The Honeywell WORLD

Volume 13 August 7, 1972 Number 6

Plunger Brian Bungum's diving deserves a better description than that. Brian, here showing his skills to his father, Ted Bungum, Residential division senior buyer at the division's Golden Valley, Minn., plant, already has several diving honors: Minnesota high school champion; one of 20 All-Americans; and rated sixth in the nation. In two days he'll be 17, and he intends to be on the 1976 U.S. Olympic team.

Quarter Report Is Bright

MINNEAPOLIS -- Honeywell reported increased sales and earnings for the second quarter and said "the outlook for the balance of the year is good."

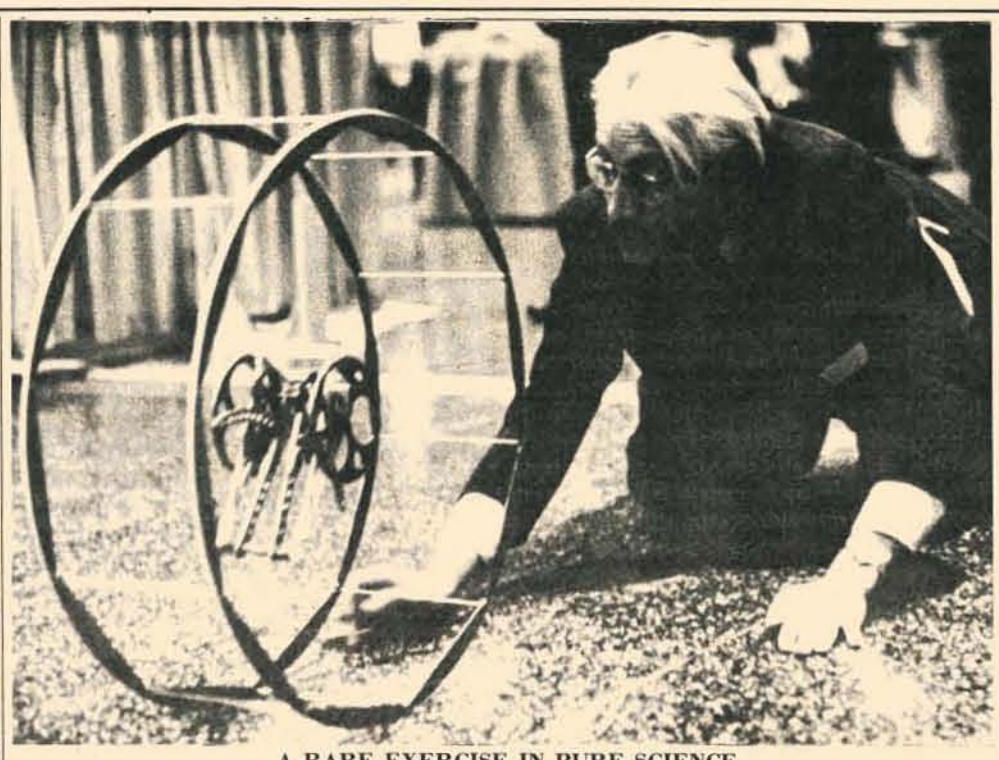
Sales and rental revenues were $510 million compared with $462.2 million in the second quarter of 1971, an increase of 10 percent. Earnings for the quarter including extraordinary income amounted to $15 million, compared with $9 million in the same quarter of 1971.

Earnings per share for the quarter were 81 cents, up 56 percent from 52 cents last year. The quarter's earnings included $1.6 million or 9 cents a share of extraordinary income from tax-loss carry forwards, compared with $0.9 million or 5 cents in the second quarter of 1971.

The results of the second quarter brought Honeywell's six-month sales to $960.2 million, up 8 percent from $892.7 million a year ago, and earnings to $26.3 million, compared with $16.1 million in the first half of 1971. Earnings per share for the six months were $1.41, compared with $0.92 a year ago, an increase of 53 percent.

James Binger, Honeywell board chairman, termed the earnings improvement "heartening" but noted that the rate of improvement is influenced by the fact that first half earnings a year ago were depressed. He noted that comparisons in the second half will be with two relatively good quarters a year ago.

"Generally," Binger said, "the trends reported in the first quarter have continued.



A RARE EXERCISE IN PURE SCIENCE

Framingham's John Walsh coaxes his MPV into motion. Now drag racing beckons.

RACE USES MOUSETRAP POWER

Walsh 'Winds Up' 15th

CHICAGO -- "Gentlemen, stretch your springs!"

With that cry, another milestone in racing began as the recent 1972 Design Engineering Show's LeMouse 5000 race got underway.

LeMouse 5000 brought the engineering world literally to its knees. Because from that vantage point, the diminutive spring-driven vehicles that raced in LeMouse 5000 could be most easily studied, serviced, and aimed down the ruled corridor of this city's McCormick Place, where the marathon event was held.

Instead of sponsors like Ford, Porsche, and Ferrari, the entrants represented universities and corporations; and instead of points and victories, the entrants boasted impressive degrees.

"LeMouse 5000 originated with a student project to design a vehicle propelled by the spring of an ordinary mousetrap (specifically, a Victor Four Ways Mousetrap)," explained John Walsh, mechanical engineer for Information Services at Framingham, Mass., and Honeywell's lone entrant in the thriller. "The race was called the 5000 because the course originally was going to be 5000 centimeters long (about 164 feet). That's about how far the best student models traveled."

The name LeMouse 5000 remains, but early reports of mousetrap-powered vehicles (MPV) under development hinted at vastly superior performance from the little chariots. Hence the track was more than tripled to 520 feet.

The race, which was the climactic event of this year's Design Engineering Show and was sponsored by Machine Design magazine, included two basic categories: greatest distance; and best ratio of feet traveled

LeMouse -- Page 8

Group Veep

Stan J. Nelson has been named group vice president for the Building Controls and Components Group succeeding E. C. Vorlander who retired July 31. Nelson has been associate group vice president since the first of the year.

Shuttle Contract Expected

ST. PETERSBURG, Fla. -- The recent selection of North American Rockwell (NR) as the prime space shuttle orbiter contractor could result in new business valued in excess of $40 million for Honeywell.

Aero division here teamed with NR in the guidance, navigation, and control portions of the orbiter design that has won the approval of the National Aeronautics and Space Administration (NASA). NR expects to award a subcontract to Aero for the orbiter flight control system, subject to the concurrence of NASA.

Honeywell is already under contract for work on the space shuttle orbiter's main engines. Government and Aeronautical Products division earlier this year was awarded a $35 million contract by Rocketdyne to build a computerized system for controlling the thrust of the orbiter's three throttleable main engines. Rocketdyne is prime engine contractor. The combined value of the engine control system award and the anticipated flight control system award to Honeywell would thus be in excess of $75 million.

The space shuttle orbiter, whose first operational flights are expected to take place in 1978, will be a winged vehicle capable of flying through the atmosphere like an airplane and orbiting the earth in weightless space. The flight control system will control the orbiter's attitude in both atmospheric and orbital flight. Commands to the flight controls in either environment will originate either with the orbiter's guidance and navigation system in automatic flight mode, or in the cockpit when under the pilot's control.

Reviews Stress Long Range Planning

MINNEAPOLIS -- Honeywell management has been involved in its annual round of strategic forward planning sessions for the last several weeks and the results, at least from a technical point of view, have been very satisfactory, according to Honeywell Board Chairman James H. Binger.

Binger and Honeywell President Stephen F. Keating and other corporate executives have been going to the review meetings at the headquarters of various groups and divisions of the company for the past five weeks. The sessions will go on for another three weeks.

Binger explained that the reviews are essentially an effort by the company to consolidate its positions in the many areas in which it does business.

