

THE MONOGRAM

OCTOBER

1959



COLLIER TROPHY WINNERS



IT'S UNDERWAY



A WHACK AT INFLATION BY THE POWER TRANSFORMER TEAM

RED SKELTON: CUSTOMER

The Paxton Press Conference . . . p. 1

LETTERS

Toppers

EDITOR: In the Letters column of the September *Monogram* under the title "Can Anyone Top This?" is the report that Stanley Courtney of the Lamp Glass Department hasn't missed a day or been late in 12 years.

Mrs. Yvonne Kuronya started her employment with our company on June 3, 1946, 13 years and four months ago. Mrs. Kuronya has not been absent a day or any part of a day in this period of time, due to either illness or personal reasons. She is secretary to the S&A Sales Manager.

Try and top this.

J. E. BOLTON
General Electric Supply Company
Salt Lake City

EDITOR: We are pleased to report that Albert Ricci, a general utilityman here, has an attendance record which indicates he has not been absent for 14 years and 10 months. Maybe someone can beat this!

SAM R. BURNETT, M.D.
Industrial Clinic
Schenectady

EDITOR: . . . We have Clara Thibault! She has been the Boston District Manager's greatest secretarial asset for 30 years. During her first 24 years, Clara did not miss a single day from work.

Who can top this!

A. B. CAPRARA
Insulator Department
Boston

EDITOR: . . . We feel this record has been more than topped by Walter M. Curtis, a lieutenant in the Erie Plant Protection Subsection, who hasn't missed a day nor been late in 29 years and seven months.

C. M. MATHIAS
Plant Protection Subsection
Erie Relations & Utilities

Do we hear 30?—Ed.

(Continued on inside back cover)

The object of THE MONOGRAM is to keep its readers better informed on General Electric activities and policies, so that they may more effectively represent the Company in its relations with the public.

IN THIS ISSUE

Late Business News	1-7
Lucalox	8
Expansion in Schenectady . .	9
Television Timers	10
X-15 Flight	11
Preferred Design	12
On Camera	16-17
Collier Trophy	18

Keith H. Crandell, Editor

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GENERAL  ELECTRIC

COMMUNICATIONS

Paxton Meets the Press

Noting that few people have been readers of the *General Electric News* longer than

he has, President Robert Paxton got together with eighty General Electric editors and communications specialists last week for the first press conference ever held by a Company president for the editors of Company publications.

The editors—gathered for a two-day

EDITOR TOM ANGLIM OF UTICA

"What will be the effects of disarmament?"



Editors' Workshop in New York—were inquisitive, and the questions covered the waterfront. Highlights:

Steel Strike: "Mr. President, I wonder if the steel strike continues as it is now, how much of General Electric will be affected and how soon?"—Richard Tibbetts, Bridgeport.

Mr. Paxton: . . . Many months ago . . . we advised our managers that, in our opinion, having been warned by both the labor unions and the employers that there was going to be a steel strike, that it would be wise . . . to increase inventories accordingly. . . .

The managers have done so. The strike is now some three months old. We have a few local difficulties, but by and large the managers of the Company have done a good job. . . .

Of course, we have not got steel to last forever, but neither do strikes last forever. I think that we are, broadly, in pretty good shape. . . .

Foreign Competition: "What steps is General Electric taking toward meeting foreign competition?"—Henriette Davidge, Schenectady.

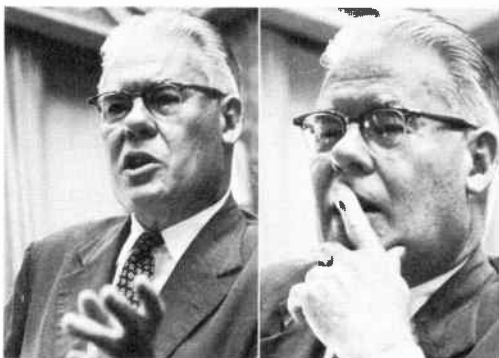
Mr. Paxton: We have always had foreign competition in the General Electric Company. . . . What is different?

What is different is inflation. . . .

We are very frequently asked why we don't take to the stump and implore the government to provide use of the old-fashioned remedies, the high tariffs which would keep out these imports. There is a very great temptation to do that.

However, most American people . . . believe quite intuitively, and I believe quite correctly, that the more the world trades peaceably amongst itself, the less likely there will be war.

We don't believe that the American people at this particular time believe in



"We have always had foreign competition . . ."

"What is different is inflation . . ."

tariffs. . . . Furthermore, we don't believe that that is the problem. And this gets to the heart of the matter.

The way to correct the problem of import competition is to stop inflation. . . . We must reform on this front. When we do that . . . we will handle this problem of import competition. . . .

Union Contract: "Having had the experience of a greater part of a five-year contract, would you say the Company still believes a long-term contract is desirable?"—Frank Koch, Philadelphia.

Mr. Paxton: We don't know. This is something we are studying very hard and will continue to study very hard during the next many months. From one viewpoint, a long orderly, friendly arrangement with the labor unions is much to be desired. . . . On the other hand, some aspects of the long-term contracts get wrapped up in the same problem of inflation. . . .

Profits: "It has been suggested that business exists to serve the public at a profit. What is General Electric's philosophy on this point?"—Brian Reilly, Hudson Falls.



"We have not got steel to last forever..." *"Neither do strikes last forever..."*

"You should be proud to be associated with a company which makes a profit..."

Mr. Paxton: Curiously, and I think we have the Communists to thank for this, in the United States there appears to be some kind of sensitivity which expresses itself in the sense that you don't talk about profit. Well, for goodness sake, we *do* talk about profit. You should be proud to be associated with a company which makes a profit, and I say, if I were you . . . I would be ashamed to associate with a company which did not make one.

Disarmament: "What do you think, Mr. Paxton, would be the effects of a disarmament plan on this country?"—Thomas Anglim, Utica.

Mr. Paxton: I think it would be wonderful. Peace on a broad front is not something to be feared; it is something to be prayed for.

If we could have an honest intent to have peace in the world, if we could substantially reduce the expenditures which we and other nations are making for the hardware for war, we would have eliminated one of the very great factors in inflation, and the efforts and energies of the people and the tools which are used for defense purposes could be put at the problem of increasing the production of

the kinds of things that add to the civilian standard of living. This would be wonderful. Let nobody tell you that there would be a calamity in the United States. This would be the most wonderful calamity that we could have. . . .

Carey Quotation: "President James Carey of the IUE has been quoted as saying, 'I owe G.E. a strike.' Do you have any considered opinion on this attitude as the 1960 negotiations approach?"—William Johnson, Syracuse.

