

NEWS-SHARE



Information
Services

Vol. III No. 69

Bethesda, Maryland

July 2, 1970

Cost Improvement Announced

A new program, AR-5, for use in Accounts Receivable, has been developed by **G. K. Bishop**, Analyst-Computer Systems, of Business Information Systems. AR-5 combines four programs and presents them in a more convenient print-out.

Cost improvements have an important effect on the success of our business. The recommendation and cost comparison is placed in the permanent personnel file of the employee. Mr. Bishop has been commended for AR-5, which will result in an annual saving of \$8,640.

Manufacturing Engineers Told About T/S

A three-day training program for engineers in the Manufacturing Engineering Service in Schenectady, was held in late May by **Elaine Rogers**, CAS, Central New York Office. These engineers have a company-wide responsibility to assist operating departments in improving their skills and techniques in the manufacturing areas. Mrs. Rogers was commended for her effective communication of the ISD time-sharing story.

First Presentation To Rally Winners



The Revenue Rally of 1970 is now successfully completed with four grand prize winning branches:

Branch	Manager
Greensboro/Greenville	C. W. Porter
Newport News	H. Hearn, Acting
Philadelphia South	A. D. Stone, Acting
Seattle	R. J. Garden

The twenty-one employees in these

branch offices received \$100 each as grand prize winners, in addition to the prizes awarded to monthly winners.

P. R. Leadley (second from left), General Manager-Information Service Department, presented checks to the winners from Newport News: **H. E. Hearn**, Acting Manager (left), **W. P. Moore** and **O. H. McKee**.

GE "College Bowl" Sponsorship Ends

On Sunday, June 14, General Electric ended an 11-year sponsorship of the College Bowl television program. The education-oriented youth show will not be sponsored by the Company's Housewares Division in the 1970-71 season.

Anthony F. Forni, manager of advertising and public relations for the Housewares Division, explained, "While we are proud of our long asso-

ciation with College Bowl and the opportunity it provided to display the educational attainments of the nation's youth, the characteristics of the markets served by this Division have changed since the program was first sponsored more than 11 years ago."

The College Bowl show was the winner of a 1960 Peabody Award as the outstanding television youth program. It was awarded an Emmy for

the 1962-63 season as the outstanding program in the field of panel quiz or audience participation.

During the 11 years of sponsorship General Electric presented more than one million dollars in grants and scholarships to the nation's colleges and universities through the program. Total grants to education through the program reached an amount exceeding \$1,300,000.

Have a question or a gripe?
 How about a comment? An idea?
 WRITE IT DOWN AND SEND IT IN
 NEWS SHARE OFFICE
 7735 Old Georgetown Road
 Bethesda, Maryland 20014



15 Year Service Awards



J. D. Takitch, Manager-Network Computer Center at Brook Park (left) awards a fifteen year pin to J. N. Bellomo, Senior Systems Specialist.



I. W. Rice, Manager-Central Region IND (left), presents G. W. Uthe, Manager-Customer Service, with his fifteen year service award.

Customer-ISD Branches Brought Together

The Southwest District and its sales offices recently met with personnel of Atlantic Richfield Company's (ARCO) North Atlantic Producing Division Headquarters in Dallas, to coordinate ISD sales offices and ARCO branch offices throughout the southwest.

ISD's Southwest District Representative, **Myrl D. Peterson**, planned the agenda and arranged the meeting with ARCO's Director of Systems Planning, Vincent Sickora.

Similar meetings are planned with Cities Service, Chevron (Calco) and Teneco to balance the relationship between ISD sales offices and the branch offices of the customer. Particular attention is being given to communications between the customer's field operations and management.



Standing, left to right: Jim Rossini, CAS, New Orleans; Bill Wright, AR, Dallas; Bill Wade, ARCO Planning; Bob Clapp, ARCO Evaluation; Bob Hadeler, CAS, Dallas; Richard Vincent, AR, Midland; Bob Collins, CAS, Houston; Ray Rivero, ARCO Reservoir Engineering, and Myrl Peterson, Technical Specialist, Southwest District Office. Seated left to right: Dick Denton, ARCO Systems and Programming; Jay Iannuchii, ARCO Time-Sharing Coordinator; Ellen Kilpatrick, CAS, Tulsa; and Connie Parker, ARCO Geophysical.

Computer Industry Notes

EDP Weekly (6/22/70) quotes Jerry Dreyer, executive vice president of the Association of Data Processing Service Organizations, Inc. of New York, as predicting time sharing revenues will rise \$100 million by the end of 1970. He added that TS revenues would shoot up to \$900 million in 1972 and hit \$1.4 billion by 1973.

* * * * *

A complete credit-check system that validates retail purchases in ten and a half seconds via cashier-terminals linked to a central computer processor is being marketed for \$127,000 by Credex Corp., Huntsville, Alabama reports the *EDP Weekly* (6/22/70). Key to the system is a 30-pound Credex-manufactured terminal which retail store cashiers use to check customer credit.

* * * * *

It was noted in *EDP Weekly* (6/22/70) that eight hospitals say they have cut costs with a jointly-owned time sharing center which uses an IBM 360/40 computer. The 225-mile, two-state medical net processes personnel, billing and accounts receivable information for each of the hospitals via keyboard terminals. The Hospital Shared Computer Center, Lutherville, Maryland, operates on its own programs, cutting regular hospital data processing costs in half.

News-Share is published weekly by the General Electric Company, Information Services Division, for the benefit and information of employees.

Editorial Office

7735 Old Georgetown Road (A-G33)
 Bethesda, Maryland 20014

Articles and photographs may be submitted to:

EDITOR
 GE Newshare



GE Fosters Continuing Education

Jim Mason, Account Representative in the New York Industrial Sales Office, has just received his Master of Science degree in Mechanical Engineering from the Polytechnic Institute of Brooklyn — entirely paid for by General Electric's tuition refund plan.



Jim joined GE after graduation from college in 1957. While with the Re-entry Systems Department in Philadelphia, he took a one year leave of absence for residence work toward his Masters. He returned to Re-entry Systems in 1968 and continued his thesis project on a non-resident basis.

Coming to ISD in April of 1969, he finished with two technical elective courses, and was awarded his Master of Science degree in June, 1970. General Electric paid over \$3,000 for his degree.

Further information on the Tuition Refund Program may be had from your Relations Representative.

Need Help On Mailing Lists?

Marketing Communications, ISD, Bethesda, has various mailing lists by categories: Division Staff, ISD (Bethesda), Sales Reps, Customer Application Specialists, Account Reps, IND (Bethesda and Field) and several others. The lists are Xeroxed on gummed labels and may be obtained from Minnie Ferguson, 8*273-4749.

EDITORIAL:

A Demonstration for Everybody



CONSTRUCTIVE
CITIZENSHIP

In these turbulent times for our country it sometimes seems that demonstrations pass before us in endless procession. Certainly, the right to speak out on issues — without resorting to or advocating violence — and the right to peaceably assemble are basic American rights we should respect even when we disagree with the point of view expressed.

But our democratic process provides for one demonstration that should engage us all whatever our point of view. That is the election campaign.

In the modern idiom, the election process offers each of us the opportunity "to do our thing." We can all register and vote. Each of us can contribute funds to the candidate or political party that he believes offers the best solutions to our problems.

Some of us can run for office. Some of us can make speeches in behalf of candidates or parties. Some of us can ring doorbells. Some can do office work. Some can pass out literature. Some can drive voters to the polls. There are so many jobs, large and small, to do in an election campaign that every one of us can find a useful role.

In other words, we can act for the causes we think are right, and the

country will benefit whatever the outcome. John W. Gardner, chairman of the National Urban Coalition and a thoughtful student of our troubled times has said: "The process available to a free people that is most seriously neglected today is the political process. And by that neglect we have not only denied ourselves the most significant path for effective action, we have allowed the public process to decay."

The objective of General Electric's Constructive Citizenship Program is to encourage every employee to use and revitalize that process in the 1970 election campaign.

Q. When will we be given some sort of identification cards indicating our insurance coverage?



SPEAK

UP

Reading a house organ is like going down in warm maple syrup for the third time.

UP THE ORGANIZATION

Robert Townsend

A. This month Personnel Accounting will distribute hospital identification cards to all field and home office employees. The card contains the name of the employee, his social security number, pay number, and indicates whether he has coverage for himself, or for himself and dependents. The GE component, its address and telephone number are given on the card for quick verification by the hospital. An easily understood summary of covered hospital expenses under the insurance plan appears on the back of the card.

Happy Faces - Revenue Rally Grand Prize Winners



Have a question or a gripe?
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NEWS SHARE OFFICE
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Bethesda, Maryland 20014



Employees in the Greensboro/Greenville, Newport News (not shown), Philadelphia South, and Seattle offices have received bonuses of \$125 to \$250.

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Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

DIALCOMM 8*273-4712



Fastest 100 yard dash—9.1 sec.

**In the same time
General Electric
Time-Sharing
Service can analyze
electronic
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designs.***

General Electric Company
Information Service Department
Section 291-67
Schenectady, New York 12305

GENERAL ELECTRIC

* Exclusive of print-out which varies with speed and type of terminal device.

GE is promoting the benefits of Time-Sharing service with a sports record theme. Beginning with this ad the sports message will appear Wednesdays in the Wall Street Journal. Note: Boxing is not included among our sports because the shortest fight on record was ½ second (less count) and that's too fast even for General Electric Time-Sharing service.

NEWS-SHARE



Information
Systems

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Services

Vol. III, No. 72

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July 24, 1970

Borch Speaks On Economics

In testimony before the Joint Economic Committee of Congress in early July, Chairman of the Board Fred J. Borch commented on achieving economic growth — without inflation — by improved productivity.

Our international, urban and environmental problems all indicate an urgent need for more output. "The cost of services and government functions is the most rapidly rising element in our cost-of-living, and as such powerfully enlarges the already unfavorable wage and tax differentials," said the GE Chairman.

U.S. manufacturers have endeavored to counter these forces with substantial investments in automation and product development programs, but with the manufacturing sector accounting for a rapidly diminishing fraction of the nation's total employment and output, "it becomes increasingly difficult to 'compensate' in this way for the rapidly spiralling costs in services and government."

As an example he said that a particular opportunity for government-industry cooperation lies in using today's unemployment to improve the quality of tomorrow's work force — a particular concern to GE.

He concluded, "I put forward this simple proposition: that our society is a productive society; that its prime mission, as well as its great genius, is its productivity; and that improving productivity in the service-government sector of the economy will be the keystone of our national progress."

Watch David Frost August 3

In his television show programmed for August 3, David Frost will have a demonstration of a computer program for a family budget, with members of the audience supplying the necessary input.

EP Augments GE Careers

"Effective Presentation of Business Ideas," better known as just "EP" is considered one of the most successful training courses offered by GE.

A. E. Peltosalo, Division General Manager who once taught the course, affirms EP's time-tested usefulness.

"I always thought EP was one of the best GE courses because to do a good job, you must be able to communicate. The course teaches an orderly way to set forth ideas."

Mr. Peltosalo said that the course's approach to communicating ideas "will stand you in very good stead in any situation."

Nothing illustrates this point better than the results of the two Effective Presentation courses offered by the Division to GE employees in the Division to GE employees in the Washington-Baltimore area this Spring.

Steven J. Dennis, top speaker among the 16 session graduates, has since attended the July 6-10 Talent Development Program in Crotonville, New York.

Dennis, who reacted a little apprehensively to speech making at first, said EP gives the student the confidence to "get up in front of a group of people and really communicate his ideas."

"One of the significant ways to get ahead is to convince people that your ideas have merit. EP goes a long way toward helping," Dennis said.

Dennis has also volunteered to assist in EP instruction this fall.

The successful spring session of Effective Presentation came to a close

With unblinking watchfulness, the viewer will see the GE time-sharing symbol on the computer being used.

News-Share would like your views. Please fill out the attached survey and return.



A. E. Peltosalo presents Steven Dennis with the first prize in the EP speech contest, as Dr. G. J. Feeney looks on.

June 29, 1970. "Mac" MacGregor, Manager-Relations and Facilities, gave the commencement address and Mr. Peltosalo was on hand to congratulate the sixteen graduates. Division personnel among the graduates were all from IND Headquarters: Steven Dennis, Stephen Jones, Lawrence Mauceri, Lee Anderson, Stephen Leibowitz, and Robert D. McCalley. Winners of the speech contest were Steven Dennis and Stephen Leibowitz, and Lawrence Mauceri won second place in the written contest.

General Electric continues to train personnel at a constant rate. Area GE Marketing Councils can organize career development programs in the field.

S & S Prices for 1970

Month	Stock Price	Fund Unit Price
January	\$73.988	\$28.086
February	69.921	27.007
March	72.268	26.304
April	74.165	25.047
May	66.429	21.950
June	67.636	22.022

Is Fresh Air Exhausted?

Early indications of a three year vehicular pollution experiment using natural gas fuel show:

- exhaust pollutants are reduced by 90 percent,
- the natural gas cost is about 40 percent less,
- spark plug and oil life are more than doubled.

The Government Services Administration's motor pool at the Mississippi Test Facility equipped 40 vehicles with a dual-fuel system designed to function on either compressed natural gas or gasoline.

