, with the backlog of unfilled orders adding up to over \$2 billion.

Employees: During the question period, President Borch responded to a query on employee relations. "On an overall basis," he said, "General Electric's relations with its employees are as good as at any time I can recall."

Mr. Borch lauded employees for their efforts in turning out a record volume of goods and services thus far in 1968.

Ample use of film and slides held share owner interest in business reviews.



ELECTRONIC SYSTEMS

Sentinel Sign-Up

Heavy Military Electronic Systems, Syracuse, will receive a \$58 million subcontract from the Western Electric Company following the recent signing of two Army contracts for continued development and production work on the Sentinel ballistic missile defense system.

The contracts total \$475 million, and include \$273 million for continued research and development, plus \$202 million for production-related activities.

Sentinel is an Army-developed ballistic missile defense system designed to engage and destroy attacking enemy ICBMs during the terminal portion of their flight. The Sentinel deployment is aimed primarily at the Communist Chinese ICBMs.

The R&D contract includes funds for a prototype model of the long-range Perimeter Acquisition Radar, which will be built at the first Sentinel site near Boston. The production contract includes funds for the manufacture and procurement of components to be used in the Boston Missile Site Radar. The prototype of this radar was built at the Kwajalein missile range in the Pacific.

The General Electric subcontract includes \$50 million for research and development work on Perimeter Acquisition Radar and \$8 million for production.

The Department of Defense has designated 13 cities in the United States as possible locations for Sentinel operational sites. Secretary of Defense Clark Clifford recently reaffirmed the decision to proceed with the \$5 billion Sentinel deployment program.

According to General Manager Thomas I. Paganelli of Heavy Military Electronic

Systems, employees have been engaged in the initial phases of design, development, testing and manufacturing of the Sentinel's Perimeter Acquisition Radar for the past year.

Cheers for Apollo 7!

Last month's perfect flight and splash-down of Apollo 7, 325 miles south of Bermuda, brought a special satisfaction to hundreds of Company employees who had worked in various ways to make it happen.

Live color television coverage of the recovery resulted from the efforts of Space Systems Organization employees who were given the tough assignment of designing and building an earth-to-satellite television transmission system that could operate from the carrier *Essex*. They had only 16 days to do the job.

Before the Apollo spacecraft started its 11-day, 4.5-million-mile flight, it was given a thorough pre-launch testing from a vast complex of ground checkout equipment provided by the Company's Apollo Systems Department headquartered at Daytona Beach, Florida (*The Monogram*, March '68).

Aboard the Apollo 7 spacecraft were numerous General Electric products, including rectifiers made by employees at Auburn and Buffalo, plus transistors and signal diodes from Syracuse.

Topping off the GE involvement: the carrier *Essex* was powered by General Electric turbine gears from Lynn, and one of the recovery helicopters (also powered by GE T58 engines from Lynn) was co-piloted by a former employee, Lt. (jg) Donald Broderick. His father is Dr. Hugh Broderick of the Lynn River Works medical center. →

Western Union Calling: Adding live color television coverage of the Apollo 7 splash-down was uppermost in the minds of the major TV networks when they approached Western Union International. Finding someone to come up with a TV system in such a short time (16 days) wasn't easy, but when our Valley Forge Space Center was contacted, it accepted the challenge.

Space Systems Organization zipped into action by mobilizing a 25-man team, a "war room," and cranking up a 24-hour-a-day schedule.

The system SSO employees developed was able to send live color TV signals from the recovery ship, the *USS Essex*, to the orbiting Applications Technology Satellite ATS-3 some 22,300 miles above the northeast coast of Brazil. The satellite then beamed down the signals to an earth station at Etam, W. Va., and then on to a TV network pool in New York.

Ingenuity: The job had its subtle wrinkles. The antenna on board ship had to be locked onto the orbiting satellite over Brazil while the ship pitched and rolled in the Atlantic. The team came up with a gyro-stabilized pedestal and signal beacon tracking system.

Part of the hardware was from a war surplus General Electric 60-inch anti-aircraft searchlight built in Schenectady during World War II. SSO modified one of these workhorses by stripping it and replacing the old amplidyne drive with a silicon controlled rectifier unit. A 15-foot diameter lightweight antenna from Valley Forge was then mounted along with appropriate electronic "black boxes."

Only a day before the equipment had to be loaded aboard the *Essex*, SSO found that it needed new distribution transformers to complete tests on the system. A call at 4 a.m. to Edmund J. Flynn of



GE ABOARD THE ESSEX

Bubble-domed antenna for good TV.

the Commercial Distribution Transformer Department, Pittsfield, was directed to the Hickory, N. C., plant of the Residential Distribution Transformer Department. Charles T. Ekonomon got moving on the assignment, and a chartered plane flew three stock transformers on their way. Since these units weren't exactly what Valley Forge needed, FASO-Los Angeles was contacted, and 16 kva units were found in a warehouse. Employees hustled to get them out and on their way.

Ahead: Employees at the Mississippi Test Support Department at NASA's facility near Bay St. Louis, Miss., meanwhile, are looking forward to the Apollo 8 mission planned for late next month. They provide full support for acceptance tests of the S-II second stage for the huge Saturn V that will lift three astronauts into an earth- and possibly lunar-orbit.

All Wrapped Up



With No Cover Charge

"Cool!"

"Coolest!"

"Groovy!"

Such free expressions of youthful approval have been showered upon General Electric by some 1.5 million school-age Geniuses toting their books this fall in covers supplied by the Company.

The offer to supply students special book covers illustrated with GENius buttons bearing snappy sayings is the latest wrinkle in what has turned out to be a most effective educational relations effort.

