

UPDATE

ROCKVILLE, MARYLAND
FEBRUARY 17, 1978 305.82

FLYAWAY TALLIES IN: WEST COAST MAKES CLEAN SWEEP TOP WINNER GETS EXTRA 14,600 MILES— HEADS FOR GREECE



Roger Hobbs congratulates top two FlyAway winners Mark Hines and Jim Krotzer in their San Francisco offices.

The Pacific Coast swept the top three FlyAway tallies for 1977, showing a strong rally for the Western Region.

TR Mark Hines of San Francisco was the marathon winner, with 10,400 miles of his own, and an additional 14,600 for coming in number one. That's a total of 25,000 miles—enough for a trip around the world.

We do not use the term "marathon winner" lightly for Mark. He plans to use his air miles to fly to Greece this October to compete in a marathon run there.

He's apparently used to races—inside and outside of ISBD. The Greek marathon won't be his first—or last—foot race. He's already competed in several, and while he hasn't won any (yet), he's finished all. He'll be running in the Boston Marathon this spring to warm up for the competition in Greece.

He's already warming up for the '78 FlyAway competition. He plans to come in first again this year, so he can compete in a marathon in yet another country in '79.

The number two winner, AR Jim Krotzer also of San Francisco, tallied up 10,300 miles, and as runner-up (pun fully intended), he receives an

(Continued on Page 3)

ED VANDEVEN MARKS 35 YEARS WITH GE

Ed Vandeven, Rockville, marks a momentous thirty-five years with General Electric this month.

Now a Senior Sales Specialist, Ed began work with GE in 1942, "fresh out of engineering school" with what was then the GE Engineering Test Program in Bridgeport. After a year in the program, he moved to the Tube Division in Schenectady, and later to what was then the Television and Radio Receiving Department in Syracuse.

In 1952, shortly after the invention of the semiconductor junction, he transferred to GE's young Semiconductor Division, where he held a variety of

managerial positions.

He left Semiconductor 18 years later to lend his marketing expertise to another growing business—Timesharing. He's seen ISBD go from weak to very strong and he says "that's a success story I'm proud to be a part of."

After 35 years with the same company, Ed has only good words for GE as an employer: "I've always thought GE policies were progressive, and the company generally gives a person a fair break. Opportunities are widespread... it's a good company to work for. I'd advise anybody who wished to engage in this kind of work to look to GE."

From all of us at ISBD, and from GE as a whole—Congratulations, Ed!



Ed Vandeven (L) gets a congratulatory handshake from Walt Lees, Manager, Sales Administration.

CENTENNIAL NOTES



"Restlessness is discontent—and discontent is the first necessity of progress. Show me a thoroughly satisfied man—and I will show you a failure."

Thomas A. Edison

MEMORABILIA—ALREADY!

For a contest with no prizes, UPDATE's memorabilia contest is off to a running start. Entries began arriving the day after the January update hit the mailboxes, and some are still coming in.

If we *were* giving prizes, we'd invent one called "the Golden Packrat," and award it, probably without argument from anyone, to Bill Backer, Senior Marketing Specialist. Bill's reputation for saving ISBD memorabilia is uncontested. As expected, we already have one entry from him and will probably be seeing more. Some have suggested that Bill be disqualified, (jealous devils...) but, as he said, "what do you think I've been saving all this stuff for?" His first entry is printed to the right.

Apparently, though, Bill is not the only one who's been saving things. One of my favorite entries is the first one I received. Randy Piper, Accounts Receivable, sent in photocopies of three "rather unique items," as he called them. The copies themselves won't reproduce here, and for legal purposes we won't give the names of the companies, but the items are well worth recording.

In Randy's words, they are:

"A penny check received from a major communications company in payment of ISBD invoices." The check is dated December 5, 1974.

"Stamps sent in lieu of 89¢ cash from a major electronics manufacturer in payment of ISBD invoices." The stamps weren't dated, but the invoice is from 1973. Written in red across the copy of the stamps and

invoice is "we accept stamps, too!"

