

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VI, No. 28

Bethesda, Maryland

July 14, 1972

GE Announces First-Half Results; Sales, Earnings Climb; Profit Rate 4.7% on Sales

General Electric Company reported 1972 second quarter net earnings of \$121.5 million or 67 cents a share, an increase of 8% over the \$112.2 million or 62 cents a share reported in the same quarter of 1971, Chairman Fred J. Borch announced July 6.

Sales in the second quarter of 1972 were \$2,556 million as compared with \$2,330 million in the same period last year, an increase of 10%.

For the first six months of 1972, net earnings were \$225.0 million, or \$1.24 per share, compared with \$203.7 million or \$1.12 per share in the first half of 1971, an increase of 10%.

Earnings for the first six months of 1972 were 4.7 cents on each sales dollar as compared to 4.6 cents for the same period in 1971. For the second quarter, earnings as a percentage of sales were 4.8% in both 1972 and 1971.

Commenting on the Company's quarter results, Mr. Borch said, "The increases for the quarter were led by our industrial products, which maintained their growth trend that began in mid-1971. The increases in particular were in the areas of power appliances, which were affected by the weather. The power appliance delivery program, with participation by our customers, is expected to continue this year's

transportation equipment-related companies in the industrial products category, which operations are adversely



Fred J. Borch

affecting the quarter's results, in addition to low levels of air conditioner sales, included the continued softness in orders and prices for industrial automation equipment and a long-term downward trend in aerospace businesses.

"In accordance with the program outlined at the end of the first quarter, the portion of gain from the sale of shares of Honeywell, Inc. common stock recognized in the second quarter was again equivalent to earnings of three cents per share of General Electric common stock. During the second quarter of 1971, the gain was four cents per share," said Mr. Borch.

Social Security Benefits Rise and Taxes to Pay Them Jump Too

Since 1970: Benefits Up 50% Tax on Pay Up Over 75%

An estimated 28 million retired Americans — including nearly 45,000 GE pensioners — will receive a 20% increase in Social Security benefits as a result of new legislation signed by President Nixon in early July.

General Electric employees will receive a less desired result — an increase in the deduction from pay for Social Security tax. In 1973 the maximum deduction for Social Security tax will go from \$468 to \$594 — an increase of 27%. In 1974 the maximum tax will zoom up to \$660 — a climb of more than 40% in two years.

Since January 1, 1970 Social Security benefits have climbed more than 50% while the cost of living increased 10% for the same period. After the scheduled 1974 increase goes into effect, the maximum Social Security tax will have climbed more than 75% since the beginning of 1970.

The new legislation, as in the past, requires the same percentage increase in taxes to be paid by General Electric as is paid by employees, since GE — and other employers — must pay an amount equal to the total Social Security taxes paid by their employees. Last year GE's Social Security tax approximated \$112 million. The 1973 tax

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S&S PRICES FOR 1972

Month	Stock Price	Fund Unit Price
June	\$67.023	\$36.687

Multum in Parvo

Anger is one letter short of danger.

— Anonymous

(continued)

for the company is estimated at over \$140 million. The 1974 GE payment is estimated at over \$150 million.

General Electric's Social Security tax is on top of the millions paid into the Pension Plan each year by the Company. Last year's payment was \$91 million. This brings the 1971 total Company cost of providing retirement benefits-government and private — to over \$200.0 million. This cost will rise this year and in 1973 when pension plan improvements, which take effect in those years, are added to the increasing Social Security taxes.

The new Social Security benefits will be the biggest increase in Social Security ever and will become effective September 1. The higher Social Security payments will be in checks mailed in October to retired people receiving Social Security benefits.

In addition, for the first time the Social Security law provides that future Social Security benefits will be under an escalator provision tied to the government's cost of living index and benefits will increase automatically whenever the index goes up 3% or more in a year.

The new tax increase to support the improved benefits will go into effect January 1, 1973 when both the tax rate and the wage base on which it is paid will climb upward. Starting next January the Social Security tax deducted from wages will climb to 5.5% of the first \$10,800 in annual earnings. The tax rate currently is 5.2% on the first \$9,000 of earnings, which results in the current maximum tax of \$468 annually. On January 1, 1974, the wage base on which the new 5.5% Social Security tax is levied will rise to the first \$12,000 of earnings — a \$660 tax annually.

After 1974 the taxable wage base will rise automatically, under a new escalator provision, as the general wage level rises. In this way, should general wages rise, the wage base on which Social Security taxes are paid could reach \$27,000 in less than 20 years, according to some authorities; and the maximum individual tax could then go as high as \$1,665.

Marketing Representative Completes Manufacturing Management Program

Lawrence C. Niles, marketing representative in the Erie, Pa. Sales office, is a recent graduate of the company's Manufacturing Management Program.

The company-wide Manufacturing Management Program offers on-the-job experience and special sources for college graduates. The Program for BS graduates is set up for three years and a two-year program is offered to MBA and MS graduates.

Larry joined General Electric in 1963. He worked in various manufacturing and engineering positions in Erie, Pa. and attended Gannon College in the evenings. After receiving a BS from Gannon in 1969 Larry joined the Manufacturing Management Program.



Robert J. McGregor, manager of the Sales Department's Western NY/Pa. branch, presents a certificate to Larry Niles (left) marking his completion of the MMP.

IEA Benefits of \$6,792,555 Go to 6,420 During 1971; One of Few Layoff Benefit Plans in Industry

Benefits provided to employees under General Electric's Income Extension Aid Plan nearly doubled in 1971 compared to those paid out in the previous year.

In 1971 total benefits reached \$6,792,555. Benefits in 1970 were

\$3,744,641. Total benefits paid to employees since the plan began in 1960 had reached more than \$22 million when 1971 ended.

The Income Extension Aid plan provides benefits for employees laid off for lack of work or a plant closing. IEA benefits consist of one week's normal pay for each year of service with a minimum of four weeks pay. An employee is eligible for benefits after two years of continuous service.

IEA payments can be taken in a lump sum or paid as a weekly income of 50% of a week's pay each week following the exhaustion of unemployment compensation. An employee who has returned to work and who has used IEA benefits has them rebuilt to full value automatically one full year after layoff.

Statistics on IEA for 1971 show that of the about \$7 million paid out in benefits: Nearly 2,000 employees received weekly benefits of \$1.2 million. About 2,500 individuals who had been on layoff for a year received lump sum payments totaling close to \$3 million. Almost 400 employees received plant closing benefits of \$300,000. And about 1,300 employees collected \$2.3 million in lump sum payments under the plan's "60-day option" provision. Under the 60-day option, in cases of extended layoff, an employee can take his IEA benefits in a lump sum.

In all, 6,420 employees received IEA benefits during the year.

Specialists in employee benefits point out that most companies have no unemployment benefit plans. About 5% of employees have government work for those under layoff but those of private companies are cases as

Specialists value unemployment benefits in companies that come when expiration of benefits — and be tailored to fit. In addition, the complicated nature of which make



First Best Buy Awards Luncheon Held, 11 Employees Win Prizes

The first quarterly Division Best Buy Awards Luncheon was held at the Holiday Inn's Versailles I Room in Bethesda on July 14. Eleven employees, representing various Division components, were honored for their Best Buy efforts.

The Division will hold a Best Buy Awards luncheon during each quarter of the Program. During these luncheons, employees selected as component winners and the Division winner of the Awards Program will be honored and receive General Electric appliances as prizes. All components select candidates for the Division Award based on the number of ideas an employee submits, the excellence of a particular idea, Best Buy Breakthroughs to the employee's credit, or his general attitude and par-

ticipation in the Best Buy Program.

The Division Staff reviews the nominees submitted by each component and selects the Division winner.

Joseph Schartman, systems engineer in Information Services Technology, was chosen winner of the Division Award. **George Feeney**, Vice President and Division General Manager, presented the prize of a portable General Electric color television and commended Joe for his extra efforts.

Joe Schartman worked many extra hours and produced a significant modification and improvement of our STATSYSTEM, making it a successful commercial product available to our customers at a highly competitive price.

Dr. Feeney said, "Joe's dedication



George Feeney presented GE color television to the winner of the Division Best Buy Award, Joseph Schartman.



Left to right: Anthony Coscia, Donald Gable, James Tidd, Rowena Hall, Joseph Schartman, Ed Gorsuch, Victor Vargo and Gerald Lechlitter display General Electric appliances awarded them during the Best Buy Awards luncheon.

represented a stretch of individual initiative. His development served the Division well in meeting the demands of our customers and was an outstanding example of initiative, resourcefulness and customer-orientation."

The Information Services Sales Department's nominees were congratulated by **Paul W. Sage**, Department General Manager. **Rowena Hall**, secretary in the Tulsa branch office, reviewed all customers in that branch who were leasing DN-730 terminals. She evaluated the customers' lease/buy options on these terminals and communicated her findings to each customer. Because of her efforts, two DN-730 cancellations and three rentals were turned into sales.

Ed Gorsuch, field training specialist in Bethesda, was cited for his outstanding service in arranging the logistics of the Executive Seminars as well as his mastery of the many administrative details involved in the Division's Best Buy Bandwagon meetings.

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Paul Sage, chairman of the Division's Basic Operating Council for the Best Buy Program, congratulated all the winners and asked for more and better Best Buy suggestions from all employees.



Ray Marshall (left) appeared as pleased as Systems Department nominee, James Tidd.

Victor Vargo, marketing representative in Milwaukee, assumed control of a project for a customer, Wisconsin Telephone Company, when a series of problems developed in a vital reporting system. The project was providing valuable data on a production basis which meant that Vic couldn't afford to "debug" on-line, yet he needed live data to test the system. Vic solved the problem by developing a series of sophisticated front-end modules to journalize data as it entered the system in order to trap system errors and relate the errors to the dynamics of the system.

Don Gable, customer application specialist in Chicago, worked long hours, including weekends and holidays, to write a sales reporting and tracking system for a customer against very precise deadlines. The system is operational in the United States and Canada and the customer now wants a similar system for London and Belgium.

Edward Scully, Medinet marketing manager, awarded that component's prize to **Anthony Coscia**, senior programmer analyst. Tony implemented the PHI payroll package as a generalized system to satisfy Medinet Customers' needs. He extended the package to provide customers with better service and implemented an on-line payroll service to customers with terminals to provide faster turn around. Tony devised several modifications to the system which increased the throughput and decreased the cost to Medinet.

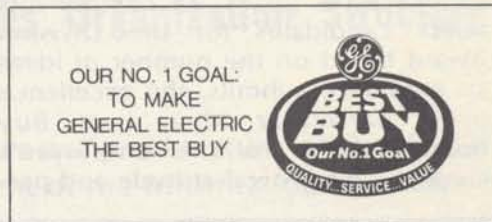
Bob Hench presented the Information Services Technology Operation's award to **Gerald Lechliter**. Gerald, a senior programming specialist, made significant contributions to the improvement of STATSYSTEM.

Information Services Systems Department General Manager **Ray Marshall** named **James F. Tidd**, data preservation specialist, and **Francis L. Helker**, computations supervisor at Folcroft, the winners of his component's awards.

Hugh Calkin, sales planning manager, is on vacation and therefore not at the luncheon.



Bob Hench (left) made presentation to Gerald Lechliter, Technology senior programming specialist.



Tony Coscia (left) received his prize from Ed Scully. Ed made the presentation for Alan Ezzell who was vacationing.



Jim Castle, Manager of Information Services Marketing, promised to safeguard GE radio until Marketing's nominee Hugh Calkin returns from vacation.

Dr. James Castle, Manager of Information Services Marketing, stated that Hugh had been very successful in improving our communication with customers, an important element of our Best Buy Program.

Curtis Jones, also vacationing, was the Information Services Finance nominee. Leo Ramer, Manager of Finance, reported that Curtis has submitted a suggestion for implementing a shorthand form of COBOL source language entry. His suggestion would significantly reduce the time required for keyboard entry of COBOL source language.

All component nominees for the Division Award received General Electric digital clock radios.

The Division's Best Buy Awards Program will be in effect through December. You, too, are urged to submit your suggestions for improving the QUALITY, SERVICE, and VALUE of our offerings to customers. The active involvement of each employee is needed to make the Best Buy Program a success!

The number of employees participating in the Division's Best Buy Awards Program is increasing daily. NEWS-SHARE contacted some recent winners of Best Buy Bullion Bars and asked their opinions of the Awards Program.

QUESTION: You have earned Best Buy Bullion Bars for your Best Buy Suggestion/Brainstorm. What motivated your participation and how would you encourage other employees to become involved?