Behind the GENius program is a Company effort to encourage high school students to stay in school and try to make the most of their abilities. The word "GENius" was coined to describe a person "who tries hard to be good at something," according to Jim Clark, manager of educational relations programs.

The genesis of GENius was in 1965, with some 1.5 million students responding to ads offering free GENius buttons. (*The Monogram*, June-July '67).

Good Ratings: To gauge the impact of the GENius campaign, Mr. Clark studied the results of an annual student attitude survey produced by Scholastic Publica-

tions. The survey suggested that during the GENius campaign, student attitudes toward General Electric improved dramatically. When advertising switched from the button offer to more conventional approaches, student response leveled off.

Conclusion: come up with another GENius participation campaign.

Book covers were the answer.

The covers were offered in only one ad that appeared in *Scholastic* magazine and *Young Catholic Messenger*. (Together, the pair of magazines reach about 5 million junior and senior high school students.) Readers were offered three covers each if they'd fill out the coupon appearing in the ad. Within a month of the ad's initial appearance, nearly a half-million students had sent in requests. That was last June. The requests are still piling in at the rate of 50 to 100 letters a day.

Spreading the Word: To extend the impact of the GENius program, it was decided to offer the book covers to Company plants at the rate of \$40 a thousand. Since the offer went out this summer, 73 product departments have ordered over 250,000 book covers for local distribution.

Current plans call for continued dis-



LITTLE GENIUSES IN BINGHAMTON, N.Y.

tribution to Company components until the end of this year. After that, Mr. Clark plans to offer students and teachers the

chance to buy book covers in volume orders (at our cost) to resell for fundraising student activities. In this way, says Mr. Clark, the book cover program will perpetuate itself while educational relations moves on to new programs.

Thanks: One student wrote an enthusiastic thank you note to the Company, saying that "I made straight 'A's' last semester with your backing."

A teacher in Clinton, S.C., acknowledged that the GENIUS book covers were excellent advertising for the Company, but that they "also encourage the students to become engineers."

"With great companies like yours," he said, "our youth have a wonderful future in store for them."

Happy Birthday Bonus Babies!

Last month, 187 teenagers across the country were observing their 15th birthday with shared gratitude to General Electric and a mutual interest in the stock market.

All 187 were members of an ultra-exclusive group formed on October 15, 1953 when the Company celebrated its 75th anniversary by holding a "Stork Derby." All babies born on that day to GE employees would—as promised back in *January* of that year—receive five shares of General Electric stock.

In addition to being one of the most talked-about publicity efforts in industrial history, the event had, in the words of one editor, won "the unlimited goodwill of the American public."

Early estimates of the number of "bonus babies" arriving on the diamond jubilee day were a modest 15 to 20. By noon of October 15, 1953 the number stood at 57,

and by 5 pm it jumped to 92. The total eventually hit 189 (two have since died).

One of the Stork Derby babies (who is now very much a young man) is Robert C. Renner of Erie, Pa., who is the son of Matt Renner of Employee Relations and Utilities Operation at the Erie plant.

His original five shares of General Electric stock were worth \$394,375, based upon the closing market price on October 15, 1953. A year later, the stock was converted on a 3-for-1 basis, resulting in the issue of 10 additional shares. Master Renner and his fellow bonus babies now held 15 shares of stock.

Teenager Renner, who was noted last month by the *Erie GE News*, celebrated his 15th birthday with the stock closing at \$92.25, making his holdings worth \$1,383.75.

Dividends paid on the bonus babies' stock until October 25th of this year



STORK DERBY WINNER RENNER

A tip of the stock certificate to Dad, too!

totaled \$475.50 according to the calculations of I. K. Nahikian of Treasury Operations, Schenectady.

Now a sophomore in high school, young Renner has a nest egg which may come in handy as he continues his education.

He plans to take all the math he can get in high school, even if it's only to calculate the savings from his 15 shares of GE stock.

SERVICE

GIs in Transition

Five days a week a dozen men climb aboard an Army bus and leave the khaki confines of Fort Knox, Ky., and head for Appliance Park.

The enlisted men are due to leave the Army in six months, and all are giving more than idle thought to the need for a productive job when they become civilians. They're spending time at General Electric learning the appliance repair business under a Department of Defense

program called Project Transition.

The men began their training on September 30th, and will attend classes over a 20-week period at Appliance Park and other GE locations in Louisville. Mornings are for classwork, afternoons are devoted to strictly military duties.

Courses: The curriculum they'll follow was drawn up by General Electric, which is also furnishing instructors, facilities, equipment, and classroom materials for the students.

The trainees were chosen by Fort Knox and General Electric representatives on the basis of education, aptitude, and desire for training. No employment commitments have been made, either by the Company or the trainees.

Says General Electric's John H. Miller, manager-customer and industry relations, who heads the Project Transition course, the men are "real workers."

He also points out that "Every one of these men are interested in what they're doing, to the point that coffee breaks are practically non-existent. The men themselves are constantly quizzing the instructors as to why this does that, and what happens when this becomes inoperative—the intellectual curiosity is something to behold."

Pilot Program: The General Electric Foundation, meanwhile, has presented a financial grant of \$7,500 to the Cincinnati Board of Education for continued development of a pilot program in appliance technology. The grant raises to \$17,500 the total amount extended to the program by the Foundation.

Three high schools are participating in the pilot program, with 100 students enrolled this fall. They study basic electricity and electronics, using large home appliances as laboratory equipment.

MEDINET: The Hospital's New Helper

Across Schenectady from the main GE plant, Ellis Hospital switched on a new computerized accounting service last month that will improve patient service and reduce workloads of hospital personnel to manageable levels.