"We do talk about numbers," he said, "but not in the specific terms we do at year end when we look at the upcoming year. At these meetings we have been looking out to 1974 and 1975 with the aim of developing individual statements of directional strategy to guide future financial and operating plans."

Binger said that he and the other company executives had seen and heard a variety of plans and strategic outlooks because of the different markets the divisions are in and because of the varying maturity of Honeywell's experience in these markets.

"We do this each year and I think we are getting better at taking these forward looks. For the most part we try to see the new products and new markets that are coming and also try to see what the competition might be."

Binger said that in addition to the improved techniques of projecting into the future, the meetings have been especially impressive to him because of the increased importance of international business to the planning process.

"In every area of our business," Binger said, "our division managers have had to coordinate with their counterparts in the Honeywell companies outside the U.S.

"It's obvious why we have to do this more and more. At most of the review meetings, whenever specifics about competition came up, we were looking at foreign competition as often as at domestic competition. The necessity of having strong and effective organizations in every part of the industrial world in order to keep Honeywell's business healthy is clearer than ever."

He's a Real Honey

KANSAS CITY, Mo. -- Recently, the branch office here received a note of thanks from a grateful female motorist. It read in part:

"I want to compliment you on one employe, 'Mr. Honeywell' as I didn't find out his name. He stands about 5 ft. 11 in., brown hair, glasses and wears a picture badge on his pocket.

"He was my knight in shining armor yesterday when I had a tire blow out on I-35... in the fast-running left lane at 5 minutes till 5 p.m.

...Mr. Honeywell did not even hesitate to stop his car and jump right into the job of changing my tire for me. I was completely helpless and did so very much appreciate his fine and kind help... thanks to Honeywell for such a considerate employe."

Subsequent investigation revealed that the Mr. Honeywell in question was Harold Rice, a Field Engineering division representative.

RAMBLIN'

by Neil Rengel

When we bought our little, unsinkable plastic sailboat, we got a one-page instruction sheet on how to sail. In the three days since then, we have learned a lot more. As a result, here are 10 helpful hints for sailboating:

1. Precautions: Every well-designed sailboat has a boom that swings around the mast at a height such that it strikes the average sailor right behind the ear. This movement has a familiar sound pattern; i.e., swish... thunk!

2. Seating: It is well to leave enough room to swing the tiller freely when making a turn. If this steering device gets caught in your clothing; swish... thunk!

3. Luffing: Don't head directly into the wind. The sail goes slack, and you go taut. The sight of a sailboat going straight backwards tends to solicit crude, joking comments from one's uncouth sailing neighbors.

4. Jibing: Watch out for sudden shifts in wind direction during this maneuver. Why? Swish... thunk!

5. Balance: Always lean your body over the windward side to counterbalance the wind force on the sail. This is especially important to remember when "coming about".

6. Recovery: A capsized sailboat -- assuming you fouled up on rule 5 -- is righted by standing on the daggerboard (keel) and pulling on the mast. You get an upright boat (full of water) almost immediately.

7. Attire: It is wise to wear a swimming suit when going sailing.

8. Bailing: Not only should your bailing bucket float, but it should be tied on a cord to the mast -- unless you're a long-distance swimmer.

9. Docking: The dock should not be approached head-on at full speed, but by swinging your boat around into the wind. See (3) luffing, above. Pull up your daggerboard in shallow water or you will get hung-up, helplessly.

10. Recognition: A dolphin is a friendly fish, 5 feet long, that breathes air, leaps playfully, and does not have a tail fin showing like a shark. Inform your kids of these critical differences the day before they are chased by a dolphin, not the day after.

Bonus: If you have a friendly, humble neighbor that knows how to sail, throw away these hints and take him along for the first few rides. You will be a lot drier, and less swollen about the ears, believe me.

Germans Order 58s

MUNICH -- The first computer of a nine-system order for Honeywell Bull small-scale Model 58 systems has been installed here at one of the world's leading optical firms, G. Rodenstock Optical Works.

The multiple computer order was placed to provide the organizational flexibility necessary to improve the efficiency of the firm's stock control program.

OPERATING COMMITTEE MEMBERS VISIT U.K.'S HEMEL FACILITY

Committeemen Don Brosnan, center, Al Rudell, right, are shown computer developments by, from left, Vince Gagaro, Peter Stephenson and (seated) Jim Cobley.

IS Operating Committee Meets in Great Britain

LONDON -- Top Information Systems (IS) executives from several countries met here recently to review IS business and get a first-hand view of Honeywell's British computer operation.

The executives, who constitute the IS operating committee, meet regularly in countries with major IS operations to coordinate Honeywell's world-wide computer business and to get an in-depth look at computer manufacturing and selling operations within the host country. The meetings have become increasingly important in recent years because of the rapid expansion of computer markets outside the United States.

During its stay in Great Britain, the operating committee discussed marketing and field engineering affairs, among others, and conducted its regular five-month review meeting. After its London sessions, the committee moved on to Paris for meetings with Honeywell Bull executives.

Operating committee members attending the London-Paris meetings included: Honeywell President Stephen Keating; C. W. Spangle, executive vice president for IS; E. C. Lund, vice president and general manager, North American operations (NAO); J. P. Brule, president and director general of Honeywell Bull; Carlo Peretti, managing director and general manager, HIS Italia; D. F. Brosnan, vice president and managing director, HIS Ltd.; A. W. Way and A. L. Rudell, HIS vice presidents; R. P. Henderson, vice president and associate general manager, NAO; W. T. Bayer, vice president of IS technical resources planning; D. A. Davidson, director of IS licensing and management office support; J. L. Ingersoll, vice president of IS financial planning control and R. F. Anderson, vice president of IS strategic planning.

PSC Beefs Up Tech Capability

MONTGOMERYVILL Pa. -- Two leading scientis in electro-chemistry ha been selected as consultar to Honeywell's Pow Sources Center here, acco ing to B. Craig Tierne general manager of t facility.

Tierney identified the m as Dr. Paul Howard, pre dent of P. L. Howa Associates Inc. in Milli ton, Md., and Dr. Geor Janz, chairman of the Che istry Department at Re selaer Polytechnic Institu Troy, N.Y.

Tierney said the c sultant contracts are part a long-range plan by H eywell to upgrade its sci tific capabilities in desi and development of batter for commercial and ind trial applications.

Announcement of c tracts with the two c sultants follows by month the transfer of two Honeywell's leading physi chemists from the Corpor Research Center in Min apolis to the center here. Francis Hughes became ch engineer and Dr. H. Venkatasetty was nam staff scientist.

Job Expanded

MINNEAPOLIS -- A $180,000 contract has be awarded by the U.S. Ar to Honeywell's Governm and Aeronautical Produ division here for additio collision warning syste under a continuing eval tion program.

The company will deli four more systems for t and evaluation on vari Army fixed and rotary w aircraft.

Winning Recipes--One for Fun, One for a Career

CHEF CATALDO AT WORK

Winning recipe was an unusual kabob combination.

DETROIT -- An original recipe for New England Shellfish Kabob won second prize in Detroit's "King of the Patio" contest for Pat Cataldo, central region institute manager for Honeywell Institute of Information Sciences.

The annual contest is sponsored by the Detroit Edison company. Ten of the 150 entrants were selected as finalists. Judges for the competition were radio and TV personalities, food news editors and professional chefs.

Cataldo's recipe had been tried only once prior to the competition. He dreamed it up with the help of his wife, Kathleen.

Here's the prize-winning recipe:

1 cup butter
Juice of 3 lemons
2 tablespoons parsley
4 lobster tails, cut in 2-inch pieces
8 jumbo shrimp, shelled and deveined
4 crab legs
16 small canned potatoes
4 large ears of corn, cut in 2-inch pieces
1 can (13½ ounces) pineapple chunks, drained
8 fresh mushrooms, cleaned

Melt butter in a saucepan, add lemon and parsley. Set aside to cool slightly.