DONALD INA
Technical Representative

"I saw a need for an improvement in a proposed product design. I would have made my ideas for improvement known regardless of the existence of an awards program. I believe this to be a moral responsibility of all Division employees. The company not only buys an individual's time, but also the energy, ingenuity and resourcefulness that the individual is capable of providing in order to maintain his company's products as the BEST VALUE in the marketplace.



"The only way to become a part of the General Electric Company is to become involved in the General Electric Company. By participating in the Best Buy Program, an employee reaffirms his desire to be part of the company. By not participating, he denies this desire."

WAYNE GARBER
Project Manager

Since the Division is actively interested in ideas, I'll do my part by offering mine. Creative thinking is not necessarily an 8:00 to 5:00, five-day a week type of activity. If an idea occurs, capture it and submit it.



"Reduction of waste and/or improvement of our service helps the customer and ourselves to be more competitive."

(continued)



Leo Ramer announced that the Finance Operation's nominee, Curtis Jones, would receive his digital clock radio when he returns from vacation.

PASTY HAACK
Secretary

"My suggestion dealt with assuring competent secretarial coverage at all times. When the help is needed, it's needed "NOW", not tomorrow. When a written request is submitted for a girl, one or two days go by because the request must go through channels. "Also, the company is spending quite a good sum of money throughout the year to hire temporary help which means that time must be spent training a new person. My suggestion would provide on-the-job help at all times without having to train new people every time secretarial coverage is needed. This would, in my opinion, save the company a great deal of time and money."



HENRY A. MARTIN JR.
Programmer

"The anticipation of earning a useful GE appliance, coupled with the idea of attracting management's attention to some of the day-to-day encounters of the non-managerial employee persuaded me to submit my suggestion.



"I would urge other employees to submit any and all original ideas that might pertain to more efficient operation of our Division. My logic being that the more efficient the operation of our business through Best Buy suggestions, et. al., the more likelihood some of these savings will be channeled to the employee in the form of salary growth."



**OUR NO. 1 GOAL:
TO MAKE
GENERAL ELECTRIC
THE BEST BUY**

RAMON H. PORTER
Systems Analyst

"I suggested that 'message recorder' phones be installed in the application support unit which can be activated when personnel in that office leave the area. My office is located adjacent to the office of the application support personnel. Their primary telephone extension also rings on my phone. I was motivated by the selfish desire to work at my desk, without interruption, for periods of fifteen-minutes or more.



"I would encourage others to become involved by simply pointing out that it is their duty, as employees of any company, to offer suggestions toward its improvement — with or without Bullion Bars.

"I would also point out that there is now an established evaluating component within the Division to encourage those who may have become discouraged by results of past suggestions."

Finance Operation Announces Organization Structure

Effective July 17, 1972, the organization structure of the Accounting Operations component of the Information Services Finance Operation is as follows:

Disbursements Accounting	Manager	R. N. Kellar
General & Tax Accounting	Manager	J. B. O'Brien
Investment Accounting	Manager	F. H. Ittner
Personnel Accounting	Manager	A. S. Cleary
Revenue Accounting	Manager	S. G. Morehouse
Special Projects	Manager	R. H. Gray

Also effective July 17, John H. Meyer is appointed Internal Auditor, reporting to the Manager of Auditing & Financial Manpower Development.

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

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NEWS-SHARE



INFORMATION SERVICES BUSINESS DIVISION

Vol. VI, No. 32

Bethesda, Maryland

August 11, 1972

GE and GE Foundation Will Provide \$600,000 Aid to Minority Education

More than \$600,000 will be provided this year by the General Electric Foundation and the General Electric Company for the education of minority youth at various levels and for programs designed to respond to the unique educational needs of urban areas. Announcement of this support was made by Dr. Donald J. Watson, Secretary of the Foundation and General Electric Manager of Educational Relations and Support.

This total represents almost 20 percent of the \$3,285,000 educational support package sponsored in 1972 by the General Electric Company and the General Electric Foundation, an independent trust established by the Company in 1952.

An initial budget was provided for minority and urban-disadvantaged grants by the Foundation in 1969 and has been dramatically increased in each succeeding year.

Highlights of support last year, in 1971, included:

— Grants exceeding \$70,000 to predominantly black engineering schools.

— A three-year grant of \$30,000 to the Whitney M. Young, Jr. Memorial Foundation, to help provide broad leadership training to high-potential black Americans.

— The commissioning of a Play for Living, through the Family Service Association of America, designed to present through drama the facts concerning equal employment opportunities for women.

— A grant to Mary Baldwin College in Virginia, to help underwrite a study of how, within the context of a liberal arts curriculum, a more thorough career awareness and an understanding of women's role in society can be instilled in students.

— Two Educational Incentive Awards to help solve minority education problems: \$55,000 to Dillard University in New Orleans for a program called "Business Training and the Negro Businessman" and \$70,000 to City College, New York City, for "Teaching the Disadvantaged with Modified Audio-Tutorial Methods in a Continuous Education Program" to help open-admissions students.

— Support of Master of Business Administration programs for minority students at the Washington University Consortium (which includes five schools) and Harvard Business School.

— Support, for the second year, of a pilot summer program in computer mathematics for 40 mathematics teachers from predominantly black secondary schools in the Southeastern states, at Florida A & M University in Tallahassee.

— More than \$250,000 in support for predominantly black institutions of higher learning through a combination of direct grants, and grants to such organizations as the United Negro College Fund, the Office for the Advancement of Public Negro Colleges, and the College Placement Council Foundation.

UP THE LADDER



Michael Emmi, manager of the Sales Department's Indianapolis Branch, assumed his new responsibilities on July 24. A 1970 Master Circle inductee, Mike was formerly a marketing representative in Oak Park, Michigan.



He graduated from the State University of New York in 1965 and joined General Electric as a merchandise and sale training specialist in 1966. He transferred to our Division in 1969 as a sales representative.

Alfred J. Orlup, formerly operations shift manager at Brook Park, was appointed manager of the Teaneck Network Computer Center on June 5.

Al began his career with the



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OUR NO. 1 GOAL
TO MAKE
GENERAL ELECTRIC
THE BEST BUY

Multum in Parvo
The superior man is distressed by the limitations of his ability; he is not distressed by the fact that men do not recognize the ability that he has.

—Confucius

(continued)

Additional grants in 1971 included \$7000 through the Foundation's Corporate Alumnus Program, in which GE employee gifts to institutions of higher learning are matched by the Foundation, and \$66,000 worth of equipment through the Company's Equipment Assistance Program, which provides equipment at reduced prices to selected educational institutions.

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1972 S & S Prices

Month	Stock Price	Fund Unit Price
July	\$64.531	\$36.629

The "Stock Price" is the average of the closing prices of the 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 on the New York Stock Exchange in the calendar month by dividing the number of Fund Units into the net asset value of the Fund.

(continued)

company at Schnectady, New York in 1956. He has held positions of clerk, tab operator, computer operator, computer techniques specialist, programming analyst, and specialist, equipment and communications.

Norbert A. Gottenberg, previously Indianapolis Branch manager, has relocated to East Orange, New Jersey. His new assignment, manager of the New Jersey Branch, became effective July 3.



During the seven years that he has been employed by GE, Bert has completed the Marketing Training and Marketing Management Programs. He is a 1965 Rensselaer Polytechnic Institute graduate.

While assigned to the Meriden, Connecticut office as a sales representative, he earned membership in the 1970 Master Circle.

Group Executive Visits Bethesda



Clem Sutton (right), Vice President and Industrial Group Executive, attended a business meeting in Bethesda recently. During his visit, Mr. Sutton toured the headquarters facility and observed a demonstration of our new high-speed printer. Vice President and Division General Manager, George Feeney, (left) and Bob Hench (center), Manager of Information Services Technology Operation, accompanied Mr. Sutton on the tour.

Division's Telephone Directory Provides Correct Mailing Addresses



The June 1972 Information Services Business Division Telephone Directory was recently distributed to all employees. You are reminded that this directory is **"FOR USE OF GENERAL ELECTRIC EMPLOYEES ONLY."**

As our business continues to grow, it is often necessary for field locations to expand their facilities. Therefore, all mailing lists should be updated, using the new Telephone Directory.

Correct addresses will insure prompt delivery of correspondence and avoid an increase in postage expense.

Please note the new addresses for the **Atlanta Branch** office and the **Southern Zone** office.

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VI, No. 33

Bethesda, Maryland

August 18, 1972

Executive Seminars Keep Customers Informed

Increasing Number of GE-ers Own Shares in Company; Total Now Reaches 107,000

A steadily increasing number of General Electric employees own shares of General Electric stock, according to a study of share ownership recently completed.

It is generally agreed that the increased employee ownership in the company results to a great degree from employee participation in Savings and Security Program. This pioneering program — established in 1958 and expanded in 1967 — allows employees to invest in GE stock, a special mutual fund, Savings Bonds, or special insurance with GE making a 50% matching contribution to their investment. Observers outside and inside GE also point out that the ownership of company stock helps employees to become more aware of company problems and accomplishments and their effect on jobs.

The study just released shows 107,000 employees now owning shares — 38% of all employees. Of the exempt employees, 71% own shares; 42% of all nonexempt salaried employees are stockholders, and 20% of hourly employees are owners. Shareowners have increased in number, in each category, for a total increase of more than 8,000 since 1969, the time of the last study. It is anticipated that the number of hourly employees owning stock will increase with each future "payout" of securities under the program.

A total of 5,809,436 shares are owned by employees with an average ownership of 54.1 shares per em-

(continued on back page)

Multum in Parvo

To industry, nothing is impossible.

- Latin Proverb



Sales Department General Manager Paul Sage (left), and Ken MacDonald, Pacific Zone Manager, are welcomed aboard the Queen Mary by a secretary on the ship's staff. The Queen Mary, formerly a luxury liner and now docked in Long Beach, California, was the site of a recent Pacific Zone Executive Seminar.

Members of the Information Services Business Division Staff are conducting a series of Executive Seminars for customer groups throughout the country. These seminars, coordinated by the eight Zone Managers, are held to inform customers (and prospective customers) of our business philosophy, our service offerings, our current technology and our plans for the future.

A member of the Division Staff attends each seminar and provides this firsthand information in order to keep our customers informed and reinforce the customer/client relationship which has been developed by Field personnel.

Zone Managers report that these Executive Seminars play an important role in helping them retain current customers and, in many cases, to win new customers.

Clarence Selin (left), Long Beach branch manager, found time for an informal discussion with customer at Executive Seminar.

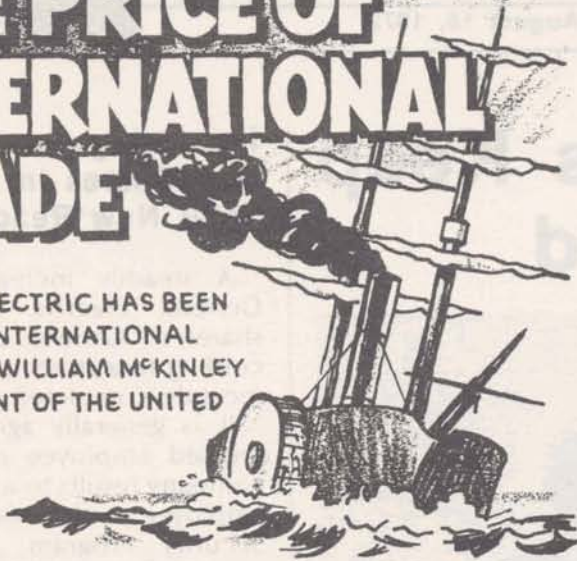


Al Weingartner, Long Beach marketing representative (2nd from left), and Gene Baker, Division Counsel (right) appear to enjoy a lively conversation with customers during Pacific Zone seminar.



THE PRICE OF INTERNATIONAL TRADE

GENERAL ELECTRIC HAS BEEN ENGAGED IN INTERNATIONAL TRADE SINCE WILLIAM MCKINLEY WAS PRESIDENT OF THE UNITED STATES.



TODAY, OVER 20,000 GE JOBS DEPEND ON THE PRODUCTS WE MAKE FOR EXPORT TO FOREIGN COUNTRIES. FOR THE WHOLE U.S., OVER 2.7 MILLION JOBS DEPEND ON EXPORTS.



BUT UNLESS FOREIGN COUNTRIES CAN SELL US THEIR PRODUCTS, THEY WON'T LET US SELL IN THEIR COUNTRIES.