The MTF project is part of a nationwide anti-pollution test expanded from a program developed and begun earlier this year in Los Angeles.

The GE division at MTF furnished engineering services for conversion of mobile compressor units for use with natural gas and also installed facilities for using the available natural gas system as a source of fuel.

A spokesman for the test said the system, which can be installed for about \$340 dollars on a normal engine, is commercially feasible for large fleets of taxis and trucks in metropolitan areas which are responsible for about 35 percent of vehicle air pollution.

70 Years with GE



E. L. McCleary, Manager-Marketing presents W. L. Backer with his 20 year service award while R. L. Sharman, Manager-Industry Marketing looks on.



C. L. Black (left) Manager-Resources, congratulates E. H. Wahl upon receiving his 20 year pin.



C. J. Overton (left) is presented with his 15 year service award by G. A. Oetzel of the IND Western Region.



J. A. Archibald (left) receives his 15 year service award from J. A. Porter, Manager-Central Systems Software.

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High Level Meeting Reviews T/S Business

General Electric continues to hold the lead position in the time-sharing business.

This cheerful note was cited in the course of an all day briefing session of top management in Bethesda, July 8.

The meeting, attended by Hilliard W. Paige, Vice President and Group Executive-Information Systems Group, John B. McKitterick, Vice President-Corporate Planning, and other representatives of GE, was held to discuss current business operations and strategy.

A. E. Peltosalo, General Manager, Information Services Division, opened the session with an overview of Division business. Departmental discussion followed, covering financial status, the market situation, product and facility plans, general strategy, and a long range financial forecast.

Mr. Peltosalo pointed out that the Division is succeeding in its business objectives for the year and is expecting to meet the budget for the rest of the year.

International T/S Management Conference



Several Bethesda speakers were among the 85 managers of GE-licensed time-sharing operations from 16 countries who met recently in Rome for a management conference on building revenues. Shown above, left to right: G. J. Feeney, IND General Manager; K. G. MacDonald, ISD Manager-Field Sales; C. B. Church, IISO Manager-International Business Planning; and Z. Quastler, Manager-Mark I Services; during one of the business sessions.

Eaton to Manage Philadelphia Area Transit

William R. Eaton, formerly General Manager of the Information Service Department, was named to the post of General Manager, South Eastern Pennsylvania Transportation Authority on July 23, 1970. The action was taken by SEPTA's board upon the recommendation of Chairman James C. McConnon.

SEPTA covers the public transportation in a five county area including Philadelphia.

Mr. Eaton began his business career with General Electric as a Test Engineer in Lynn, Massachusetts in 1948. He transferred to Aeronautics in Schenectady, where he became Supervisor of Jet Fighter Flight Control Systems Engineering, and later was promoted to Manager, Missile Captive Test Operations in the Guided Missile Department.

In 1955 Mr. Eaton was named Manager of the Quality Control and Test Section in GE's Missile and Space Division at Valley Forge. In 1963 he became General Manager of GE's Mississippi Test Support Department.

In making the recommendation on Eaton, SEPTA's Chairman disclosed that the transportation authority had been making an exhaustive search for a highly qualified executive to fill the top staff post.

In acquiring Mr. Eaton, Chairman

McConnon said that SEPTA had employed a mature General Manager with strong executive capabilities in planning, fiscal control, motivational communications, personnel selection, and a man with the know-how to develop responsive team efforts.



Mr. Eaton, commenting about his new position with the transportation authority, stated: "The problems of urban congestion are going to receive more and more attention in the future. The managerial skills of industry working with enabling legislation of the public sector is the most workable combination for defining solutions for the problems we want to do something about."

Dutch Taxes Handled by Computer

The Dutch Ministry of Finance announced plans to install a Bull General Electric computer system to handle the country's income taxes. The system will consist of two expanded GE-435 computers which will be linked to terminals located in tax offices all over the Netherlands.

The system will be used to register all taxpayers and to centralize the administration of incomes taxes, as well as property and capital taxes. This involves about 16 million tax payments a year.

Bull General Electric said the computer system was designed to accommodate the long-term needs of the national taxation bureau. It is the largest single order taken by B-GE (Netherlands) N.V.

Honeywell Information Systems, Incorporated

The management of Honeywell and General Electric have agreed on the details of the combined GE/Honeywell transaction and the Honeywell Board of Directors approved it last week. The new company has been incorporated as Honeywell Information Systems, Inc. Honeywell stockholders will receive proxy statements asking them to sanction the transaction. The new company awaits government approvals, still being negotiated.

Honeywell Information Systems, Inc. will be the second largest computer company in the world on its first day of operation. The combination will bring together the best of both Honeywell and General Electric, to form an extremely well-balanced company.

Mezera Wins Promotion Outside ISD

Joe Mezera, Manager-Technical Services in the Central Region Office of ISD, has recently been promoted to a position in the Material Business Section, Industrial and Power Capacitor Department, Hudson Falls, New York.

The General Electric Company sets up Business Sections for new products and ideas, which usually are a mini-department in themselves. Joe's job will be in marketing, and his responsibilities are to establish an external sales operation for the Business Section, contacting capacitor manufacturers for sale of dielectric films and aluminum foil.

Joe came to the Information Service Department in the Central Region as a Customer Application Specialist in 1967, and was made Manager of Technical Services for the Region in 1969. The capacitor Department will undoubtedly profit by his ISD experience, although it was not a requirement for the job.

MPC Sharpens Managing Skills

Stephen Jones, Manager-Language Systems Software Unit, IND, spent five days "secluded from the real world" while going through intensive management training in Crotonville.

Jones and 19 other students representing different GE components attended the June 14-19 Management Practices Course designed primarily for new managers.

"They kept us busy," Jones said, but he seemed to feel the time was well spent.

Through a series of day and evening lectures, movies, and small discussion groups the students were offered topics for enhancing management skills such as career planning for employees, work planning, company objectives, and communication skills.

"Their objective was to present the material. We knew they were not going to grade us and we were not competing. Every one just tried to learn," Jones said.

A wide range of managers participated. Jones manages several exempt personnel, while some of the others

administered several hundred shop personnel.

"It's interesting that regardless of the kind of managerial job, we all had the same kinds of needs," he said.

"Part of the success of GE is due to its extensive management training program."



D. F. Montgomery (left), Manager-Data Systems Software, congratulates Stephen Jones on his graduation from MPC as J. C. Castle (right), Manager-Engineering, IND, looks on.

Additional Source of Educational Loans

For the coming school year, General Electric has made arrangements to obtain an additional source of loans for employee educational purposes. The additional source was developed in cooperation with the United Student Aid Fund, Inc. As a result of this arrangement, eligible employees and their children will have additional loan funds available through local participating banks, with loans guaranteed by USAF, Inc.

One difference between loans under the basic GE source (Employees Educational Loan Program), and those under USAF, Inc. (Guaranteed Educational Loan Program), is in the repayment method. Repayment on basic GE Educational Loans usually begins at once, with a minimum of \$200 per year repayment, plus interest, required. Repayment under USAF, Inc. loans is not required to begin until the tenth month after graduation, when accumulated interest, if any, plus

principal payments, must begin at a minimum of \$30 per month.

Details on Educational Loans can be obtained from your Relations Representative.

What's Going on at NASA

NASA Extends Contract with GE

GE has received a \$10 million nine month contract extension to provide support services for rocket test firing, NASA announced. The contract extension runs from July 1, 1970 to March 31, 1971, covering final test firings of stages of the Saturn rocket.

The extension will bring GE's payments under the NASA contract to \$202.4 million.

By Dow Jones

GE to Build Data-Gathering Satellite System

NASA has selected GE to build a \$50 million data-gathering satellite system to monitor earth conditions through automatic ground-stations and relay the data to Goddard Space Flight Center for processing on a GE-built hybrid complex. "Eventually there may be as many as 1,000 ground stations used in the experiment," according to NASA officials.

Each of the ground stations will contain sensor equipment that will send data to the satellite at random intervals. The data goes eventually to the GE computer complex where the coded information will be processed and distributed to users.

EDP Weekly, July 20, 1970

Relations Representatives

FIELD:

Eastern Region,
Jan Stockstill 8*281-7390

Central Region,
Howard Lovejoy 8*344-6317

Western Region,
Jess Fontaine 8*273-4703

HOME OFFICE:

IND, Resource:
J. Dittbrenner 8*273-4219

ISD, DFO:
T. F. St. Maxens 8*273-4644

Medinet:
J. Rosselot 8*264-5360

PLEASE FILL OUT THE NEWS-SHARE SURVEY ATTACHED TO LAST WEEK'S ISSUE AND RETURN. WE HOPE TO PUBLISH THE RESULTS.

Maxi Award Buys Midi

The largest suggestion award ever made in the Information Services Division, \$240, was sent to Helen Wood of the Denver Office for her suggestion to Xerox mailing addresses onto gummed labels. Her suggestion was tested by Wally Bailey, Suggestion Administrator, with help from a number of address-weary employees. Cost studies showed a substantial saving in time and money in Xeroxing gummed labels, and the award was made.

Helen is happily planning to spend her winnings on a new midi outfit. Wally Bailey, when told of her plan, groaned mightily and threatened to stop payment on her award. Helen has deposited the check for safekeeping while she decides how to spend the check — and tries to think of another award-winning suggestion.

NEWS-SHARE

Tuition Refund Aids Division

Another GE Degree

"GE has been exceeding fair helping me, financially, to obtain my masters," said *Harlan Dodge*, Account Representative in the Cincinnati-Dayton Office, who received his MBA in Industrial Management this June.

Harlan received over \$1,000 in tuition refund from General Electric to attend Xavier University in Cincinnati.



Harlan earned his B.A. at Michigan State in 1966 and went to work for Continental Can. In 1968 he joined GE's Aircraft Engine Group at Even-dale, Ohio, and continued work toward his masters with General Elec-

tric paying the tuition.

"During my 'grind' at Xavier I was able to apply a lot of classroom theory to practical situations. I'm extremely grateful to GE for allowing me to participate in the MBA program at Xavier." Harlan added that he felt rich in spare time now that his night school and Saturday classes have ended.

Refund Taxed

Those of you who have received tuition refunds in the past few weeks may have noticed that some money has been "taken off the top." Just as your regular salary is taxed, so are tuition refund payments made by the Company. Current Internal Revenue Service regulations require the deductions for course work falling into the "taxable categories"—which includes most of the courses being taken in this Division.

Total for Tuitions

Information Services Division has paid out more than \$23,000 in tuition refunds for the 1969-1970 school year. More than 125 ISD employees are receiving this educational assistance.

GE Benefits Carried Over To New Company

"Practically all of the best GE benefits features will be continued. While a few plans will be discontinued, some Honeywell programs that we do not have in GE will be made available," said John Burlingame in reply to requests for comparison of pay and benefit programs in the Honeywell Information Systems, Inc. with present General Electric benefits.

Mr. Burlingame, General Manager-Information Systems Programs Deputy Division in Phoenix, is a member of the Resources Planning Task Force working on the formation of the new

company.

The plans which have not been heavily utilized by GE employees won't be continued in the new company. For instance, the Emergency Aid, Educational Loans, and Savings and Stock Bonus programs will probably be discontinued.

One of the most disturbing questions to employees transferring to the new company is whether they would lose their continuity of service. Mr. Burlingame stated the service will carry over and be recognized for pensions, vacation, and income extension aid.

IND Limits Computer Center Visits

IND Operations has implemented plans to virtually eliminate the presence of visitors in the computer rooms of the Division Computer Centers.

Although the new plan to control access eliminates the chance for a customer getting an inside view of how the computers are run, it should increase the level of service to our customers because it will reduce the risk of outside interruptions and enhance the security of our Centers.

Only employees and subcontractors whose work assignments require access to the Centers will be permitted. Any requests made to the Centers to deviate from this instruction will require approval of Warner Sinback, Manager - Operations (IND).

Did You Know . . .

One of the reasons for the dramatic increase in political campaign costs in recent years is the growing use of television. The Federal Communications Commission has reported that a record total of almost \$59 million was spent for political broadcasting (TV and radio) during the election campaigns of 1968. This represents an increase of 70 percent over television and radio expenditures in the 1964 campaigns. The Presidential campaign of Richard Nixon and Hubert Humphrey alone accounted for \$18.7 million of commercial air time, an increase of almost \$6 million over 1964, according to the FCC.

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William R. Ramsey (left) receives his ten year award from E. A. Taylor, Manager of the Florham Park, N.J. programming services office.



Mazine Thomas (left) is congratulated on her five years' service by Gene Shanklin, Acting Manager-Chicago IPC.



J. D. Takitch, Manager-Network Computer Center, Brook Park (left) presents a five year award to D. V. Peduzzi.

Twelve Weeks to Election Day . . .

We urge anyone who has not voted in his present location to be sure he is registered. To aid GE employees who have changed location frequently, we have compiled a list of states with the deadline to register for voting and the office responsible for such registration.

The November elections this year will, for all states, include voting for Representatives to Congress and 35 states are electing governors.

If we have not listed a state, call the local headquarters for either party for information.