Place lobster, shrimp and crab legs in a shallow baking dish. Pour butter marinade over shellfish and let stand 30 minutes.

On 8 skewers alternate lobster, corn, shrimp, mushroom, crab leg, potato and pineapple

Grill 10 to 15 minutes on each side, basting frequently with butter marinade.

Serve with a tossed green salad and hot bread. Makes 8 servings.

Australians Buy

MELBOURNE, Australia -- Australian National Line, a major shipping company based here, has signed a contract for a Honeywell Series 2000 computer system valued at about $720,000.

The system, incorporating a model 2050 computer and a Datanet 2000 communications processor, will be manufactured at Honeywell's Newhouse, Scotland factory.

FT. WASHINGTON, Pa. -- Before the emergence of Steinem, Greer, Abzug and other feminist leaders of the day, Maxine Hands set her own course, a course which has made her the principal scientific programmer in Industrial division's process and environmental systems department.

Her first objective was a bachelor's degree from London University. She majored in group theory, numerical analysis, and probability and statistics.

Maxine's first job after graduation was in the operating systems division of International Computers Ltd., in London. In 1965, Maxine Buss became the wife of Barrie Hands, a polymer chemist. In 1967, the two set off for the U.S. and settled in Willoughby, Ohio.

In that same year, Maxine took a job with a meter company in suburban Cleveland. In short order, she was promoted to manager of the firm's software development section, responsible for the design and development of production software, operating systems, diagnostics, and application packages for their computers.

Early this year, when her husband took a job in the Philadelphia area, Maxine came too, applying to Honeywell for a job. A member of Ike Templeton's product development section, she is currently writing acceptance tests for the Vupak control package.

But she isn't all work and no play. Britain's gift to Ft. Washington is a dedicated theatre-goer, bridge-player, and a creative cook. She is also learning to play golf in order to keep her husband company on weekends.

On the subject of women's lib, Maxine refuses to get herself into a flap, as the British might say. In her view, women certainly ha not had a fair shake in past.

But rather than get ' tight" about the situati Maxine has done her bit change things by prepar herself for professional sponsibilities and mak the most of those that h come her way.

MAXINE HANDS

Setting her own course

IT'S A HUMAN RELATIONS CAMP

PCO Trio Aids ANYTOWN

PCO HONEYWELLERS PLANNED 'ANYTOWN' CAMP
Left to right, Jan Dunn, John Thomas and Charlie Hull.

PHOENIX, Ariz. -- It's called ANYTOWN and its 1972 theme was "Turn On to Life." ANYTOWN is a camp which was attended recently by more than 100 young boys and girls of widely varying ethnic and religious backgrounds.

Three Phoenix Computer Operations (PCO) Honeywellers played key roles in ANYTOWN's success this year. Jan Dunn, PCO's Equal Employment Opportunity and Community Relations specialist, directed the camp; John Thomas, PCO engineering, was a camp advisor; and Charlie Hull, an employe and community relations consultant, is on the ANYTOWN board.

The camp, which was begun 15 years ago and is sponsored by Honeywell and several other Arizona firms, brings young people of diverse ethnic backgrounds together so they can learn about each other and their cultures.

The week-long gathering at Mingus Mountain near Prescott featured, among other events, an authentic Indian ceremony presented by members of the nearby Yavapai Apache tribe.

Everything went off as planned and there was only one reported casualty: Thomas' great dane, Brutus, a citified dog whose paws got roughed up a bit by the rugged mountain terrain.

Hams Seek Contacts

HELSINKI, Finland -- Members of the Honeywell ham radio club here are planning a trip to Aland island, which has the prefix OHØ.

The expedition will start Sept. 1, 1972 at 6:00 GMT and will end Sept. 3 at 24:00 GMT. The calls OH2RS/OHØ (SSB) and OH2OP/OHØ (CW) will be used on 14.265 Kc and 14.065 Kc respectively.

The following schedule (all at GMT) will be maintained. Australia, A3, 4:00 - 5:30, A1, 5:30 - 6:00; Near East, A3, 6:00 - 7:30, A1, 7:30 - 8:00; Far East, A3, 8:00 - 9:30, A1, 9:30 - 10:00; Europe, A3, 10:00 - 11:30, A1, 11:30 - 12:00; North America East, A3, 12:00 - 15:00, A1, 15:00 - 16:00; North America West, A3, 16:00 - 17:30, A1, 17:30 - 18:00; South America, Africa, A3, 18:00 - 20:00, A1, 20:00 - 21:00.

Effort will be made to keep the station on the air 24 hours a day and it might be on 21 Mc also, if the conditions there permit.

PHOTO'S BOB MCCONNELL, LEFT, AND TID'S NORM STAUFFER
Measuring the color output of a Strobonar with new multi-channel spectrometer.

TID, PPD Develop Spectrometer

DENVER--What color is the light from an electronic flash? Unknown and highly unpredictable might have been appropriate answers up until a few months ago. At that time Honeywell's two Denver-based divisions put their heads together to develop what has been labeled a multi-channeled flash spectrometer, a sophisticated instrument which reads and displays, in a tenth of a second, the color quality of light from a single burst of an electronic flash.

The spectrometer was primarily the handiwork of Bob McConnell, Test Instruments division (TID) research aide (who has since transferred to Photographic Products division and is a design engineer), and Norm Stauffer, manager of research at TID. Also involved was technician Gene Schack at TID.

As a result of this interdivisional effort, PPD now has the most sophisticated light measuring device in the industry for its famous Strobonar electronic flash units, and TID has a new product with considerable potential in the photographic industry.

According to Jack Baring, director of engineering for TID, the color quality emanating from an electronic flash can vary according to the type of light tube, the capacitor performance, and the voltage. A flash spectrometer, he said, will determine the color level of a specific electronic flash, which is adjusted to equal the color level of sunlight at noon.

Presently McConnell and his associates at PPD are evaluating the prototype flash spectrometer. It will be used to determine performance of Strobonars as they are developed.

Poppa Ponies Up (and Up) So Daughter Might Ride

MINNEAPOLIS -- It's lucky Ralph Karczewski isn't a neigh-sayer and that he can laugh at himself, even if it may be a horse laugh.

It all began when Karczewski, of General Offices here, relented to four years of pleading and agreed to buy a horse for his daughter, Carole, 12. The price was a nominal $100 and Carole was delighted.

Karczewski then learned he couldn't keep the horse, "Teddy," on his lake-front lot near Minneapolis because of zoning restrictions.

Karczewski cast about and came up with an adjacent horse-approved lot. Purchase price: $5,700. Then, he found he needed a stable since the horse (or any other creature) has yet to be born who can survive a Minnesota winter outdoors.

The solution was a farmer's abandoned granary, a $50 bargain which would make a perfect stable for Teddy, once moved to the new lot.

Unfortunately the granary was taller than the four dozen power, telephone and telegraph lines between the farm and the lot. Special line crews for the move would cost at least $400.

No way.

Karczewski, ever resourceful, decided to have a mover dismantle the roof and move the granary in sections. A sound idea which worked, but cost $285, even with the roof unrestored.

Our hero spent most of his July 4 weekend reroofing.

Other necessities, such as 700 feet of fence, a seeded pasture, and a ramp and stalls in the granary, have added to his soaring expenses.