The computer service was provided by the Company's MEDINET application operation, Watertown, Mass., and it made Ellis the first medical facility to use the new service.

Dr. George W. Graham, who is Executive Director of the 464-bed hospital as well as President of the American Hospital Association, said that the computer service is being used initially to process daily records of admissions and patient

census in addition to performing the in-patient billing and accounts receivable functions of the hospital.

Signing In: When a patient enters the hospital, information from the admitting form is sent through the MEDINET terminal to the computer. The hospital has a teletypewriter and small magnetic memory device, although the computer is physically located in Watertown.

Daily reports are returned to the hospital via the terminals, and summary bills for patients at discharge are accessible from the computer through the terminals on demand.

Hospital Controller John Peabody says that "having bills, income analysis, detailed transaction registers, trial balances, and other up-to-date reports generated by computer substantially reduces the manual workload and increases supervisory controls."

Installation of the computerized accounting system was accomplished over two months, which included a detailed analysis of the hospital's bookkeeping system. Mr. Peabody says, "The installation of two complex applications over two months . . . must be some sort of a record." He credited the cooperation of both MEDINET and hospital personnel for making the installation in record time.

What's MEDINET?

MEDINET is a component of General Electric Company established for the sole purpose of providing information handling services to the health community, with emphasis on hospitals. It's part of the Information Systems Group, and presently has 90 employees.

MEDILINK: *Ellis Hospital billing clerk Kathleen Belmont sends information to the MEDINET computer, with an interested audience including, from left, Glenn G. Davis, president of the Hospital's Board of Managers; Mrs. D. Moffett, director of nursing service; Harry R. Wrage, manager of MEDINET; John R. Peabody, Ellis controller.*



The MEDINET computer center at Watertown is the first of a projected series established to serve hospitals nationwide.

MEDINET is the only computer service dedicating its entire resources to meeting the specific information handling needs of the medical community.

For the future, MEDINET is considering such areas as medication ordering, X-ray test ordering, nursing staff allocation and scheduling, inventory control and purchasing.

COLLECTIVE BARGAINING

Appeal on the Coalition

The recent split decision by the National Labor Relations Board on coalition bargaining is being appealed by the Company in the Federal Court of Appeals in New York City.

Announcement of the appeal was made by Philip D. Moore, Vice President-Employee Relations, who said that "we respectfully disagree with the majority of the NLRB."

Although disagreeing with the 4 to 1 decision, Mr. Moore noted that the existence of the union coalition did not affect the results of the 1966 negotiation.

"Despite forced presence of non-IUE representatives at the IUE bargaining table which hampered the bargaining process, disrupted traditional relationships and confused employees," said Mr. Moore, "the contract terms finally arrived at were fortunately not influenced by the concerted attempt of the union coalition to impose national bargaining on the electrical industry. However, for the first time, the settlement was later marred by several local strikes by IUE and other coalition union locals."

The Coalition: The NLRB case arose

during 1966 contract negotiations between the Company and IUE, which the NLRB had certified for national bargaining with GE. The IUE called in representatives from several other unions—certified to bargain at the plant level—to join in the national bargaining committee.

The Company called this a "subterfuge" for coalition bargaining.

The NLRB majority disagreed. It argued that a union (or an employer) has the right to choose anyone it pleases to serve on its bargaining committee. GE has acknowledged this right, as long as the outsiders are there as specialists to give their expertise in a specific area.

That wasn't the case in this instance, argued the Company, but the NLRB disagreed. It claimed that the case involved the union's exercise of its prerogative to choose its own committee members to facilitate "a mere tacit understanding . . . to inform and consult with each other."

Cogent Comments: Mr. Moore said he was particularly concerned about the effect of the Board's decision on employees.

"The Board ruling, if allowed to stand," he commented, "will encourage unions to seek to centralize negotiations that have been traditionally localized. Coalition bargaining would submerge the varying needs and concerns of employees in more than 100 different General Electric businesses." He said when employees vote for representation by one union, but later find their local representatives have assigned the authority for determining bargaining demands and strategy to another union or to a union review committee, "clear questions are raised concerning how well these employees' views are being represented."

"In 1966, there were many times when it was not at all clear whether IUE's negotiators had control over their own negotiating decisions." →

Ahead: As the Company looks forward to bargaining for new contracts with over 100 unions in 1969, Mr. Moore emphasized another point of concern over coalition bargaining: the fact that traditional relationships, rather than the coalition experiment, have provided GE and its employees with an outstanding history of sound and peaceful contract settlements.

"If the majority decision stands, he said, "the Board has given unions the license to use a transparent subterfuge to gain illegal coalition bargaining status. Beyond that, the employer would be forced to support this transparency against his will."

INFORMATION SYSTEMS

SAC's New 635

A new \$4 million GE-635 information system has been installed in the headquarters of the Strategic Air Command at Omaha, Nebraska.

The large-scale system is being used as the hub of a complex data handling system designed to use on-line visual display consoles at Offutt Air Force Base. It includes a GE-635 central processor with a 128,000 word memory.

The SAC system will use a modified GECOS III operating supervisor capable



The tiny unit being held before the camera is called a thermocouple sensor core, and it contains hair-thin grooves carrying wires that relay temperature information from the shield of a NASA re-entry vehicle. Holding the device is Phil Ritchie, a transducer design physicist at Re-entry Systems, Philadelphia, who led a re-design effort that added up to a \$500,000 cost savings. The half-million-dollar cost improvement involved a change in the method of cutting the minute grooves in the sensor core. The change meant faster operations and lower production loss rate while increasing the sensor production rate. Members of the sharp-thinking team included Joe Calabria, Bill Cahill, Bill McKelvie, Al Fluck, Marty Herbert, and Joe Feeney.

of batch processing, remote batch processing, time-sharing, multiprogramming, and multiprocessing.