Mr. Paxton: Jack Parker (Vice President—Relations) is in the room, and he is your better witness on that one. . . .

Mr. Parker: This is no change in attitude for Mr. Carey. I don't think there is anything more or less sinister in this in 1960 than in 1958, or 1955, or 1954. . . .

He does have a little greater advantage this year in that during the National Convention of the IUE . . . last Fall, he was able to put through certain changes in the constitution or bylaws . . . which gave him a greater power to call a strike.

I think if Mr. Carey ever takes any attitude other than he wants to strike the General Electric Company . . . we will have serious concern for his health.

BREAKTHRU '60 emblem will be seen more and more as individual departments get plans rolling. Marketing Manager Jim (light suit) Sweeney's semiconductor salesmen seem ready to roll in quest of new Falcon automobile.



MARKETING

Breakthru '60

A year-long sales campaign for all Company sales organizations began October 1, 1959. Its purpose: to keep pace with the expanding American economy in the '60's and particularly with the more rapidly expanding electrical industry. Its name—appropriately: "Breakthru '60!"

"The time has come to concentrate General Electric's efforts in most effectively serving all our customers at the market place," said President Paxton. "We are all aware of the quickening tempo of the nation's economy as the cycle turns upward. On every business front we see larger opportunities for orders."

Conducting a Company-wide sales campaign could be extremely difficult in view of the diversity of our businesses. But a

hard look at various methods proposed convinced Group Executives and Division General Managers that the answer lay in one key word—"flexibility."

Therefore, emphasis on sales will be made in the area of consumer and industrial markets but activities with defense customers will be on the basis of "Better Defense per Dollar." There will be no sales contests in departments predominantly doing defense business.

Each decentralized operating business will determine its own participation to meet its own market needs. Thus, sales contests will be "custom-made" for goals, prizes, pay-off period, etc.

Group Review Boards have been established with a representative from each division in the Group. Company-wide promotional aspects will be handled by Marketing Services during the campaign period, with Consultant James E. Weldy of Marketing Services providing the direction.

Campaigns Underway

Several components had already gotten their campaigns underway, and many more were planning to do so in a very few days. *The Monogram* will keep tabs on outstanding programs as they develop.

Among the early starters:

Receiving Tube Department: European tours and other highly attractive prizes provide powerful incentives for the Department's sales people, as well as those of tube distributors.

The Department's "Road to Rome" project means that distributors who qualify by meeting sales objectives receive an expense-paid 15-day trip next August to London, Paris, Venice, and Rome.

The top G-E district tube salesman and his wife in each of the five regions also qualify. In addition, one of the five regional managers and his wife will receive a "Road to Rome" trip. Below, Regional Manager Merle Johnson of Chicago gets into the spirit of things. He's got one chance of five making it—a pretty darn good incentive.

To help sales, the Department has initiated a volume incentive program offering volume discounts to large purchasers, and new, realistic TV picture tube prices.

The above incentives and attractions apply to just the replacement tube sales organization. On the original-equipment-sales side, the five top salesmen and their wives will have their choice of all-expense-paid trips to Europe, Hawaii, Mexico, or the Caribbean.

Semiconductor Products: Marketing Manager Jim Sweeney kicked off the Semiconductor Products Breakthru '60 campaign with a get-together of Eastern Regional salesmen and their wives in New York (photo above).

The department is offering a number of incentives. Tops: a new Ford Falcon.

Apparatus Sales: Vice President John W. Belanger says that his division is aiming for an orders-received goal of \$1.5 billion in 1960.

The Division got its campaign underway with a headquarters briefing session last week. Kick-off meetings at district offices throughout the country are scheduled for this week.

Outstanding salesmen will be selected for membership in the Division's "Breakthru Brigade." As such they will receive solid gold electric wrist watches. Membership is limited to 20 percent of the eligible personnel in each unit.

Sales support people—those who aren't actually on the sales firing line—will be eligible for a series of monthly "mystery awards," described as an "unusual and sought-after item of considerable value." Sales people in product departments serviced by Apparatus Sales will also be eligible for the mystery awards.

CHICAGO'S JOHNSON

Will he make it to Rome?



UNION RELATIONS

Case Dismissed

An unfair-labor-practice charge brought by the IUE against the Company last October has been dismissed by the New York regional director of the National Labor Relations Board.

The union had charged that the Company, during the 1958 reopener negotiations, failed to bargain in good faith, refused to furnish information essential to collective bargaining, and in other respects violated the National Labor Relations Act.

As a technical matter, the IUE can appeal the dismissal to the Board's general counsel. However, the general counsel has already fully considered the matter at the request of the New York regional director, who presumably acted with the consent of the general counsel in dismissing the charge.

LOCOMOTIVES

Boost from the Pennsy

General Electric's locomotive business, which has been pretty good anyway, got a nice boost last month from the Pennsylvania Railroad's Board of Directors, which voted to lease 66 rectifier-type locomotives.

The value of the units: \$32 million. The Pennsy will acquire them on a long-term lease arrangement. The salesman on the job was Jim Alexander of Apparatus Sales' Philadelphia office.

Section Manager Frank A. Compton, Jr., said the Locomotive and Car Equipment Department will build and deliver

the 4400-hp units at the rate of 22 a year, from 1960 through 1962.

The order should mean some increases in I.&CE employment starting next year.

The locomotives will be similar to the rectifier-type locomotives built by L & CE for the Virginian Railway. They'll be used for freight service on the electrified portion of the Pennsylvania line, which runs between New York, Baltimore, Washington, and Harrisburg.

Because of their greater power, the 66 new units will replace 90 25-year-old locomotives.

Meanwhile, the month also saw L & CE make its first shipment on its biggest order for diesel electrics. The order, obtained by International General Electric last fall (*The Monogram*, Nov. 1958, p. 4) calls for 115 units plus parts and auxiliary equipment for use in the Union of South Africa.

ATOMIC ENERGY

Dollars for SENN

The World Bank last month announced the loan of \$40 million for construction of the 150,000-kw SENN nuclear power station, to be powered by a General Electric dual-cycle boiling water reactor.

The plant, to be located between Rome and Naples, will be built for the Societa Elettronucleare Nazionale of Italy. International General Electric, S. A., Swiss subsidiary of General Electric, will be prime contractor for the plant. The contract was signed last month.

The Atomic Power Equipment Department at San Jose will build the reactor. The plant is scheduled for operation by 1963.