STATE	REGISTRATION DEADLINE	WHERE TO REGISTER
Arizona	September 21	County Recorder
California	September 10	County Clerk
Colorado	October 14	County Clerk (Denver: Election Commission)
Connecticut	Special	Town Clerk, or Registrar of Voters
Florida	October 3	Supervisor of Registration
Georgia	September 14	County Bd. of Registrars
Illinois	October 5	County Clerk
Indiana	October 5	County Clerk, or Bd. of Registration
Kentucky	September 4	County Clerk, or Bd. of Regis. Commissioners
Louisiana	October 3	Registrar of Parish
Maryland	October 5	Bd. of Supervisors of Election
Massachusetts	October 3	Town or City Clerk
Missouri	October 7	County Clerk, or County Board of Election Commissioners
Michigan	October 2	City or Township Clerk
New Jersey	September 24	City Board of Elections or Municipal Clerk
New Mexico	September 22	County Clerk
New York	October 10	Board of Elections in County Seat
North Carolina	October 24	County Chairman of Board of Elections or Local Registrar
Ohio	September 23	County Election Board
Oklahoma	October 23	County Election Board or Deputy Registrar
Oregon	October 3	County Clerk, or Registrar of Elections
Pennsylvania	September 14	County Board of Elections or Registration Division
South Carolina	October 3	County Registration Board
Rhode Island	September 4	Local Board of Canvassers and Registration
Tennessee	October 4	County Election Commission
Texas	OPENS Oct. 1	County Tax Assessor-Collector
Virginia	October 3	General Registrar of County or City
Washington	October 3	County Auditor or City Clerk
Wisconsin	October 21	City, Town or Village Clerk, or Board of Election Commissioners

Caroline Coombes Retirement at 28

Caroline Coombes, secretary in the ISD Central Region Office in Cleveland since March 1968, celebrated her tenth anniversary with GE in mid-August. "We had lots of fun that afternoon — handcuffing me to the typewriter and a party complete with white cake decorated with the GE monogram in blue."

Having completed ten years of service with GE, Caroline is taking maternity leave the end of this year. She has "vested rights" to a GE pension (based on length of service) to look forward to in her old age, unusual for any woman of 28. Yet participation in the Pension Plan is available to all GE employees.

This was the sort of benefit that caused "my father to talk me into going to work for GE ten years ago. I didn't think I'd stay three years, but I elected to join the Pension Plan anyway," she said.

Starting to work for General Electric in Erie in 1960 shortly after graduation from high school, Caroline married a GE employee in 1966. In

1968 her husband transferred to Cleveland and Caroline started working with **Al Jones** then. At that time they were the entire staff of the Central Region Office.

"I have been fortunate at GE and have had the most wonderful bosses," she volunteered, adding that liking her bosses has made her work most enjoyable.



Regional Director Al Jones (left) places a ten year bracelet on Caroline Coombes' right arm while Ed Gorsuch (right) handcuffs her to the typewriter. Standing behind Caroline is Joe Adams, Yvonne Fleming, and Howard Lovejoy.

GE in Society

Anti-pollution projects requiring substantial Company investments are being initiated at:

- Niles, Ohio, Lamp Glass plant has a steam generator being converted from coal to natural gas, and is doubling its acid treatment capacity.
- Utica, New York, Aerospace Electronics Department is using a high temperature vortex incinerator which leaves only a small amount of sterile ash.
- Erie, Pennsylvania is collecting solid waste and taking it to a State-approved land fill.
- Cicero, Illinois, Hotpoint is changing three coal-firing burners to gas-fired.



Warner Sinback (left), Manager Operations, presents Raymond Lopez, Specialist, Mark I Operation at the Eastern Region Network Computer Center, with his 25 year service award.

First T/S Salesman Moves to Bethesda

Hal Greenberg, who has been Manager of the ISD Southern California District in El Monte since February, 1969, will move to headquarters September 1 to become Manager - Sales Program Subsection under Marketing.

Mr. Greenberg was hired by **Borge Christensen** as a programmer in 1963 in what was then the Phoenix IPC, which handled computer operations and sales. While there he became "the very first time-sharing salesman for General Electric," according to **Ken MacDonald**, who was his manager in those early days in Phoenix.

He moved to Denver, and on to the Los Angeles area, where he became Manager of the Southern California District. For the past few months he has been Acting Manager for Northern California as well.

Service Awards



Chris Pinson, Los Angeles, 10 years Diane Johnson (left), Dallas, 10 years.

News-Share is published weekly by the General Electric Company; Information Services Division, for the benefit and information of employees. Articles and photographs may be submitted to:

Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

Spotlight on One Man Outposts

Working a GE time-sharing office alone can provide many exasperating experiences for the individual who poses as SR, AR, CAS and secretary all in one. We have highlighted only a few of the loners scattered around the U.S.

"I try harder"



MIAMI—Working alone in a sought-after resort area is no easy task, but Bob Fohl seems to be doing more than well.

"I try harder," he said when asked about his strategy

for covering an area of 2 million people from West Palm Beach to South Miami.

"It is important to handle every piece of paper one time, don't put anything off."

He finds that several keys to successful dealing with his customers are to "establish a coordinator within an organization" and to "learn to type fast, talk fast, and fill out forms Saturday and Sunday.

"Be extremely honest and straightforward with customers. Service them in direct relationship with their usage of the system."

In a one man office, spending much time on research is out of the question and Bob says he draws heavily on Fast-Fax. "Without Fast-Fax, I wouldn't have made it. They have been my staff and they're beautiful."

Besides his regular duties, there is a demand for supporting national conventions and shows. But one of the toughest things about his lonely position is maintaining morale.

In spite of this, **John Boyter**, Manager of the Southeast District, ap-

parently kids Bob about his sunny work setting. Bob laughingly said that "when you're the one man office in Miami, Florida, don't complain to your manager because 90 percent of the time-sharing personnel will gladly trade places with you."

The central state area has many small telephone companies which often

"Work more hours"



YORK, PA. — Selling the benefits of time-sharing services in central Pennsylvania is **Dick Beldon**, who started with ISD in Philadelphia in 1968.

Primarily a sales rep, Dick went to York, 25 miles south of the state capital of Harrisburg, in January 1969. The area had only a few customers at that time and Dick's primary effort was selling.

"It's interesting in an office alone because you get to appreciate more what time is. You have to manage time very carefully especially with this vast an area."

None of the customers are older than 18 months, and Dick spends much of his time on the road servicing the accounts.

"By carefully qualifying a business before selling . . ." and by finding "where to sell first within a company," he can maximize the effect of his calls.

"When you spend hours making rounds a call can raise or cut revenue figures by 15 percent in three hours."

One of his most interesting customers is Hershey Food Corporation. The revenue of this big company, which is just now recognizing the uses of time-sharing, has steadily increased every month.

your on-the-job efficiency in no time at all. Here's one —

• MOTIVATE YOURSELF.

Let's face it. Everyone does best the things he wants to do. Reward yourself on the successful completion of each task, especially the less favorable ones . . . for example, get it out of the way the first couple of hours.

create computer access problems for Dick and his customers. Many customers do not have access through the normal lines and sometimes the lines go out, but he has not lost a customer because of it.

All in all, Dick finds that it may be an advantage to sell alone. "Generally you work a lot more hours and like it. Somehow it doesn't seem like work."

"Do what you can"



MEMPHIS, TENN. — Take a remote area and the need for GE's time-sharing service and you might find **Linda Risher**, "a pretty sharp girl" according to her manager in

New Orleans, **J. L. Biggs**.

In Linda's scattered territory covering western Tennessee, eastern Arkansas, and northern Mississippi, "you do what you can do," she said, and that seems to be quite a bit.

Linda joined GE seven years ago in Huntsville and went with early GE time-sharing in Chicago in August, 1966.

She left the Company in 1968, married, moved to Memphis, and opened the one woman office there two months later.

Her biggest customer, Teletype Corporation, is in Little Rock, Arkansas, 160 miles away. "I spend three days a month in Little Rock, servicing their account," she said.

With only one third of her customers in Memphis, the rest are small industries located in towns that are hard to reach — some only by small plane. She finds herself teaching classes at night in plants that don't take the time during the day.

Considering the territory she has to cover, she has encountered very few problems.

"I get a lot of kidding," she said. "I try to tell customers that it's not unusual" to find a woman selling time-sharing. She has been asked, however, "Does your husband know you travel?"

"Of course he does," she answers, but admits that he does not like to fix supper more than two nights in a row.

Waste Time on the Job?

Have you ever been amazed at how much or how little you have accomplished during the week when you leave work Friday afternoon?

If you watch your days glide by with less achievement than you know you are capable of and want to increase your efficiency, watch for time savers that can help you improve

Los Angeles Takes Availability Award

IND places availability of Time-Sharing service at the top of its priority list, and gives cognizance by awarding a quarterly plaque to the Center with the highest "Availability of Mark II Service."

The award was initiated at the beginning of 1970 and is presented to the winning Region for the best performance over a three-month period. The Los Angeles Network Computer Center has received the award for the first two quarters of 1970.

Shown are members of the IND Western Region displaying the trophy. Front row (left to right): **Chris Pinson**, Manager-Los Angeles Network Computer Center; **Dick Smith**, Manager-Computer Operations; and **Bob Baker**, Manager-Western Region Operations. Back row (left to right): **Demetrios Liappas**, Senior Systems Specialist; **Jim Rowley**, Manager-Network Distribution; **Dale Rude**, Site Manager, Field Engineering Department.



Discounts to GE Employees

Courtesy discount payments are made to employees purchasing eligible models of new General Electric and Hotpoint *major* appliances. Depending on the product and model purchased, discounts range from a minimum of \$10 to a high of about \$75.

Details are in the benefits booklet "GE Employee Product Purchase Plan," ERB-113D, included in a benefits package which will be sent out sometime this month.

Since our offices are scattered, Information Services Division does not have an Employee Store. However, if you are in a city with a large GE component, it would be worthwhile to arrange for purchases of *small* appli-

BENEFITS:

More For Your Money

Personnel Administration now has on hand a complete supply of up-to-date benefits booklets. Each employee will receive a packet in early September containing brochures on Employee Purchase Plan, Savings Plan, Long Term Disability, Personal Accident, and Savings and Security. This packet and the one sent each employee in June (insurance, pension, etc.), comprises the entire benefits package.

Take a good look at the booklets you receive — benefits are part of your paycheck. Read the booklets and take advantage of the opportunities presented.

If you have any question or do not receive your packet, call 8*273-4711.

ances through a local Employee Store. The store manager or Relations staff at the GE plant should be able to make such arrangements. These stores sell smaller GE products at some savings and also offer Class E merchandise at substantial savings.

Present and Future Product Plans Marked at Division Meeting

"A forum of representatives from throughout the Division to discuss product plans and strategy for the next few years," was held August 18-20 in a new approach to open communication channels between field and home office, ISD and IND, according to Allen Nuss, Manager-Product Service.

Called "Division Product Council," there were 26 employees from all areas of time-sharing in attendance at Bethesda. The meetings began with a discussion by Division management on the over-all market, on-line service technology and product forecast.

"There was a free exchange of ideas between personnel of different components of the Division on customer requirements, competitive trends, impact of the product forecast, and capabilities and functions required to satisfy Market/Users' needs," said Mr. Nuss in an enthusiastic interview describing the Product Council.

A final report from the several small groups discussing these subjects was presented to the entire Council in the final session August 20. The analysis of the inputs to the product development cycle have not been completed, but Mr. Nuss said "the value of the Product Council as a communication channel was obvious. As an opportunity to get an evaluation of our plans for the next few years, we will probably be holding more of these in the future."

SEPTEMBER PUBLICATION DATES

September 4

September 18

T/S Aids Evendale in Supersonic Engine Tests

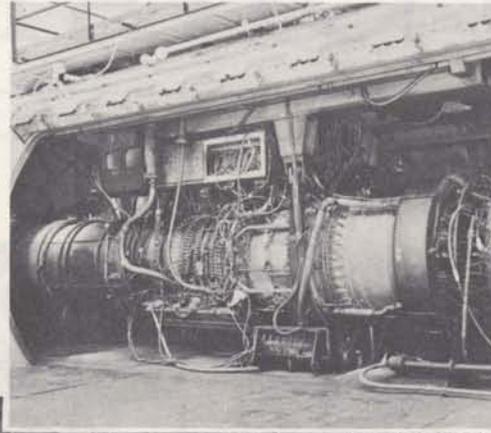
The U.S. supersonic transport "is to the commercial transport business what Apollo was to space," according to *Aviation Week & Space Technology*. The design has now been validated by the FAA: the airframe and engine manufacturers are Boeing and General Electric.

Largest and newest of the facilities being used by GE is the \$12 million altitude engine test facility at the Evendale plant. Engineering investigations have been conducted at Evendale and satisfactory operating characteristics of the prototype engines confirmed.

GE's Aircraft Engine Group in Evendale is one of the biggest customers of the Information Services Division. According to Dennis Mulford, Manager-Cincinnati Office, time-sharing was used to verify predicted turbine cooling effectiveness and operation with heated fuel, and also in analysis of noise level of the engine.

Congressional approval is necessary for continuance of the SST program. The House has passed a bill appropri-

ating \$290 million for 1971, and the Senate Appropriations Committee now has the Senate bill.



The full-scale metal mockup of the U.S. SST nears completion at Boeing's Developmental Center in Seattle. The fuselage is 287 feet long and is constructed of aluminum instead of the stronger titanium that will be used for the prototypes. Engineering mockup in foreground shows variable geometry nose section.

