

Jan 6, '58

1958 "Kick off" Meeting:

Review of Product Planning during 1957. (Pending)

- Records are very important for future ref. - decisions. Proj Record File.

- (1) Tape survey - major "breakthrough".
- (2) 705 III announcement without negative reactions.
- (3) 729 III "
- (4) 750 effort - put prod. planning on map. in WHD - stressed importance of planning.
- (5) Data transmission:
- (6) Stretch : completed math. planning. Simulation
- (7) Banking program: design objectives documented.
- (8) Punch card machines: why no new machines have been made.
- (9) Paper tape area: a low cost unit being obtained - a byproduct unit.
- (10) 709 : compatibility with 704
1000 cpm card to tape.
card file interrogation was not clean - "capital shot" agreement.

nothing was easy & routine. - stakes are high - very few units \$1000000.

"New Horizons for 1958."

New Products: ET 25^{1/2} aniv, 1000 000th typewriter this year.

electronic typing calculator, # 632

ferrite cores counters 3 aimed at mining,
capacity minority
10 characters/sec output.

SD Fort-A-Punch

TE Advance Educational Program on 610, APR, 8200.

DP "IBM RAMACADE 58" Traveling business show.

Trucks with Ramacs, 632, etc.

Sales contest - quota for first 3 mos.

1958 a selling year - to offset slump.

Price changes:	717 prints	up
	727 TDS	up
	702	down
	754	down
	755	down
	756	up

Harrod Bus. Review:

described a business without Prod. Planning.

~~Prod. Plan~~