Dresden Going Critical



ENGINEER HOLLENBACH AND THE DRESDEN PLANT: SIX MONTHS AHEAD OF SCHEDULE

This month is a big one for Americans following private enterprise's progress toward putting the atom to work for peaceful purposes. As *The Monogram* went to press, the 180,000-kw Dresden nuclear power plant was about to sustain its first chain reaction. General Electric is building the plant for Commonwealth Edison and the co-sponsoring Nuclear Power Group. Engineer Fred Hollenbach

of the Atomic Power Equipment Department is in charge of construction.

The original Dresden schedule called for the station to go critical next year. But this month's chain reaction will put us six months ahead of schedule, and the station is now slated to provide power by early next year. It will be the nation's biggest all-nuclear power station, supplying enough power for 200,000 people.

Training for R&D

Where will we get the trained men to meet the big research and development opportunities of the future?

The Research Laboratory expects its new Research Training Program to be an important source. The program, just now getting under way, will enable promising research people to work closely with some of the nation's foremost scientists.

Talented college graduates who have a bachelor's or master's degree in science or engineering will work for two years under the guidance of an experienced research scientist, according to Dr. Guy Suits, vice president and director of research. Then they will have the chance to transfer to technical positions elsewhere in the Company.

The Program will draw about 20 Research Training Fellows into the Company this year.

X-RAY

On the Road

The Army Quartermaster Corps begins tests this month on an experimental mobile x-ray inspection unit developed by the X-Ray Department at Milwaukee.

The new unit, designed for use in warehouses, will inspect canned and bottled foods right in the case. It can be moved up and down aisles to the food stockpiles, and can also be used to make field inspections if necessary.

The unit will pick out swollen, cracked, or broken containers. Highly automated, it can handle up to a case a minute.



SCIENTIST COBLE

The answer in an ice cube

RESEARCH

There's Nothing Like Lucalox

Lucalox is different. The new material just announced by the Research Laboratory, as the composition of a ceramic, the structure of a metal, and a translucent quality approaching that of glass. It is extremely strong, heat resistant, and can be pressed into any shaped desired.

The new material is the brainchild of a young (30) Research Laboratory ceramicist, Dr. Robert Coble, shown in photo above comparing translucent Lucalox with an ordinary ceramic.

Lucalox is basically a fine-grain, high-purity polycrystalline aluminum oxide. Its distinction comes from the fact that microscopic pores, or "bubbles" normally found in ceramics have been removed.

Dr. Coble who joined the Lab in 1955, has been working on ceramics since his M.I.T. days. A man whose inquisitive mind isn't bounded by the walls of his

lab, he got on the right track to Lucalox while mixing a batch of martinis at his Schenectady home. He noticed that the ice cubes were opaque, while the ice cubes for the first batch had been perfectly clear. The difference? Air bubbles in the opaque cubes. Could the same principle apply to ceramics?

The answer, it turned out after several years of intensive research effort, was "yes." and the final answer was Lucalox, a development which Vice President Guy Suits calls "history-making."

Applications: Dr. J. Herbert Hollomon, manager of the Lab's Metallurgy and Ceramics Research Department, suggests a wide range of uses.

Among them: high-intensity incandescent and discharge lamps which are now limited by the heat-resistance of their transparent envelopes, banks of infrared lamps for treating space-vehicle equipment, electrical insulators, and gem bearings for delicate equipment.

PLANT EXPANSION

Why Schenectady?

For the past few months, Schenectady's Ted Ohart, general manager of the young Insulating Materials Department (formed in January) has been bouncing around the country sizing up potential new sites for the Department's headquarters and main manufacturing facilities.

He personally visited 25 communities, and poured over a sheaf of reports.

Last month he announced his decision: a five-year, multi-million dollar expansion program at Schenectady. The Department will move out of 14 old buildings scattered through the main Sche-

nectady plant into facilities at the Company's largely-vacant Campbell Avenue Racetrack plant (located on the site of a racetrack).

Why Schenectady?

General Manager Ohart said it was "a balanced business decision," and sized up frankly the pros and cons.

"Other communities," he said, "offered lower taxes, lower employment costs, and other cost advantages."

In its favor Schenectady offered nearness to markets, nearness of the Research Laboratory and other Company laboratories, a plant which requires a minimum investment, and a "constructive attitude" on the part of officials of IUE local 301.

He said that a series of "give-and-take, cards-on-the-table" meetings with local union officials had brought about what he believes is a good understanding.

Expansion will not mean an immediate increase in local employment, but he expects a gradual climb "if we really become competitive."

OHART OF INSULATING MATERIALS

"A balanced business decision"





TIMER SALESMAN MAC LEOD
Waking up a sleeping market

TELEVISION

Video Invades the Bedroom

Have a TV set in your bedroom? Fall asleep at night watching it? So do more and more viewers—including John MacLeod, industrial sales manager for the Clock & Timer Department at Ashland.

To the sales-conscious Mr. MacLeod, who's wide awake during the daytime, this means just one thing: a big new market for electric timers.

He told *The Monogram* this month that the market for timers in television receivers looks "every bit as good" as the healthy clock-radio timer business.

In support, he marshalled these facts from a new survey by his department:

- More than half the portable television sets being sold today are second sets. Some 63 per cent of these second sets are going into America's bedrooms.
- Three quarters of the people with

bedroom sets watch television regularly at night, and half of these fall asleep with the video blaring away.

- Some 59 per cent of the night viewers said they wanted a set equipped with a shut-off timer that would let them rest in peace. In addition, 46 per cent said they were interested in a set with a wake-up timer, like that used on a clock-radio.

Television sets with timers have been tried before, but not in a big way, Mr. MacLeod reports. But with the advance of television into the nation's bedrooms, he sees the likelihood of timers being installed on a quarter of receivers sold.

Among those catering to bedroom-TV watchers: General Electric's TV Receiver Department which has timers on its 1960 Custom Designer line. The timers will shut off the television at any desired time for up to three hours.

SOMETHING FOR SECRETARIES

Does the hand that sorts the mail rule the world?

Promotion Specialist Allen Bradford of the Clock & Timer Department suggested going through secretarial channels to get the department's TV study into the right hands.

Secretaries to each of 69 top television manufacturing executives received a handsome earring (just one) together with a copy of the study.

To get the other earring, the secretary simply had to make sure her boss read the survey.

Among those who are sporting new earrings this month (courtesy of Clock & Timer): Betty Redmond, secretary to TV Receiver Department General Manager Herbert Riegelman, and Mary Humphrey, secretary to Marketing Manager Chuck Griffin.



WEST LYNN'S DISTINCTIVE POWER UNITS ARE CRITICAL TO SUCCESS OF "EDGE OF SPACE" X-15, SHOWN HERE ON FIRST POWERED FLIGHT. INSET: PILOT SCOTT CROSSFIELD.