Inset: A GE4 engine is shown installed in the altitude test cell. Engines have been operated at simulated inlet conditions up to Mach 2.7 (about 1,800 miles an hour) and up to 75,000 feet altitude.



Dartmouth Broadens Learning by Computer

HANOVER, N.H. — The Kiewit Computation Center of Dartmouth College has announced the formation of the Computer Educational Materials Development Center, with a primary mission of writing, testing, duplication and publication of text materials to aid teachers in using the computer in their courses. Professor Arthur W. Luehrmann of Dartmouth's Physics Department will be the first director of the new Center.

Major programs under way at Dartmouth are: COEXIST, to develop test material for courses in mathematics, physics and engineering; IMPRESS, to extract information in the social sciences from large data bases; and the humanities program making Greek and Latin texts available for linguistic and stylistic analysis by means of computers.

Professor Luehrmann is studying the creation of a new quarterly journal devoted to papers dealing with

uses of the computer in the undergraduate curriculum.

Practically all these programs can be converted for use on GE time-sharing, since they are usually written in BASIC.

Q. What paperwork is required to be reimbursed for two weeks spent in summer drill or camp in the Reserves?

A. Enter on your time card "Summer Encampment" for the period of time absent from work. Upon returning from encampment, send a copy of your military pay voucher to Personnel Accounting for use in preparing the military duty pay differential.

NEWS-SHARE is published by General Electric ISD, 7735 Old Georgetown Road, Bethesda, Md. 20014, for the benefit and information of its employees and their families. Articles and pictures may be submitted to the Editor.



Service Award

Arthur Roth,
15 years

September Service Awards

TWENTY YEARS

W. R. Sinback September 13, 1950
J. F. Tidd September 18, 1950
J. B. O'Brien September 25, 1950

FIFTEEN YEARS

F. R. McNeas September 6, 1955

FIVE YEARS

O. R. Barkdoll September 7, 1965
F. Martinson September 7, 1965
J. J. Perron September 7, 1965
E. Shanklin September 7, 1965
R. H. Marsh September 13, 1965
J. P. Schuster September 13, 1965
K. Schjonneburg September 21, 1965



NEWS-SHARE

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Bethesda, Maryland

September 18, 1970

EDITORIAL

Inflation Hits Politics

Inflation is one of the key issues in the 1970 election campaign. The high cost of living affects every American, and so it may be a decisive factor when voters go to the polls on November 3.

There is a side of inflation that probably influences who gets elected — the high cost of running for public office.

In 1968 an estimated \$300 million were spent by all political parties and candidates on election campaigns at all levels in the United States.

Radio and TV time are a substantial part of the spiraling costs. A bill now in Congress would hold such expenditures to 7¢ per vote in the preceding



CONSTRUCTIVE CITIZENSHIP

election, or \$20,000, whichever is greater. It probably will not have a strong bearing on this campaign, and places no new limits on other forms of campaign spending.

We are in danger of pricing men of limited means out of running for public office. There is an alternative. If all Americans contributed what they could to the political party or candidate of their choice, individual wealth would be unimportant in selecting candidates.

Such widespread political giving is a primary goal of General Electric's non-partisan 1970 Constructive Citizenship program.

Usual T/S Service Considered Unusual



Karyl Andolina, CAS in the Pittsburgh office, is an enthusiastic young woman who works hard for her customers and energetically for time-sharing.

Recently a customer sent her a substantial check to thank her for her outstanding efforts to save him money by suggesting a change from a batch job to a time-sharing application. She worked long hours and Saturdays in the programming conversion and earned an appreciative customer for the Pittsburgh office.

Bill Regan, Karyl's manager, had to inform the customer that such gifts violate GE's policy on gifts to employees. "The services for which you wished to reward Miss Andolina are part of our normal time-sharing offering, and thus have already been paid for." He had no knowledge of her extraordinary efforts for this particular customer, but was not surprised — "this is typical of her work. We actually have to tell her to leave the office when she's involved in a project."

Archibald to Serve On Faculty at NY State U.



Julius Archibald, of Engineering Central Systems Software, Mark II simulations, is taking a 21 month leave of absence to teach computer programming and advanced computer science courses at the State University of New York at Plattsburgh.

Starting work with computers in 1953, Mr. Archibald joined GE in 1955 and came to Information Services in June, 1968. His only experience in teaching has been in GE training courses, but he is looking forward to the challenge of his position in the new department at the Plattsburgh campus.

"What teaching I've done, I've enjoyed," he said, and expressed enthusiasm for New York's State

University system. GE employees have taught on the Albany campus of the State University, where GE time-sharing was used until they bought their own system. Mr. Archibald feels that time-sharing "is the only way for a college to assure an adequate amount of computer time."

SERVICE AWARDS



Donald Frye, second from right, received his twenty year award at the Fall Festival of Features meeting in Los Angeles from Art Peltosalo, second from left. Jack Griffin, left, and Dan Jorgenson, right, look on.

S & S Prices for 1970

Month	Stock Price	Fund Unit Price
January	\$73.988	\$28.086
February	69.921	27.007
March	72.268	26.304
April	74.165	25.047
May	66.429	21.950
June	67.636	22.022
July	73.023	21.475
August	76.214	21.547

GENERAL ELECTRIC S & S PROGRAM MUTUAL FUND

Semi-Annual Report, June 30, 1970

To Program Participants and Fund Unit Holders: This report shows the net asset value per Fund Unit on June 30, 1970 and December 31, 1969 and a list of investments on June 30, 1970.

Asset Value. The net asset value per Fund Unit was \$21.02 on June 30, 1970. This compares with \$28.57 on December 31, 1969 and \$27.05 on June 30, 1969.

The value of a Fund Unit decreased 25.2% for the 6 months ended June 30, 1970 and decreased 20.9% for the 12 month period. These decreases have been adjusted for the distribution of \$.48 per Fund Unit paid in March 1970. (The distribution was

credited to participants in the form of additional Fund Units in accordance with the Savings and Security Program.)

Note: Employee savings and Company contributions are credited at the average Fund Unit Price in the month for which such credit is made, and not at the asset value as of the end of particular periods specified above.

General Electric S & S Mutual Fund • List of Investments, June 30, 1970

COMMON STOCKS 94.00%

Shares		At Market*	Shares		At Market*
	Building 6.40%			Oil 6.10%	
43,400	Carrier Corp.	\$ 1,437,625	15,700	Louisiana Land & Exploration Co.	\$ 735,938
36,700	Cousins Properties	1,036,775	45,000	Mobil Oil Corp.	1,968,750
43,600	Fishbach & Moore, Inc.	1,046,400	20,000	Schlumberger, Ltd.	1,277,500
53,500	Rouse Company	1,190,375	22,700	Standard Oil Co. (New Jersey)	1,242,825
30,700	Trane Company (The)	1,726,875	35,200	Texaco, Inc.	915,200
		6,438,050			6,140,213
	Business Equipment 11.71%			Paper and Containers 7.32%	
16,300	Burroughs Corp.	1,491,450	70,000	International Paper Co.	2,135,000
30,000	Digital Equipment Corp.	1,665,000	62,740	Kimberly-Clark Corp.	1,929,255
15,000	International Business Machines Corporation	3,750,000	54,300	Scott Paper Co.	1,391,438
55,600	National Cash Register Co.	2,314,350	80,000	U.S. Plywood-Champion Papers, Inc.	1,910,000
35,000	Xerox Corporation	2,555,000			7,365,693
		11,775,800		Photography 4.11%	
	Consumer Products 8.21%		35,000	Eastman Kodak Co.	2,222,500
59,900	Burlington Industries, Inc.	2,066,550	36,000	Polaroid Corp.	1,908,000
30,000	Coca-Cola Company (The)	2,081,250			4,130,500
55,000	Heublein, Inc.	1,918,125		Public Utilities 2.77%	
30,086	Simplicity Pattern Co., Inc.	2,196,278	32,000	American Telephone & Telegraph Co.	1,320,000
		8,262,203	32,400	Duke Power Co.	664,200
	Drugs 9.67%		34,800	Southern California Edison Co.	800,400
30,000	Abbott Laboratories	1,845,000			2,784,600
40,000	American Home Products Corporation	2,280,000		Publishing and Services 6.96%	
100,000	Baxter Laboratories, Inc.	2,287,500	25,000	Burns (William J.) International Detective Agency	581,250
51,000	Betz Laboratories	1,989,000	25,000	Disney (Walt) Productions, Inc.	2,934,375
45,000	Medtronic, Inc.	1,327,500	45,000	Dun & Bradstreet, Inc.	1,951,875
		9,729,000	29,500	Pinkerton's, Inc.	1,534,000
	Electrical 2.36%				7,001,500
12,400	Emerson Electric Co.	633,950		Soap and Cosmetics 9.66%	
19,800	Int'l. Telephone & Telegraph Corp.	683,100	30,000	Avon Products, Inc.	2,111,250
47,750	Pickwick International, Inc.	1,056,468	45,000	Gillette Co.	1,698,750
		2,373,518	20,000	International Flavors and Fragrances	1,067,500
	Merchandising 9.62%		35,000	Plough, Inc.	2,327,500
25,000	A.R.A. Services, Inc.	2,081,250	45,000	Revlon, Inc.	2,508,750
16,200	Heinz (H.J.) Co.	526,500			9,713,750
55,000	Mammoth Mart, Inc.	838,750		Other 2.96%	
15,600	Mercantile Stores Company, Inc.	904,800	26,100	General Motors Corp.	1,621,462
40,000	Penney (J.C.) Co.	1,640,000	31,200	Marlennan Corp.	1,357,200
40,000	Sears Roebuck & Co.	2,225,000			2,978,662
50,000	Woolworth (F.W.) Co.	1,462,500		Total common stocks 94.00%	94,564,395
		9,678,800		Cash, corporate short-term notes, receivables, etc., net 6.00%	6,034,000
	Metal and Mining 1.82%			Total Net Asset Value	\$100,598,395
22,200	Kennecott Copper Corp.	960,150			
20,700	Phelps Dodge Corporation	874,575			
		1,834,725			
	Miscellaneous Manufacturing 4.33%				
37,500	Caterpillar Tractor Co.	1,298,438			
30,006	Diebold, Inc.	1,590,318			
25,000	Lenox, Inc.	803,125			
24,200	TRW, Inc.	665,500			
		4,357,381			

*Securities listed on national exchanges are valued at the closing sales price at June 30, 1970; securities traded in the over-the-counter market are valued at the last bid price at that date.

Loftin Opens Sales and Contract Section

Ralph Loftin, Manager-Programming Services, has announced that **Bob Donnestad**, presently manager of the Milwaukee Branch, will become Manager-Sales and Contracts, with **Pete Drake**, formerly in the Central Region Administration, as Specialist-Sales & Contract Measurements.

Mr. Donnestad will take up his new duties in Bethesda "as soon as I sell my house in Milwaukee." Mr. Drake, who has sold his house, is already in Bethesda.

Programming Services has been involved in contracting programming for the government. Bob and Pete will develop a marketing strategy to enlarge the range of customers.

Review Your Fund Unit Registration

The instructions on how S&S Program Fund Units can be registered have been clarified by the Federal Securities and Exchange Commission.

It had been assumed that fund units could be registered in the employee's name and the name of a joint tenant, as GE stock shares under the program are registered. The new information indicates this is not the case. For stock shares, joint tenants may be anyone in the employee's immediate family—including father, mother, brothers and sisters. But a joint tenant for fund units is restricted to the husband, wife, or adult child of the employee.

Part I of the S&SP Authorization Form recently distributed shows how GE stock shares will be registered and indicates that unless other instructions are received, the fund units will be registered the same way.

If the registration calls for a joint tenant who is not spouse or adult child, or if instructions have been sent to register units jointly with such an individual, the registration will have to be changed.

Division Chiefs Trace Past, Present, Future In Nationwide Meetings

The Fall Festival of Features, better known as "The Road Show," sent three teams of home office personnel to nine cities, September 8-10, and was repeated for home office personnel on September 18.

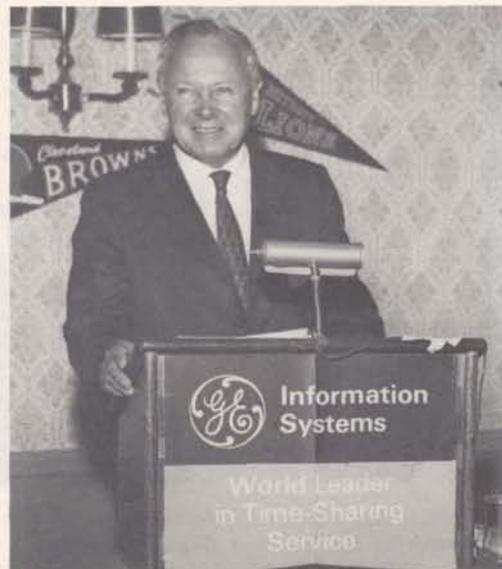
A well-organized program explained the present state of the business, new products, sales plans and programs, and future plans and thinking; it was, in some ways, an employee preview of the press conference held in New York September 24.



Left to right: **Harvey Henson**, **Bob Rogers**, **Jim Lowry** and **Ken Conroy** of the Southeast District relax during the cocktail hour in Atlanta.