THE SENSIBLE ANSWER: TO GET FAIR TRADING ARRANGEMENTS ON BOTH SIDES—AND FOR AMERICANS TO BUILD BETTER PRODUCTS AT COMPETITIVE PRICES.



(continued from front page)

ployee. The total number shares owned has increased by 2,915,272 since the last study.

The study also showed that 81,820 pensioners and other former employees own 5,613,456 shares of company stock.

East Central Zone's Workshop Emphasizes Quality, Service and Value

In support of the Best Buy Program, the East Central Zone recently conducted a two-day seminar and hands-on workshop for technical personnel. The sessions were designed to strengthen the technical assistance provided customers through better quality, service and value.

Gary McIrvn and Dennis Senko were the instructors for this unique training session. In-depth coverage of ISEQ, RMS, Administrative User, ABC, conversion of foreign tape/card codes, as well as the do's and don'ts of Fleximis/Autofile/Autotab were included in the material presented.

By reviewing applications and how they can be used more efficiently and effectively by our available products, these technical employees are prepared to increase the "Quality" of the solutions we offer to meet customers' needs.

The experience gained during the hands-on workshop will be helpful to Zone personnel as they support and provide better "Service" to customers as they implement our special products.



Front row, l. to r.: Larry Niles, Erie; Arthur Barber, Cleveland, Dennis Senko, instructor.
Center row, l. to r.: Louis Womick, trainee; Walter Cotton, Cleveland; Robert O'Keefe, Cincinnati; Robert Caton, Rochester.
Back row, l. to r.: George Chipman, Louisville; Robert Christopher, Cleveland.

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VI, No. 34

Bethesda, Maryland

September 8, 1972

Individual Development Program Provides Benefits for Educational Courses

"IDP has given me an opportunity to complete my college education," says Walt Braden, range assembler in Appliance Park, Louisville, Ky. He goes to school nights as a full-time student and works full-time days at his GE job.

In Richmond, Va., Phil Jackson, a GE stockroom employee is in his second semester at Virginia Union University, with IDP help, having already completed five courses with the help of this GE benefit plan.

In Schenectady, Annabelle Bullen, a financial trainee in the Gas Turbine Business Operation, has completed three accounting courses at Hudson Valley Community College with the help of IDP. "I feel the program offers hourly and non-exempt employees an excellent opportunity to advance in their jobs and prepare for the future," says Annabelle.

IDP is the Individual Development Program which went into effect at the beginning of 1971. **All hourly and non-exempt salaried employees are eligible if they have six months of credited GE service.** It provides eligible employees with a tuition refund benefit of 100 percent of the cost of tuition and other compulsory fees up to \$400 a year for management approved education and training courses at approved educational institutions.

Linda Crisafulli joined the Division Finance Operation in 1969 as an accounting clerk. During 1971, she took advantage of the Individual Development Program and enrolled at Montgomery College in Rockville, Maryland where she studied Accounting Principles I and II.

As an IDP participant, she received a tuition refund for the courses and earned a promotion to her present exempt position of accounts payable specialist.

"I now plan to complete the company's Financial Management Program," Linda commented. "Later, I'd like to take additional accounting



Linda Crisafulli

and business-related courses under the provisions of IDP."

By the time 1972 began a total of 4,900 hourly and non-exempt salaried GEers, all over the country, had applied for participation in IDP. "Of those applications more than 90 percent were approved," says Paul Beaudry, who handles IDP applications for the Information Services Business Division. "But reports I've received on the company-wide program show that only a little more than 1% of those eligible to participate applied."

"Now is the time for eligible employees to obtain approval for IDP benefits for courses to be taken this year," Mr. Beaudry said. **"Management approvals on course and institution must be obtained prior to registration. Courses which may be approved include those related to improving job skills or contributing to the employee's career development within the company."**

A new value in the program, stemming from a company's petition to the government, is that the U.S. Internal Revenue Service no longer requires GE to withhold income tax on benefits under IDP for any courses that are job related.

"Last year about 53% of those wanting to use the program's benefits were non-exempt salaried people," Mr. Beaudry added. He reported that during its first year, in addition to helping employees improve their skills, IDP served about 250 employees on layoff, helping them to train for new jobs.

A new report on the use of the Individual Development Program during the first half of 1972 is expected soon. "I would guess that it will show growing use of this tuition refund benefit as more people become aware of it," predicts Mr. Beaudry.

Application blanks for IDP benefits may be obtained through the Information Services Relations Operation in Bethesda, Dial Comm 8*273-4756.

SEPTEMBER SERVICE AWARDS

25 Years

Bob Butler New York City
Frank Ittner Bethesda

15 Years

Frank Moseley Bethesda
Lee Stanton Bethesda

10 Years

Stephen Battery Schenectady
Lovell Glasscock Bethesda

5 Years

Irene Bettinger Cincinnati
Boman Irani Bethesda
Henry Koeppel Teaneck
Leo Kotschenreuther Bethesda
Din Kurawadwala Bethesda
Stan Smith Teaneck
Norm Thurston Bethesda



Billion US \$

US-Owned Foreign Affiliate Sales



1960-70
Increase
225%

GE exports make GE jobs:

80 Locomotives for Brazil

Case 1	
To:	General Electric
From:	Rede Ferroviaria Federal S.A.
For:	80 GE U23C locomotives
Cost:	\$34,000,000
Components:	GE Locomotive Products Dept. Erie, Pa., USA
Assembly:	General Electric S.A., Brazil
Job gain:	300,000 man- hours at Erie

Point 1
Brazil's trade laws bar export of US locomotives to Brazil. But components can be exported—for local plant assembly in Brazil. Without a local manufacturing affiliate GE could not have won this \$34 million mixed export order. GE-Erie would not be (+) 300,000 manhours.

In Spain, Italy, India, West Germany, Japan, Sweden—similar GE affiliates are winning similar mixed export orders GE alone could not get. Making GE jobs—at Schenectady, Cleveland, Syracuse, Evendale, Lynn—US workers would not otherwise have.

Point 2
US-owned foreign manufacturing affiliates produce the bulk of USA international business. In 1970, sales of US affiliates were \$76.8 billion—75% greater than total US exports and 2.6 times greater than US exports of manufactured goods. US direct investment in foreign affiliates produced in 1970 a surplus of US income over US outflow of \$1.6 billion. Yet US foreign affiliates do not take away from US exports. They add to them.

Of all US exports of manufactured goods, 50% or \$15 billion comes from US companies with foreign affiliates. Of this \$15 billion, 50% or \$7.5 billion goes directly to US subsidiary plants abroad. Only 8% of foreign affiliate output is exported back to the USA.

Point 3
US exports to foreign affiliates (+) US investment in foreign affiliates generate US income. US income makes US jobs.

To restrict US foreign affiliate operations—as some Congressmen propose—would not "protect" US jobs. It would

throttle back income from US exports to foreign affiliates, shrink back income from US investment in foreign affiliates and hand back—to European and Japanese competitors—a multi-billion dollar share of the USA's hard-won foreign affiliate market.

And that would cut back US jobs.

To increase US income, to make new US jobs, to stay alive in a world of economic chance and change:

We need more world trade—not less. We need to be more competitive—not less. We need more help, not less, in opening US doors to new sales and profit and job opportunities. Wider. Faster.

Before those opportunities knock. Before they can get away.

Source:
Chart and Data, US Department of
Commerce

GENERAL  ELECTRIC



National Sales Conference Heralds "New Era"

The Information Services Business Division's 4th National Sales Conference was held at Hilton Head Island, S.C. last week where plans for the future of the business were unfolded. These plans, focusing on the Division's marketing strategy and its new product, predict the beginning of a challenging, exciting, and completely new era in the information services business.

The Conference, which was held in two sections, was attended by Division management, headquarters personnel, and every member of our national sales force. Each section of the conference ran for 2-1/2 days. During each 2-1/2 day section, participants attended general session meetings and seminars on time-sharing, data processing, new product features, and networking. Half the sales force attended each section of the Conference, assuring that someone was home to mind the store during the workweek.

Corporate officers, employees of other company components, and representatives of the Division's licensees and distributors in Canada, France, Japan, Mexico, the Netherlands, and the United Kingdom were special guests at the conference. Their support and active participation contributed significantly to the success of this conference which has been described as "the most informative and stimulating conference in Division history."

Clem Sutton, Vice President and Group Executive, Industrial Group, brought "The Corporate View" to the conference. He imparted meaningful information on the company's confidence and support of our business. He described in detail the organization structure and operations of the Industrial Group and highlighted the Information Services Business Division's posture within the group.



Mr. Sutton commended the Division for its revenue growth and issued the challenge to gain an even larger share of the market.

Paul Sage, Sales Department General Manager, kicked off the general sessions with a statement of the goals of the Conference. These goals, he stated, were to provide detailed and specific direction as to how our new product is to be introduced, sold and serviced, and to supply sales aids to help make the task easier.



After outlining five approaches for our sales force to use in attaining an in-

creased market share, Mr. Sage emphasized that our new MARK III product should enable us to rapidly accomplish that goal.

Summing up the mission of the sales force, he said, "Our mission can be most simply expressed as LEADERSHIP!" "MARK III is the future," he added, "and the key to the Division's success."

Hench Describes MARK III Features

The new MARK III features were described by **Bob Hench**, Manager of Information Services Technology Operation.

Going back five years ago, he explained that, at that time, the introduction of MARK II time-sharing service was a major product announcement. He traced the development of MARK II up to the present and pointed out that the MARK II Network now has nearly 100 computers giving worldwide service.

"MARK III not only builds on the stable base of MARK II," he explained, "but it also encompasses the earlier product as an absolute compatible subset of its total capability." After discussing product features from the user's point of view and describing the advanced technology employed, Mr. Hench pointed out how the new MARK III product can aid in accomplishing the mission delineated by Paul Sage.



Managers Set the Targets

Ken MacDonald, Pacific Zone Manager, and "**Mac**" **McCleary**, East Central Zone Manager, served as alternating master of ceremonies during both sections of the Conference. Their spontaneous wit, com-

bined with knowledge of our business and personnel, helped make the general sessions entertaining and informative.

Zone Managers **Bill Thorne, Bill Porter, Bob Streight, Jack Griffin, Marv Lewis, and Harry Hearn, and Alan Ez-zell**, Manager of Medinet, gave specific suggestions for improved selling in each segment of the Division's market.

Each of these managers gave valuable information on such topics as where to look for best prospects, selling strategies for individual customers, how to avoid erosion of existing revenue, and reiterated the Division's basic selling precept — the customer must receive the most effective, most economical use and superior service from all of our offerings.

Marshall and Castle Explain "The Team" and "The Plan"

Ray Marshall, Manager of Information Services Systems Department, described his Department as a dedicated member of the MARK III team, committed to providing a total product which gives our sales force unequalled strength and the "Best Buy" in the marketplace.



Mr. Marshall also announced that trained specialists now man our customer service desks 24 hours a day, seven days a week.

"THE BEST PRODUCT, backed by the BEST TEAM, and the BEST SERVICE. . . now we'll tell the world that the BEST BUY is in the Information Services Business Division," said



Jim Castle, Manager of the Division's Marketing Operation.

Dr. Castle outlined the five-faceted communications program (direct customer communication, sales

promotion, documentation, sales force information, and advertising) now being launched.

International Progress Cited

Paul Wexler, International Market Manager, discussed the Division's growth in the international market and explained how our sales force can offer domestic customers international network access to meet their needs worldwide.



He listed targeted industries which need to accomplish their time-sensitive activities on a multi-location basis.

Paul Leadley, Manager of the Division's Strategic Planning Operation, highlighted our current strategic plan and showed how the planning process is coordinated with current operations and provides a bridge into the future operations.



Jack McKitterick, Vice President and Staff Executive — Planning Development, was the guest speaker at the Awards Banquet during the first section of the Conference.

Mr. McKitterick's presentation brought new awareness and understanding of the how's and why's of corporate planning and gave the audience clearer perspective of how GE is managed.

William R. Smart, Vice President and General Manager of GE's Switchgear Business Division, and **Richard P. Gifford**, Vice President and General Manager of the Communications Systems Business Division participated in the Conference, bringing encouraging news about their businesses and our activities.

Gene Baker, Division Counsel, offered legal guidelines for effectively and aggressively pursuing business in the marketplace. He told the audience, "Let me assure you that my comments should not stop you from going out and selling our product. All my comments are in aid of that goal."