Lynn, Too

Another large GE-635 is in operation at the Lynn plant after installation ahead of schedule. The Aircraft Engine Group will use the system for general business and scientific applications, design, heat transfer, stress analysis and vibration analysis. The first GE-635, installed at Lynn in 1965, puts in an around-the-clock work week, and is one of the pioneer installations for advanced third generation computers.

FACILITIES

Grow Power

The Generator Department, Schenectady, opened the doors on its newly-completed "Building 59 West" last month, with a sign over the entrance that said: "We've Got Grow Power!" Other building news from elsewhere around the Company suggested that the strength wasn't confined to Schenectady.

At San Jose, Dr. Karl P. Cohen, general manager of the Advanced Products Operation, announced that the green light had been flashed by the Board of Directors for construction of a new Breeder Test Facility there. The 8,500-square-foot facility will house research and design programs for the Empire State Atomic Development Association to develop sodium-cooled reactor plant components for a demonstration sodium breeder reactor (*The Monogram*, Aug.-Sept. '67).

Tyler, Texas, was the scene of the latest Company ground breaking as the Central Air Conditioning plant began con-



DEDICATING BUILDING 59 WEST

struction on a major plant addition of 156,000 square feet that will provide more space for manufacturing, warehousing and services. It'll be completed next spring. An additional 250 employees are expected to be added when the expansion has been completed.

New Center: Industry Control Department, meanwhile, was busy with a computer tape-cutting ceremony at Salem, Va., that officially opened a sparkling new Engineering Computer Center. The facility includes a GE-PAC 4020 process computer that will be used for the design and checkout of industrial automation systems supplied by the Department. The tape-cutting was supervised by James R. Olin, Department general manager; Phil Potts, manager-drive systems operation; Robert C. Wilson, vice president and general manager of the Adjustable Speed Drives Division; and Lynette Hinchee, secretary.

The ribbon cutting in Schenectady unfolded beneath sunny skies, as Generator Department General Manager Richard W. Kinnard presided over noon ceremonies that opened the \$475,000 new office

building. City officials and community leaders joined with GE employees in hearing a positive business outlook from Mr. Kinnard.

Proof: The new building was "real proof of the continuing fulfillment" of a prediction made last June that the Department would continue to grow, he said.

This year would see a 15 percent increase in MVA output over 1967, he predicted, and in 1969, the Generator Department expects to see a 21 percent increase over this year's record.

"Not only do we produce grow power for the world, but as this new building demonstrates, we ourselves are growing through increased facilities, new equipment and more jobs."

Warehousing: At Fort Wayne, too, there's an expansion project being announced. Specialty Transformer Department says it'll build a new 40,000-square-foot warehouse starting in December that will hold most of the Department's raw material and finished stock and 90 percent of all shipping and receiving volume.

COMPENSATION

Exempt Range Adjusted

The Company's exempt salary structure will be adjusted upward effective January 1, 1969. The move reflects increases in the market values for managerial, professional and other exempt positions. The last structure change occurred January 1, 1968.

Under the new adjustments, structure values in levels 1 through 13 will increase by 5 percent and by smaller amounts for higher levels.

The salary ranges from levels 1 through

13 now have a 40 percent spread between the minimums and maximums of the range. For level 14, the range will be 45 percent. The 35 percent spread for levels 15 and above will not be changed.

Under the provisions of the Exempt Salary Plan, employees' salaries are accorded individual treatment based on performance. The new salary ranges provide a higher base against which individual salary determinations will be made.

BENEFITS

Lower LTD Premiums

If you're enrolled in the General Electric Long Term Disability Coverage, your premiums will be reduced on January 1, 1969.

Favorable claim experience has made it possible to lower the contributions by employees from 70 cents per \$100 of benefits per month to 50 cents. This is a 28½ percent reduction.

LTD coverage went into effect June 1, 1965, and is available to salaried employees with one or more years of continuous service and normal straight time earnings of at least \$7,000 annually who participate in both the GE Insurance and Pension Plans.

Purpose of the Plan is to make it possible for eligible employees to receive disability benefits of about 50 percent of normal salary when income from LTD, Social Security disability payments and Pension Plan disability payments are considered. LTD benefits start after total disability has lasted for one year, and continue at that rate until the employee reaches age 65.

Following age 65 the employee receives benefits about equal to the pension that would have been credited during the

period of disability prior to age 60 if the disability had not occurred.

According to E. S. Willis, manager of the Company's benefit programs, the LTD Plan was introduced to make it possible for eligible salaried employees to get the same percentage of total disability income which is available to lower income groups through Social Security and disability pension.

He points out that savings under the new premium rate for an employee earning \$7,500 per year with less than 14½ years of service will be \$11.75 per year, instead of \$15.75 under the old rate.

PEOPLE

After the Fire

When fire swept through the home of Erie plant guard Joe Kloss this fall, it was especially bad. It left the Kloss family—including 12 children—homeless.

When the news reached fellow employ-

ees and others in the community, the positive response contributed a bit of cheer to counter their sagging spirits. Clothing, food, household goods and hundreds of dollars in cash poured in.

Mr. Kloss was virtually speechless when he learned of the concern being shown for his family by his fellow employees.

Said Employee Relations Manager John B. Clarke, "I think the response to this call for help from one of our people is proof positive that we are a group of people who care about our co-workers."

The Erie Red Cross also received over 100 calls with offers of housing and clothing assistance for the Kloss family.