AVIATION

"Back in the Saddle"

The Aircraft Accessory Turbine Department this month released this conversation picked off a tape-recording made as the North American Aviation's spectacular X-15 made its landing approach on last summer's "glide flight" run:

X-15 Test Pilot Scott Crossfield: "Beginning the turn-in!"

Chase plane: "Got plenty of room—good!"

Crossfield: "The APU's are doing real good. I wish I had guts enough to do a barrel-roll here. I feel like I'm back in the saddle again, buddy."

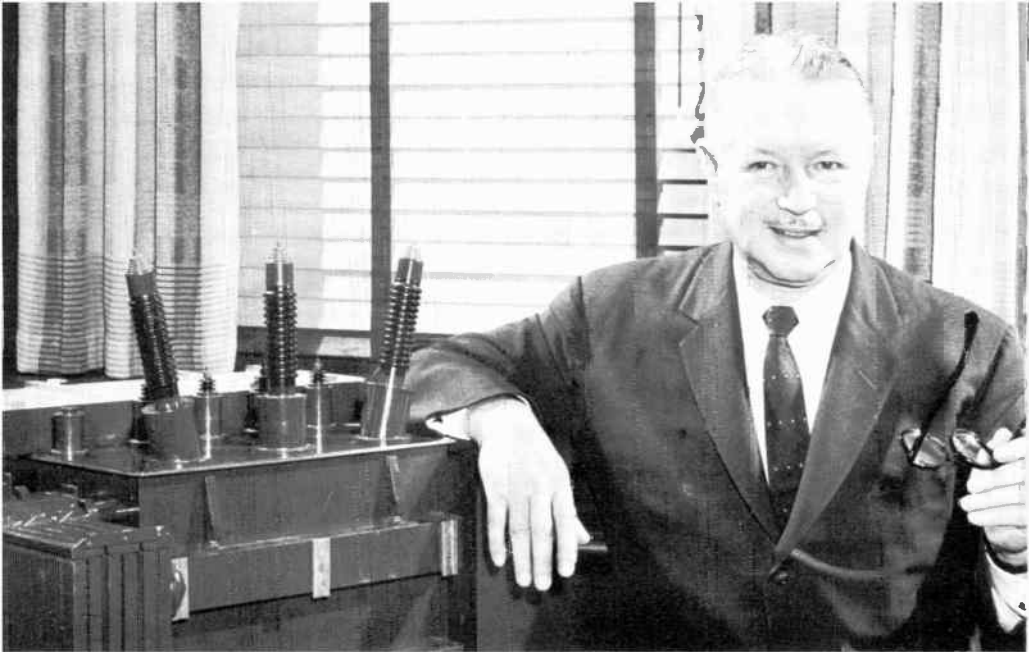
Ground control: "Don't forget your ventral."

The "APU's" referred to by Pilot Crossfield are the two X-15 auxiliary power units, pride of the Aircraft Accessory Turbine Department, West Lynn.

Their work is critical to the success of the world's most advanced aircraft. Last month they performed "real good" again, as the X-15 went through its first rocket-powered flight.

With hydrogen peroxide as fuel, the two 48-pound units supplied the only power for the plane's control and communication equipment operating from the time the X-15 dropped away from the B-52 mother ship (photo above), through the rocket-powered phase, and during the X-15's glide to earth.

The X-15, developed as a manned vehicle for probing the outer reaches of atmosphere, is eventually expected to reach an altitude of 100 miles.



GENERAL MANAGER SEAMAN; HE SEES A "NEW ERA" FOR POWER TRANSFORMERS

PREFERRED DESIGN

WHEN POWER TRANSFORMER Department announced the extension of its inflation-battling Preferred Design program last month, it sparked a series of reactions from a variety of sources.

Item: Visiting in Pittsfield just after the announcement broke, Chairman Ralph J. Cordiner had this comment for the press: "Foreign competition is a very real and important problem to the Company. It is my belief that the Power Transformer Department's Preferred Design program to meet this problem, and at the same time combat inflation, is certainly a significant step in the proper direction."

Item: Westinghouse apparently got

wind of the Department's announcement plans. They scheduled a two-page *Wall Street Journal* ad for the morning of the General Electric press conference, claiming important transformer "firsts." Not one to pass up a challenge, Jim McGarry, manager of the Apparatus Sales Division's News Bureau, pulled out the ad during the press conference and asked Power Transformer General Manager J. W. (Larry) Seaman for comment. Mr. Seaman made a point-by-point review of the Westinghouse claims.

Item: The announcement made headlines in daily newspapers across the country, and several major magazines are working on stories. The report got over-

seas coverage, too; *Monogram* staffer Roz Adams, vacationing in Italy, reports a major story in Rome's English-language newspaper. Locally, in an editorial headed "General Electric's Service to Pittsfield—and the Nation," the *Berkshire Eagle* said this: "Broadly speaking, what promises well for GE's power transformer business promises well for Pittsfield—and this bold new approach appears very promising indeed."

Item: Arthur J. LaBlue, business agent for IUE Local 255 at Pittsfield, had this comment: "IUE Local 255 is very pleased with the General Electric Co.'s decision to keep the 'black box' project here in Pittsfield. Our local union is deeply concerned about the welfare of our community. We will give management . . . our fullest cooperation in the hopes that the black-box-type transformer is a great success."

Item: Most important to everyone is the customer reaction. Walter A. Mosteller, manager of User Industry Sales for the Apparatus Sales Division, reports initial response from utility customers as "exceedingly good." Further reports will be carried in *The Monogram* as actual sales develop.

The Preferred Design program, (known around the Pittsfield plant as the "black box" program) has been underway since 1955. Last month's announcement marked its extension to higher rated units of up to 250,000 kva capacity and 230 kv.

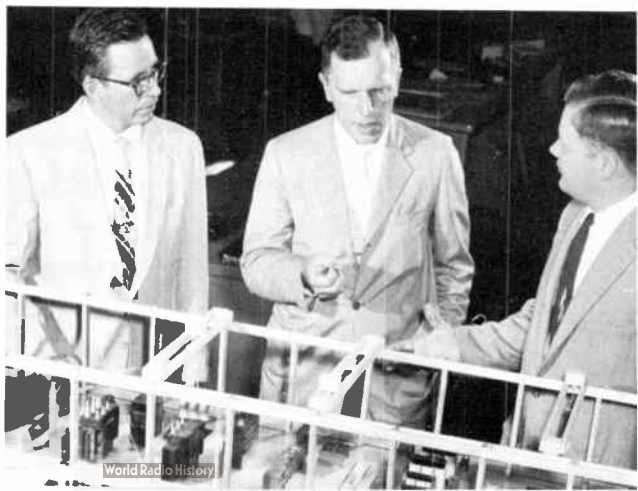
The expected result is a stabilizing of inflationary tendencies in the power transformer field caused by higher labor and material costs.