"Let the Legal Operation be your lawyer," he continued. "Don't practice legal brain surgery at home."

In conclusion, he said: "What message can I give you to take away and use during the year? Very simple! Be a professional salesman. A professional knows his product, his organization's capabilities, knows his competition and is a realist. So, be a professional and you'll be legal, too."

Art Peltosalo, Vice President and Group Executive, Power Delivery Group, received an exuberant welcome from the audience when he appeared as guest speaker at the final Awards Banquet.

Mr. Peltosalo, formerly General Manager of our Division, congratulated Dr. Feeney on his dynamic leadership of the business. He then expressed his continued interest in our Division's progress, stating that the Information Services Business Division has clearly demonstrated its ability to be a profit making business for GE. He challenged each member of the Division to exploit our excellent product, experience in the business, and company support as we move toward even greater milestones.

Feeney Charts the Future

Vice President and General Manager, **George Feeney**, declared, "Today is the first day of our future, the MARK III era," as he brought the 4th National Sales Conference to a close.



Dr. Feeney outlined major growth opportunities during his talk, and urged conferees to exploit the advantages of best product, competitive prices, outstanding people and company reputation to expand our market share.

"More revenue is needed in relation to the total market," he said. "Although competition is stronger, it is imperative that we be smarter in using our time and talent in selling our ser-

vices."

Dr. Feeney continued, "Two principles can help in attaining this goal. First, we must look at the world through the eyes of the customer, as a dedicated enthusiast for our customers. Second, we must, at the same time, look at the world through the eyes of an expert in information services, dedicated to filling customer needs. The salesman therefore becomes the means for coupling what

a producing activity such as our Division can turn out, and what using activities, such as customers and prospects may need."

"It is extremely important that we learn from each other, and better utilize the tremendous depth and variety of selling expertise and customer knowledge that individuals in the Division possess."

CANDID SHOTS AT HILTON HEAD



(continued on back page)





CANDID SHOTS AT HILTON HEAD





Are GE Pensions Safe? Pension Trust Makes Them Secure, But the Trust Must Grow as Liabilities Increase

"How safe is my pension?"

Considering testimony coming out of Washington recently, that's a question that employees of many companies may be asking themselves.

But most GE employees know it's not necessary for GE people to ask the question. Accurate or not, the stories that have come from recent Congressional hearings don't apply to GE pensions. Those stories told by retired employees of some other companies spoke of their pension plans "going broke," told about employees spending a score of years with a company only to have a technicality apparently do them out of their pensions.



Watching Financial World - Trust Operations Vice President Edward H. Malone keeps finger on the pulse of financial happenings. GE's Trust Investment Operation is manned by Mr. Malone and crew of nearly 50 seasoned investment experts, accountants and supporting staff.

GE pensions are safe. They are secured by sound funding of the pension plan through the GE Pension Trust.

The day-to-day investment management of the Pension Trust is the responsibility of GE's Trust Investment Operations managed by Vice President Edward H. Malone and a crew of nearly 50 seasoned investment experts, accountants and supporting staff. The TIO is GE's version of a bank's trust investment department. It handles trust portfolios worth over \$3 billion. Over \$2 billion of that sum is the market value of GE's Pension Trust.

The GE Pension Trust is so large it's a difficult figure to comprehend. One indication of its size, and of General Electric's commitment to pensioners and employees, is the fact that its assets are almost as large as the total share owners' equity in General Electric.

At the end of 1971 about \$1.7 billion of the Pension Trust was invested in common stocks. Mr. Malone and the investment specialists of the Trust Operation have invested in more than 150 of America's leading corporations. For instance, at last year's end the Pension Trust owned IBM stock worth about \$145 million. In another area, the Trust had investments in 1200 real estate properties leased primarily to major corporations and worth over \$250 million.

New money is always being added to the Pension Trust. Last year General Electric contributed \$91 million and employees contributed \$28 million. Earnings from the Trust came to about \$98 million last year.

(continued)

GE Foundation Announces \$100,000 in Grants to Two Black Eng'g Schools

A new Mainstream Awards Program has been established by the General Electric Foundation to assist predominantly Black universities in their efforts to become fully viable institutions within the mainstream of American higher education.

The first \$100,000 in grants under the new program are in the field of engineering.

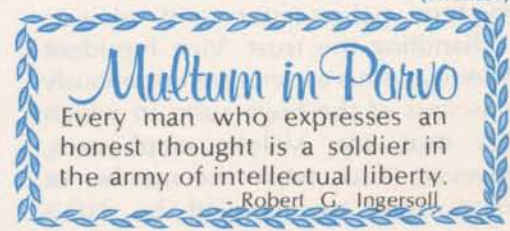
Two grants, of \$50,000 each, have been made to the schools of engineering at Prairie View Agricultural and Mechanical College in Prairie View, Texas, and Tuskegee Institute in Alabama.

Future grants will be made in three selected fields - engineering, business (with emphasis on finance), and mathematics and science, in response to competitive proposals.

Prairie View A & M College and Tuskegee Institute were selected on a competitive basis from among six predominantly Black engineering schools, all of whom were invited to submit proposals for key programs aimed at increasing the supply of minority engineers.

"The stated prime objective of the competition," according to Dr. Donald J. Watson, Secretary of the Foundation, "was to stimulate and support innovative proposals to help increase the supply of Black engineers through such avenues as improvement of the

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Is the Trust too large? There's this to consider:

First, there are about 45,000 already receiving pension benefits. Payments to these people will require nearly three-quarters of a billion dollars of the Trust's assets. Last year's payment alone amounted to \$98 million.

Second, the larger part of the Trust must cover the nearly 300,000 active employees who have accrued pension benefits under the plan and will retire in the future. About \$1 1/3 billion in assets is earmarked for these benefits. In addition, these active employees will accrue even more benefits, so the fund must grow much larger in the future in order to provide for their pensions.

The official statement of the Trust shows an unfunded liability of \$325 million (but this is more than offset by the excess of the market value of the trust's assets over the book value). Thus, while participants in the Plan are protected, contrary to what some have claimed, there is obviously no "surplus" in the fund because it is operated to meet the actual long-term liabilities as they exist each year.

Any increase in pensions, of course, automatically increases the liability of the Trust. For example, all pensions credited to active employees with long service have been increased four times since 1960, depending on service. The same four increases have been applied to the pensions of those already retired. For most pensioners, increases have been about equal to the cost of living increase for the period since the current pension plan was established in 1946. Increases for individuals have varied, according to length of service, retirement date, etc. In addition to these improvements, the basic formula for currently accruing pensions for all employees was increased in 1967. Other modernizing has occurred over the years in numerous other features of the plan.

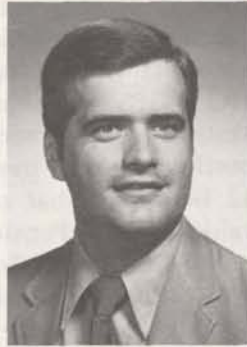
The pension trust is guided by its own board of trustees, who are the long-term policy-setters and advisors for handling the trust. Vice President Malone and his experts are enormously conscious of the huge sums in which they deal. Mr. Malone emphasizes, however, "that, while the number of dollars that are handled by TIO's

professionals keep them very aware of the importance of their responsibilities, an even greater awareness is created by knowing that GE people are depending on us and our expertise for their retirement income."

In addition to the soundness of the GE Pension Trust which backs up GE pensions, all current employees with 10 or more years of service have a "vested right" to their pensions. This means the pensions accrued during their GE employment will be paid, even if they leave GE, as long as they do not withdraw their own contributions. They can ask to receive their pension as early as age 60 if they wish. In addition, the Pension Plan has numerous options and features, such as minimum pensions, disability pensions, payments to a surviving spouse, and medical care payments.

Credit Line

John W. Adams, numerical control specialist for the Southern Zone, has been awarded a BBA degree in Management from Georgia State University. He had been enrolled in night classes since 1967.



John joined the company in 1971. Since joining GE he has combined full time employment (traveling over a nine state area to visit customers), and a heavy academic load. John's success in both endeavors is apparent. With his help, N/C revenue in the Southern Zone has more than doubled and he achieved an outstanding academic record (Dean's List with distinction).
Congratulations, John.



(continued)

school's educational offering in engineering through curriculum design changes, teaching methodology changes, increased efficiency in the use of resources, and the stimulation of secondary school students to prepare themselves to enter engineering school."

The Mainstream Award grants are part of a more than \$3,285,000 educational support package sponsored in 1972 by the General Electric Company and the General Electric Foundation, an independent trust established by the Company in 1952.



YOUR CAMPAIGN CHECKLIST



REGISTER
for the elections

WORK
for your candidates

GIVE
to their campaigns

VOTE
November 7



Medinet Expands Coverage, Organization Structure Announced

Alan J. Ezzell, Manager of the Division's Medinet Application Products Section, announced that plans are being implemented to provide service to hospitals throughout the United States. He stated that Medinet's new organization structure, which became effective October 2, is compatible with these plans and with Medinet's growth from an organization serving hospitals in the Northeast to a nationwide service.

Since 1968 Medinet has provided a comprehensive hospital information systems service using DN-30 and Honeywell 400 systems located in Watertown, Mass. The nationwide expansion will include upgrading to the new, more powerful Mark III system, more interactive hospital applications made possible by Mark III features, nationwide distribution via the Division's Network, and the integration of Medinet's sales force into the Information Services Sales Department.



The relocation of Medinet headquarters from Watertown to Bethesda has been completed and Medinet personnel now occupy offices on the 12th floor at 7735 Old Georgetown Road.

A graphic chart showing the new Medinet organization structure appears on page 3.

1972 S & S Prices

Here is the average GE "Stock Price" and the average "Fund Unit Price" used in the crediting of participants' accounts for the month of September under the Savings and Security Program.

The "Stock Price" is the average of the closing price 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 value of the fund.

The "Stock Price" and "Fund Unit

Price" for the month of September are as follows: Stock Price - \$65.581; Fund Unit Price - \$36.380.

The "Stock Price" and "Fund Unit Price" for each month of 1972 so far are as follows:

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$63.125	\$32.704
February	60.394	34.358
March	63.517	35.247
April	68.163	35.884
May	67.761	36.315
June	67.023	36.687
July	64.531	36.629
August	66.739	38.001
September	65.581	36.380

OCTOBER SERVICE AWARDS

20 Years

Curtis Jones Bethesda

15 Years

Robert Maraio Syracuse
Alfred Orlup Teaneck

10 Years

John Kisler Bethesda
Raymond Porter Bethesda
Linc Shannon Bethesda
Harris Shirakawa Bethesda
John Sliter Schenectady

5 Years

David Comroe East Orange
Margaret Fisher Bethesda
Don Gable Oak Brook
Richard Jones Bethesda
Nicholas Kefal Pittsburgh
Barbara Kotzer Syracuse
Nancy Lipman Chicago
James Muhlenkamp St. Louis
Peter Swanson Teaneck
Sharyn Willoughby Washington

Another Cost-of-Living Increase Goes into Pay Rates October 30

Another cost-of-living pay increase will go into effect Monday, October 30 for this Division's hourly and nonexempt salaried employees. Hourly rates will be upped by eight cents per hour, while the weekly salary rates will be boosted by \$3.20.

This will be the second general pay increase for our Division within the past six months. Back on May 1 there was a pay boost of 15 cents per hour (or \$6 per week). Added together, this

Finance Operation Leads in Best Buy Awards Program Participation

It's obvious from the latest report issued by the Division's Best Buy Awards Program administrator, **Wally Bailey**, that employees in the Information Services Finance Operation are doing more than "bean counting." They are collecting more Best Buy Bullion Bars, per average employee, than any other organization in the Division.

Have you submitted your Best Buy Brainstorm or Best Buy Suggestion? If not, now's the time! The Division is anxious to receive your ideas on how to increase the QUALITY, SERVICE, or

VALUE of our business. Our ever changing business demands new and improved methods of conducting our activities. YOU are a very vital member of our team, therefore YOUR ideas are wanted.

Take a few minutes to write down your suggestions and submit them! You'll not only contribute to the success of the business but you may win valuable Best Buy Bullion Bars which can be exchanged for General Electric appliances.

The following is the latest report of participation by department or operation in the Information Services Business Division's Best Buy Awards Program for the period ending September 30, year-to-date:

Department or Operation	Total Number of Bullion Bars Awarded	No. of Accepted Brainstorms, Suggestions and Breakthroughs	Participation Rate*
Finance	617	133	175%
Relations	99	16	133%
Technology	520	110	116%
Sales	2,420	348	84%
Strategic Planning	37	4	80%
Systems	589	147	65%
Marketing	88	24	35%
Medinet	30	1	1%
All Other	3	0	0

*The participation rate is determined by the total number of employees in a department/operation versus the number of submissions made by the employees in that component.