The "road show" was partially a response to the success of Calloway Gardens Sales Conference last spring—**Art Peltosalo**, **Paul Sage** and other managers recognized at that time the need for personal contact with field employees. Mr. Peltosalo noted: "They should not always come to us, we should go into the field to see employees in their own territory, and I felt this trip was most successful."

At the meeting in Bethesda, where **Ken MacDonald** was Master of Ceremonies, **Paul Leadley** defined the General Electric rationale in the Honeywell-GE merger, and the GE corporate conviction that time-sharing will con-



Art Peltosalo, during the discussion period at a Central Region meeting.

tinue to grow and become an extremely profitable business.

Pete Salisbury described new product developments, notably PR28, and **Dick Sharman** announced "We are in the terminals business," adding details on the GE terminals offerings.

After viewing the Lombardi sales film, **George Feeney** worried about following such a dynamic presentation but followed it well with an enthusiastic description of things to come.



Al Jones.



Roger Hobbs

Bob Richardson pointed out the unusual interest developed by the press in General Electric's time sharing, resulting in special briefings and the press conference scheduled for September 24. At that press conference GE's past and future commitment to time-sharing will be reviewed, and the network system and experimental satellite link to London will be announced. An extensive advertising campaign and special articles in trade and general magazines will follow this fall.

and closed by saying he felt that next year we will not only be the *largest* in the business but, the most profitable as well.



Front row, left to right, Dick Sharman, Nick Kefal, and Art Peltosalo at a meeting in the Central Region.



Paul Leadley chats with participants during a break at the Eastern Region meetings.

Questions during the discussion period at the home office tended to be technical rather than marketing questions. Dr. Feeney's description of developments expected in the next few years elicited several questions.

Paul Sage described his recent trip to Japan and indicated that Borge Christensen is preparing a limited time-sharing package to be offered there.

Art Peltosalo gave a quick review of his eleven months with the Division



Mac McCleary during a break at a meeting in the Eastern Region.

Executive ability is a talent for deciding something quickly and getting somebody else to do it.

Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

Credit Line

Dave Foster has won the Second Annual Martin Luther King Memorial Prize for his article in *Computers and Automation* of August, 1970.

Dave is a programming analyst, doing performance simulation and measurement in Mark II, "a trouble shooter to find bottlenecks in the system. He is really wrapped up in what he is doing," according to his Manager, Jim Porter.

Two years ago Dave graduated from the University of Georgia, a Phi Beta Kappa, and was hired by General Electric to his present job. He has written several papers, one for the Spring Joint Computer Conference this year.

His attitude toward computer use can be summed up in a quotation from the winning article: "The slogan 'Columbus discovered America in 1492' in no more insightful—and no less ethnocentric—when displayed on a CRT than when written on a blackboard."

The *Computers and Automation* article is entitled "Computers and Social Change," and is a provocative approach to society's application of computer science and technology to the problems of change in society.

Electronics Seminar Held in Carolinas

A Computer Aided Electronic Design Seminar was held in Greensboro this summer for customers who design or test electronic circuitry.

Bill Porter, Manager of the Carolinas office, had only praise for Harvey Henson, who conducted the seminar, and his assistants Reggie Loy and Jim Schuster, for their "hard and sincere leg work done prior to the seminar . . . The critiques we received were undoubtedly the most favorable on any seminar or language class conducted in our Branch."

One attendee wrote, "I was not familiar with any of the programs or teletype equipment, but I can run simple programs now without assistance."

The seminar was devised to combine the proper proportions of classroom instruction and hands on experience on the terminal. Each of the three classes consisted of 10 customers who spent the day listening and then seeing for themselves what had been heard in the classroom.

Bill Porter says "This type of seminar provides an excellent method of maintaining a favorable expense to revenue ratio in the operation of any branch office. In our area there is a great hunger for this type of activity, and we feel we have more than ample foodstuffs to satisfy this hunger."

SERVICE AWARDS



James Tidd
20 Years



Warner Sinback
20 Years

Management Philosophy Supplied GE PBM Grads

Two Professional Business Management courses were held at Bethesda September 23-25 and September 30 - October 2.

The objective of the course is to familiarize participants with GE's management philosophy and practices, and with work planning as a way of doing managerial work. It is a manager education course designed for use with all exempt employees.



Paul Sage addressing the PBM graduates.

FIRST COURSE

Dick Burke
John Canning
Dave Clark
Ken Coit
Dick Gray
Lou Hauschild
Smith Keene
Gladys Myers
Bill McClary
Larry Rollins
Frank Sabin
Bob Seaton
Gene Shanklin
Tom Taylor
Barry Howard
Frank Martinson

SECOND COURSE

John O'Brien
Walt Cory
Glenn Nichols
Lee Anderson
Gerry Gay
Larry Singleton
Bill Muller
Knut Schjonneberg
Adelbert Beesley
Fred King
Dave Jarvis
Al Richardson
K. C. Hua
Stu Morehouse
Sam Wenck
Ed Ward

Paul Sage, Deputy Division General Manager, spoke at the final banquets, commenting that "a first level manager is the most difficult position in the Company," and advised them on decision-making in that role.

Barry Howard, Account Representative of the ISD Manhattan Financial Office, was an enthusiastic stu-



A classroom scene at the second PBM course.

dent of the first course. He feels that most field employees are unaware of the course, yet need to hear its emphasis on the General Electric Company. Barry said, "One of the things I took out of this course is a feeling for the Company: I am more affected by what happens within GE than I thought."

At the evaluation session closing the second course, Fred King, Manager-Electrical/Electronics Applications, volunteered that "the lack of GE dogma in the presentation of this course lends credibility." Another class member added he was "glad to see the course is people oriented."

Such manpower development courses as the Professional Business Management course, have been held about four times a year, and will continue to occur on that schedule.



Field employees attending the first PBM course in Bethesda, left to right: Bill McClary, Schenectady; Frank Martinson, Teaneck; "Mac" MacGregor, who helped in teaching the course; Barry Howard, New York; Gene Shanklin, Cleveland; and Dick Burke, Baltimore.

T/S Whets Appetites at Chicago Trade Show

The entire Navy Pier and International Amphitheater in Chicago were needed to house the Machine Tool and Production Show held September 21 through October 2 — and GE had the most impressive display at the show.

Theme of the booth was "GE — Manufacturing Automationland," exhibiting the total GE capability in manufacturing. Time sharing's display module demonstrated our CAM (Computer Assisted Manufacturing) package, as well as GIVY1 and FAME — offering new power to the industry and emphasizing the data-base management powers of our systems.

Before the trade show 100,000 attendees were anticipated, but after one week of the two week show it was obvious attendance would be much higher.

ISD participation at the GE booth was under the direction of Joe Domonkos, who said "We were able to expose our wares to top level management — Chairman of the Board Fred Borch stopped at our time-sharing display while I was there."

"Mac" McClary addressed a sales meeting of the Industrial Sales Division (known as Big ISD) during his stay in Chicago. Theme of his address was how both ISD's could work together, or "ISD+ISD=Sales."

The interest cards signed at the GE booth are being sorted, and hot prospects will be sent to ISD Sales Offices very shortly.

Any child can tell you what's wrong with today's parents. They think they know more than their children.

*"Is my dress too short?"
"It's either too short or you're in it too far."*

Ebeling Conducts Milwaukee Seminar

A Probabilistic Problem Solving & Analysis (PA 300) Seminar was held at the Downtowner Motor Inn, Milwaukee in late August with Dr. Dolph Ebeling, author of the system, conducting the seminar.

Both customers and Dr. Ebeling were pleased with the seminar. Dr. Ebeling is a former GE employee who developed the software for PA 300. **Bob Donnestad**, Manager - Milwaukee Branch said, "Dr. Ebeling has one thousand percent credibility in this field, and also has a knack of gearing his comments to his audience."

Milwaukee has a great need for such financial and business forecasting. Of the 30 prospective customers

who attended, six have already signed for the PA 300, with several more customers discussing contracts.



Dolph Ebeling and Bob Donnestad (standing) at the Milwaukee PA300 Seminar, held at the Downtowner Motor Inn.

Employees Save Fees in Sale of GE Stock

GE employees have saved approximately \$67,000 during 1970 under the procedure that allows employees to sell GE stock back to the company if it was received under one of the employee savings plans. Brokerage commissions and odd-lot charges are not paid when company procedure is followed.

To save the cost of brokers' fees and commissions in the selling of GE stock received under one of the savings plans:

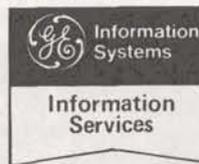
Fill in "General Electric Company" after "hereby sell, assign and transfer unto . . ." on the back of the certificate. Fill in the date, and sign it exactly as it appears on the face of the certificate. If there are two owners of the shares, both names should be signed. At the bottom of the certificate the seller should fill in his complete address, including zip code, to which the check for the proceeds is to be mailed.

Send the certificates to be sold by registered mail to the Employee Savings Operation, General Electric Company, 1 River Road, Schenectady, New York 12305. For the insurance value for registered mail, multiply \$4 times the number of shares included in the certificate. This insurance covers the cost of replacing a lost certificate.

News-Share is published weekly by the General Electric Company; Information Services Division, for the benefit and information of employees. Articles and photographs may be submitted to:

Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

DIALCOMM 8*273-4712



KNOW YOUR RELATIONS CONTACTS

Jim Dittbrenner	8*273-4217	— IND field and headquarters
Tom St. Maxens	8*273-4644	— ISD headquarters
Jan Stockstill	8*281-7390	— ISD Eastern Region
Howard Lovejoy	8*344-6317	— ISD Central Region
Tom St. Maxens	8*273-4644	— ISD Western Region (acting)
Jess Fontaine	8*273-4314	— DFO, Resource Operation, Relations & Facilities Op.

October Service Awards

THIRTY YEARS

Robert W. Hamilton October 4, 1940

TWENTY YEARS

Paul L. Beaudry October 16, 1950

FIFTEEN YEARS

Patricia Tearno October 3, 1955

TEN YEARS

William J. Strong October 31, 1960

John F. Hogan October 3, 1960

Thomas Newton October 22, 1960

FIVE YEARS

Paul E. Clark October 3, 1965

John H. Putman October 25, 1965

K. E. Smith October 4, 1965

Eugene R. Baker October 18, 1965

Team Selling to Weyerhaeuser

The Portland and Seattle offices of the Pacific Northwest Branch recently combined efforts to increase service and revenue at Weyerhaeuser Company. This customer has five operations in Washington and four in Oregon, geographically distant from each other, but all using GE Time-Sharing.

Jim Goff, Seattle, and **Tom May**, Portland, developed a Weyerhaeuser Time-Sharing User Seminar and enlisted six WeyCo GE Time-Sharing users to share their applications with the forty seminar attendees on September 15.

Bob Garden, Pacific Northwest Branch Manager, commented, "That's real teamwork selling—Pacific Northwest style!"



Jim Goff, Seattle

Tom May, Portland

Resource Moves To IND; Christensen New Manager



Borge M. Christensen, Manager-International Information Services Operation, has been appointed Manager-Resource Operation, reporting to Dr. George J. Feeney, General Manager-Information Networks Department. Paul R. Leadley will be Acting Manager-International Information Services Operation.

Cecil Black, who has been managing the Resource Operation, has accepted a position with Honeywell Information Systems, Inc. in Phoenix, Arizona.

\$2 Pay Boost to Nonexempt

Another cost of living pay increase will go into effect Monday, October 26 for this Division's nonexempt employees, when weekly salary rates will go up \$2.

A \$1.20 per week increase went into effect January 26 as an advance payment on this year's cost of living adjustment. The second part of this adjustment was intended to be put into effect after the release in late November of the national consumer price index. Management has decided to put the increase into paychecks for all work performed on or after October 26, meaning the \$2 per week increase will appear first in the paycheck dis-

Public Service to be Rewarded

Last year the General Electric Foundation established the Gerald L. Phillippe Awards for Distinguished Public Service, to encourage others to follow Mr. Phillippe's example of leadership in public service.

The award consists of a medal presented to each winner, and a \$1000 donation to the charity or educational institution designated by the winner.

"Mac" MacGregor is the Phillippe Awards Chairman for this Division. Nominations of employees who might be considered for the award must be received by him before December 1.

The five winners for 1969 were cited for leadership in crime control, low-income housing, disadvantaged youths, and victims of natural disaster. Nominees whose public service is continuing may be renominated this year if they were not winners last year.

Esther Fanfani
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

DIALCOMM 8*273-4712

LADDER THE UP



Bob Streight, who is now Manager-North New England Branch Office, has accepted the position of Manager - Southern California District.

Bob began his GE career in Santa Barbara in June, 1959 and joined Information Services Division in February, 1968 as a Sales Representative in Boston. He was made Manager of the North New England Branch in May, 1969.