The basic principle of Preferred Design is that a transformer is bought mainly for its function of "transformation" of electrical energy, rather than a custom-built assembly of individually designed mechanical features.

Preferred Design reduces costs by effecting uniformities of such exterior details as tank shape, location of cooling equipment, bushings, and other accessories, while permitting wide flexibility on electrical details. The program was worked out after comprehensive interviews with utilities, and represents a mechanical composite suitable for three out of four utility applications.

Prices: Mr. Seaman announced an immediate realignment of pricing. There will be a few minor increases, but for the

ALL FUNCTIONS took part in the development of Preferred Design program. Here, L. H. Hill, product planner; Eugene Dillow, manager of power transformer engineering; and William Helgeson, manager of manufacturing engineering discuss changes in plant layout. Mechanization of production techniques and resultant price reductions will fight inflation and help keep Power Transformer business competitive.



units normally purchased by utilities, there will be an average net published price reduction of more than five per cent for the entire power transformer line—with savings of 20 per cent in larger ratings.

If the utility industry were to purchase all its anticipated transformers for 1960 on the basis of the new published prices, it would realize a saving of \$10 million.

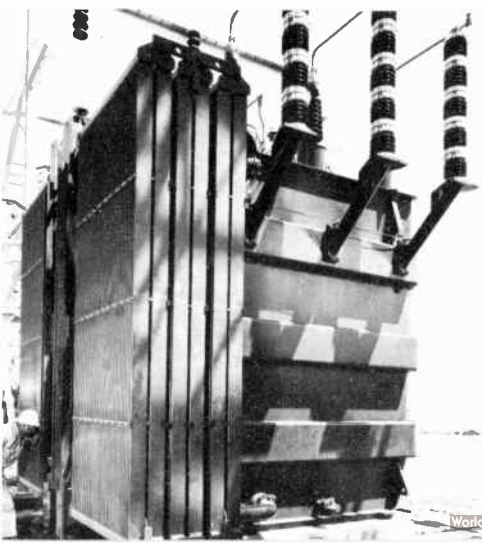
Production: The mechanical uniformity of the transformer is coupled with an extensive factory renovation. Costly job-shop operation is being eliminated and replaced with economical production line techniques.

Under the new system, work can be done on several components simultaneously, in parallel lines, instead of one operation after another.

The "big idiot," a 705 computer, is being used in design work to eliminate much of the routine overhead. Calculations which formerly required hundreds of man hours can now be accomplished in minutes.

EARLY SHIPMENT

El Paso Electric has a "PD" transformer



PRODUCT PLANNER HARRISON

A meter for every camera

INSTRUMENTS

Bigger Market, Bigger Order

A fast-maturing revolution in the camera industry is bringing good news to the broad-scoped Instrument Department.

The camera industry's growing switch-over from manual f /stops and shutter speeds to cameras that automatically adjust to light intensities has put a new look of prosperity on a key product line—exposure meters. West Lynn and its competitors used to sell roughly one exposure meter for every three cameras produced. Now, Product Planning Manager Ed Harrison expects the ratio will soon approach one-to-one.

To stay with the new demand (automatic control is about two years old in movie cameras; half that in still models). Instrument Department's production lines are working to keep pace with such major customers as Kodak, Polaroid, Keystone, and Revere. This year the number of ex-

posure-meter mechanisms shipped to domestic manufacturers will exceed the 1957 figure by more than 15 times.

Latest entrant in the field—Polaroid—recently unveiled a unique automatic shutter that clips onto its Land cameras (photo above). Fact behind the scene: every Polaroid “Photoelectric Shutter” will contain a General Electric exposure-meter mechanism. The Polaroid order, which schedules deliveries well into the future, was the largest West Lynn has ever received for photometric equipment.

COMMUNICATIONS

Dial “1” for Telecomm

Last month when General Manager J. W. Seaman reported to several hundred Power Transformer management men on the divisional business review, he used the phone.

No, he didn’t dial each man individually. He simply tape-recorded his report and made use of the department’s highly successful communications innovation, the telecomm.

What’s telecomm? Here’s how it works:

Any manager in the plant can pick up his phone and dial the number “1” for a recorded broadcast of late-breaking news. Typical contents: new orders gained (and lost), job changes, community developments, and Company-wide bulletins.

If something really big happens, switchboard operators advise top managers to dial “1” immediately. Up to 20 calls can be handled at once. Telecomm handles about 400 calls a day. Once during a local strike situation, 11,200 calls were placed.

Most broadcasts are handled by rela-

tions men Don Niver and Larry Vaber, but Mr. Seaman’s broadcast inaugurated a series of personal reports by top management.

COLOR TELEVISION

Studio on Wheels

In the photo below, Bob Cochran, General Electric broadcast equipment district manager in Los Angeles, gets a hearty handshake from TV Comedian Red Skelton following a contract-signing in which Skelton purchased a quarter of a million dollars worth of General Electric color cameras and studio equipment.

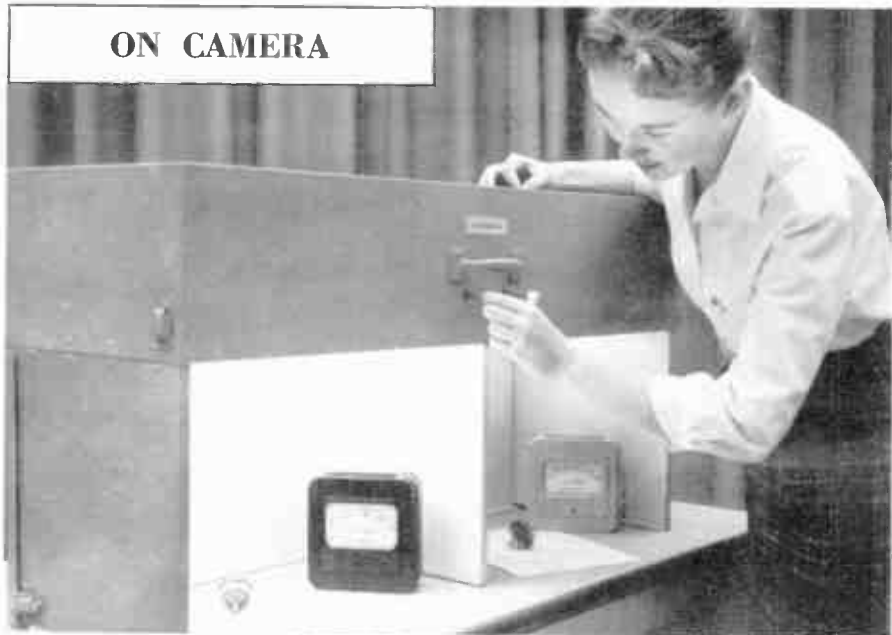
The movie actor is setting up his own production company. The equipment will be placed in vans and the studio on wheels will be taken around the country and around the world to tape-record shows for color television. It’s the first of its kind in the world.