And, my favorite: "Copies of a 5¢ invoice and a 5¢ statement of account sent to a customer. We spent postage three times for this—once to bill it, another for the statement, and a third to send a past-due notice. And then we wrote the nickel off!"

Well, Randy, there are deadbeats everywhere.

Many thanks to Randy and Bill. How about the rest of you? Send your entries to:

"Memorabilia"

Clare Aukofer

Editor, UPDATE

401 N. Washington Street, 3SE

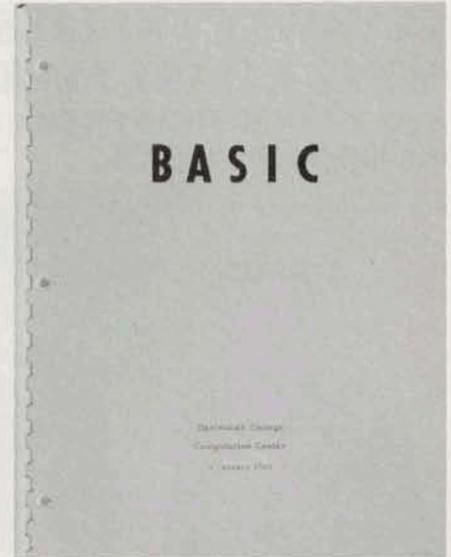
Rockville, Maryland 20850

Entries received by March 1 will be considered for the March 17 issue of UPDATE.

BILL BACKER'S ENTRY

Bill entered the earliest memorabilia—a set of five manuals (circa 1965-66)—that tell how to use the then newly invented GE time-sharing service. He described them, complete with background information:

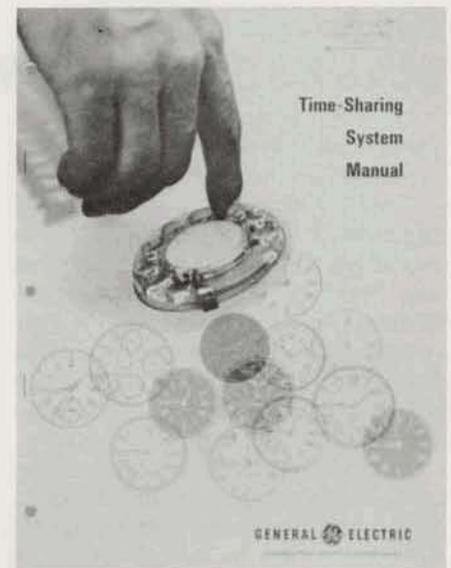
"One manual, titled only "BASIC," is actually not a GE publication, but was published by Dartmouth College where GE time-sharing was invented using a computer manufactured in GE's Phoenix plant. Prior to the commercial introduction of remote computer service, anyone could use the experimental computer system that GE operated at the Phoenix factory if they knew its telephone number; and there was no charge made for computer time. The Dartmouth man-



ual described how to write programs for this computer, and it could be purchased from the Dartmouth bookstore for less than a dollar.

"The other manuals (not pictured) are first editions of the user manuals that GE used to support its initial commercial service offering. The BASIC manual is essentially a reprint of the Dartmouth manual; and it was augmented by the ALGOL and FORTRAN manuals.

"The final manual (with the clocks



on the cover) was the first 'systems' manual, and it achieved a great deal of recognition in its time because of its 'artistic' design. It subsequently went through several editions before the clocks disappeared from the cover.

"The four GE manuals comprised the total user documentation for our service starting with its commercial introduction in October of 1965 and for a considerable time thereafter. I think these books have special significance today, as they represent the humble beginning of the healthy business ISBD now enjoys."