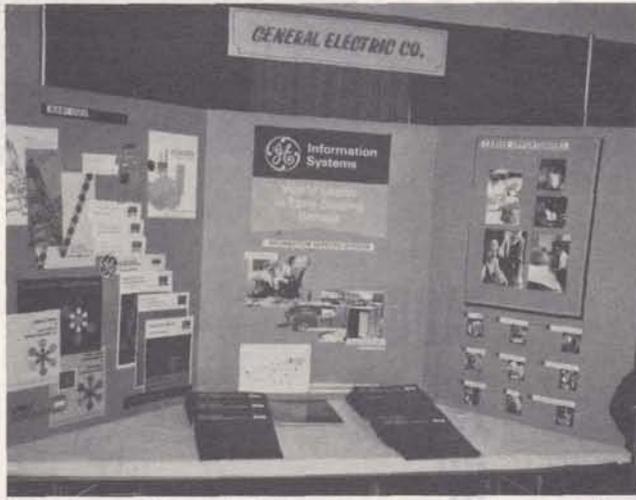
September Winners of Revenue A Go-Go Named



The ten offices named below performed best in September, against a base revenue figure established from earlier revenues:

- Atlanta
- Baltimore/Washington Commercial
- BTL
- Central New England
- Cincinnati
- Greensboro/Greenville
- New Mexico
- New Orleans
- Schenectady Internal Accounts
- Washington Government

Career Choices Shown at Delaware State



At the recruiting conference last year, Ed interviewed **Reginald Ward**, who graduated from Delaware State in May 1970 and was hired by GE shortly afterward on the Financial Management Program, and was assigned to ISD.

Last week Reg went back to his alma mater with Ed Ward to the Annual Career Conference to tell his friends about career opportunities in computer time-sharing. Of the over 50 participants in the career fair, GE had one of the best displays, with an audio visual slide show and, as Ed Ward said, "a very effective representative for Information Services—Reginald Ward."

The Annual Career Conferences held at Delaware State College in Dover has had representation from Information Services Division for several years. Ed Ward, Professional Recruiting, has also attended recruiting days held there in the spring.

T/S & UPI Analyze Primary Returns



On the night of primary elections in Virginia, United Press International called on GE time-sharing to join in a

combined effort to analyze and tabulate primary election data quickly.

A group of UPI employees, **Bill Moore** and **Mac McKee** of our Newport News office, and a lieutenant from the Army Transportation School (a fast typist), worked far into the night at the UPI offices in Richmond.

While the wire service described "a sophisticated computer room at News Central, bringing the latest forecast of winners," the team in the UPI offices actually worked in a different atmosphere—at old wooden desks, on portable typewriters and terminals to represent the "sophisticated computer room."

The computer came in "almost on the money every time," and UPI was pleased with its successful use of time-sharing.

Singapore Visitor Shown Time-Sharing

Singapore is considered one of the promising targets for time-sharing services in the Far East. International Information Services Operation has been working with the government of Singapore and business concerns to establish a time-sharing licensee there.

Dr. Toh Chin Chye, Minister of Science and Technology of the Republic of Singapore, recently visited the Research and Development Center at Schenectady with **Borge Christensen**, Manager - International Information Services Operations, where he received hands on demonstration of time-sharing.



(Left to right) Lee Denny and Bob Rentz of the Eastern New York ISD Office; J. R. Mudge, Vice President and Area Division Manager, Far East; Dr. Donald Shell of the R & D Center; and Borge Christensen watch Dr. Toh Chin Chye at the terminal.

S & S Prices for 1970

Month	Stock Price	Fund Unit Price
January	\$73.988	\$28.086
February	\$69.921	\$27.007
March	\$72.268	\$26.304
April	\$74.165	\$25.047
May	\$66.429	\$21.950
June	\$67.636	\$22.022
July	\$73.023	\$21.475
August	\$76.214	\$21.547
September	\$80.702	\$23.276



Get Off Your Apathy.

NEWS-SHARE

ISSO Transfers to Mark I Services

Effective October 15, 1970 the International Information Services Operation was merged into Mark I Services Operation, with Zigmund Quastler as Manager. The Mark I Services Operation is organized as follows:

L. K. Stanton, Manager, Mark I Engineering: systems software worldwide.

R. J. Lewis, Manager, Operations Plans and Programs: Mark I Services interface with IND Operations and Networks Systems.

B. W. Eames, Manager, Marketing Plans and Programs: interfacing with FSO and Mark II, and establishing international licensees.

R. H. Knight, Manager, Japan Operation.

C. B. Church, Manager, International Market Development: new international market analysis and the establishment of new ventures.

S. Mackay, Manager, Business Planning: responsible for an integrated international Mark I business plan.

M. R. Broz, Manager, Puerto Rico Operation.

J. W. Conifrey and **D. L. Clingan** will be on special assignment.

In addition to these changes in Mark I, **A. E. Peltosalo** has announced that **Paul Sage**, Deputy Division General Manager, will work for a period of time in Europe pursuing international Mark II opportunities.

Central Region Holds Manager's Meeting



Gathering at a break, ISD and IND managers of field and headquarters at the Central Region meeting. Left to right, Brit DeSilva, Jiggs Weldy, Charles Ray, Ken MacDonald, Bill Moore, Dennis Mulford, George Schultz, Zigmund Quastler, Joe Adams, Glenn Uthe, Bob McGregor, Sandra Kolleda, Jack Griffin, Al Parker, Al Richardson, and Bob Evanoff.

Branch managers in the Central Region met in Cleveland October 8 and 9 in a "Managing for Growth" meeting to discuss major topics which have heavy impact on growth performance. Divided into work teams, the branch managers were assigned topics

such as Principles of Selling, What Should we Sell, Selling Network, Exploding an Account, and Planning and Use of Time. Several headquarters personnel attended as guests, and described it as a "terrific success."

UP THE LADDER



Al Richardson, now a Sales Representative in the Eastern New York Branch Office, Schenectady, will become Manager-Milwaukee Branch. Al became an early member of the ISD staff in 1967, coming to General Electric from the New York Department of Social Services.



Vic Henschel, who joined General Electric in June 1969 as one of the "Fast Fax" team in Bethesda, has been made a Sales Representative in the New York Industrial Sales Office.



Gains in T/S Cited

GE Chairman of the Board Fred Borch had a nice word for us in his third quarter earnings announcement: "We should point out that General Electric's time-sharing service and process computer business were not included in the Honeywell transactions. Both of these businesses showed increased volume in the past quarter, with time-sharing making substantial gains."

Esther Fanfani
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

Reader Comments on News-Share . . .

The purpose of News-Share is "to build morale by helping employees identify with the time-sharing business and the General Electric Company." Most of your answers agreed with that, although one said "is a personnel propaganda tool" and another answered "to give someone a job." We can't deny either statement, but would argue both points.

There were a few people who didn't know News-Share is for the entire Division—mailed on Fridays to employees throughout the country and distributed in Bethesda.

Answers varied greatly — 7 of you want *more* on individual employees, 5 of you want fewer such articles. One person wanted S&SP prices listed monthly (we always have), and another wanted them listed only when the price goes up. Field people want more field news, headquarters people want to read "about people we know."

Most people named managers as their first source of benefits and Division news, with News-Share and GE publications as the second source. But some readers listed News-Share as most informative on general business, and a few got their GE benefits news from newspapers and trade journals!

Both field and headquarters wanted more information on new products, competitors, and new business. Fast

A 1915 View of the Future

Charles Steinmetz, a brilliant and eccentric General Electric scientist, wrote an article published in August of 1915, entitled "You Will Think This a Dream." Taken as wild science fiction in those days, it is interesting to reread 55 years later. An excerpt:

"With the motion picture and talking machine perfectly synchronized, as they will be, it will not be necessary to go to the theater for our amusement. These machines will be made for use in the home. We can have the best and finest productions in this way. Both the films and records will be greatly improved."

News-Share will bring you other views of the future as seen in the past in later issues.

Fax, Sales Bulletins, and the many publications from Marketing Communications cover these subjects better than News-Share could. We will try to cross reference these publications.

There was a strong request for interviews with Division executives, and information on who does what. We hope the new "Up the Ladder" column is a step in that direction. The loudest cry was for more "state of the business" news. These may read like the "motherhood articles" and "party line talk" many of you asked us to eliminate — but we'll attempt this, too.

Subjects you wanted eliminated were not surprising, and we tend to agree. Forty-four percent of you wanted service award presentations, classroom scenes, and "canned" news eliminated. As you may have noted, lists of awards are published monthly, with a closeup (of those with ten or more years of service) printed when we receive a picture. Canned news is drastically edited, if it is used. The ten-day lag between editor and reader is now cut back to five days.

Returns were received from 12% of our total distribution—better than we expected. Some of the answers were difficult to interpret, but so were

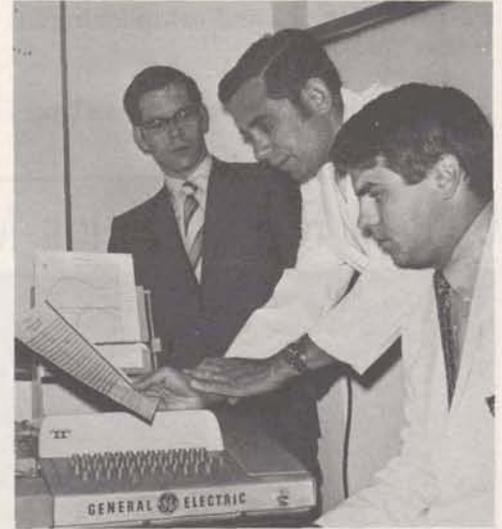
some of our questions.

The survey returns have been enjoyable and educational, and we are grateful for the helpful criticism received. If you have criticism, ideas for stories, or complaints, call Esther Fanfani, editor, on 8*273-4712.

We must close with the best quote of all. "If I were editor," wrote one sympathetic reader, "I'd cry a lot."

T/S Assists in Diagnosis

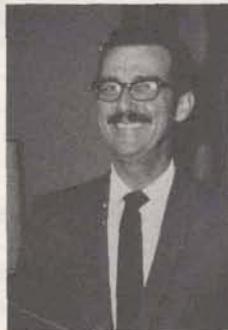
An interesting use of time-sharing is illustrated in the picture below. Good Samaritan Hospital in Phoenix has developed its own program for analyzing blood gas data. Phil Hollis (left), Account Rep in the Arizona Branch, assisted Dr. Bernard Levine and Charles Oxtenko (right) in developing the program to analyze blood gas data. The data is sent by terminal to the GE Mark II system in Los Angeles, where it will be processed and returned as an analysis in five minutes. The analysis is useful as a diagnostic guide for patients with acute respiratory disorders.



Computers Hit Gridiron

The Daily Dartmouth, oldest college newspaper in America, has a story on its sports page which details the use of time-sharing in football scouting reports. A player from Dartmouth devised a set of programs which allows the coach "to know on Sunday what a team is doing, whereas before it was Wednesday." The Dartmouth coach refers to the fifteen foot long printout as "a report and a half."

SERVICE AWARD



Paul Beaudry
20 years



Bob Hamilton
30 years

OCTOBER VALUE AWARDS

Suggestion Awards:

Barbara Smith	\$10.00
Lyn McDermitt	10.00
Ed Harrington	15.00
Janice Altizer	25.00

Cost Improvement:

John Meyer

Relations Operation Creates New Post

"Mac" MacGregor, Manager-Relations and Facilities Operation, recently announced a decentralization of the Relations Operation which will result in a cleaner organization with more direct communication channels.

Since IND now has only three field locations, the IND Relations Manager (**Jim Dittbrenner**) will operate for the IND field as well as headquarters. The field relations organization (**Jan Stockstill**, Eastern; and **Howard Lovejoy**, Central) will concentrate on ISD needs in the field, reporting to the Employee Relations Manager in ISD, **Tom St. Maxens**. Mr. St. Maxens will also act as Western field representative.

Components not reporting to IND or ISD, will have **Jess Fontaine** as Relations Manager.

On a company-wide basis there is need for more progress in equal opportunity and minority relations. The reorganization presented an ideal opportunity to stress our minority relations goals with the creation of a new post, Manager-Equal Opportunity/Minority Relations, to be filled temporarily by Mr. MacGregor on an acting basis.

Commenting on the new post, Mr. MacGregor said "It seems appropriate to place extra emphasis on these aims and find someone to fill the spot in a positive dimension — someone who has the ability to establish rapport with minority communities and contribute to our affirmative action programs."

Len Black will be utilized as a consultant in the area of Equal Opportunity/Minority Relations. He is presently employed at the Institute for Minority Business Orientation at Howard University.



Insta-Tax '70 Seminars Offered

Mark I Services announced last week the Insta-Tax '70, which computes income tax form 1040 and other appropriate schedules.

Sales instructions, user manuals, flyers, and contracts from Shared Applications, Inc., developer of Insta-Tax '70, will be received by all branch offices in the near future.

If you would like a seminar in your city as a vehicle for selling this package, **Hugh Calkin**, of Mark I Marketing Plans and Programs, says "Our bags are packed — just give us some lead time and a reasonable assurance of a turn out."

NEWS-SHARE MAILING LIST CORRECTION:

Editor, GE Newshare
7735 Old Georgetown Rd.
Bethesda, Maryland 20014

Manager _____

Office _____

Street _____

City, State _____

Data Management Training Draws Field Personnel

An urgent need for technical training in large data base and file management applications has been recognized with the first seven and a half day training course, held in Bethesda for key personnel from the field.

Dinu Martin was course leader for "Data Management Procedures" which prepared the attendees to understand, qualify, evaluate and support customer data management applications.