SKELTON AND COCHRAN

“It’s a deal”



ON CAMERA



SELLING THE SIZZLE, not the steak is the job of Large Lomp's new "See Level Comporator" kit. Nela Park's Marge Gold shows how the customer adjusts the light in the left-hand compartment to see the work best. Right-hand compartment is set to customer's present (and probably inadequate) lighting level. Customary result: the customer buys lumps. Clever?

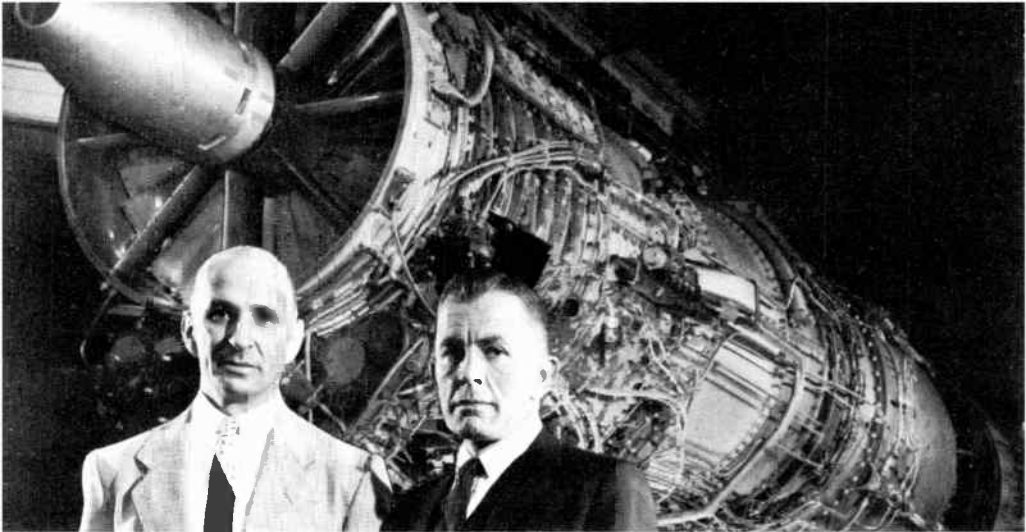
FIRST PHOTO of giant, super-power rotor antenna to be released by Air Force shows the unit on test at Pittsfield's Ordnance Department. It will be part of the AN/FPS-7 rotor for SAGE Continental Air Defense system.





ON THE SPOT: CBS used Lynchburg's new transistorized portable two-way radios for flexible radio news coverage of Khrushchev's arrival in New York (he's in the car at lower right). Description was relayed to a nearby General Electric mobile radio.

A REMARKABLE SHIFT for the Marketing Education Center: from offices in Manhattan's boxing palace, Madison Square Garden, to Crotonville. First aboard at the new spot: Sandy Morrison of Canadian General Electric. Dean Bill Ogden of Marketing Services welcomes him with a door prize—a marketing textbook.



BURGESS AND NEUMANN OF THE FLIGHT PROPULSION DIVISION, WITH OUR J-79 ENGINE

WE SALUTE . . .

Neil Burgess and Gerhard Neumann for their contributions to American air progress which this week earned them one of aviation's highest honors.

Messrs. Burgess and Neumann are two of the five 1959 winners of the coveted Collier Trophy. All five were cited for their part in the success of the Lockheed Starfighter, an interceptor that flies so fast and so high that it is known as "the missile with a man in it."

The two General Electric men were cited for the development of the Starfighter's J-79 engine. Announcement is being made in the October 27 issue of *Look*, which co-sponsors the award with the National Aeronautic Association.

Both were with the Jet Engine Department at Evendale during the development of the J-79. Mr. Neumann is now general manager of the Small Aircraft Engine Department at Lynn and Mr.

Burgess is manager of the Commercial Engine Operation at Evendale.

The Collier award, first presented in 1911, is given for "the greatest achievement in aviation in America, the value of which has been thoroughly demonstrated by actual use during the preceding year."

This year's citation reads:

"To the United States Air Force and industry team responsible for the F-104 Interceptor: Clarence L. Johnson of Lockheed Aircraft Corporation for design of the air frame; Neil Burgess and Gerhard Neumann of the Flight Propulsion Division, General Electric Company, for development of its J-79 turbojet engine; Lt. Col. Howard C. Johnson, U.S.A.F., for establishing a world land-plane altitude record of 91,243 feet; and Maj. Walter W. Irwin, U.S.A.F., for establishing a world straightaway speed record of 1,404 miles per hour."

AROUND THE COMPANY

Back Your Candidate: Some 70 General Electric employees are getting their baptism in politics in local elections as a result of a "Back Your Candidate" drive at General Electric's Syracuse plants. By filling in a political volunteer coupon in the local plant newspaper, the individual employee received a list of the candidates in his community, plus a volunteer card to be forwarded to the candidate for whom he wished to work. The campaign—part of a continuing effort to encourage interest in government affairs—drew the support of both Republican and Democratic leaders in Syracuse and surrounding communities and counties.

Spreading the Light: Christmas lighting exhibits will be displayed at six Company locations in the Cleveland area this year, replacing the annual centralized lighting display at Nela Park. Last year's Nela Park display was so successful that it drew an estimated 500,000 visitors and created insurmountable traffic control problems. Vice President George Burens said the Company's total expenditure in local Christmas plant lighting would be about the same, and added, "We hope that the passing of one tradition will lead to a new tradition of even greater importance to Cleveland. Over the long run we hope that many other Cleveland firms will join us in Christmas displays on factories and other buildings."

Spreading the Word: General Electric employees in Philadelphia contributed 4735 books—ranging from engineering texts to literary masterpieces—to the community's "Books Abroad" campaign.