UNION RELATIONS

A Decline in Stature

The profession of labor-management relations isn't being responsive to the new attitudes and values of our changing era in the opinion of Vice President Virgil B. Day.

As a result, he said recently, the stature of collective bargaining is declining and the results of that process are appearing increasingly unsatisfactory even to its supposed beneficiaries.

Mr. Day, speaking before the Detroit Chapter of the Industrial Relations Research Association, noted that a new generation of young people with changed views on society and its institutions, has suddenly become a very vocal force in our lives.

"They seem to be demanding not only new answers, but new questions as well," he said. "Frankly, they haven't been getting either in our field of labor-management relations." →

CLOTHING FOR THE KLOSS FAMILY

An outpouring of compassion at Erie.



Challenge: The declining stature of collective bargaining is shown by the fact that its results are being increasingly challenged by the public, government, and some of its own practitioners according to Mr. Day.

"Much of the public dispute in which collective bargaining finds itself today stems from the fact that many recent strikes have tended to damage the public sometimes more than the employer against whom the strike is supposed to be directed," he said. This was particularly true in such public service strikes as teachers, transportation workers and garbage collectors.

"The real pressure to get the strike settled by agreeing to higher terms has not been that companies are being hurt that badly, but the public begins to suffer so much that employers, pressured by governmental figures who are naturally most responsive to public concern, feel they must agree to higher terms."

Browbeats: Mr. Day, citing "rising governmental dissatisfaction with collective bargaining," also said that ways have been found to "browbeat management when price increases are made in the more conspicuous industries, but there has been a frustrating inability to figure ways to make a similar impact on wage settlements which exceeded any non-inflationary standard."

Also showing dissatisfaction with collective bargaining results are some of the practitioners themselves, commented Mr. Day. He said the blame belongs on all sides: on managements seeking short-run advantages in compulsory third-party settlement, on unions seeking to promote political intervention because they think they can get a better deal that way, and on professional third parties who promote their own involvement.

SYSTEMS

Oxygen System: The Direct Energy Conversion Business Section, Lynn, Mass., has been awarded a contract by the Air Force Systems Command to develop a self-contained oxygen system as a possible replacement for the present system in Air Force and Navy aircraft. Key element of the system is an "oxygen concentrator" unit which extracts the oxygen from a flow of jet engine compressor air and delivers it as pure oxygen to the pilot's face mask. The system eliminates the expense and logistics of furnishing liquid oxygen at remote bases. One feature of the system is the incorporation of a closed rebreathing loop using a permselective membrane "scrubber" developed at the Company's Research and Development Center. The scrubber removes carbon dioxide and excess moisture from the exhaled gases.

Computed Payroll: A new automated payroll processing system for the GE-400 line that accumulates, calculates and reports practically every function of payroll accounting in a fraction of the former time has been announced by Information Systems. The new system is presently serving over 3,000 employees of General Electric Supply Company. GESCO has cut former weekly payroll computer operating time to a few hours with the new system.

Maxspeed: A new General Electric SCR Maxspeed® Crane Drive System is called one of the most significant breakthroughs in crane drive technology to date by the Speed Variator Department. The all-static system is designed for the duty cycle steel mill crane applications. The solid state units use rectified power.



GE COMPUTER ENGINEER WALT ANDERSON CHECKS CHICAGO'S VIEW FROM 100 STORIES UP.

Talking Points

Their Secret Desires

Got a secret urge to do something different? Be someone else, just for a lark? Then the *Chicago Daily News* has an answer for you: it's called Beeline. You write about your wish, and they make it come true!

Take eleven-year-old David Stone, for example. He wanted to run a computer. So, voila! Beeline editors took him to a GE 415 computer on North Wacker Drive, and he got to play tic-tac-toe with the computer. It was a tie. But fun.

And then there's Walt Anderson, Jr., a

GE employee and computer field engineer at Hotpoint with a rampant case of acrophilia and zest for mountain climbing. He wrote Beeline about his secret yearning to climb to the top of the super-tall 100-story Hancock Center under construction in Chicago.

Up he went. At the top of the 1,130-foot-tall building he found workmen still installing "I" beams. He shinnied along a special white beam covered with the signatures of local dignitaries (who wisely signed it while on the ground) and added his own "John Hancock" to the Hancock Building (see photo).

Duty Calls

There must be an award somewhere for employees like Nancy Shelton, a secretary

at the Residential Distribution Transformer plant in Oakland, Calif.

Last August she was married in an afternoon ceremony, but returned to work the following morning in order to provide vacation relief on the plant switchboard. She deferred the honeymoon until Labor Day weekend.

Nutty Diamonds (Continued)

Making diamonds out of peanuts and chunky peanut butter is a feat that causes lots of heads to turn—in our direction (*The Monogram*, June-July '68). Now, the transformation is noted with some amusement by editors Sid and Barb Landfield in their book *The Other Side of the Sheet*:

*In General Electric's research lab
Machines put pressure to a dab
Of peanut butter and begot
A diamond upon the spot.
Enormous pressure was required
Before the diamond was sired:
A million pounds of squeeze per inch
To feign the geodynamic pinch.
But why I ask, such fuss and flutter
To squeeze this gem from peanut butter,
When any fragile woman can
Squeeze a diamond from a man?*

Royal Programming

Sweden's first full-scale commercial computer time-sharing center officially opened last month in Stockholm, with none other than His Royal Highness Prince Bertil of Sweden, presiding.

The opening means that GE time-sharing is now within reach of most of Western Europe's major metropolitan areas.

For Prince Bertil, who is an automobile buff, the computer chattered away on the problem of selecting a car that met his personal taste and requirements.