FEBRUARY SERVICE AWARDS

Thirty-Five Years	Location
Edwin O. Vandeven	Rockville
Twenty-Five Years	
Alexander V. Parker	Watertown
Thomas A. McGinn	Rockville
Fifteen Years	
Richard J. Lewis	Rockville
Yvonne L. Fleming	Brook Park
Ten Years	
Michael J. McGaha	Rockville
Charles W. Fetz	Rockville
John C. Summers	Lynchburg
Five Years	
Darlene E. Remy	San Francisco
Marcia A. Mascarello	Rockville
Richard L. Henderson	Los Angeles
Ernest D. Barrow, Jr.	Rockville
Silvio J. Anichini	Chicago
Lance I. Pelter	Milwaukee
Ken M. Kennedy	Los Angeles
James P. Calhoun	Rockville
Michael E. Lockwood	Dallas
Elizabeth R. Stalford	Tulsa
Clark B. Shafer	Atlanta
Judith D. Havard	Charlotte
Glenda V. Roberts	Rockville

UPDATE: 1978 DEADLINE AND PUBLICATION SCHEDULE

UPDATE will appear monthly in 1978, on the third Friday of each month.

Absolute deadline for receipt of material by the Editor will be 5:00 PM the first Thursday of the month in which you wish the information to appear.

The publication and deadline dates are printed below. Any material not received by deadline will be considered for the next month's issue.

Issue Date	Deadline For Receipt Of Information
March 17	March 2
April 21	April 6
May 19	May 4
June 16	June 1
July 21	July 6
August 18	August 3
September 15	August 31
October 20	October 5
November 17	November 2
December 15	November 30

Barring an Act of God or similar dire circumstances, this schedule will be strictly adhered to. Any changes will be announced in UPDATE before implementation, when possible.

All material to be considered for publication must be received in writing by 5:00 PM of the deadline date.

While we can't guarantee that we'll publish everything received, we definitely do want to hear from you if you believe you have a newsworthy event to report.

You do not need to write finished stories. Simply remember to include the essentials—who, what, when and where—and any details you feel are

worth noting. Make sure to include your name, location and Dial Comm number so that you can be contacted if there are questions regarding your story.

If you *think* you have something newsworthy, but don't want to take the time to get details unless you're sure we'd like to take a look at the information, feel free to call and ask.

UPDATE is your publication. Your suggestions are always welcome.

Send information to:

Clare Aukofer

Editor

401 N. Washington St., 3SE

Rockville, MD 20850

DialComm 8*273-4476

FLYAWAY

(Continued from Page 1)

extra 2,500, for a total of 12,800 miles. Jim was so busy working on his 1978 FlyAway miles that, despite four telephone calls, UPDATE was unable to reach him before deadline. He was with customers. There's little doubt though, that he'll be using all those miles to head somewhere—as soon as he decides to take a rest.

Seattle AR Randy Myers, the number three winner with 10,200, was in the lead all the way through last November, when the two San Franciscans crept ahead of him. He plans, he says, to *keep* the top spot next year. He's already used some of his miles for a trip to Reno, where he and his wife "lost more than we made". At least he didn't have to pay his airfare, and he's got enough miles left for a trip to a safer spot.

With the top three winners this year within 300 miles of each other, and all three planning to take the top spot next year, competition is bound to be rough.

Where would *you* like to go?

TWO ISBDers NOMINATED FOR PHILIPPE AWARDS

Two ISBD employees have been nominated by their managers for the 1978 Gerald L. Philippe Awards for Distinguished Public Service.

The two are J. Dexter (Dex) Nilsson of Rockville, Manager of Documentation, and Fletcher Honemond, Washington, D.C., Federal Sales Support Administrator. They were nominated along with 75 others from GE components across the United States, and in Columbia, Brazil, and Spain.

Dex received his nomination for his work in community cultural arts, an activity he has cultivated since 1954, when he became a member of the Huntsville, Ala. Little Theatre. Not one to stop with participation, Dex helped form the Huntsville Arts Council in 1962 with three other people. That council now has over 80 organizational members. He led the community in steps to obtain an arts center for the 140,000 population city, and when the center plans were initiated in 1966, Dex received Huntsville's Cultural Arts Award.



Dex Nilsson

The center itself, known as the Von Braun Civic Center, now contains an art museum, convention center, sports arena and supporting rooms and occupies a major redeveloped site in the center of the city. Built for \$14 million, the Center is now valued at \$40 million.