Among the first contributors: Mrs. M. G. Mundt, and Miss M. C. Haines, of the Philadelphia Apparatus Sales office (photo below). Switchgear Division and Missile and Space Vehicle Department employees also participated. The collected volumes went to Latin America. The drive was part of the nation-wide "People to People" program.

On the Air: Praise for the General Electric College Bowl TV show was voiced on the program's first show of the season on October fourth by the "guest star," Arthur S. Flemming, Secretary of Health, Education and Welfare. He said, "I'm glad that television presents such a program as the College Bowl. It is good for all of us to observe the alertness of today's college students." Secretary Flemming stressed the necessity of providing a superior education for today's college students, cited the work of the National Defense Education Act (which provides funds for loans to deserving students) and remarked that, by investing in the future of our college students, "we will be making a major investment in the future of our nation." P. S.: Stanford beat the University of Oregon.

PHILADELPHIA'S BOOK DONORS 4735 for Latin America



PRODUCTS



SHE'S A SMASHER
But the light won't smash

Shatterproof: Hendersonville's Outdoor Lighting Department has come up with a shatterproof refractor on its new mercury-vapor street lighting line. It's designed to resist the bullets, rocks, and blunt instruments of baddies like Carolina belle Patience Ray (above). (And how much does your town spend to replace street lights damaged by vandals?)

Spotlighting is easier with the handy new weatherproof spotlight holder from the Wiring Device Department. It can be hung, permanently mounted, or spiked into the ground, for decorative or home-protection purposes. It retails for about \$2.49 less bulb. Employee price: about \$1.50.

Stereophonics: The past month brought these developments in stereo from the Radio Receiver Department:

- Moving to meet the steady barrage of

claims and counter-claims on the wide variety of stereo cartridges being introduced, the Audio Components Section has set up a 10-day home trial plan for its VR-22 stereo cartridge. Customers will be able to use the cartridge at home on a money-back guarantee basis. They can return it if not satisfied, provided it is undamaged except for normal wear.

- Two new stereo portable phonographs and one hi-fi stereo portable are hitting the market. The hi-fi has four dynapower speakers, a dual amplifier, and jewel-tipped stereo cartridge. One speaker enclosure, equipped with two of the four speakers, attaches to the main unit for easy carrying but can be separated for stereo sound separation. This model will retail for about \$129.95. Recommended retail prices on the other two units are \$79.95 and \$99.95 (somewhat less to employees.)

- Our newest stereophonic amplifiers feature dual concentric bass and treble controls which permit individual channel adjustment of bass or treble tones to compensate for room acoustics or for non-matching speaker systems. The new amplifiers carry suggested retail prices of \$189.95 and \$139.95. The more expensive models feature a sharp-cut scratch filter to eliminate very-high-frequency noise without reducing medium-frequency response, a loudness control combined with the on-off switch, and a speaker-phasing switch.

General Electric ranges and mixers performed in their usual efficient fashion again this year in the annual Pillsbury-General Electric Bake-Off. Copies of the \$25,000 prize-winning recipe (a Mardi Gras party cake featuring melted butter-scotch) are available from S. R. Johnson, General Electric Company, 2100 Linden Avenue, Zanesville, Ohio.

THE BIG BAKE-OFF



OVEN'S-EYE VIEW of 11th annual Pillsbury-General Electric Bake-Off. Prize-winning recipe is available to Monogram readers (see story opposite page.)

AMONG THE FIRST DUTIES of William Von Behren, new general manager of the Major Appliance Division, was a visit to the Bake-Off floor. Here, Mr. and Mrs. Von Behren discuss ranges and meringue cakes with Mrs. Millicent Maquat, a Bridgeport entrant.



AND ONE OF THE FIRST DUTIES for the Range Department's new ad manager, Gordon Smith, was to figure out a good way to dispose of 100 range carton "playhouses." As the photo at right indicates, 100 Los Angeles Brownies helped him find the answer. Smith, Brownies, and playhouses are pictured at the Beverly Hilton hotel, site of the Bake-Off. P.S.: The youngsters didn't have to lug the cartons home; a General Electric truck dropped them off on 100 doorsteps.



WHAT'S NEW

Have a Light: Next Wednesday, October 21, marks the 80th anniversary of Edison's *invention of the light bulb*. To mark the occasion, Nela Park put together the display of General Electric-developed lamps pictured below in front of its Lighting Institute. . . . Someone at Nela Park figured that the country had turned out **50 billion lamps** in the past 80 years, and that we'll reach 100 billion in the next 15 to 20.

New twists: Want a new range at 69 cents a pound? Hotpoint dealers will be

selling *appliances by the pound* during a national "supermarket of values" promotion. . . . **General Purpose Control's** Hugh Atwood gave contributor insignia to all Bloomington employees turning in suggestions during the latest suggestion award campaign, then had a "*mystery man*" roaming the factory floor near the campaign's end giving GE-monogrammed cigarette lighters to employees who were still faithfully wearing their insignia. The campaign was the *most successful* in the plant's five-year history.

Communications: Editor Bill Krueger's new publication, set up to link together the 55 shops and 3300 employees of the **Service Shops Department**, is called, ap-

EDISON'S BULB (RIGHT FOREGROUND) AND A FEW OF ITS GENERAL ELECTRIC PROGENY



propriately enough, *The Link*. . . . The General Electric *News* at the Lynn River Works will switch over to *daily publication* after 40 years as a weekly. . . . A recent six-page ad sponsored by Semiconductor Products in *Electronic Design* broke all previous *ad readership records* of the magazine.

Orders: The New York State Power Authority has ordered two of the nation's *largest power circuit breakers* from High Voltage Switchgear, Philadelphia, for use with its super-high-voltage transmission line in Upstate New York. Ratings: 345 kv, 25 million kva. . . . **Semiconductor Products** has its largest production order for its new silicon-controlled rectifiers. The 1000 units will be used on light-dimming equipment in ABC's new New York television studios.

Awards: It's Edison-Radio-Amateur Award time again in the Owensboro Tube Department. This year the award committee has extended its search for the top *public-service effort* by a 'ham' to the new states of Alaska and Hawaii. . . . Mr. J. Farley of the H&H Manufacturing Company, Clifton Heights, Pa., is the new owner of a *miniature Atlas missile*, bestowed upon him by the Missile and Space Vehicle Department for being the *10,000th vendor* to call this year. P. S.: He made a sale.

Around and About: In Syracuse, the General Electric Engineers' Wives Club has 60 women attending a fall course in *practical politics*. . . . At King of Prussia, Pa., the Company has opened a new \$800,000 *lamp warehouse* and office building. . . . At New York, Relations Services has come up with the *good news* that the rate of disabling injuries in the Company in the first half of the year dropped 5 per cent from last-year's award-winning effort.