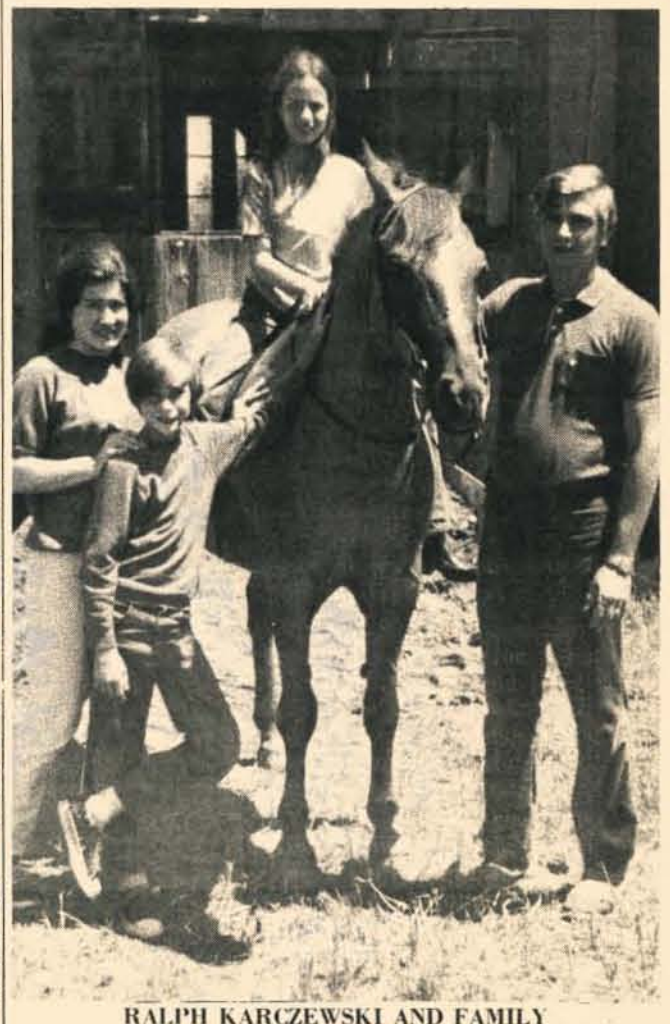
Another man might fold under the strain but Karczewski claims he sees a light at the end of the paddock.

For one thing, he has discovered that the barn is a 100-year-old antique with solid oak beams ("can't hardly even pound a nail into it"). Eventually, he says, he can get a lot more for it than he paid just by selling it in bits and pieces to antique dealers.

And when he sees how delighted Carole is with her horse, somehow he manages to forget about his troubles. "I'd do it all again," he maintains, "it's really an investment in her future."

Oh, yes, Karczewski's job at Honeywell. He works for the information services and support section of Data Processing operations in Information System's marketing division.

He's a planner.



RALPH KARCZEWSKI AND FAMILY
They've had to "pony up" to finance Teddy -- and that ain't hay.

At NAACP Meeting Honeywell sponsored a booth at the recent NAACP convention in Detroit to tell its Equal Employment Opportunity story and provide hiring information. During the five-day event, Roy Wilkins, right, executive director of NAACP, stopped by to say hello to the Honeywellers on duty. From left, these included: Phil Conner, Tom Lawrence, Jack Silvero and Darret Morgan. All are from Boston-area Information Systems personnel departments.

The Honeywell WORLD

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Heartening Quarter

HONEYWELL'S second quarter for 1972, as noted on page 1, was a considerable improvement over a year ago, the second such quarterly improvement in succession.

In announcing the quarter's results, however, Honeywell Chairman James Binger warned that the company's earnings were depressed for the first half of 1971. Comparisons for the rest of this year will be against better quarters in 1971.

But he also said that the outlook is good, and more important, that the trends which were recorded in the first quarter of this year continued in the second quarter.

He added that Residential and Micro Switch divisions were especially strong in U.S. markets.

And Binger also noted several other upturns.

He said that the larger building market turned better in the second quarter, and that industrial markets were showing gradual improvement but not yet of "significant proportions."

He also said that while control systems business internationally was not strong, "our international computer business is performing very well."

He went on to say that there was also some improvement in the ratio of computer sales to leases.

In total, while all parts of the company were not perfect, most were improving, and, in the chairman's own word, the second quarter improvement was "heartening."

What They're Doing

EARL JENKINS, Micro Switch division, Los Angeles Telegraph Road branch office, recently helped run the Fifth Annual Watts Summer games. The event was sponsored by the L.A. Junior Chamber of Commerce of which Jenkins is a member. It attracted more than 4,000 youngsters. Jenkins' responsibility was to organize swimming and diving competition for some 1,500 young people. Jenkins also plays an active role in the Watts Athletic Club.

JENKINS

Jim Wenrich, son of NANCY WENRICH, marketing secretary at Commercial division's Wabash, Ind., plant, has been appointed to West Point as a result of a nomination by Indiana Congressman Elwood Hillis.

ROBERT W. JARVIS, value engineer, Residential division, Minneapolis, has been elected vice chairman of the North Central region of the Professional Engineers in Industry of the National Society of Professional Engineers.

AROUND THE WORLD OF HONEYWELL — Another View

EMMEN, The Netherlands -- Honeyweller George Vizmeg sees the Emmen operation described at right from an interesting personal perspective. Born and raised in Brussels only 200 miles from here, Vizmeg emigrated to the United States in 1963 and joined Honeywell in 1968 as a process engineer at the Gardena, Calif. Residential factory.

Vizmeg

Recently, Vizmeg returned to the Benelux countries for a month-long temporary assignment at Emmen. His impressions, freely translated and excerpted from a letter he sent to a Gardena colleague, cast an illuminating sidelight on the Dutch operation and its setting.

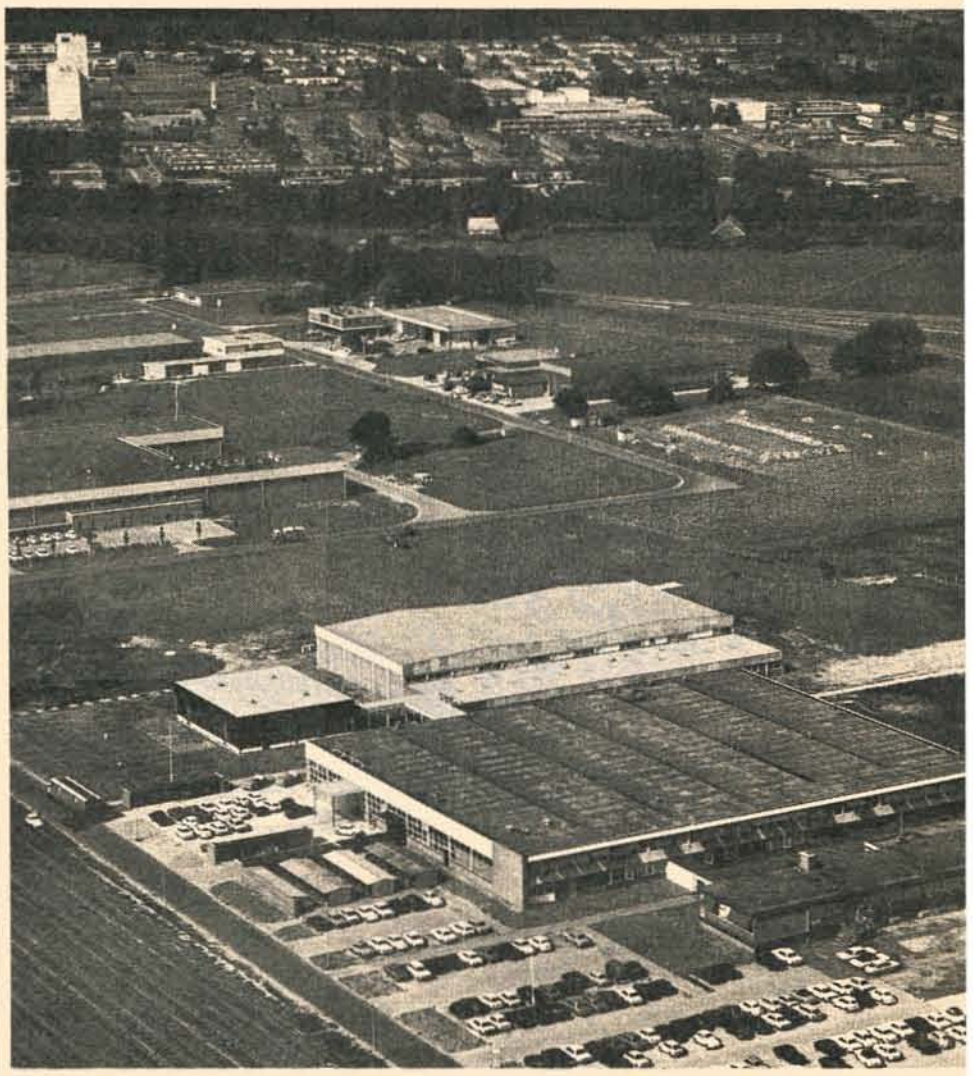
"When I was asked to go to Emmen...I was ready within two days...But, I could not believe that I was going back...Finally, when our plane was approaching Amsterdam for landing, I could see the small cities below us and the beautiful green land neatly cultivated. It made me proud to come back to these beautiful "Benelux" countries.