Strong emphasis was placed on programming and those attending the meeting spent long hours on "homework." **Ken MacDonald**, **George Fee-**

ney and **Felix Dupont** met with the class during their sessions.

"Mac" **McCleary** spoke at the final luncheon about the opportunities in the data management applications market.



Mary Ellen Romain at the terminal, **Judy Jehn** and **John Sliter** in the background.

TRAINING COURSE

- Randy Bracey** Capital
- Bob Evanoff** Detroit
- Al Friedman** BTL
- Judy Jehn** Dayton
- Diane Johnson** Dallas
- Ellen Kistler** Manhattan
- Art Lee** Philadelphia
- Gary McIrvin** Central Region
- Tom May** Portland
- Jennie Munder** Chicago
- Stan Nakamura** Palo Alto
- James Rash** San Fernando
- Mary Ellen Romain** New Jersey
- John Sliter** Schenectady
- Margaret Windish** Connecticut

UP THE LADDER



Bob Nelson joined the Los Angeles Computer Center in July 1966 when he came out of the Air Force. He is one of the earliest employees at Los Angeles, and has been promoted to shift supervisor, having been lead computer operator.



Steve Butterfield also joined the Los Angeles Computer Center after leaving the armed forces in April, 1967. He too, has become a shift supervisor after being a lead computer operator.



Scholarships Offered Children of Employees

Scholarships from two memorial funds, established fifty years ago in memory of former GE figures Richard H. Rice and Charles P. Steinmetz, are available to children of GE employees.

Rice scholarships were established at Stevens Institute of Technology in Hoboken in 1923 to provide awards annually.

The Steinmetz scholarships are awarded annually by Union College, Schenectady.

At both institutions the scholarships apply for any subject taught at that college, and the amount of scholarship is determined by the need of the candidate.

Applicants should write directly to the institution involved for information. Deadline for applications for each is February 1. Each institution has exclusive authority in the selection of scholarships.

Esther Fanfani
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

Secretary's Corner

Rules, hints, time-savers, new approaches to your work, will all be featured in this column. Send in your pet peeve, straighten out some common mistakes, and this will be a useful column.

The GE Corporate Directory is an invaluable tool for any secretary. Section managers have copies (regional managers in the field), and they are sent frequent revisions.

First, the secretary who has this Directory *must* keep it current. Second, every secretary should use it, keeping her own file of corporate staff she frequently writes.

The *first and last* names should be used, and must be correctly spelled. Don't put your faith in a "Hey, how do you spell Jones?" This is *your* letter — don't make someone else's mistakes.

If the addressee's title has changed, he wants to be known by his new title. Check that, too.

A phone call to your section manager's secretary, DialComm or local, is simple enough when it eliminates misspelled names and outdated titles. Our new phone book allows you to call the Division office you are writing to check names and titles. Do it!

There are more people seeing the letters you type than you realize. The first rule of correspondence is correct spelling. Make sure that first line you type is correct.

CONSTRUCTIVE CITIZENSHIP



Election day is just around the corner — on the national level there are many important offices being contested:

- 35 governors
- 35 U. S. Senate seats
- 435 U. S. House of Representatives

At the state and local level, 45 states will be electing all or part of their legislatures.

Remember November 3rd is Election Day. Vote . . . exercise your citizenship . . . help determine the future course of your national, state, and local governments.



Joseph R. Domonkos of Information Services Department, Bethesda, Md., explains the use of Time Sharing to General Electric executives during their tour of the company's exhibits at the Production Engineering and Machine Tool Shows in Chicago. Left to right are: Halbert B. Miller, Vice President-Production Resources; Domonkos; W. R. King, Manager-Metalworking Industries Market Development for the Industrial Sales Division and GE show coordinator; Fred J. Borch, Chairman and Chief Executive Officer of the company; and Jack S. Parker, Vice Chairman and Executive Officer.

NEWS-SHARE

Prime Minister Visits Division Headquarters

One afternoon in early November a flurry of excitement hit Division headquarters with the arrival of four impressive limousines, escorted by security men and motorcycle police from Maryland and Washington, D.C.

Passengers arriving were the Prime Minister, Lee Kuan Yew; the Ambassador to the United States E. S. Monteiro; and other dignitaries representing the Republic of Singapore; as well as J. Russell Mudge, GE Vice President and General Manager, Area Division Far East; and Lawrence Ebb, Counsel, Area Division Far East; to attend a conference with Art Peltosaló, Paul Leadley, and Borge Christensen.

Colin Church and Ray Kane assisted in a presentation of time-sharing, what it is, how it has grown, applications, and demonstration on a terminal.

The meeting lasted longer than expected because of the careful examination and interest shown by the Prime Minister and his colleagues.

Standing, left to right, Ray Kane, Manager-International Sales Support; Lawrence Ebb, Counsel, International GE, Far East Area Division; Vincent Chao of the Singapore Investment Center; and seated at the terminal, Prime Minister Lee Kuan Yew of the Republic of Singapore.

Singapore

Singapore is an independent island republic on the southern tip of the Malay Peninsula, with nearly 4 million inhabitants in its 224 square miles. The City of Singapore is built mainly on land reclaimed from the swamp and sea.

Governed by the United Kingdom from 1819 to the formation of Malaysia in 1963, Singapore became an independent nation in 1965.

Although Singapore's population is predominantly Chinese, over 70% speak English. The port of Singapore is the fourth largest in the world.

GE's Appliance Control Department has begun construction on an off-shore plant site there, and other GE plants are projected.



Benefits Pay Off

Cricket Jennings, who has become well known in Bethesda for her cheerful attention to the many requests for information that come to Office Services, was married on September 12 to Mike Betts. She wisely put her husband under the GE medical insurance plan, and like most of us assumed there would be no further call to fill out forms for insurance.

Mike went for a dental check up the end of September, and paid the dentist

\$4 for the oral check up and another \$4 for an X-ray. The X-ray showed two impacted wisdom teeth, which an oral surgeon extracted for \$110, and gave Mike a prescription for \$3.60 worth of medicine.

Cricket willingly filled out the forms she never expected to see, and received a check for \$114—the full surgeon's fee and the cost of the X-ray. The entire cost to the Betts' was \$7.60—not bad for a couple that might have started their second month of marriage with \$121.60 in dentist bills!

Football Contest in Final Period



October results include 5 repeat winners:

- Baltimore/Washington Commercial
- Cincinnati
- Greensboro/Greenville
- New Orleans
- Schenectady Internal Accounts

And 5 new winners:

- Indianapolis
- Louisville
- San Francisco
- Southern New England
- Tulsa

Twenty-seven of our forty-six branch offices have achieved over 60% of their three months' quota, and have a good chance of scoring touchdowns. November is the final month of the contest.

In the final month, Ken MacDonald is asking all offices "to use their best game strategy and call the right plays for the final month."

November Service Awards

FIFTEEN YEARS

James Laird November 30, 1955

Florence McCorkle November 25, 1960

FIVE YEARS

Wayne Hagood November 29, 1965

Peter Farrell November 5, 1965

Doris Crawford November 15, 1965

Robert Rogan November 1, 1965

Income Extension Aid Plan Improves Jan. 1

GE's Income Extension Aid Plan for non-exempt employees was ten years old in October, having paid out more than \$13.5 million in benefits both as income to those affected by long term layoffs and as tuition payments to affected employees who have wanted to train for new or better jobs.

The IEAP offers eligible employees one week's pay for each year of credited service when they are affected by long term layoff, or if their job is being eliminated by change. The benefits are paid as income extension after unemployment compensation benefits run out, with the employee receiving half a week's pay each week until his total benefits are exhausted. Benefits can also be taken in a lump sum within 60 days after layoff, but in that case GE service is terminated and recall rights given up. Similar benefits are normally extended on an individualized basis to exempt employees affect-

ed by such circumstances.

On Jan. 1 the requirements to be eligible for benefits will be lowered from three years' service to two years. Also, an employee who is recalled after receiving IEA benefits will have all his IEA credits restored 52 weeks from date of layoff if he has returned to work, instead of rebuilding his credits gradually.

Another important improvement to begin in 1971 is that any eligible employee with two or more years of service will have a minimum of four weeks' pay (eight weeks of income extension) available at once. He will continue to build his credits on top of these after reaching four years of service.

The IEAP tuition refund benefit (for educational courses to improve job skills) will be absorbed into the new Individual Development Program beginning January 1, 1971. This was described in last weeks *News-Share*.

UP THE LADDER



Richard Marsh, who has been a computer operator at Brook Park since joining Information Services in June, 1968, has been promoted to shift supervisor at Brook Park. Mr. Marsh came to ISD from big ISD — Industrial Sales Division, where he started his GE career in 1965.



Fred Nichols has been promoted from Specialist, to Manager-Auditing and Financial Management. Fred joined the Financial Management Training program in Syracuse immediately after college in 1963, and joined ISD in February, 1968.



Value Awards

Arthur Roth	Cost Improvement
Maggie Reitz	\$15.00
Warren Wines	\$100.00

Warren Wines received one of our larger suggestion awards for a patched program on a long print out, getting the necessary total figure without waiting for a print out.

Warren said his winnings were spent "sort of" just two days after he received the check. We suspect that, like most people, he's spent it *mentally* on three or four different things. He'd better think of another paying suggestion!



S & S Prices for 1970

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July	\$73.023	\$21.475
August	\$76.214	\$21.547
September	\$80.702	\$23.276
October	\$84.727	\$23.958

Neither person knows any more than they knew before the call was made.

The person who initiated the call should at least have identified himself — "This is Mr. Underdog's office, is Mr. Middledog in?"

Is Mr. Middledog out for a minute, an hour, on vacation? Mr. Underdog's office will have to call back for information that should have been volunteered — "He stepped out for a minute, may I have him call you?"

Always answer a ringing phone, but also remember to *give information*, no matter whose time and dime it is.

Pouch Mail Being Tested

The Bethesda mail room has been experimenting for several months with pouch mailing to a dozen locations. In order to make the test a true one Bethesda employees are urged to use plain brown or re-usable envelopes when mailing to the addresses below, or no envelope at all if the address is clear. Locations being sent mail by bulk are:

Atlanta, Georgia
1800 Peachtree St.

Brook Park, Ohio
5347 W. 161st St.

Chicago, Ill.
110 N. Wacker Dr.

Cleveland, Ohio
5755 Granger Road

El Monte, Calif.
9550 Flair Drive

Los Angeles, Calif.
8801 Bellanca Ave.

New York, N.Y.
570 Lexington Ave.

Schenectady, N.Y.
1 River Road

Schenectady, N.Y.
650 Franklin St.

Teaneck, N.J.
1500 Palisades Ave.

Waltham, Mass.
400 Totten Pond Rd.

Watertown, Mass.
100 Galen St.

This method of mailing has probably been used in most of the branch and district offices for outgoing mail—if not, it's an idea worth considering!

Secretary's Corner

Telephones are our main communication channel. When properly used they are time and energy savers.

But the following conversation has taken place, right here in Bethesda:

"Mr. Middledog's office."

"Is he in?"

"He's not in."

BANG!



See the December Monogram, page 25: IND's Frank Ittner has an epic article!

Breakfast Seminar: Unscrambling Computers

Frederick Community College, fifty miles northwest of Bethesda in Frederick, Maryland, has started a series of early morning seminars designed to present current information about the data processing field to business and professional people in Frederick County.



Frank Haynes, of IND's Resource Operation has been invited to speak to the seminar December 2 to explain time-sharing. He will discuss the use of remote access

computer sharing for business and the professions, some of the considerations to be made in sharing the computer, and will demonstrate remote access with a terminal taken to the seminar.

Frank has been invited to talk to instructors in the math and science departments at the college following the seminar.

Package Value Goes Up as Benefits Improved Jan. 1

Several employee benefit improvements go into effect on January 1, 1971. One benefit has immediate measurable value: an increase in take home pay of nearly 1% for almost all employees. The Company will pick up each employee's contribution to the insurance plan for his or her own coverage.

Improvements in the insurance plan include coverage for dental extraction and root canal therapy, plus

continued

Western Sales Managers Highlight '71 Approach



*Jack Griffin and
Bob Garden*



*Sally Smith and
Bob Streight*



*Conversation after dinner
at the San Diego meeting
of Western managers.*

Jack Griffin, Manager-ISD Western Region, held a meeting November 12 and 13 in San Diego for his region's managers and technical staff. From this meeting it was hoped that marketing ideas and techniques which were successful in one branch office would be incorporated by other branches.

The district and branch managers, the technical staff, several guests from IND Western Region and the Bethesda office, divided into teams for presentation of different aspects of selling.

Al Jones, Manager-ISD Central Region, was a guest at the meeting but worked as a photographer.

One new aspect of the meeting was the presence of **Bob Baker**, Manager-IND Western Region, and his managers: **Bob Coutts**, **Glenn Oetzel**, **Jim Rowley**, and **Chris Pinson**. They discussed the status of the network com-

munication center and exchanged ideas with ISD sales personnel.

R. J. Garden, Manager-Seattle Branch, commented that the meeting "certainly came up to the branch managers' expectations." He outlined the highlights for his own salesmen when he got back to Seattle.

Bob said he came away assured "that our business has found direction. Our product is now in line with its competition."

"Our desire to become a more professional sales and marketing force came out strongly," and this was shown in the hard work and study that went into the presentation of each team of the assigned topic.