(continued)

means that 23 cents per hour or \$9.20 per week will have been added to GE's pay rates in 1972.

No Wait for Higher Pay

The size of this year's scheduled cost-of-living increase is based on a formula using the yearly change in the National Consumer Price Index, from October to October, with the maximum possible increase being 8 cents per hour or \$3.20 per week.

The original intention was to wait until the October Index was known before putting this cost-of-living adjustment into the paychecks. Because this Index is not expected to be released until November, the increase would have been paid starting probably in early December, on a retroactive basis.

However, rather than delay payment of the increase until this statistic becomes available and then pay it retroactively, General Electric management felt it would be appropriate this year to put the increase into paychecks for all work on and after October 30 without waiting for the official Index announcement. This means that the additional 8-cents-per-hour and \$3.20 per week increases will first be noticed in the paychecks distributed in our Division on November 10.

"In brief," **Norman Barth**, Division Relations Manager, explained, "today's announcement simply means that affected employees will be receiving their latest pay increase in their paychecks about one month sooner than originally planned. We're certainly pleased that this arrangement could be made."



OUR NO. 1 GOAL
TO MAKE
GENERAL ELECTRIC
THE BEST BUY

HELP WANTED: Constructive Citizenship



NEWS-SHARE is seeking information on Division employees' who are active in the political process — local, state, or national.

General Electric's Constructive Citizenship Program is designed to encourage all employees to participate in the political process of our country. The Program is completely non-partisan and voluntary.

If you are politically active in your community, or if you know of another employee who is active, tell NEWS-SHARE and we'll share it with our co-workers.

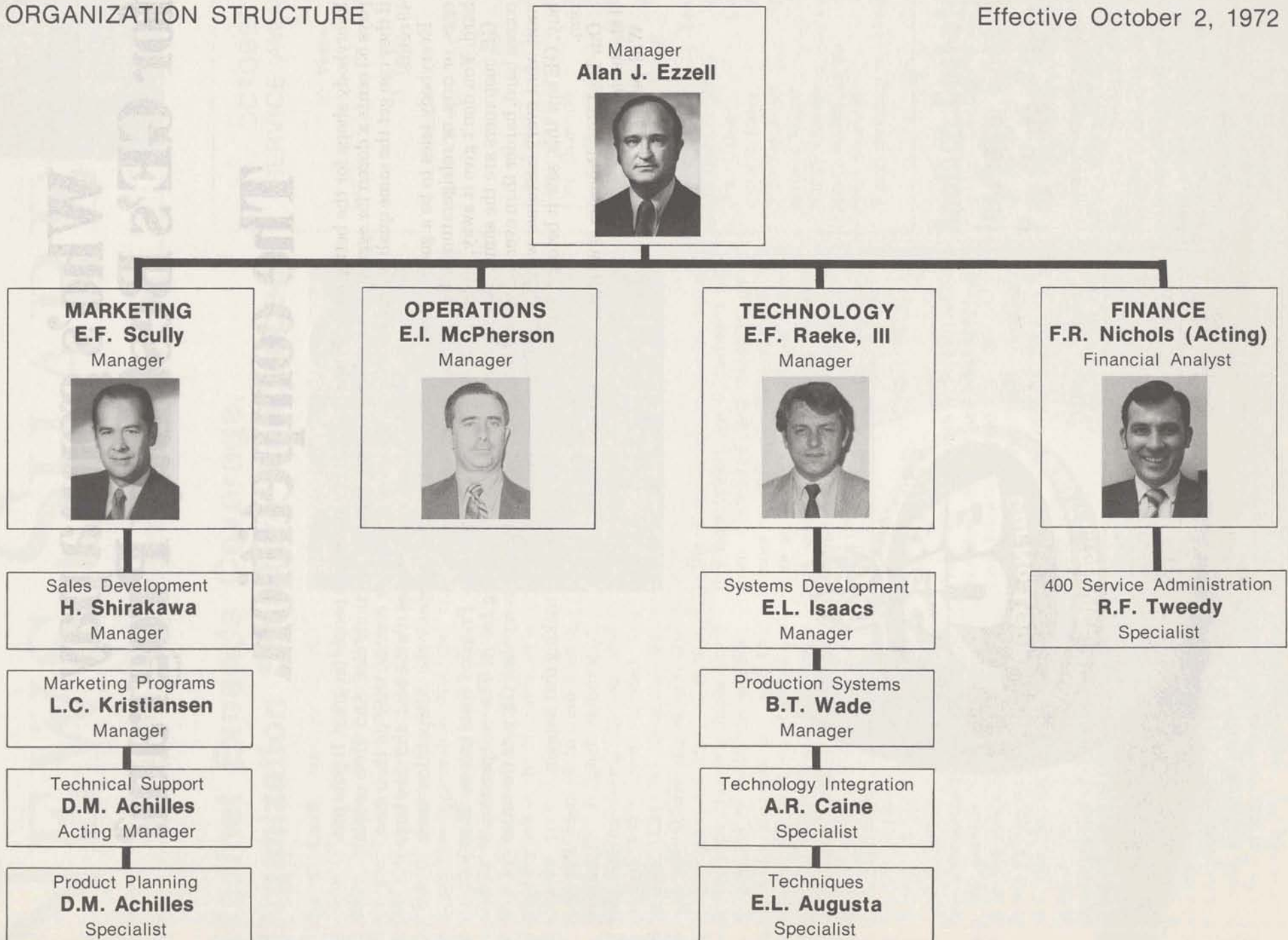
News-Share is published weekly by the General Electric Company; Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to:

Barbara B. Oliver
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014
Dial Comm 8*273-4121

Information Services Business Division Medinet Application Products Section

ORGANIZATION STRUCTURE

Effective October 2, 1972



Who's gonna pay for GE's Best Buy Program?

The competition.

Everybody shops for the better buy. No one pays 53 cents a dozen for eggs at one market if they can get the same quality next door for 49 cents.

Everybody tries to be a good shopper—for eggs, or cars, or refrigerators. Money comes hard. You don't give it away, especially now.

GE customers are the same. Their money comes hard, harder than ever before. So they want what every customer wants, the better buy. GE saw this, saw it before the competition.

Our Best Buy Program is working because it starts right.

With people.

It's an up with people program. It puts people ahead of anything else. And when people know their work counts, they do their best. Customers can see it's the best, and they buy. When that happens the competition loses and GE gains.

The Best Buy Program costs money. But GE's not paying for it. The competition's paying. Paying every time GE gets the order and they don't.

GE people are making that happen.



NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VI. No. 39

Bethesda, Maryland

October 27, 1972

"People Pleasers" Prove GE is the "Best Buy"

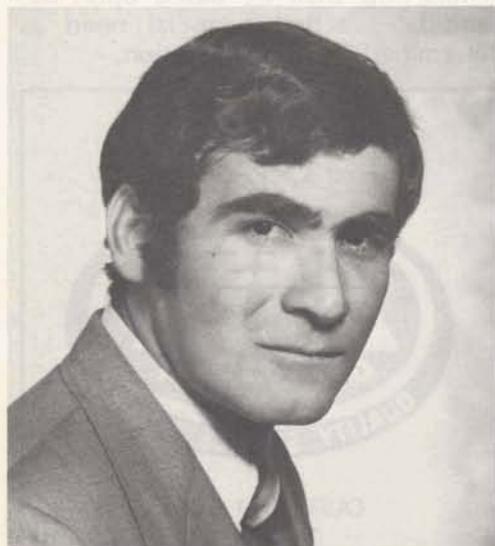
The Information Services Sales Department's "People Pleaser" campaign places special emphasis on activities which prove to our customers that General Electric is the "Best Buy." Every month each Zone Manager carefully evaluates employees' endeavors to provide our customers and prospects the "Best Buy" in **Quality, Service and Value.**

The employee in each Zone who excels in delivering General Electric Quality, Service and Value to a customer or prospect, as judged by the Zone Manager, is proclaimed the "People Pleaser" of the month.

The six employees who earned the "People Pleaser" awards during August are introduced below. In addition to receiving Best Buy Bullion Bars, each People Pleaser's photograph is prominently displayed in the Division Vice President's customer conference room with a brief description of his or her accomplishment.

Randy Myers

Marketing Representative, Seattle, Wash.



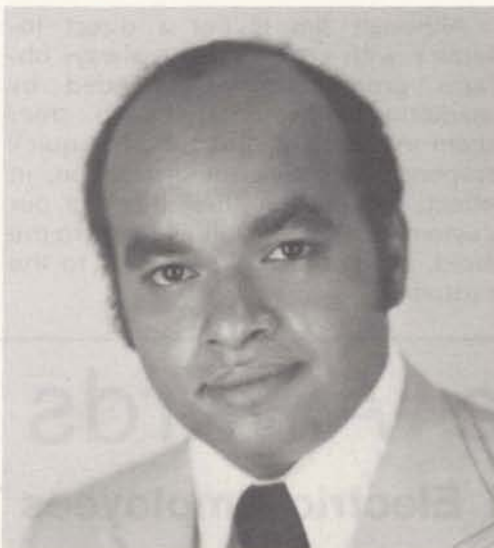
Randy is participating in a government sponsored program for re-training engineers by conducting classes on

how our services might be used by consulting engineers. Seattle University is continuing this program and will use Mark II to teach BASIC.

Randy's contribution has been lauded by the University, the students, and the consulting firms.

Jerrold Larrieu

Customer Application Specialist, Metairie, La.



Late one Friday afternoon, Jerrold received a call from a potential customer who was trying to run two benchmark programs on RESOURCE. Jerrold worked through the night and Saturday coordinating efforts of the customer and Brook Park.

Jerrold's tenacity was a vital factor in landing the contract.

Sharyn Willoughby

Marketing Representative, Washington, D.C.

Sharyn was cited by the Civil Aeronautics Board for her technical assistance in the developmental activities of a "Consumer Complaint" system for the CAB.

In addition to the thanks and appreciation expressed for Sharyn's ef-



orts, the customer volunteered to point proudly to GE's contribution when the public announcement is made to the air carrier industry, and concluded: "We have come to regard GE time-sharing user support as being without peers in the federal marketplace."

Ron Campbell

Marketing Representative, Dallas, Texas



Working long hours with ingenuity and tact, Ron converted a potential

continued

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loss into a winner. Because Ron sold himself, his company, and his product, he was given a second chance at a competitive proposal that changed the General Electric bid to the "Best Buy."

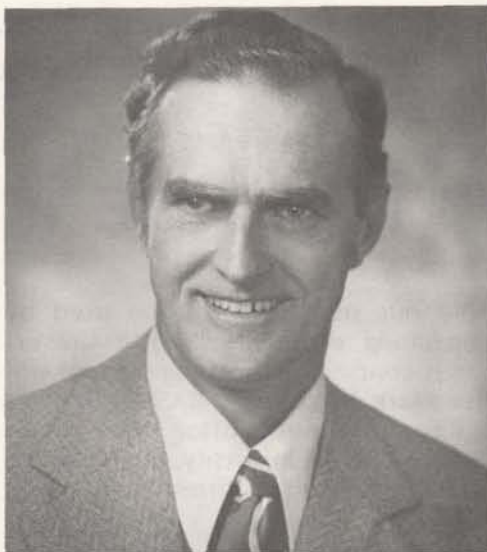
Bob Caton
*Customer Application Specialist,
Rochester, N.Y.*



Using FlexiMis and working with the manpower planning group of the Rochester Telephone Company, Bob worked exceedingly long hours (and lost his vacation reservations) to develop a personnel data base and reporting system to cover 137 defined reporting units.

His dedication permitted the

customer to meet reporting requirements dictated by the federal government.



Jim Doyle
Manager, Field Support, Bethesda, Md.

Although Jim is not a direct interface with customers, he always obtains prompt answers needed by marketing representatives to steer them in the right direction. His quick response and pleasant disposition, in effect, provide the "Best Buy" for our customers. As a "People Pleaser" to the Field, he is a "People Pleaser" to the customer.

Works owing to Mr. Rice's association with that location. *Application Deadline: February 1, 1973.*

• **Steinmetz Memorial Scholarships**

The Charles P. Steinmetz Scholarship Fund of the General Electric Company was established at Union College in 1924 to provide scholarship awards annually at that institution with no limitations as to subject field.