"Frank Buesseler...was waiting for us to give us transportation to Emmen. Although it was raining, many bicycle riders were peddling on the specially built cycling strips next to the roadway. On our way to Emmen I tried to explain to the Americans with us that the Benelux peoples are very clean, hard working, and generous and are conditioned by many centuries of tradition. Seeing the many new buildings, roads, and cars along the way made me aware that these countries are also rapidly changing.

"When I first came to work in the USA a few years ago, I saw many customs and practices which, on first impression, seemed disorganized and even a little silly. I was homesick for the first six months, then I started to see the practical side of the strange customs of the American people.

"Now that I am back amidst the customs and traditions on which I was raised, I can see many things which, to a foreigner, might also seem strange and silly. I would not have admitted this before. I think I am a very lucky and happy man to have two homes and to love them both very much.

"The place we are living is the company's apartment in Emmen. Behind the apartment is a small but beautiful lake with a fountain. Just 50 meters beyond is a farmer's beautiful house with land where the cows are grazing. Just 250 meters farther is the Emmen plant in the middle of the countryside. We have a car for transportation, but I always walk to work on the small country road between the wet fields. The beauty and cleanliness cannot be described."



The Emmen Plant

(Editor's note: This is the second of a two-part series on Honeywell in The Netherlands. The first article, in the July 17 issue, discussed the history and current status of Honeywell B.V. and its sister company, Honeywell International B.V.)

by Jerry Norbury

EMMEN, The Netherlands -- Nowhere, perhaps, does Honeywell boast a more interesting factory than the one operated by Honeywell B.V. here in this "new city" located in the eastern province of Drenthe not far from the German border.

Fifteen years ago this area was notable only for its Hunebeds, large boulder-strewn tombs erected by ancient farmers 2 or 3 thousand years before Christ. In the mid-1950s, Emmen was a small farm village in an area of high unemployment and grim prospects. Most of the region's inhabitants eked out a living from potato and sugar beet farms or by cutting and drying the area's peat turf into fuel.

To aid the local economy, the Dutch government decided to encourage the growth of industry here through tax and economic incentives. At the same time, the government set out to make the town itself attractive through carefully planned development.

If a first-time visitor may fairly judge from appearances, the experiment has succeeded. Emmen today boasts 73 industries, a population of 80,000, high quality housing, and a wide variety of recreational and cultural attractions. Yet through a carefully planned separation of industrial and residential areas (the community is shaped like a sectored half circle) Emmen retains its openess to nearby fields and forests and the unpolluted, unhurried life style of a much smaller community.

Located on whimsically-named Phileas Foggstraat (for the hero of Jules Verne's **Around the World in 80 Days**), the Honeywell factory, with its workforce of 500, is the third largest employer in Emmen, and something of an industrial pioneer here. Honeywell was the third company to open a major factory in Emmen. That was in 1964.

Under factory manager A. H. Douwes, the Emmen plant specializes in Residential controls, particularly oil burner relays and a variety of gas controls and aquastats f still-growing European gas market. controls currently account for 60 perc Emmen's production. The recently-dev international gas control (V4400 and series) is expected to become the p major production item this year, D said.

Aluminum parts for these contro produced in the plant's own foundry, a work area where employes still occasi wear the traditional wooden shoes of H footwear that is still not uncommon a the farmers and construction work Drenthe. The shoes are but one of s interesting regional customs still e here. In keeping with tradition, v employes (there are 200 of them in al can be seen walking arm in arm down f aisles, a symbolic demonstration to onl that they are not without friends.

Approximately one-eighth of the E workforce is made up of eng Originally, much of the plant's technica had to be "imported" from large citie as Amsterdam and Rotterdam. Some v first reluctant to leave big city life. Bu of the westerners who made the tra testify that this progressive commu modern housing, concert halls, op theatre, swimming pools and tennis have ended their desires to return to cr urban life.

A local polytechnic school now su Emmen industries with technical w trained to medium levels. City fathe hope to have a college of ad technology established in their comm

Transport is one business problem be fully solved at Emmen. Althou community is served by railroads a excellent highway network, Emmen do have regular air service. Factory m Douwes is leading a local drive to obt In the meantime he solves the p temporarily by flying a club-owned from an airport 25 miles from Emmen frequent trips to and from Hon headquarters in Amsterdam and Bru

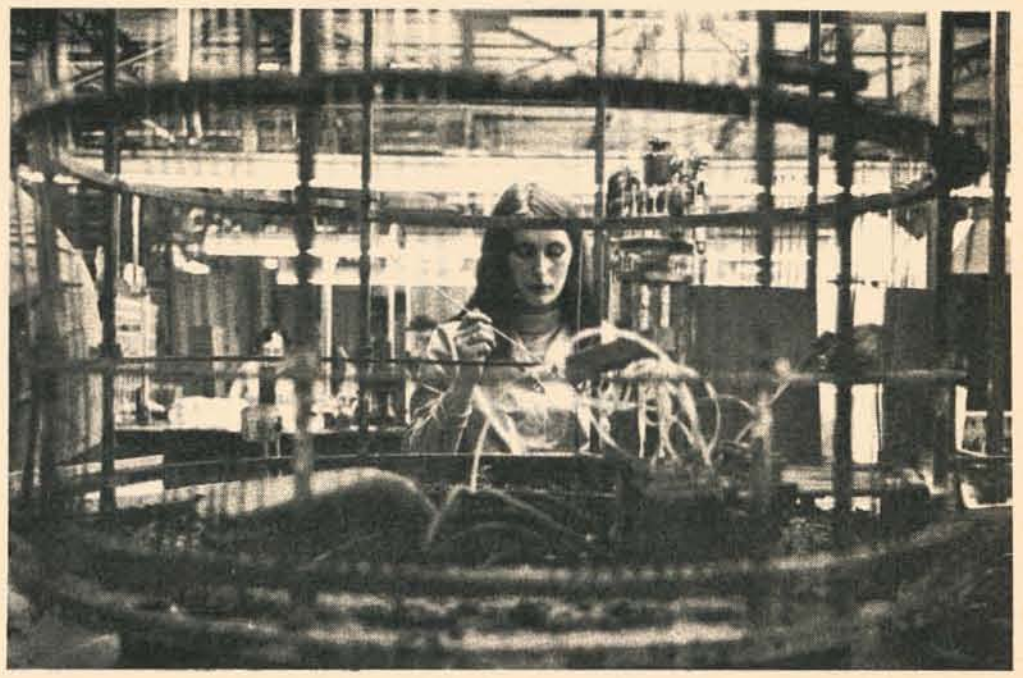
The Emmen factory has grown i almost continually since its founding years ago. Total floor space, inc factory, offices, stores, etc. is approximately 173,000 square feet.

n aerial view of the Emmen factory (not owing its most recent additions.) Note e sector of open fields and trees which y planners used to separate industrial ea from one of the residential sections city in the far background.