"From all this," said the manager of the Seattle office, "comes recognition in the EDP community—and the customers themselves accept Information Services as the world leader."

Nick Hayes, Administrative Specialist-Marketing, will retire at the end of this year after 34 years with General Electric.

Nick Hayes
is getting ready
to retire



Dick Farrell, Manager-Washington Sales Office, has been with GE for five years. He probably won't retire until 2006.

and so is
Dick Farrell

... and so are you. Be you senior citizen, young mod or in-between, you build for retirement every day of your working career. And some of the best-built retirements around are based on the General Electric Pension Plan and other geared-for-the-future employee benefits.

GENERAL  ELECTRIC
Pension Plan
A PLAN YOU CAN LEAN ON

350 Guests Visit N.J. Sales Office

In mid-October the New Jersey/Long Island District office opened their new quarters in East Orange, New Jersey. Sales offices for Northern New Jersey, Southern New Jersey and Bell Telephone Labs also moved into the new offices.

To make the new location known, a joint open house was held November 16-19—Monday evening for all GE components in the area, and Tuesday through Thursday evenings for customers and prospects.

Tom Tranfaglia, Manager of the District Office, said, "Basically we wanted to show off the new communications front end (PR 28). The open house appealed to the customer by having 19 different terminals on exhibit. We ran it ourselves, rather than having each vendor show his own wares."

The hits of the show were the Termet 300 and the Execuport 300.

Over 350 people attended the open house, and four customers who came down from Buffalo declared "This is better than a trade show because you can really see what the terminals are capable of in working with the GE system."

Behind the Scenes at the Open House

Working late November 13 in preparations, Mary Ellen Romain Paula Zak and George Laraia came back to the office after a late dinner to discover thieves removing office equipment from the building.

Cool heads and clear thinking on the part of these three employees enabled the police to apprehend two suspects with the equipment still in the trunks of their cars.

The sales offices are putting in stronger doors, dead bolt locks, and a burglar alarm.

We salute Paula, George, and Mary Ellen for reacting wisely and effectively in memorizing license plates and descriptions, and calling the police.

301 - 654-9200

continued

hearing aid expense benefits.

Pension Plan minimums, increased in 1970, will increase again as 1971 begins. There is an increase in pension credits for service before 1961; there is a better Survivorship Option; and an improved death benefit for active eligible employee's spouses, should the employee die before retirement.

Vacations will be longer for less service after January 1: 4 weeks vacation for 15 years service; 5 weeks for 30 years. Payments will be im-

proved for certain kinds of absences.

Beginning in 1971, Income Extension Aid will offer a minimum of four weeks pay (eight weeks of benefits) for all two-year employees.

The new Individual Development Program which becomes effective January 1 is a plan that can be custom-tailored to the needs of any non-exempt employee, whether he desires to complete his high school education, take advanced job-related college courses, or improve occupational skills.

NEWS-SHARE



Information
Services

World Leader
In Time-Sharing
Service

Vol. 111, No. 89

Bethesda, Maryland

December 18, 1970

SEASONS GREETINGS



From Arthur E. Peltosalo,
Vice President and Division General Manager:

To each member of the Information Services Division family I extend sincere wishes for a happy holiday season.

Our fifth Christmas in the time-sharing business finds us continuing as the unchallenged industry leader.

1971 will see us engaged in even broader, more challenging activities.

Each member of our team can take pride in his contribution toward the substantial gains made in General Electric time-sharing.



NO ERROR!

It's true — George Washington's birthday is being celebrated next year on February 15. Starting in 1971 with the new push for 3-day week ends, George's birthday shall be celebrated on the third Monday in February, even though the next Monday is the traditional date.

Managing by Objectives

On December 8 in Cleveland, General Electric's Northeast Ohio Marketing Council offered a preview workshop on Managing by Objectives.

The instructor was Miss Marion Kellogg, of GE's Marketing Services at corporate headquarters. She has had over ten years' experience installing Management by Objectives

systems both inside and outside the company.

This approach minimizes discussions of strengths and weaknesses and concentrates on development through work assignments.

Glenn Uthe, who attended the one-day workshop, said "I found it a very profitable day, and learned about what *not* to do—it's a new approach."

Some Employees Eligible for Higher Savings Rate

Employees who have participated in the Savings and Security Program for at least three years and have qualified for a holding period distribution may authorize a maximum payroll deduction of 7%, 1% more than the maximum allowed in the first three years of participation.

Any change in the selection of investments must be made by the first of the year, since changes in the selections can be made only once a year.

To achieve these changes, a new payroll deduction authorization must be signed. These can be obtained from Art Cleary, 8*273-4434.

Division Finance Operation

November 20, 1970

Component	Manager
Division Finance Oper.	Leo B. Ramer
Auditing & Financial	
Manpower Development	Fred Nichols
Business Analysis & Planning	L. B. Ramer (Actg.)
Credit & Collection	Jack Hanson
General & Tax Acctg.	Jim O'Brien
Accounts Payable	Jim McGrory
General Accounting	Dick Gray
Personnel Acctg.	Art Cleary
Procurement	Norm Beal
Equipment Logistics & Contracts	Carl Worlock
Purchasing	F. J. Evan
Revenue & Cost Acctg.	C. L. Shepherd
Revenue Accounting	Stuart Morehouse
Government and Project Accounting	Ben Lubbehusen
Revenue Reports & Statistics	Ray McNees
Systems Cost Acctg.	Don Cox
Terminal Devices Accounting	Bob Smith

Industrial societies have their own ecology, such as power plants putting pollutants into the air which are then filtered out by air conditioners which are powered by electricity from plants which, etc.

An executive is one who never puts off until tomorrow what he can get someone else to do today.

* * *

History keeps repeating itself because we weren't listening the first time.



GE in Society

A joint venture to build 200 homes for military families and demonstrate a new industrialized housing system has been undertaken in California by General Electric's Re-entry and Environmental Systems Division and Del E. Webb Corporation.

December Service Awards

TWENTY-FIVE YEARS

Jess Fontaine December 6, 1945

FIVE YEARS

Janice Gilson December 27, 1965

Clair Rowell December 6, 1965

Thomas Tranfaglia December 27, 1965

David Schmitt December 13, 1965

Thomas Kerry December 13, 1965



Jess Fontaine

Left to right, Jack Creamer, Ed True and Nick Hayes talking to Art Baker (back to camera).



Nick Hayes Honored at Retirement Party

During his career in hardware, Nick made a sale to the Marine Midland Trust Company of Central New York. He impressed Jack Creamer, a Vice President of Marine Midland not only with the computer, but with his own salesmanship. Mr. Creamer attended the "retirement party" held in Syracuse for Nick in early December, as did Clara Delledera, Nick's former secretary who is now employed at Marine Midland.

At the party Mr. Creamer commended Nick, whom he had first met during the computer sale to Marine Midland, saying "Of all the salesmen I have ever dealt with, Nick was the most effective — he is a gentleman, reliable, sincere, and low key."

Other high points of the party were telegrams received from the Vice President and Division General Manager, Arthur Peltosalo; and from Nick's former manager when he was selling computers, Vic Casebolt, who is now with Honeywell.

News-Share is published weekly by the General Electric Company; Information Services Division, for the benefit and information of employees. Articles and photographs may be submitted to:

Esther Fanfani
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

DIALCOMM 8*273-4712

Planning to Retire? Go First Class

Pensions are figured individually for each employee at the time of retirement, based upon his covered service and earnings. This makes any literature on the pension plan difficult to understand and dangerous to simplify. Many of you probably have not read or fully understood the brochure "GE Pension Plan" distributed last summer. Yet every employee should know what is offered him under this plan. The benefits are important for an employee's sense of security long before his retirement.

Below is a shortened, over-simplified listing of some of the benefits that are included. See your "GE Pension Plan" booklet for a complete description of pension benefits.

1. There is a disability pension for those becoming totally disabled who have fifteen years of credited service (credited service depends upon your participation in the pension plan).

2. After December 31, if you should die before retirement there is a benefit for life for your surviving spouse—providing you are over 50 and have fifteen years of credited service, or you are over 60.

3. You may, upon retirement, elect a reduced pension so that if you die

after retirement your spouse would be paid a reduced pension for life.

4. If you leave GE with ten years of credited service, your contribution to the pension plan may be left in the pension plan. When you reach retirement age you would be eligible for a GE pension based on years of service with GE. This is called "vested rights". If you leave GE before you have completed ten years' service, your contribution to the plan, plus interest, will be returned to you.

5. You may retire as early as age 60 at a reduced monthly pension. If you elect early retirement, there is a supplemental benefit available until you reach the age of eligibility for social security.

Any questions on the pension plan, even though you may be forty years from retirement age, should be addressed to your Relations contact:

Jim Dittbrenner, IND home office and field

Jess Fontaine, Finance, and Relations and Facilities

Tom St. Maxens, ISD home office and western region

Jan Stockstill, ISD eastern region

Howard Lovejoy, ISD central region

A Computer Career Revisited

Just as there will never again be a "first computer salesman east of the Mississippi" (which Nick Hayes was), so there will never again be a "first retirement from Information Services Division."

Starting a career . . .

Nick started working for GE in 1931 in the Business Training Course in accounting. In 1937 he "defected" to NCR, but by 1942 he had come to his senses (we assume) and rejoined GE in the Electronics Division, and then to the Radio and TV Department. In December 1957 he joined the Computer Department as a sales representative—the first computer salesman east of the Mississippi.

Being with a leader . . .

After being in hardware for ten years "where we had to scratch for 4% or 5% of the market," Nick is apt to tell time-sharing salesmen "you people don't appreciate being with the leader in the market. There's *nothing* like selling for the leader!"

Born 20 years too soon . . .

Nick has really loved his work—his comment on retirement was "Working with computers has been a great experience, except maybe I was born twenty years too soon—I'm not quite ready to quit." He was in at the beginning of the computer business and has seen nearly fifteen years of growth—the "next twenty years will be interesting."

Most of his life has been spent in the Schenectady-Syracuse area, and he expects to stay on in Syracuse. He has two married children, both in the area, and three grandchildren.

A wife's eye view . . .

Asked how his wife felt about his retirement, Nick paused a moment (thinking of the old saying "I married you for better or for worse, but not for lunch"), he said "It may precipitate a separation." However, with



. . . from the staff of GE Newshare

continued.

his last day of work December 31, "New Year's Eve will be great, and if the snow is too deep January 1, we can go south."

Living on a pension . . .

About his pension, Nick says, "it looks as if I can relax about money since my pension and social security total almost as much as my take home salary now."

Since Nick's 65th birthday occurs in December and he is working through December 31, he will be paid for earned vacation in 1971—which should pay nicely for a trip to Bermuda when the snow gets too deep. . .

East Central District Summer Spurt Contest

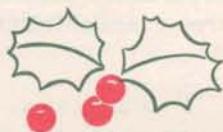
"Summer Spurt", a third quarter growth-in-revenue contest held in George Schultz's East Central District, recently celebrated with a dinner for employees of the winning branch — Cincinnati/Dayton.

Denny Mulford, Manager of the Cincinnati/Dayton branch, said "This is just a warm up — watch our smoke in the Fall Revenue Rally."



Standing: Ron Ford, George Schultz, Bob O'Keefe, and Buck Wise.

Seated: Denny Mulford, Al Jones, Judy Jehn, Mary Jeude, and Harlan Dodge.



The secretary of transportation says that by 1980 cars will be so safe that drivers can walk away from a 60-mile-an-hour crash. We can hardly wait to try it out.

Inflation is when nobody has enough money, because everybody has too much.

* * *

It's hard to believe that the United States was founded to avoid taxation.



UP THE LADDER



Electric in the Akron Sales office in May 1969.



distribution Sales in Cleveland. She joined the ISD Cleveland East Sales Office in May, 1969.

Jacquie Humbert has recently been made East Central District secretary, having been the Cleveland East branch secretary since late 1969. Jacquie joined General

Jan Gilson has been promoted to Central Region Secretary in Al Jones's office. Jan started working for General Electric 5 years ago this month, with Agency and Dis-

SPEAK UP

Q. When is the Telephone Directory going to be updated?

A. The Bethesda office is now playing musical chairs with about one-third of its employees. According to Tony Ciuba, Manager of Facilities, "As soon as the moving is finished we will put the information into the computer and a new phone book should be issued approximately February 1."



• MAKE THE CLOCK WORK FOR YOU.

Plan your time expenditures as much as possible by using calendars, memory-jogging notes, methodical "tickler" files. Get into the habit of estimating how long each task should take you; then try to shave a few minutes . . . a half hour . . . even several hours off your deadline. When you say to yourself "I know I can do this job by a certain time," chances are you will do it. Here's where being a clock-watcher can help you — if you use the clock as a stimulus, not an escape.

S & S Prices for 1970

Month	Stock Price	Fund Unit Price
January	\$73.988	\$28.086
February	\$69.921	\$27.007
March	\$72.268	\$26.304
April	\$74.165	\$25.047
May	\$66.429	\$21.950
June	\$67.636	\$22.022
July	\$73.023	\$21.475
August	\$76.214	\$21.547
September	\$80.702	\$23.276
October	\$84.727	\$23.958
November	\$86.463	\$23.852