GENERAL ELECTRIC ON TV

General Electric Theater

(CBS, Sundays, 9 p.m., ET)



October 18 — "The Tallest Marine," starring Red Buttons.



October 25 — "The Day of the Hanging," starring Tom Ewell and Joan Leslie.



November 1 — "Disaster Area," starring Jo Van Fleet and Tab Hunter.



November 8 — "Signs of Love," starring Ronald Reagan.

General Electric College Bowl

(CBS, Sundays, 5:30, ET.) Entrants:
Oct. 18—University of Colorado;
Oct. 25—Southern Methodist; Nov.
1—Swarthmore College; Nov. 8—
Holy Cross.

Man with a Camera

Starring Charles Bronson, ABC,
Mondays, 10:30 p.m., ET.

PEOPLE

Smiles: Nelson Rockefeller, governor of New York (who is a Republican), and Bill Johnson, trustee of the Village of North Syracuse (who is a Democrat), both muster pretty good smiles on a non-political occasion (photo below). Governor Rockefeller presented Editor Johnson of the General Electric *News* in Syracuse with a trophy in recognition of the outstanding job the *News* did in spotlighting the New York State Fair's "Opportunities" theme.

"No Regrets": Harvey Gundry, of the Salt Lake City Service Shop, marked his fiftieth anniversary this month with this comment: "I've had a very enjoyable association with General Electric. It's a fine Company to work for, and I have no regrets. . . ."

President: The Vacuum Cleaner Manufacturers Association has elected Robert A. Orr president for a two-year term. He's general manager of the Vacuum Cleaner Department at Bridgeport.

Author: Ed Johnson, an employee relations specialist in the Medium AC Motor & Generator Department, has a potential best-seller going for him. It's a compilation of pictorial advertising over a 50-year period entitled "Those Were the Good Old Days." One ad, for a 1914 GE portable heater at \$6 (!), attracted a phone call from a Schenectady woman who said she had one which was still working fine.

Idea Man: Norman Brooks of Schenectady's Power Tube Department got a hero's welcome when he brought home a \$3190 suggestion award, Schenectady's biggest suggestion award in seven years.

Scientist: It may be many years before

CONGRATULATIONS . . . ALL AROUND



man succeeds in harnessing the power of the sun. In the meantime, Volney Wilson (of General Electric's Research Laboratory) will be working hard to help his fellow man scientifically in one way or another.

In any case, Volney Wilson is a very happy man. Soft-spoken, good-looking, and radiating a tranquillity that is often misleading—because when it comes to science he can become very intense—he loves his work and his family and his home on the outskirts of Schenectady, New York. He particularly likes to ski with his two sons in winter and sail with them in the summer. To get his and his neighbor's boats over a steep hill in back of his property, to a small lake, Wilson built a homemade cable railway consisting of a wheeled wooden cart riding on wooden rails. To be sure, he uses his conventional modern automobile to pull the cable, but that doesn't mean that Volney Wilson has given up on the idea of perhaps someday harnessing heat from the sun to do the pulling.—*From "What Makes A Scientist?" by George H. Waltz, Jr., containing the stories of twelve outstanding American scientists.*

LETTERS

(Continued from inside front cover)

Into the Bonfire

EDITOR: Schenectady's Medium A-C Motor and Generator Department is certainly to be congratulated for its improved records retention system (*The Monogram*, Sept. 1959).

Here at Evendale's Production Engine Department we have had a records management program in place for three years, during which retention schedules covering over 600 kinds of records have been developed and some 83 tons of paperwork thrown out as a result. So far this year, over 10 tons have gone into the bonfire.

It is my firm conviction that records control is the one remaining field of office management still largely unexplored for cost savings and that a really effective program must be a continuing one. It is encouraging to note that others within G.E. are taking an active interest in this field.

F. L. SWARD
Production Engine
Evendale

Highest Standards

EDITOR: In looking through the September *Monogram*, I noted a picture of Miss Carol Youmans, a secretary at the Knolls Atomic Power Laboratory, who recently won the titles of Miss Schenectady General Electric, Miss Schenectady County and Queen of the New York State Fair.

The General Electric Company can be very proud of the fine showing made by some of its secretaries in local beauty contests. Miss Patricia E. Mrozinski, who is my secretary here in Central Sales Region, was recently named Miss Northwest Pan Am. Semiconductor Products Department maintains the highest standards for its secretaries, as well as for its products.

GEORGE CURTISS
Semiconductor Products
Chicago

CHICAGO'S QUEEN PATRICIA



Frank Reply . . .

(From an Editorial in the *Seattle Post-Intelligencer*)

IT IS ALL TOO SELDOM that business men call in their secretaries to dictate a public explanation of policy and theory. We were therefore much interested in a letter written recently by Ralph J. Cordiner, chairman of General Electric, in reply to the manager of an electric cooperative.

The cooperative man questioned GE's sincerity on the issue of subsidies, of seeking subsidies for itself while decrying them for farmers and others.

Replied Cordiner, an ex-Washington farmer himself: "My position was and is this: I do not know what items within these subsidy programs can be considered essential and non-essential—but is the retention of any one of them more important than fighting inflation?"

Mr. Cordiner recalled this as his testimony before Congress and went on to say, "I believe this to be a wholly reasonable position, absolutely necessary if the federal government is to do its share in reversing the trend of inflation which hurts everyone—including the farmer."

As for GE seeking subsidies, inconsistently, for itself, Cordiner pointed out: "I believe the record proves the opposite. The Company by example and public statement has tried to keep subsidies to a minimum."

Cordiner followed with such examples, including the record of the Company's own expenditure in atomic

power development. He stressed the fact that many other industries today are based upon products and markets developed by General Electric and not subsidized. . . .

In his letter Cordiner observes wryly that "it is always a hazard to speak one's mind in the business world. Having sounded a warning about subsidies . . . we must now expect to lose some business in important markets. . . . In the long run, however, we find that most customers respect us for speaking our minds responsibly and forthrightly, and continue to do business with us on the sound basis of the quality of our product."

"I must," Cordiner concludes, "continue to speak out against excessive government spending."

And then the industrialist who began his career in Washington State, selling appliances house-to-house, does not forget to ask for the order. "Thank you for your frank statement," he concludes, ". . . and with this clarification I hope you will again be willing to give us your patronage where it is warranted by our products and services."

Would that more business men would be as staunch and bold and clear in the cause of an American system being undermined, not so much by Khrushchev and his stale ideology, but by our own reckless representatives and an apathetic public which includes all too many from the business world.