Above, Karl Poede pours molten aluminum in Emmen's foundry. The traditional wooden shoes he wears are still occasionally used by farmers and heavy industry workers in the Emmen area.

Above right, Mienie Hindriks welds thermocouples. Carrousel arrangement carries units past stationary welding torches to complete the process.

Far right, draftsman Roel Vos. He's one of some 500 Netherlanders who staff the Emmen plant.



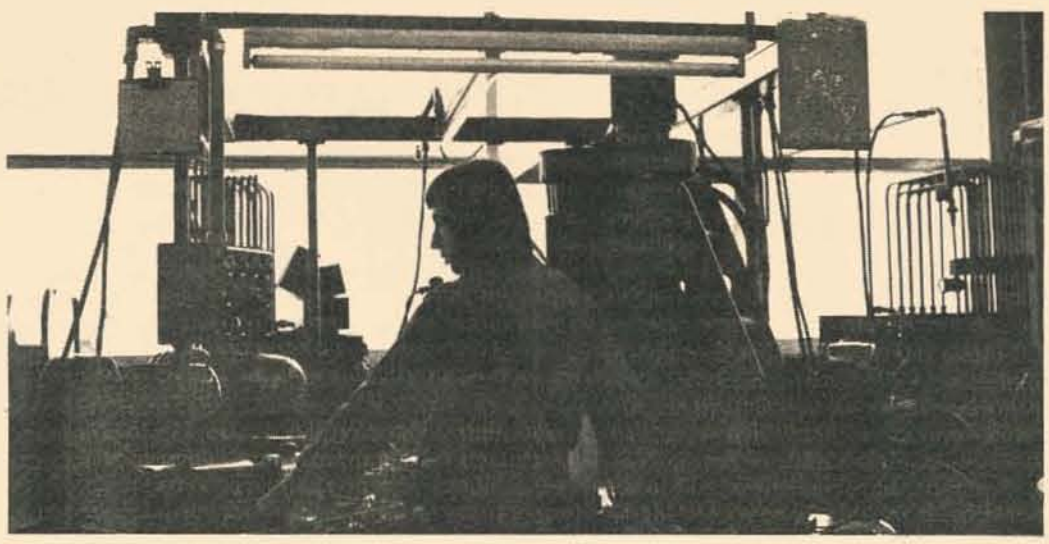
Factory manager A. H. Douwes

Below, far right, Gerda Visser packs Dutch-made controls for shipment to other lands. A substantial portion of Emmen's output is exported.

At left, Johanna Heyne-Bruins assembles thermostats as Harm Vanderberg inspects finished adatrols.

Below, silhouetted against the unpolluted skies which Emmen residents enjoy, Berend Lambers machines control covers.

Hendrika Dejonge-Tabak readies gas valves for packing.



n one of Emmen's well-equipped ngineering labs, Bram Casteleyn conucts a tensile strength test.

Honeywellers Jan List and Jan Van den Bergh visit a Hunebed in one of the forests near the Emmen plant. Built by an ancient agricultural people between 3,000 and 2,000 B.C., these tombs contained objects of amber, metal and jet -- evidence that even the early people of the Netherlands were traders.

By Jiminy To tell the truth, if someone said, "Will the real Jim Irwin please stand up," the results would look like this. From left, Jim Irwin, son of Jack Irwin of the Orlando Residential branch; Col. Jim Irwin, Apollo astronaut; and the Colonel's son, Jim Irwin, Jr. As you may remember from previous World stories, Honeywell's Jim, 5½, adopted the Colonel by mail last summer while the astronaut was preparing for his Apollo 15 mission to the moon. This summer, little Jim realized a year-long wish by finally meeting the astronaut -- and his son -- in person.

SLAP Delivered

MINNEAPOLIS -- Honeywell has delivered a new autopilot to the Air Force for installation and flight test in an AC 130 E gunship later this year.

The work is being done under a $300,000 contract awarded by the Air Force to the Government and Aeronautical Products division.

The contract calls for development and production of a flying prototype of a Sight Line Autopilot (SLAP) that would use on-board digital computers and advanced quadratic optimal flight control theories. This system is being developed in cooperation with the U.S. Air Force Academy which originated the SLAP concept.

SLAP would allow pilots to automatically align and aim the aircraft's side-firing weapons at targets designated by the line-of-sight of the aircraft's target tracking system.

Swiss School Opens New Building

WALLISELLEN, Switz. -- The European Training Center officially opened its new building here recently, an event which helped celebrate the 25th anniversary of Honeywell A.G., the company's Control Systems (CS) firm in Switzerland.

Executive vice president E. W. Spencer, on hand for the opening ceremonies, called the school "one of the most international of all Honeywell locations." On almost any day, he noted, a visitor can attend Wallisellen courses taught in German, French or English and can hear many more languages spoken by the students.

The Wallisellen school supports the activities of CS operations in Europe by providing technical training for Honeywell and customer personnel. In the last few years the school has provided technical education for trainees from all West European countries and from many countries in Africa, the Middle East and Eastern Europe.

According to Al Luthert, school director, the diversity of Wallisellen's student body would create quite a few problems were it not for the multi-lingual skills of his staff. Not only do staff members have to be teachers and have a high level of technical and market know-how, they also have to be capable of teaching their subjects in two or three languages. To augment its staff, the school can also call on the assistance of specialists from Honeywell Europe and European subsidiaries.

In the past 10 years, the number of students attending the school annually has risen from 120 to an expected 520 this year. At the same time, due to increased training efficiency, the length of the course has been halved.

Luthert is assisted at the school by staff members Andre Merckling, Bengt Eric Rinne, Silvan Machler and Anne-Marie Vannini.

A CLASSROOM AT THE WALLISELLEN TRAINING CENTER
An estimated 520 will be trained at the Swiss facility this year.

CELEBRATING THE OPENING OF NEW WALLISELLEN BUILDING
From left: staff members Silvan Machler, Anne-Marie Vannini, Honeywell Europe President Tom Reed, school director Al Luthert, staffer Andre Merckling, Rudi Glaus, general manager of Honeywell A.G.. Christopher Mill, Honeywell Europe, and instructor Bengt-Eric Rinne.

Bostonians Aid Minority Hiring Drive

BOSTON, Mass. -- Honeywell has joined a number of Boston area businesses in the Positive Program for Boston (PPB) by hiring 30 minority students for the summer months.

PPB is an extension of the NAACP Special Contribution Fund and the program is called the Management Internship Training program (MITP). It is intended to provide an insight to management procedure by giving the students a chance to see the realities of management situations and compare them to their studies in the classroom.

Honeywell became a part of the MITP through the combined efforts of Ed Lund, vice president and general manager of Information Systems' North American Operations (NAO), and Tom Lawrence, manager of equal employment opportunities for NAO. Lund is on the PPB Business and Industry Advisory Board. He started Honeywell in the MITP program by offering his organizational reports to Lawrence, so that Lawrence could find summer job committments for the MITP students.

The students range from freshmen to graduate students, and their major field of study varies from English literature to chemical engineering. The colleges these students represent are mostly from the Boston area, but there are a few participants from the University of Massachusetts in Amherst.