Eligible for these scholarship awards are (1) children of employees of the General Electric Company and (2) children of residents of Schenectady "if there should be no qualified applicant from any of the General Electric Company's works". *Application Deadline: February 1, 1973.*

• **General Provisions**

The following conditions apply:

1. Each candidate must apply directly to the institution for information and application. Use their regular forms.
2. Each institution has exclusive authority in the selection of the winners of the respective Memorial Scholarships.
3. The number of scholarships awarded each year may vary according to: (a) the current income of the respective Fund, plus any accumulated surplus from those Funds, (b) the amount awarded to each candidate.
4. The amount of each Memorial Scholarship shall be based upon the candidates actual financial need as determined by the institution.

Scholarship Awards

for children of **General Electric employees**
at **Stevens Institute**

of **Technology HOBOKEN, NEW JERSEY**

Union College SCHENECTADY, NEW YORK

General Electric Employees and their children are reminded of the availability for qualified candidates of the Richard H. Rice Memorial Scholarship Awards at Stevens Institute of Technology, and the Steinmetz Memorial Scholarship Awards at Union College. **Application for these awards must be made directly to the respective institutions on their regular application forms.**

• **Richard H. Rice Memorial Scholarships**

The Richard H. Rice Memorial Scholarship Fund of the General Electric Company was established at Stevens Institute of Technology in 1923 to provide scholarship awards annually at that institution with no limitation as to the subject field.

Eligible for these scholarship awards are children of employees of the General Electric Company with preference being specified for the children of employees of the Lynn





International Conference Promotes Division's Worldwide Leadership

The Information Services Business Division sponsored its Fifth Annual International Information Services Management Conference on October 15-18 in Nice, France.

Management personnel, representing the Division's licensees and distributors, came from all corners of the world to participate in the meeting. The representatives came from Austria, Belgium, Canada, Denmark, France, Italy, the Netherlands, Norway, Puerto Rico, Sweden, Switzerland, the United Kingdom, West Germany, and the United States.

The primary objective of the conference was to provide this key management group with information on the Division's latest marketing strategy and technical developments to aid them accomplish an increase in sales in the year ahead. The conference also offered an excellent opportunity for the participants to discuss mutual business problems and opportunities.

The facilities of the Grand Hotel du Cap Ferrat provided an ideal environment for the conference. The weather — crystal clear skies and temperatures ranging from 70 to 75 degrees — enhanced the beautiful scenery.

Dick Hykes, specialist, international market development, was conference director in charge of planning and logistics. Pierre Brixon and Mrs. Martine Gugen, employees of Campagnie Honeywell Bull, a Division licensee and distributor, worked closely with Dick and contributed to the excellent arrangements made for the conference.

The formal program was divided into four main events: formal presentations, distributors' market reports, seminars, and evening functions.

Paul Wexler, international market manager, opened the conference by

introducing the attendees and reviewing our international progress.

Stressing international cooperation, Michel Kopp of Honeywell Information Systems Ltd., outlined how General Electric and Honeywell will work together to build the European information services business.

Hugh Jackson, manager of the Division's London based European Operation, discussed our work in



Lee Schwieger presented data on the Division's International Accounts Program.

Europe during the past year. **Lee Schwieger**, specialist, international accounts development, Manus Welkers, international accounts at Honeywell Bull, and **Jean-Paul Richard**, manager of marketing support—Europe, made presentations on the Division's International Accounts Program.

Jim Castle, manager of Information Services Marketing Operation, concluded the first morning session with a

Nevertheless, We Have to Choose

There's the old story of the little old lady from Maine who was asked by a poll-taker how she was going to vote this year.

"Me? I never vote. It only encourages those politicians."

Certainly all of us felt that way at one time or another, or at least have decided to sit out Election Day because there really is no choice among the candidates.

But we *have* to choose — for two reasons.

If we don't choose, somebody else will for us. That's certainly no solution to our dilemma.

The second reason is more fundamental and goes to the heart of this governing system we've had for close to 200 years.

That system, if it is to work, requires its citizens to choose, whether or not we like the choices available.

So if we support our system of government, we must make a choice. That means all of us going to the polls next Tuesday. □



VOTE

Next Tuesday is Election Day.

Don't forget to vote. Need we say more?

Multum in Parvo

Government, in the last analysis, is organized opinion. Where there is little or no public opinion, there is likely to be bad government, which sooner or later becomes autocratic government.

— W. L. MacKenzie King

(continued from front page)

well-received discussion of our marketing plans and programs.

Conferees attended seminars on Monday afternoon and Tuesday morning. **Frank Robertson**, time-sharing market manager, presided at an informative time-sharing seminar. **Colin Church** and **Oliver Vellacott** also made presentations during the seminar.

Central Zone Manager, **Bob Streight**, conducted a networking seminar with **Malcolm Davies**, sales support manager for Mark Century Company, and **Jim Brady**, marketing representative in New York City, serving as his competent assistants.

Another seminar on new product features, with **Norm Harvey**, as helmsman, brought the participants up-to-date on Mark III. **Bob Bakker**, Honeywell's application manager in the Netherlands, supported Mr. Harvey during the session.

Art Peltosalo, Vice President and Group Executive of GE's Power Delivery Group, delivered an after dinner speech on Monday evening. He spoke in glowing terms of the



The participants, representatives of Division licensees and distributors in 13 countries and the commonwealth of Puerto Rico, heard important plans for growing our international information services business.

Division's progress and of our strong ties with Honeywell. Mr. Peltosalo predicted that we will be even more successful in coming years.

Another distinguished guest, **Donald F. Brosnan**, Vice President Marketing Director of Honeywell Information Systems Ltd., was the keynote speaker on Wednesday. He averred Honeywell's dedication to the growth of the information services business in its territory of responsibility and commented that Honeywell looks forward to continued success with our Division.

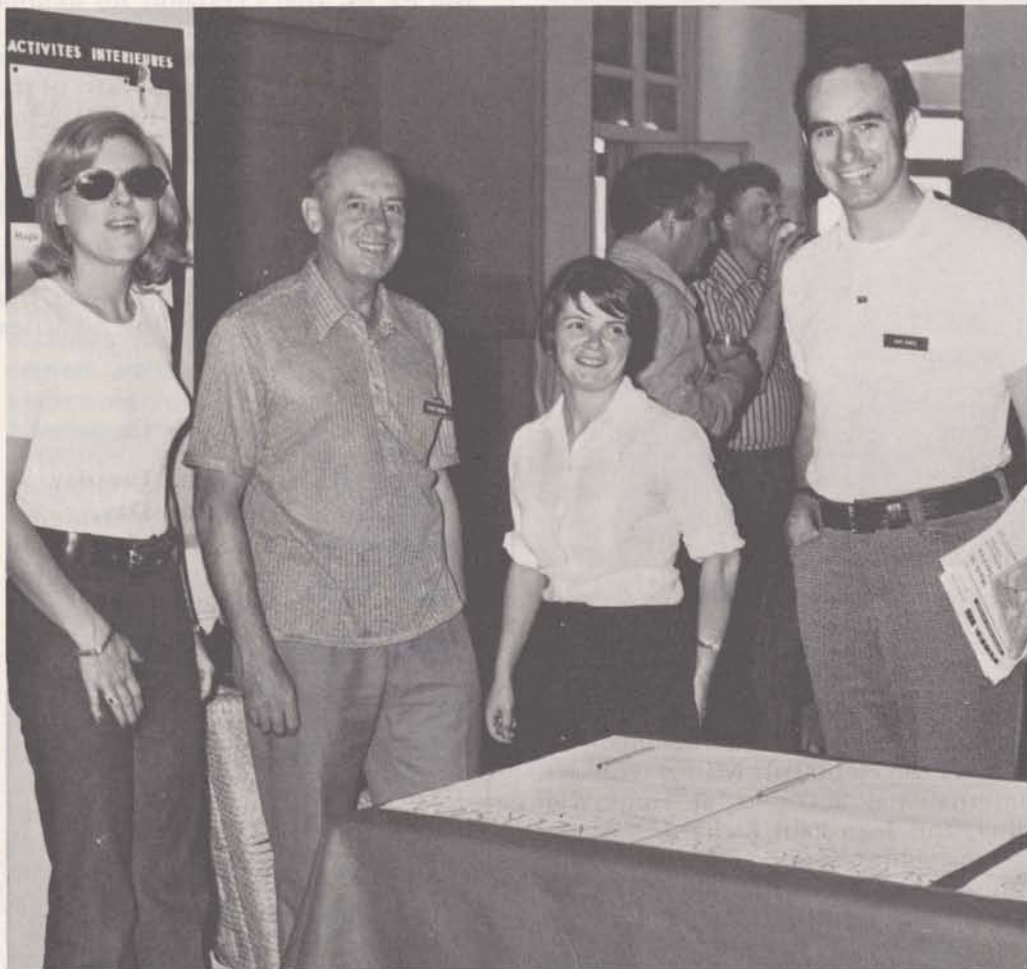
During the final morning session, **Norm Harvey** and **Oliver Vellacott**, of Honeywell in the United Kingdom, presented information on the latest applications development activities.

Information Services Technology Operation Manager, **Bob Hench**, disclosed highlights of programs currently going on in his organization.

The Division's plans for international growth were then enunciated by **Paul Wexler**.

Dr. George Feeney wrapped up the conference with an outline of the "Challenge of the Future." The competent and dedicated conferees, as reported by credible observers, are ready and able to run with the challenge offered by Dr. Feeney.

Peter Linaker and **Zigmund Quastler** were active participants at the conference and contributed to the success of this truly international management meeting. □



L. to R. — Martine Guguen, Pierre Brixon, Mireille Leger, and Dick Hykes coordinated the planning and logistics for the successful conference held in Nice, France.

Employees Store Offers Convenience and "Best Buy" Specials

October 11 was an exciting day in Bethesda. A well-stocked Employees Store was officially opened by **Dr. George Feeney** at a ribbon-cutting ceremony. Bargain conscious headquarters personnel jammed the hallways waiting a chance to grab some of the many "Best Buy" specials offered at the grand opening.

The new Employees Store is another company employee benefit program which offers convenience and prices

that are competitive (usually a Best Buy). The store is operated by Jack Cellini, manager of the GE Servicenter in Washington, and is open on Wednesdays from 11:30 a.m. to 4 p.m. In addition to offering GE appliances at special prices for employees, small appliances are also accepted for repair.

The large crowd of employees who attended the grand opening voiced their appreciation of this new, attractive, and convenient store. □

UP THE LADDER



Evelyn Geiger has been promoted to the exempt position of specialist, equipment cost accounting in the Information Services Systems Department's cost accounting operation. She had been an administrative clerk in Marketing.



Evelyn joined GE in Schenectady, New York in 1960 as a temporary secretary. Since that time she has held various positions in several company components, including Advertising & Sales Promotion, Small A/C Motor & Generator, Corporate Accounting, and Corporate Treasury Operations.

In August 1969 she transferred to our Division as an administrative clerk in the international operation.

Prior to joining the company, Evelyn held the positions of administrative assistant and auditor with the federal government.

Assessing her new responsibilities, Evelyn said, "This promotion allows me to go back to my first love — finance. I will be keeping track of the location and installation of systems, dollars spent in maintaining our equipment and leased equipment, and many other auditing functions to help control our computer equipment costs. I am really delighted with my new assignment and look forward to making a contribution to this part of our business." □



Frank Gibbins (L.) observes Dr. Feeney cut the ribbon to officially open the new Employees Store in Bethesda as employees queued up to take advantage of the "Best Buy" specials.



"Boy, this sure beats fighting the traffic downtown, and the prices are great!"

"Believe me, a fellow who works as a Buyer knows a Best Buy when he sees one."



Who said men aren't bargain conscious? The fellows joined the girls at grand opening of Employees Store for special "Best Buy" sale.

CONSTRUCTIVE CITIZENSHIP

★★ 1972 ★★

A Report by
Employees

NEWS-SHARE recently published an appeal to Division employees for information on their political activities. This appeal was the result of several inquiries and comments from Division personnel as to whether Information Services Business Division employees are, in fact, supporting the company's Constructive Citizenship Program.

General Electric's Constructive Citizenship Program is designed to encourage all employees, as responsible citizens of the community, to participate in the political process in support of those candidates and causes that best express their own individual hopes and beliefs. The Program is completely non-partisan and voluntary and endorses the philosophy that a concerned, active citizenry is the best assurance of having responsible government.