Good Scouts

If you walk through the doors of the new headquarters building of the Mohican Council of Boy Scouts of America at Glens Falls, N.Y., you'll probably spot a gleaming bronze plaque inside the door. It says thanks to General Electric and its employees at the Industrial Power Capacitor Department for their contributions that made the building a reality.

The Company had matched the \$33,000 donated by its employees on a dollar-for-dollar basis, making a total contribution of \$66,000. A look at the number of employees in the Department (1,850 approximately) suggests the number of good scouts who were generous.

Flagging a Favorite

Whenever the village of West Milwaukee unfurls its flag, there'll be a special sign of respect on the part of General Electric employees.

The flag contains an outline of an X-ray tube in its design. X-Ray Department believes that it's the only component in the Company to have such an honor.

Doubling Dishwashers

A rather interesting application of the GE dishwasher is passed along to *Monogram* readers by Bob Hess, regional public relations, Philadelphia. He'd received a letter from a woman in Alexandria, Va.

She wrote to say that she had a top-loading GE portable dishwasher (serving her dependably and maintenance-free) and discovered a wonderful new use for it: storing frozen foods while defrosting the refrigerator.

"If there's any drippage while the foods are in the dishwasher," she says, "it drips down to the bottom, which is eliminated easily when doing my next load of dishes."

AROUND THE COMPANY

Coeducational: The Company and Rensselaer Polytechnic Institute have announced the start of a pioneering in-plant, on-campus educational program leading to advanced degrees in engineering. The three-year course offers innovations over the usual graduate program: an integrated curriculum in math and physics, teaching staff drawn from RPI and qualified GE engineers appointed as adjunct professors, and a team design project replacing the traditional master's thesis. Some 34 students have been enrolled for the first year's work from six Company plant locations.

Topical Transformer: The Power Transformer Department, Pittsfield, has produced a total of 500 million kva of power transformer capacity with the recent shipment of an 851MVA, 230 kv generator step-up transformer to Duke Power Company. It took a special side-

rail car to move the unit, which is the highest capacity 230 kv transformer ever shipped by the Company. The momentous roll-out was recorded for *The Monogram* in the photograph below, with Gordon MacDonald, manager of manufacturing, right, receiving congratulations from G. Ronald MacArthur, general manager.

Mexicolor: Two contracts for television broadcasting equipment totaling over \$2.5 million have been received by the Visual Communication Products Department, Syracuse, via IGE Export Division, from two Mexican TV broadcasting firms. The contracts call for equipping two new stations—one in Mexico City and one in Puebla—a production center, a color mobile unit and a monochrome mobile unit. The stations allowed only half the time normally required to fill such an order, but Department employees in Syracuse

A MIGHTY BIG TRANSFORMER ROLL-OUT AT PITTSFIELD



shipped the equipment out on schedule.

Safe Trio: Awards have been presented by the National Safety Council to three Company components. At the Aviation Service Department's Strother (Kansas) service shop, employees were congratulated for their two million safe manhours worked by none other than Kansas Governor Robert Docking. He noted that the Safety Council's Award of Honor being presented was the "highest recognition obtainable for safety." The Governor was welcomed to the ceremony by W. B. Spear, manager, aviation service operation, and J. W. Talbert, Strother shop operations manager. . . . Another Safety Council award went to the Service Shops Department, whose employees have worked for ten years and accumulated over one million safe manhours. . . . Apollo Systems Department also received recognition for its having exceeded 16 million safe man-hours between July of 1966 and December of 1967 (*The Monogram*, May '68). Employees actually hit 18.6 million this year.

Helping Out: When fire destroyed the Oklahoma City NAACP Youth Center, employees of the Company's Information Devices Department voted to contribute funds from its Employees Federated Fund to help in the rebuilding. The Company matched the contribution, making a total of \$500. . . . Meanwhile, employees at the Missile and Space Division presented a new school bus—station wagon to the Society for Crippled Children and Adults of the greater Philadelphia area.

Welcomes: Gas Turbine Department, Schenectady, opened its doors to 4,500 employees and their families for a look at what makes a successful business. During "Family Day," visitors enjoyed tours through the Department, hot dogs, soda, and ice cream and learned that since 1960

some 1,300 jobs have been developed by Gas Turbine in what is the world's largest facility devoted exclusively to the manufacture of heavy duty gas turbines. . . . And, at the Lamp Equipment Operation at Nela Park, employees marked the component's 50th anniversary with a plant open house attended by 1,300 persons.

More Room: An expanding work force and an increase in customer orders have stimulated an expansion of the Nuclear Electronics Business Section, San Jose, Calif. Manufacturing space will be expanded by 175 percent.

Historic J79: Employees at Evendale have produced the 10,000th General Electric J79 turbojet engine. The first was built in June of 1954. The engine powers the F-4, F-104, and B-58, and has set nine world speed and altitude records. The J79 was developed by Gerhard Neumann, now Vice President and Group Executive of the Aircraft Engine Group, and Neil Burgess, now AEG's Manager of Airlines Relations Operation. Both men received the 1958 Collier Trophy.

ROLLING OUT NO. 10,000



PEOPLE

Suggestions: BILL CALLIHAN, order clerk at Re-entry Systems, Philadelphia, has collected a \$2,379 suggestion award—the largest in the history of the Missile and Space Division. His idea involved saving almost all of the teflon used in re-entry vehicle shells which was previously lost in machining. . . . MRS. SALLY HOUGH, an assembler-checker at the Major Color Television Department in Syracuse, has only submitted two suggestions in her six years with the Company, but her second one was a goodie! It brought her a \$1,000 check, and honors as the Department's second highest suggestion winner of the year. Her idea saved the two coils out of 30 that had previously been scrapped.