"The program is also designed to provide the students with working experience which can be used to their advantage when they finish school and begin looking for a career," Lawrence said. "We feel the only way this program can be successful is if it carries over into the hiring practices which are used when the students are finished with school. We expect to profit and learn a great deal from the MITP school."

Norwegian Misses are a U.S. Hit

MINNEAPOLIS -- Inger Standnes and Unni Wulfsberg, two young engineers-to-be from Norway, visited Honeywell facilities here last month while touring the U.S.

The girls work part-time for the newly-organized Honeywell A.S. subsidiary in Norway, details of which were announced in the June 26, 1972 issue of the Honeywell World. They are studying to become automation engineers at the Tinius Olsens Tekn. Skole at Kongsberg not far from Oslo where the girls grew up.

The girls constitute two-thirds of the current female enrollment in their engineering class.

Honeywell's host to the girls was Juanita Pickus, an International assistant for Commercial division. They also met with John Gibson, Commercial's international marketing manager, and Stan Stake, Commercial division manager. Stake tried out a couple of sentences in Norwegian which drew approving comments from the girls. Then he told them he was of Swedish descent, and that he hoped to visit the new subsidiary in the near future.

Juanita arranged for the two students to visit the Residential factory at Golden Valley. The visit covered an explanation of customer service functions and a tour of the manufacturing and shipping areas.

VISITING ENGINEERS-TO-BE FROM NORWAY
Inger Standnes, left, and Unni Wulfsberg chat with Commercial division boss Stan Stake.

Both Inger and Unni said they were considering careers with Honeywell after their graduation in about two years. "It's too early to make a decision now, though," said Inger.

In Norway, she went on to explain, students are required to work a year before completing their education. Both girls worked their year with Marstrand and Astrup, Honeywell's Norwegian distributors. Elements of this operation have since been absorbed in the new subsidiary, Honeywell A.S.

Erling Hallanger, senior product engineer, Commercial division, acted as their interpreter here. Actually, the girls speak excellent English. As Inger put it, "we manage okay on our own".

While the girls were in Minneapolis, the Democrats were holding their national convention in Miami. That prompted Inger to choose the presidential selection process as the most interesting phenomenon she'd yet encountered in the U.S. For Unni, it was "ice creams".

Saluted One of Great Britain's best known and best liked Honeywellers, Betty Howe, recently received her 25-year award from Honeywell President Stephen Keating. Betty has been secretary to five U.K. managing directors in succession and is currently responsible for the travel arrangements of U.K. executives. In addition to the service award, she received a gold broach from her many Honeywell friends -- presented by Ralph Price, chairman of Honeywell Ltd.

Five-sided Effort Wins Quality Control Contract

MINNEAPOLIS -- Cooperation among five Honeywell operations has resulted in the sale of a $801,000 process quality control system (PQCS) to be installed in the Twin Cities Army Ammunition plant near here.

The sale, for the prototype system, is the largest of three contracts to date for development of the system, which began in 1970. Sales to date have been $1 million, with sales to include the potential for five additional systems.

The PQCS is a computer-based setup that monitors inspection operations of a production line producing, in this case, ammunition at rates of 1200 parts per minute. The system is highly flexible, and can be applied to a great variety of production line inspection operations in non-defense industries as well.

Backbone of the system is an H1603 Information Systems computer.

Much of the coordination for the sale was provided by the Corporate Program center (CPC) here, including Terry Toivanen, program manager, Howard Appleman, CPC director, and Dan Gettelfinger, technical director.

Also involved were Jack Ziegler, who handled software development, Data Systems Operations, Minneapolis; Chuck Golden, measurement and test equipment, Government & Aeronautical Products division; Ken Flick, Data Processing Operations salesman, Twin City branch; Bob Pedersen, of the Systems & Research division; and Ron Barnhart, Aerospace & Defense Group salesman in Philadelphia; and others.

In addition to the sales potential and the internal cooperative effort involved, Appleman said the sale also represents a successful transfer of Honeywell's aerospace marketing and technology to computer sales; in this case, the application of a computer to the Process Quality Control System.

Rapt Up? The customer at right certainly seems to be as Belgian Commercial engineer Josef Vermeylen gets in a good word for Honeywell's MicroniK 75 system during the recent Euroclima show in Brussels. Both Residential and Commercial division exhibited at Euroclima, an instrument show aimed at professionals in the heating and air conditioning trade.

Mod for a Day Apparatus Controls division (ACD) general manager Warde Wheaton fulfilled a promise he made early this year to dress in mod clothes when the division achieved certain profit goals. April profit figures were enough to force the attire. Viewing the one day "celebration" are, from left: Ted Noll, vice president, Industrial Products Group; Durke Johnson, national sales manager; Pat Knudson, secretary; Stan Dahlquist, marketing manager; and Walt Melin, comptroller. Incidentally, Wheaton's children donated the mod clothes.

da-ta-day ITEMS OF GENERAL INTEREST

NEW ASSIGNMENTS

INFORMATION SYSTEMS

NORTH AMERICAN OPERATIONS

In Wellesley Hills, Mass., **JOSEPH P. HAYES** has been appointed director of advanced strategy for Data Processing operations of the Marketing division of North American operations.

Also in Wellesley, **FRANK J. POECHER** has been promoted to director of financial planning and analysis. **JACK TAYLOR**, who was a branch marketing manager in New York, has moved to Wellesley to be group product manager for medium systems. **R. A. COLLINI** has been named manager of finance in DPO's marketing support group.

In the field **PETE HONEGGER** has been named assistant to the Eastern regional DPO marketing manager in New York. **JOHN RITU** has been named branch marketing manager in Milford, Con.

In Computer Systems division's Phoenix operations **WILLIAM SCHROEDER** has been named manager of communications programs.

CONTROL SYSTEMS

IPG

At Fort Washington, Pa., **J. R. BERRETT** has been promoted to director of engineering for Industrial division. Reporting to Berrett in the new engineering organization will be **W. F. NEWBOLD** as chief engineer, **ED HURD** as manager of advanced control products, **R. D. WILSON** as section head of technical services, and **IKE TEMPLETON** as manager of digital systems.

In Test Instruments division, Denver, Colo., **DICK THEIS** has been promoted to supervisor of central production and **FRANK STEELE** has been promoted to production manager for the P-3C program.

PHOTO

At Photographic Products division in Denver **LARRY ENGEL** has been named manager of planning and reporting. Succeeding him as cost accounting manager is **DAWSON PRIESTMAN**.

Two new product managers have also been named at Photo: **DON COHEE** for Strobonar and **PAUL MACMILLAN** for preview projectors.

INTERNATIONAL OPERATIONS

Three new assignments have been made recently at Honeywell S.A. in Brussels, Belgium. Honeywell S.A. general manager R. A. DeBono said that **Y. DUJACQUIER** will be market research and planning analyst for the subsidiary reporting to DeBono. Succeeding Dujacquier as Industrial Products Group sales manager will be **G. P. MICHIELS**, and **R. DELGORGE** will succeed Michiels as Residential sales manager.

PROFESSIONAL PUBLICATIONS

Compiled by the offices of Jim Lufkin, C.S., General Offices MS G2118, and Mike Gilbert, IS, Wellesley, MS 062.

"Transaction Processing Systems," **GRAYCE M. BOOTH** (IS-Phoenix), Data Management, July 1972.

"Thick Film Technology for Use with Hybrid Micro-Electronics," **CLYDE BRANCH** (G&APD), 8th Annual Meeting of the American Society of Certified Engineering Technicians, June 28, 1972. (Won first prize for "Best Presentation").

"Functional Design of MLS Airborne Equipment as Influenced by Group Equipment Configuration and Aircraft Type," **DONALD N. CARLSON** (G&APD), Air Traffic Control Systems Conference, Edinburgh, Scotland, June 26-29, 1972.