This year's Constructive Citizenship Program emphasizes four distinct aspects of political participation: Registering to vote, Working for candidates, Giving money to campaigns, and Voting on Election Day.

The following reports, from three of our co-workers, express **their personal opinions and beliefs as private citizens**. The Constructive Citizenship Program is a **non-partisan civic campaign which in no way supports or favors any candidate or party**. Therefore, the following statements are presented as evidence of personal involvement in our system of government by American citizens who happen to also be members of the Information Services Business Division family.

Hugh B. Calkin
Bethesda, Maryland

"In one way or another, I have dabbled in political campaigns since 1962 in the states of Massachusetts, New York, and now Virginia. Most of these campaigns have been for County Board or Congressional candidates where the organizations are skeletal and the money is scarce.

"As with my regular job, my primary contribution has been in sales or marketing; only in this case, 'selling' a candidate rather than a product or service. I've done everything from writing ads to knocking on doors in the precincts.

"Everyone gets tapped to volunteer for something — Scouts, church, PTA, whatever. I enjoy working in politics and it salves my conscience when I refuse the other groups.

"Politics keep me a little better informed, I meet interesting people, I can complain more knowledgeably and possibly just a little more legitimately than people who don't bother to do anything."

James Kearney
Teaneck, New Jersey

"My political party affiliation is Democrat. I have served as County Committeeman, Local Campaign Manager, and on several Election Committees. I am also a staunch supporter of Rep. Henry Helstoski, (D. 9th Dis. N.J.), and have served on his Election Committee for many years. This is just a brief summary of my political background.

"This Election Year is a mix-up for me inasmuch as my local vote will be for the Democrat but I cannot honestly vote Democrat in the national election. As a veteran, I believe in the way the Administration is handling the Viet Nam situation and the amnesty for draft dodgers.

"Then, too, I could never see removing our troops fully from Viet Nam while there are 1900 American POW's in enemy prison camps. I could



never believe these men would be released if we did not have troops there to insure their release and make the enemy answerable for atrocities that may have taken place.

"As to the question of amnesty for draft evaders, I believe each citizen of the United States has certain duties to perform and military service is one of them. We did not become the greatest country on the face of this earth by its citizens running away when the chips were down. At this time I don't honestly know what should be done about those guilty of leaving the country to evade the draft. In my opinion, our first job is to bring all of our men home — the American POW's first.

"I believe my comments explain why I feel strongly that every eligible voter should vote on November 7. The problems of our country must be solved by the people making their wants known to the candidates by casting their votes for those who represent their beliefs."

Susannah Lee
Bethesda, Md.

"I have been working in the campaign of Dr. William Chin-Lee, candidate for the District of Columbia Delegate to Congress.

"I have had a close association with Dr. Chin-Lee for the past three years. I have found him to be truthful, he cares about people, and is always quick to give a helping hand. A man with such deep understanding and selfless devotion to the people's needs, in my opinion, is the type of person who will best represent the interest of ALL D.C. citizens.

"My work in this campaign is my way of supporting our system of government which allows eligible citizens to elect their leaders. I feel that every American citizen has an obligation — to his country, county, community and himself — to become involved in the political process. If we don't, then who will?" □



News-Share is published weekly by the General Electric Company, Information Services Business Division. Articles and photographs may be submitted to Barbara B. Oliver, Editor GE News-Share, 7735 Old Georgetown Road, Bethesda, Maryland 20014, Dial Comm 8* 273-4121.



GE Pension Plan Marking 60th Anniversary of Sound Pensions

It was in mid-summer of 1912 — August 1, to be exact — that Charles A. Coffin, then president of General Electric, put into effect GE's first pension plan. In that early part of the century, GE was voluntarily pioneering in a new field. It was one of the very first in industry to establish a pension plan.

This year GE is marking the 60th anniversary of its efforts to provide good pensions to employees. Today, of course, most companies have pension plans, although many did not have them until the 1950's. But GE's plan still ranks among the best. In fact, a recent survey by the Electronics Industries Association shows that 29% of the companies surveyed do not bear the cost of any pension plan at all.

GE first started investigating the possibility of pensions in 1909 when the company's Board of Directors appointed a committee for that purpose. In April, 1912 the draft of a plan was submitted and approved and in May the first GE Pension Board was appointed.

Improvements in the original plan have been made every few years. For example:

In 1914 — an improvement provided a pension for any employee with 20 or more years of service, regardless of age, who became permanently disabled.

1918 and 1928 saw major changes. One of them: the previous maximum of \$125 per month was removed.

There were changes in the 1930's as new ideas were developed. Then, in 1943 and 1944, a survivorship option allowed participants to arrange for continuing payments to a surviving wife or husband. . . . Optional retirement age was lowered with only 20 years service required. . . .



H. W. (Whitey) Griffenkrantz, facilities specialist, will mark 26 years service with the company on January 20. Whitey plans to retire on January 26 and is busy collecting all available data on the company's Pension Plan.

Major changes came in 1946. For instance — normal retirement age lowered to 65. Vested rights for those who left the company after age 50 with 20 years of service. . . . Pension payments were guaranteed for five years even if the participant died. . . .

New major changes came in 1950. There was minimum retirement income of \$125 per month, including Social Security, for normal retirement after 25 years of service. . . . Minimum pensions of \$80 a month for disability after 15 years service. . . . Vested rights for 20 years of service regardless of age. . . . Supplemental payments of \$45 a month until Social Security began for eligible early retirees.

In 1955 improvements included better minimums and larger supplemental payments.

In 1961 there were many improvements, but many were most interested in the fact that pension credits

continued

Constructive Citizens All

The 1972 elections are now history. We congratulate the winners and applaud the losers for campaigns well run.

Equally important, we wish to thank all Division employees for their help and enthusiasm in making the Constructive Citizenship Program a success.

Many employees registered and voted, some for the first time in new locations as a result of job-related transfers. Some volunteered to work for their parties, and others contributed money to candidates. All, we are sure, were in one way or another, active, constructive citizens.

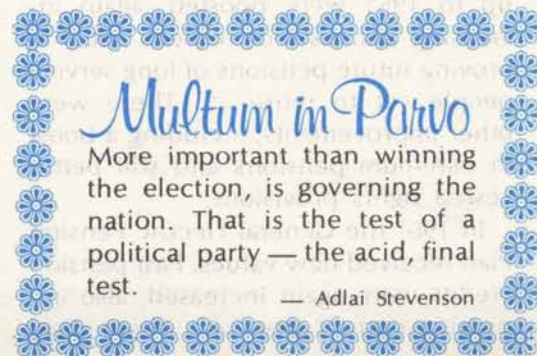
This is something we at General Electric should all be proud of. □

Another Pension Landmark

An event of 1927 — 45 years ago this year — deserves special note. In that year GE took another pioneering step. In order to help provide an assurance of pensions, rather than a promise, the company became one of the first to establish a separate trust fund to meet pension payments as they came due. Prior to that pensions had been paid from a special reserve.

The GE Pension Trust of over \$2 billion in assets assures the pensions of those already retired and the thousands who will retire in the future.

continued



Multum in Parvo

More important than winning the election, is governing the nation. That is the test of a political party — the acid, final test.

— Adlai Stevenson

continued

1973 HOLIDAYS

Monday, January 1
New Year's Day

Monday, February 19
Washington's Birthday¹

Monday, May 28
Memorial Day

Wednesday, July 4
Independence Day

Monday, September 3
Labor Day

Monday, October 8
Columbus Day

Monday, October 22
Veterans Day
(Only in Massachusetts, see 1)

Thursday, November 22
Thanksgiving Day

Friday, November 23
Day after Thanksgiving

Tuesday, December 25
Christmas

¹ Washington's Birthday will not be observed as a paid holiday by Division employees in Massachusetts. In its place, Division employees in Massachusetts will observe Veterans Day in order to comply with the law in the Commonwealth of Massachusetts.

continued

for service before September 1, 1946 were boosted 30 per cent, increasing pensions of those already retired as well as credits of long service people yet to retire.

In 1963 pension credits for service up to 1951 were boosted, again increasing pensions of retirees and improving future pensions of long service people yet to retire. . . There were other improvements, including a boost in minimum pensions and still better vested rights provisions.

In 1967 the General Electric Pension Plan received new values. Past pension credits were again increased, also improving current pensions. There were

1973 FISCAL CALENDAR 1973																	
MO	M	T	W	T	F	S	S	Wk	MO	M	T	W	T	F	S	S	Wk
FIRST QUARTER								THIRD QUARTER									
JAN	1	2	3	4	5	6	7	1	JUL	2	3	4	5	6	7	8	27
	8	9	10	11	12	13	14	2		9	10	11	12	13	14	15	28
5	15	16	17	18	19	20	21	3	5	16	17	18	19	20	21	22	29
WKS	22	23	24	25	26	27	28	4	WKS	23	24	25	26	27	28	29	30
	29	30	31	1	2	3	4	5		30	31	1	2	3	4	5	31
FEB	5	6	7	8	9	10	11	6	AUG	6	7	8	9	10	11	12	32
	12	13	14	15	16	17	18	7		13	14	15	16	17	18	19	33
4	19	20	21	22	23	24	25	8	4	20	21	22	23	24	25	26	34
WKS	26	27	28	1	2	3	4	9	WKS	27	28	29	30	31	1	2	35
MAR	5	6	7	8	9	10	11	10	SEP	3	4	5	6	7	8	9	36
	12	13	14	15	16	17	18	11		10	11	12	13	14	15	16	37
4	19	20	21	22	23	24	25	12	4	17	18	19	20	21	22	23	38
WKS	26	27	28	29	30	31	1	13	WKS	24	25	26	27	28	29	30	39
SECOND QUARTER								FOURTH QUARTER									
APR	2	3	4	5	6	7	8	14	OCT	1	2	3	4	5	6	7	40
	9	10	11	12	13	14	15	15		8	9	10	11	12	13	14	41
5	16	17	18	19	20	21	22	16	5	15	16	17	18	19	20	21	42
WKS	23	24	25	26	27	28	29	17	WKS	22	23	24	25	26	27	28	43
	30	1	2	3	4	5	6	18		29	30	31	1	2	3	4	44
MAY	7	8	9	10	11	12	13	19	NOV	5	6	7	8	9	10	11	45
	14	15	16	17	18	19	20	20		12	13	14	15	16	17	18	46
4	21	22	23	24	25	26	27	21	4	19	20	21	22	23	24	25	47
WKS	28	29	30	31	1	2	3	22	WKS	26	27	28	29	30	1	2	48
JUN	4	5	6	7	8	9	10	23	DEC	3	4	5	6	7	8	9	49
	11	12	13	14	15	16	17	24		10	11	12	13	14	15	16	50
4	18	19	20	21	22	23	24	25	4	17	18	19	20	21	22	23	51
WKS	25	26	27	28	29	30	1	26	WKS	24	25	26	27	28	29	30	52
	2	3	4	5	6	7	8			31							
MO	M	T	W	T	F	S	S	Wk	MO	M	T	W	T	F	S	S	Wk

● Holiday Date

many other plan improvements, including improved medical care payments for pensioners.

When 1971 arrived, along with new higher minimums in the plan, General Electric again increased pension credits for past service, also resulting in higher pensions for most retirees. This brought the number of increases to pensions of those already retired to four since 1960.

Voluntary increases to pensions for those already retired have about equalled cost-of-living increases for the period since 1946 when major changes established the current GE Pension Plan. □

continued

The official statement of the Trust shows an unfunded liability of \$325 million, but this is more than offset by the excess of the market value of the trust's assets over the book value. Thus, contrary to what some have claimed, there is no "surplus" in the fund. It is operated to meet the long-term liabilities as they exist each year. □

MONTH	STOCK PRICE	FUND UNIT PRICE
October	\$63.852	\$36.270



Division Joins Newly Established Special Systems and Products Group; Vanderslice Named Group Executive

Dr. Thomas A. Vanderslice, Vice President of the General Electric Company, has been promoted to Group Executive of the newly established Special Systems and Products Group effective December 1, 1972, it was announced by GE Board Chairman Fred J. Borch.

The new Group is one of 10 such components which comprise the General Electric Company and has an employment of 35,000. It includes the Construction Materials Division, Communication Systems Business Division, General Electric Supply Company Business Division, *Information Services Business Division* and Transportation Systems Business Division.

Dr. Vanderslice was elected a vice president of the company in December 1970. He was named general manager of the Electronic Components Business Division with headquarters in Syracuse, N.Y. in September of that year.