Honors: Vice President ROBERT V. CORNING has received one of six national Community Service Awards given by the National Electrical Manufacturers Association for his "continuing effort to bring a full measure of citizenship to the disadvantaged through greater economic independence." The award was presented by Harvey Friedman, president of the Electrical League of Cleveland. . . . MAX L. FELDMAN, member of the TEMPO staff, and DR. PETER D. JOHNSON, physical chemist at the R&D Center, have been invited into Fellowship in the American Institute of Chemists. . . . GEORGE H. HARNDEN, consultant and retired manager of engineering materials and processes information service, Schenectady, has received the award for meritorious service in the field of standardization from the American Society for Testing and Materials and Standards Engineers Society.



FORT WAYNE'S RIETHDORF
After 50 years, a faster pace.

His Fifty Years: "There have been a lot of changes," reflected Specialty Transformer Department employee OTTO E. RIETHDORF on his 50 years with the Company, "but I think the main change I've noticed overall is the pace that we must work today." The Fort Wayne, Indiana, order clerk began his GE career as a messenger in 1918, later met his wife at the plant, and recalls getting a raise of two cents a week during the depression that he says "really meant something then." Of the GE employee benefits that have improved over the years, he appropriately notes that he's going to put the Pension Plan "to use real soon" and to take it easy and "just relax for a while at the lake."

Mantle of Victory: When New York Yankee slugger MICKEY MANTLE belted

his 535th lifetime home run this year to put him third behind Babe Ruth and Willie Mays, up stepped General Electric Vice President WILLARD H. SAHLOFF with an offer to buy the historic baseball for \$1,000. The marvelous Mr. Mantle happily obliged, since the money would go to the Hodgkin's Disease Research Foundation at New York's St. Vincent's Hospital. Mr. Mantle's father died of the disease. The baseball is the second purchased by ardent sportsfan Sahloff this year. He previously made a similar charitable transaction on the ball that broke the record then held by Ted Williams.

Holiday Helpers: A group of 25 ladies at the Evendale plant have already sent their holiday greetings to servicemen in Vietnam. The group, called the "GEN-

HAVING A BALL: Vice President Willard H. Sahloff, right, exchanges his check for the baseball that Mickey Mantle, center, hit for his 535th homerun. The check will go to Hodgkin's Disease research. Collecting the check is William J. O'Rourke New York City commissioner of elections and a victim of the disease.



ERALETTES," packed 100 gift bags, chock full of a variety of items recommended by the Red Cross (soap, candy, cards, toothbrushes, miniature Christmas tree, pens etc.) and sent them on their way in "Operation Shop Early."

Appointed: JOHN F. BRENNAN, JR., man-

In Crotonville: The ninth General Management course is underway at Crotonville, with the following participants: Adjustable Speed Drives Division: *W. R. Riekert*

Aircraft Equipment Division: *G. R. Harris*
Appliance and Television Sales Division: *A. F. Hurley, Jr.; D. I. Peterson*

Appliance Components Division: *R. J. Rollet*

Area Division—Latin America: *R. Prado; A. L. Jewett*

Canadian General Electric Company: *G. W. Fraser*

Chemical and Medical Division: *K. J. Morray*

Constant Speed Drives Division: *V. J. Picozzi*

Consumer Electronics Division: *C. A. Gustafson*

Contractor Equipment Division: *K. P. Kuhlman*

Corporate Planning Operation: *J. H. Gardner*

Electronic Components Division: *D. S. Bates*

Electronic Systems Division: *G. W. Benoit; R. A. Hardesty; C. G. Schnorr*

Finance: *J. J. Costello*

General Electric Credit Corporation: *D. D. Ekedahl*

General Electric Supply Company: *R. B. Lewis*

ager of communication and community relations, Re-entry Systems, Philadelphia, has been named project director for the Urban Coalition's Aerospace and Aviation Academy. The purpose of the Academy is to broaden the educational opportunities of schools in blighted areas.

Housewares: *H. W. Stinson*

IGE Export Division: *D. C. Ross*

Industrial and Marine Turbine Division:
J. N. Boyle, Jr.; J. E. Linville

Industrial Sales Division: *F. J. Whitby*

Information Services Division: *W. R. Sin-
back*

Information Systems Equipment Division:
J. C. Croyle

Kitchen Appliance and Home Laundry
Division: *M. P. Fages; W. C. Hultman*

Lamp: *R. J. Smith; K. H. Weber*

Large Steam Turbine-Generator Division:
P. G. Ipsen

Manufacturing: *H. P. Hayes; J. F. Sulli-
van*

Marketing and Public Affairs: *W. A.
Orme*

Missile and Space Division: *A. T. Chris-
tensen; R. L. Hammond; E. Ray*

Nuclear Energy Division: *L. S. Moody*

Power Distribution Division: *C. J. Graham*

Power Generation Sales Division: *R. D.
Webster*

Power Protection and Conversion Divi-
sion: *D. C. Kyker, Jr.*

Refrigeration and Air Conditioning Divi-
sion: *J. E. Rhodes; W. B. Leithauser*

Research and Development Center: *E. L.
Lustenader*

Television Division: *D. E. Garrett*

Transportation Systems Division: *P. S.
Peter*

PRODUCTS

Yule Lights: Miniature Lamp Depart-
ment predicts a bright and twinkling holi-
day season ahead, and have produced just
the things to make it happen. Six varieties
of tree lamps will be available this year:
Merry Bright indoor lamps in bright, deep
colors; Merry Bright 15-light sets; Merry
Twinkle sets for indoor or outdoor use;
two new Merry Midget light sets; and 50-
light Merry Midget sets.