When he was transferred to Rockville in 1967, he became active in the Rockville Little Theatre. Not content to stop there, Dex, at the request of Rockville's mayor, became Chairman of the Rockville Cultural Arts Commission in 1976. He stills holds that position. His accomplishments with that commission are far too numerous to detail, but one of them includes encouraging the city to continue and expand art programs, including theatre and dance for disadvantaged neighborhoods.

Fletcher's nomination rose from his work with three severely handicapped young men from the Washington, D.C. area. Two of them had been involved in serious automobile accidents, and both were expected by doctors to be permanently disabled, Fletcher said. The third is a victim of Niemann-Pick disease, a rare disease that sometimes prevents nerve impulses from properly reaching the brain, thus causing motor control problems.

Fletcher was called in because of previous teaching experience in the area of physical education.

After several years of work with Fletcher, both of the accident victims are now walking, and one is back at work. The young man with the disease seems to be making progress, and Fletcher says "I expect him to live to be 70."

Fletcher feels that the recoveries of the accident victims are 'miracles'. "I didn't do them," he says, "God did."

He and his wife also care for homeless girls as part of a "Foster Parent" type program. They have two daughters of their own, ages three and six.

Should he win the award, Fletcher plans to see that the \$1,000 charity donation goes for research toward finding a cure for Neimann-Pick disease.

He hopes to eventually be able to work with the handicapped within GE, and would like to see a program

begun that would teach severely handicapped people to use terminals. He, of course, says he would be willing to head the program—on his own time.

A screening committee is now at work studying all 77 nominations



Fletcher Honemond

prior to making recommendations to the Gerald R. Philippe Awards Committee. Members of the latter committee are Reginald H. Jones, GE Chairman of the Board and Chief Executive Officer; Alva O. Way, GE Senior Vice President—Finance and Chairman of the Board of Trustees of the GE Foundation; Leonard C. Maier, Senior Vice President—Corporate Relations Staff; Douglas S. Moore, Vice President—Corporate Public Relations; and William A. Orme, Secretary of the GE Foundation. Mr. Moore is committee chairman.

This is the ninth year of the awards program named in memory of the late Mr. Philippe, former GE board chairman and a national leader in the field of public service. In the previous eight years, 40 individuals and one employee group have been selected for the awards, which consist of the Philippe medallion and the opportunity to select a charity or educational institution for a \$1,000 grant from the General Electric Foundation.

Announcement of the winners is expected in March.

NEW SALES AIDS

LEADER...by now all your customers and prospects should have received the current issue of LEADER, featuring articles on Columbia Bank and Trust, Arthur D. Little, General Motors and the Washington Suburban Sanitary Commission. This issue reflects a number of design modifications that research has indicated will make it more readable. Chief among these is a greater reliance on creative photography as opposed to graphics.



Advertisements...reprints of the Beckman Instruments ad that appeared in Business Week, and the United Brands ad as it appeared in Fortune are now in stock. Each branch office will be receiving quantities shortly for use as sales promotion aids.



Press Relations...the aforementioned article on General Motors appearing in the current issue of LEADER, has also been published by Car & Driver Magazine, the official publication of the National Automobile Dealers Association.

Trade Shows...the Federal Sales Operation just completed exhibiting in the 1978 Federal DP Expo, held at the Sheraton Park Hotel in Washington, D.C. The GE booth featured our new 30 foot exhibit with graphics specifically designed for the Federal audience. During the show more than 5000 DP professionals, representing every Department and all major Agencies of the Federal Government registered to visit the exhibits. The FSO exhibit featured demonstrations of various applications programs, such as FAPRS, the Federal Assistance Program Retrieval System.



NEWS FROM CORPORATE

PRELIMINARY '77 RESULTS INDICATE GE PROFITS ABOUT 6.2% OF SALES

Preliminary, unaudited results indicate GE profits as a percentage of sales for 1977 are about 6.2% as compared to an official 5.9% for 1976.

The preliminary results show net earnings of General Electric for 1977 were approximately \$1,088 million, up from the \$930.6 million reported for 1976, Chairman Reginald H. Jones reported. Sales for the year were about \$17.5 billion, up from \$15.7 billion for 1976.