"The Computer and You," **S. A. CRISAIULLI** (IS-Wellesley), Institute on Operating Room Nursing, May 5-6, 1972.

"An Electron Microscopic Study on MnBi Thin Films," **T. S. LIU** (CRC), Journal of Materials 7 (1972).

"Holographic Interferometric Mode Shape Patterns of Cored Mirrors," **JACOB M. MILLER** (HRC), Journal of Spacecraft and Rockets, April 1972.

"Computer Description and Recognition of Printed Chinese Characters," **WILLIAM STALLINGS** (IS-Waltham), SJCC, May 1972.

"Recognition of Printed Chinese Characters by Automated Pattern Analysis," **WILLIAM STALLINGS** (IS-Waltham), Computer Graphics and Processing, April 1972.

"Measuring and Reporting VE/VA Results," **TED TAMMEARU** (G&APD), Society of American Value Engineers National Conference, June 12-14, 1972.

Letter to Editor, **K. J. THURBER** and **R. O. BERG** (S&R), Computer Design, July 1972.

"EDP Operations: The Forgotten Third," **HARVEY M. WEISS** (IS-Denver), Journal of Systems Management, July 1972.

STOCK REPORT

The price of one share of Honeywell common stock on the New York Stock Exchange over the last three weeks (July 12 through August 2) has ranged from a low of $148.375 on July 12 to the closing high on August 2 of 160.125. The existing option price for employe participants in the 1971 stock option plan which began Oct. 1 is $92.96875.

New Offices at Albany, Syracuse

MINNEAPOLIS -- Honeywell has announced plans to build two new offices in New York, one in Syracuse and one in Albany. Both would be 15,000 square-foot structures which would function as consolidated sales and service offices.

The Syracuse office will be located at 7th North and Dey Road in Liverpool and serve the five-county Syracuse area. It would house approximately 100 employes of the Commercial, Residential, Industrial, Micro Switch, Data Processing and Field Engineering divisions, Occupancy is expected by year end.

The Albany office will house about 75 employes who will serve the capitol district and eastern New York region. Operations of the Commercial, Industrial, Data Processing and Field Engineering divisions will be consolidated at the office in Albany's Pine West development. Occupancy is planned for Feb. 1, 1973.

Computers to Play Newsmen

BONN, Germany -- The German Bundes Press agency (BPA) has ordered a Honeywell Bull Series 16 mini-computer dual-processor system to provide government agencies more rapid and efficient news dissemination services.

The two H 316 processors will be used for news collection and distribution to German ministries and government agencies, using the technique of time-sharing.

Surf Was Up in Phoenix for PCO Family Day

Some splashed...

Some sunned...

Some surfed...

PHOENIX, Ariz. -- Some 3,500 Phoenix Computer Operations (PCO) Honeywellers turned "surfin' birds" recently when PCO held its annual Family Day outing at Big Surf, a man-made recreational center at Tempe where huge pumps create surfable waves.

Temperatures that sizzled all the way up to 104 degrees prompted the surfers to consume some 12,000 glasses of soda chilled by two tons of ice.

In all, it was a fun time for the Honeywell crew who earned from Big Surf operators the compliment that "they were the best behaved people we ever had."

Jere Hock of PCO took the accompanying pictures that describe the day's activities.

And some wiped out.

LeMouse

Continued from page 1

per dollar spent (ie., economy).

"No one placed any stipulations on the vehicles' appearances or designs," said Walsh, who placed 15th in a field of 94 in the distance category and 23rd in the economy category. "There was a huge variety of machines ranging from a one-wheeler to five-wheeled MPVs."

Rules stipulated the MPVs be made of Masonite (4 cents sq. in.), wire (3 cents in.), nylon cord (2 cents in.), one mousetrap ($5), and epoxy ($4).

"It's difficult for me to determine the time I spent on my machine, because I became so preoccupied with it," Walsh said regarding his three months of preparation. "I spent about 12 hours putting the machine together, but the design work, the hours of daydreaming about modifications and improvements, and the time spent testing it...it's impossible to figure.

"The winner (in both categories, incidentally) simply did his homework. He analyzed the problem from a theoretical viewpoint and built accordingly," Walsh said.

"I entered the race because it was an exercise in pure science; something I rarely get to do, and I enjoyed every minute of it. If I had to do it again, knowing now the winning MPV specifications, I don't think I'd change a thing."

But Walsh won't have to do it over. Speculation has it that next year's Design Engineering Show will stage a drag race for rubber-band-powered vehicles (RPVs).

"After LeMouse 5000, I'm not sure I'll enter the RPV drag races," Walsh concluded, and then added, with a smile, "But you never can tell."

Institute Holds Reunion

DETROIT -- The first reunion of graduates of the Honeywell Institute of Information Sciences in Detroit was held last month at Marygrove College campus.

The reunion was planned for three hundred and fifty graduates who have completed Honeywell's computer education courses since May of 1970.

Marygrove was selected as a site because of its central location, because of a new affiliation Honeywell has with Marygrove for transfer of credits, said Patrick Cataldo, central region institute manager. Marygrove grants up to one full year of college credit to graduates of Honeywell Computer Science Curriculum toward a B.A. degree or A.A. degree in computer technology.

More than 100 companies in the greater Detroit area have hired Honeywell graduates for their data processing staffs. The Detroit Institute is one of a national network of computer institutes operated by Honeywell in major cities throughout the country.

HOSTS FOR FIRST REUNION OF DETROIT HIIS GRADS

From left, the staff and administration members included: Robert Kohler, Roslyn Seale, Arnold Gluck, Barbara Gluck, Tim Barnes, Lihnne Guyman, Kathleen Cataldo, Patrick Cataldo, Mary Ellen Gray, Teuta Welker, Hank Welker.

1st in Greece

ATHENS -- Greece's first commercially available computer time-sharing service was inaugurated recently by Time-Sharing Hellas, a company created by Honeywell Bull.

The inauguration in Greece brings to 13 the number of countries in Western Europe and Latin America served by Honeywell Bull Time-Sharing Service.

OKC Sells Acreage

OKLAHOMA CITY, Okla. -- Honeywell has sold 811 acres of the company's 996-acre site here. The company has retained 185 acres at the eastern side of the property, of which 15 acres is the site of the headquarters of Oklahoma City Peripheral operations of the Peripheral Devices division.

Bruce Doberteen, Oklahoma City operations vice president, said the company had retained sufficient land to meet anticipated needs for expansion.

"There is simply too much land for our own use," h said. "The company believe the land should be mad available to others, includin local industry."

The land was purchase by General Electric prior t the building of the heac quarters building, calle building 101. Peripher operations is also housed i four other buildings aroun Oklahoma City.

The purchaser is a Oklahoma City financia group which plans to mak the property available fo industrial growth.

Sweden Sojourn

Honeywell's affiliate in Sweden, includin Honeywell Bull and Honeywell AB, hosted U.S managers last month, including a visit by Honeywel President Steve Keating, center. With him are Rober Vlastnik, general manager of Honeywell Bull i Sweden, and Peder Bonde, chairman of the board Honeywell Bull, Sweden. A week later C. W. Spangle executive vice president of and head of Informatio Systems, visited the affiliates and while there me with several key customers and took part in a busines review.

Con Artist?

Okay, fathers, what would you guess this young gal is making a pitch for? A tricycle? New doll? Two weeks at Disneyland? A lifetime supply of ice cream? Whatever the request was, it seems obvious that young Daniela Hirt succeeded in charming the sox of her softy of a father, Ernst Hirt of the Phoenix Computer Operations (PCO) employe relations staff. The two were just part of the people panorama at PCO's recent Family Day outing at Big Surf, a desert surfing center. For more pictures, see page 0.

The Honeywell WORLD
August 7, 1972