N/C Goes IC: A new line of numerical
control systems, the Mark Century 7500
series, has been announced by the Numer-
ical Equipment Control Department. The
new line incorporates integrated circuits
and occupies about 30 percent less floor
space than the present line. The 7500
series is compatible with latest techniques
of adaptive control, on-line computer op-
eration, and according to Department
General Manager Warren F. Kindt, should
be widely accepted by machine tool users
and the non-metalworking industries. The

NEW MARK CENTURY ROLL-OUT

An inside story.



units operate in either inch or metric format, and operate from line voltages ranging from 220 to 500, and selectable power input frequency of 50 or 60 cycles. In the photo, Mr. Kindt is shown (right) at the New York press conference announcing the line with Carlton W. Gerni, manager of manufacturing.



ROBERT T. BRUCE

DONALD S. BEILMAN

ORGANIZATION

Bull-General Electric

A Personnel and Industrial Relations Department is established, and M. Jacques Pericchi has been named Directeur Général.

Chemical and Medical

A Medical Systems Operation has been established by the X-Ray Department, and Austin M. West is appointed manager.

Electronic Systems

The Heavy Military Electronics Department has been realigned into three major business areas and its name changed to Heavy Military Electronic Systems:

An Undersea Electronics Programs component is established, and Robert T. Bruce is appointed General Manager;

A Major Radar Electronics Programs component is established, and Donald S. Beilman is appointed General Manager;

A Surface-Based Electronics Programs component is established, and Paul J. Teich is appointed General Manager.

Executive

The following have been named Vice Presidents of the Company: Edward E. Hood, Jr., Fred W. Garry, Charles J. Meloun, and William R. Tackaberry.

Industrial Process Control

Warren F. Kindt is appointed General Manager of the Numerical Equipment Control Department.

Industry Components and Metallurgical

Paul D. Ross is appointed General Manager of the General Purpose Motor Department.

International

Effective November 1, responsibility for International General Electric Puerto Rico, Inc. is transferred to the Contractor Equipment Division. In respect to its investment in appliance and television sales operation, this is assigned to the Vice President-Appliance and Television Sales Division. And, the International General Electric Puerto Rico, Inc. appliance and

WARREN F. KINDT

PAUL J. TEICH





PAUL D. ROSS



LEONARD R. HEURLIN

television distribution finance and service operations are assigned to the General Manager-Appliance and Television Distribution Finance and Service Division.

Military Engine

A GE12/TF34 Department is established, and Leonard R. Heurlin is appointed General Manager.

President's Office

A review Board for Trade Associations has been established.

LETTERS

(Continued from inside front cover)

strument Department in Lynn like to think that Elihu Thomson was as much a founder of the General Electric Company as was Mr. Edison.

Actually, the General Electric Company was established in 1892 by the merging of the two leading electrical manufacturers of the day—The Edison General Electric Company and the Thomson-Houston Electric Company. Charles A. Coffin and other interested businessmen saw that patent problems involving these two Electrical Manufacturing Companies could be dissolved by merger and that such a union had unlimited possibilities. My interest in this history started a couple of years ago during demolition of one of Professor Thomson's Laboratory buildings here at

West Lynn. At that time many relics of 75 years ago came to light.

Several great men led to the founding of the General Electric Company. Men such as Edison, Thomson, Brush, Van Depoele, Wood, Coffin and Rice all contributed to the development of the smaller companies that merged with either Thomson-Houston or Edison General Electric before the two larger companies joined in 1892 to become General Electric.

CHARLES M. NYSTEDT
Instrument Dept.
West Lynn, Mass.

Equal Space?

EDITOR: The Company's program of encouraging employee participation in election campaigns resulted in several in our area donating funds and obtaining signatures on petitions. However, when the Company allows a cover such as you have on the October issue featuring Humphrey and Nixon without Wallace, it merely builds up resentment not only for the elections but against the Company as well.

May I suggest, that IF you (like the major networks) can't be fair and impartial for the Company's sake, please leave the politics to others.

W. C. HARDY
General Electric Credit Corp.
Tallahassee, Fla.

The Company's Public Affairs representatives contacted the New York headquarters of Nixon, Humphrey and Wallace for campaign materials for the Monogram photograph. The Wallace office had none available. The cover photo in no way meant to slight anyone.—Ed.

General Electric College Bowl

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

Participants: November 30—Baylor University (Waco, Texas); December 7—Wells College (Aurora, N.Y.); December 14—Duke University (Durham, N.C.); December 21—Saint Louis University (Mo.); December 28—Colorado College (Colorado Springs, Colo.).



I'm old enough to be a
GENIUS
but I'm not smart enough!

I am called a
GENIUS
among others

Some people say
I'm a
GENIUS
I admire frankness
in a person.

I am
an under-water
GENIUS
because I'm always
below C level.

A
GENIUS
never
makes a mistake,
to speak of.

I'm a
GENIUS
In case of
emergency, take me
to a computer.

Even a
GENIUS
has his problems.

I was
a budding
GENIUS
but I was
nipped in the bud.

Until I thought
I was a
GENIUS

Even a
GENIUS
has his problems.

Look up
to me, I am a
GENIUS
I am
also tall.

Some are simply
poor conductors.
GENIUS
Everyone
contains a spark of

I was
a budding
GENIUS
was he bud.

A
GENIUS
is hard to come by.
(Lucky you came by me.)

Quiet!
GENIUS
playing with
mental blocks.

I have
the makings of a
GENIUS

Call me a
GENIUS
I need
encouragement.

Quiet.
GENIUS
at work.

You can't
tell a
GENIUS