Earnings for the fourth quarter of 1977 were about \$332 million. This compares with \$292.2 million for the last quarter of 1976. Sales for the 1977 fourth quarter were \$4.72 billion, up from \$4.52 billion for the same quarter of 1976.

Jones, in commenting on the year, noted that "higher sales and strong operating-margin rates contributed to the increase in earnings. In addition other income from a variety of operating and non-operating sources was well ahead of 1976. These results are

a tribute to our managers and all GE people who continued their vigorous programs aimed at achieving better cost-price ratios and productivity improvements."

For General Electric as a whole, Jones said, "The company completed the year in a strong financial position with ample resources to finance future growth. For 1977 our investment in new property, plant and equipment was about \$820 million, some 10% above the 1976 outlays. Looking ahead to 1978, we expect to increase our investment in new property, plant, and equipment by 15-20%."

Jones noted in summarizing the year that "our final, audited results for 1977 generally will be reported on the basis of the new sector organization of the company which was announced last November."

Commenting on the various segments of the company, Jones reported:

MOST SALES UP

- Sales of the Consumer Products Services in 1977 were substantially ahead of 1976 and generated good earnings leverage, especially in major appliances and air conditioning. Lighting products also had a strong year. Other consumer businesses, including housewares and audio products, television receivers, and broadcasting and cable-television services, all showed improvements in 1977.

- Sales of the Industrial Products and Components during 1977 were up strongly from 1976, and the ratio of earnings to sales also improved. All of the main businesses making up this industry segment contributed to the higher sales and earnings, with component products, industrial equipment

for contractors and manufacturers and transportation systems accounting for most of the earnings improvement.

- Power Systems sales for 1977 were up somewhat, but there was a good improvement in earnings from the relatively low 1976 level. Gas-turbine earnings were up significantly from 1976, principally on the strength of overseas business. The power-delivery portion of this segment also reported increased sales and earnings for the year. Steam turbine-generator earnings were down substantially as shipments were rescheduled to reflect changes in the timing of customer delivery requirements. The nuclear business, as previously reported, continued to operate at a loss in 1977.

- Technical Systems and Materials reported increased sales with a sharp improvement in the rate of earnings. The strongest gains came from engineered materials, which include a wide spectrum of high-performance plastics, silicones, tungsten-carbide metals, and Man-Made diamonds. Other principal businesses in this segment, including aircraft engines, communication systems, and information services, all had higher sales and earnings in 1977 than in 1976.

- Utah International, despite general weakness in the steel markets served by its coking coal operations and in the face of severely depressed copper prices, reported higher earnings for the year. Major positive fac-

tors were improved dividend income from 1977 operations of Utah's non-consolidated uranium-mining affiliate and higher steam-coal activity.

OFFSHORE SALE EXPORTS HELP

• A new reporting category covering our investments in multi-line companies operating outside the United States showed higher sales but lower earnings as 1977 lacked a counterpart to the 1976 gain on the sale of the company's investment in AEG-Telefunken of Germany. Among the manufacturing affiliates, Canadian General Electric's results were adversely affected by economic difficulties in the Canadian economy and by start-up costs associated with the new Canadian Appliance Manufacturing Company in which CGE holds a majority interest. Latin America operations, especially in Venezuela, were substantially better than in 1976. Although not classified in this sector, exports from the United States and sales of single-line companies operating offshore continued strong.

• General Electric Credit Corporation's earnings were well ahead of 1976, principally because of higher volume.



'STOCK PRICES' AND 'FUND UNIT PRICES' FOR YEAR 1977

Here are the GE "Stock Prices" and the average "Fund Unit Prices" used in the crediting of participants' accounts for the various months of 1977 under the Savings and Security Program.

The "Stock Price" is the average of the closing prices of GE Stock on the New York Stock Exchange for each trading day in the calendar month.

The "Fund Unit Price" is the average of the daily fund unit prices, determined for each trading day of the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset of the Fund.

	Stock Price	Fund Unit Price
January	\$53.506	\$26.869
February	51.007	26.055
March	50.723	26.149
April	51.719	25.767
May	54.643	26.050
June	55.989	26.180
July	55.250	26.273
August	54.168	25.627
September	52.988	25.205
October	50.399	24.543
November	51.071	25.158
December	48.982	25.159

The "Stock Price" and "Fund Unit Price" are used for crediting accounts, but should not be used as the cost of shares or units for income tax purposes. "Tax cost" for GE stock or fund units acquired under S&SP is calculated for employees according to Internal Revenue Service regulations. The figures are furnished on the annual "tax information statement" issued shortly after each S&SP payout.

MAKE THESE CHANGES IN 1974 AVERAGE PRICE FIGURES FOR STOCK AND FUND UNITS

The average price for GE stock purchased under the Savings and Security Program in 1974 (when securities recently distributed in the 1978 S&SP "payout" were purchased) was \$46.227 rather than \$52.537 as originally reported. The average price for Fund Units purchased under S&SP in 1974 was \$24.852 rather than \$25.753.

The two figures needing correction appeared in the final paragraph of the article on the annual distribution under GE savings plan, published in the January UPDATE. In trying to furnish employees with full information on the annual "payout" as soon as possible, UPDATE was inadvertently provided with the average purchase prices for 1977 rather than 1974. The new figures, incidentally, show the 1977 figures to be higher than 1974.

NEW AND REVISED DOCUMENTATION

VS AND GCOS DOCUMENTATION CHANGED

Three new documents, to be published by March 1, will describe the MARK III Service and its user interfaces.

The *MARK III vs Background Service User's Guide* (2050.36) provides a brief overview of the Service, short descriptions of the languages offered with the Service, instructions for implementing tape management software (VS TMS), and utilities documentation. Utilities documented include the most common OS/VS2 ones—IEBGENER, IEBPTPCH, IEBCOPY, and IEFBR14—and SyncSort, now the default sort for VS Service. All this information will be required by a user regardless what interface is used to reach the VS system.

Two reference manuals document the interfaces, the *MARK III VS Background Service Foreground Interface* reference manual (2050.37) and *Direct Interface* reference manual (2050.38). The *Foreground Interface* document describes the interface language, directives, information display commands, some of the more common JCL cards and parameters, restrictions and conventions for JCL, high-speed service, priority processing, and character con-

version. The *Direct Interface* document describes low-speed service direct-interface commands, TSO commands, some of the more common JCL cards and parameters, restrictions and conventions for JCL, EDIT, command procedures and HASP.

The *MARK III VS Background User's Guide* (2050.09C) is discontinued. The three new documents provide considerably more detail and, according to customer comments, in a more convenient form.

For GCOS Background Service users, there is a revised *MARK III GCOS Background User's Guide* (2000.01D). A new section describes the direct interface to GCOS Background, priority processing is included, and the following are incorporated for the first time: job naming features with the BACK command, new options for FCOPY and BCOPY enabling automatic purging of files, new BSTATUS responses and BABORT messages, instructions for using removable disk packs, and Level H changes to COBOL.

Honeywell documentation supporting Level H software has been reprinted and is now available: *Control Cards* reference manual (2000.58), *FOR-*

TRAN (2200.09), *FORTTRAN Subroutine Libraries* (2200.10), *COBOL Reference Manual* (2100.09), and *COBOL User's Guide* (2100.10) are all new. There are new supplements to the old File Management Supervisor (2300.03-2), File and Record Control (2300.04-2), and GMAP (2700.02-1) documentation.

Many of the other Honeywell system documents now available are in versions incorporating addenda noting changes for Level H.

All Level G documentation has been discontinued.

A good up-to-date list of all VS and GCOS documentation, including that just described, can be found in the *Guide to Background Documentation* (2000.04G). Make sure you and your Background customers have the new Revision G.

UPDATE is published by General Electric's Information Services Division, 401 N. Washington St., Rockville, Md. 20850.

Editor: Clare Aukofer

GENERAL  ELECTRIC