Before heading the Electronic Components Business Division, Dr. Vanderslice was general manager of GE's Information Systems Programs Deputy Division, headquartered in Phoenix, Arizona. He was responsible for the field sales force, marketing, field engineering and industry planning programs in a major portion of the company's computer business.

From October 1966 to December 1968, he was general manager of the Information Devices Department in Oklahoma City. In this assignment he was in charge of General Electric development of a broad range of computer terminal devices and subsystems and had worldwide product management responsibility for magnetic tapes, discs and related equipment.



Dr. Thomas A. Vanderslice

Active in Community Affairs

Dr. Vanderslice has been active in community affairs throughout his career. In Syracuse he is a director of the Manufacturers Association of Syracuse, the Greater Syracuse Chamber of Commerce and Lincoln National Bank and Trust Company of Central New York. He is a corporate member of the United Way of Central New York. Statewide he is a director of Associated Industries of New York State.

In Oklahoma, he was a trustee of Oklahoma City University Foundation, a member of the State Board of Vocational and Technical Education, a director of the Chamber of Commerce, president of the Frontiers of Science Foundation of Oklahoma and a member of the State Board of Corrections.

In Phoenix, he was a member of the

(continued on page 2)

Best Buy Awards Presented at Luncheon; Don Gable Recipient of Management Award

The **QUALITY, SERVICE** and **VALUE** derived from employees' Best Buy efforts were prominent during a November 7 luncheon when 10 employees were awarded prizes for their Best Buy achievements.

The division's second Best Buy Awards luncheon, held in Bethesda, was attended by members of the division staff, winners of awards and invited guests. General Electric electronic digital FM/AM clock radios were presented as Component Awards to:

Hugh Calkin, Marketing (Bethesda)

Wayne Carney, Medinet (Watertown)

Richard Henderson, Finance (Bethesda)

Thomas Holms, Systems (Folcroft)

Jerrold Larrieu, Sales (Metairie, La.)

Paul Marier, Sales (Portland, Maine)

Paul Morey, Sales (San Francisco)

Dominick Peduzzi, Systems (Brook Park)

John Watson, Technology (Bethesda)

Donald Winemiller, who joined the division in July and works as a service desk specialist in Brook Park, received the Division Award of a GE color television for the outstanding service he provided a customer.

Don had been with GE for only one week and was working alone on the night shift for the first time. He discovered that a very important RMS print job for a customer could not be performed because of a printer failure. Don's investigation of the problem and possible solutions revealed additional difficulties which a new employee would not be expected to resolve.

However, Don remained on the job until 6:30 a.m. (six hours beyond his regular shift) to make sure the customer's job was processed. When

(continued on page 3)

(continued from page 1)

board of Junior Achievement and helped organize the Valley Forward Association, an organization devoted to the development of Metropolitan Phoenix.

Fulbright Scholar

Born in Philadelphia January 8, 1932, and reared in Boston, he received his B.S. degree from Boston College in 1953 and a Ph.D. in chemistry and physics in 1956 from Catholic University, where he was a Fulbright Scholar.

Dr. Vanderslice's early assignments after he joined General Electric in 1956 centered on development of instruments and systems for the United States Space Program and on research in electronic technologies. His work at the company's Research & Development Center in Schenectady, N.Y. led to significant advances in ultrahigh vacuum technology. He pioneered in vacuum and gaseous electronics technologies and is one of the developers of a mass spectrometer that is the world's most sensitive vacuum measuring device.

He holds more than a dozen patents, is the author of more than 25 technical articles and is co-author of the book, "Ultrahigh Vacuum and its Application," which has been published in several languages. He was one of the revisers of the late Dr. Saul Dushman's "Scientific Foundations of Vacuum Technique," a landmark in its field.

Dr. Vanderslice and his wife Margaret have four sons.

Best Buy Bullion Bars Good for Purchases from Employees Store

A new feature has been added to the Division's Best Buy Awards Program which allows employees to make purchases from the Employees Store and submit receipts for these purchases along with their Bullion Bars for cash reimbursement.

Best Buy Bullion Bars can still be cashed in for prizes through the Advertising and Sales Promotion Operation in Schenectady, N.Y. by following the procedure published in the June 1972 Best Buy Bullion Bars Awards Program brochure.

A special drawing will be held in Bethesda on December 15 for three prizes of significant value. Three winners will be drawn from a barrel containing a copy of all Best Buy Bullion Bar certificates issued to employees during the year. Therefore, an employee's chances of winning one of the three grand prizes will correspond to the number of times he has received Best Buy Bullion Bars.

The December 15 drawing will conclude the Best Buy Awards Program.

REMINDER:

1. To be eligible for the final Best Buy Awards Program drawing, new Suggestions must reach **Paul Beaudry**, administrator of the Suggestion Plan, on or before December 1.

Best Buy Brainstorm forms and Best

Buy Breakthrough nominations must reach **Wally Bailey**, administrator of the Best Buy Awards Program, no later than December 1.

No exceptions to this deadline will be permitted.

2. Awards will be made through December 31 for eligible Suggestions, Brainstorms and Breakthroughs received by the December 1 deadline.

3. Bullion Bars may be redeemed by mailing the order form (distributed to all employees in the Awards Program brochure) and certificates to Advertising and Sales Promotion Operation in Schenectady, N.Y.

4. **Headquarters personnel** may purchase any item from the Employees Store and obtain an itemized receipt. Attach your Bullion Bars and a copy of the receipt to the coupon below and mail, or deliver, to Wally Bailey in Room 8714. All submissions must reach Wally before January 31, 1973; late arrivals will be ineligible.

5. **Employees in field locations** may purchase products from any GE Employees Store and follow the procedure in No. 4 above. In addition, you may purchase any General Electric product from any source and submit an itemized receipt. Send the receipt, Bullion Bars and coupon as described above.



OUR NO. 1 GOAL
TO MAKE
GENERAL ELECTRIC
THE BEST BUY

TO: Mr. W. E. Bailey
Room 8714
7735 Old Georgetown Road
Bethesda, Maryland 20014

(Date)

Enclosed is my receipt for purchase of a General Electric product and _____ Best Buy Bullion Bar certificates. Under the rules of the Best Buy Awards Program, I understand that I will be reimbursed at the rate of \$1.00 per Bullion Bar, less applicable payroll taxes.

(Signature)

(Please Print Your Name)

(Print Office Address/Room Number)

(This form may be reproduced locally. Must reach W. E. Bailey by Jan. 31, 1973)

(continued from page 1)

the print operation was completed he personally carried the four large boxes of data to the airport and found an airline which could deliver the job to the customer on schedule. His dedication exemplified the Best Buy in Service for our customer.

MEMO System Earns \$1000 Management Award

Don Gable, a customer application specialist in Chicago, was the very surprised recipient of a Management Award of \$1000. Don worked count-

(continued on back page)



▲ Paul Sage congratulates Don Winemiller (left) winner of the Division Best Buy Award

▲ Medinet's Component Award was presented to Wayne Carney (right) by Alan Ezzell.

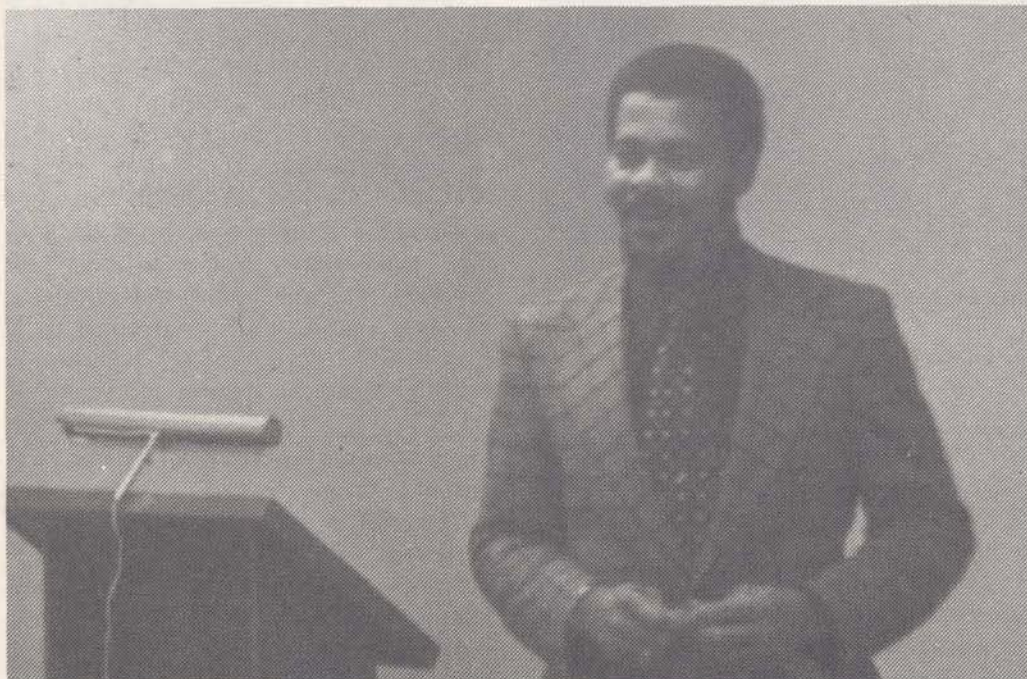
▲ Don Gable (left) registered complete shock when Paul Sage presented him with \$1000 Management Award check and plaque.



Employees receiving awards at the division's second Best Buy Awards luncheon were: Front row, L. to R.: Paul Morey, Wayne Carney, John Waston, Thomas Holms; Back Row, L. to R.: Don Gable, Dick Henderson, Jerrol Larrieu, Paul Marier, Hugh Calkin, Don Winemiller (Dominick Peduzzi was ill and therefore unable to attend the luncheon.)



AWARENESS SEMINAR: Reservoir of Dynamic Data, New Insight and Available Resources



Leonard Black explains the objectives of the Management Awareness Seminar to audience at Brook Park.

The Information Services Business Division is sponsoring a series of Management Awareness Seminars for division employees around the country. These seminars, conducted by the division's equal opportunity/minority relations manager, **Leonard M. Black**, are designed to increase management and employee support of our 1972 Affirmative Action Plan for Equal Opportunity.

General Electric's efforts to provide true equality of opportunity in employment and promotion throughout its components dates back at least to the early 1930's when then-president Gerald Swope documented the company's policy on equal employment

opportunity. Since that first issuance, the company's Equal Employment Opportunity and Affirmative Action Policy has continuously been reviewed, revised and updated and currently contains a mandate that: "At least once each year progress and performance in the area of Equal Opportunity and Affirmative Action will be measured for each Department, Division, Group, Corporate Staff, as well as the Company as a whole."

Our division, fully supporting company policy, has developed the Management Awareness Seminar which has three clearly defined objectives: (1) To strengthen business

growth through a more effective utilization of manpower resources, (2) To create a management awareness of the obstacles minorities and women face in the world of work, and (3) To increase the levels of commitment through expanded understanding of the problems created by environmental factors which do not support equal opportunity.

The seminar has been presented to division employees in Dallas, Los Angeles, Atlanta, Brook Park and New York City. Employees at other major locations will have an opportunity to participate in this innovative session before the year ends.

During each three-hour seminar, participants are guided through a cultural experience which imparts little-known but highly significant facts regarding the contributions of Blacks and other minorities to American history with emphasis placed on contributions to American industry.

This information is communicated by films, lectures, exhibits and a brief questionnaire.

The variety of presentations keeps the seminar interesting, informative and fast-moving and allows the audience to actively participate in the program.

(continued on page 2)

Multum in Parvo

Progress is when everyone pushes in the same direction. Lend a hand! Do more than your share.

— Arthur Unknown

(continued from front page)

AWARENESS SEMINAR:

Reservoir of Dynamic Data, New Insight and Available Resources

Outside Consultants Employed

Mr. Carlton A. Funn has been retained in the capacity of consultant for these presentations. Mr. Funn (B.A., M.Ed., teacher and human relations resource consultant) provides a rare collection of authenticated material

termination, transfer, promotion, training, leave of absence, etc., will be administered without regard to race, color, age, national origin, religion or sex.

"However, Affirmative Action Programs deal not only with equal em-



Carlton Funn, consultant, displays material on "The Afro-American Experience and Other Minorities" for seminar participants.

A sample questionnaire allowed employees to measure their level of awareness as part of the cultural experience.

which discloses major actions, inventions and discoveries by members of minority groups that have enriched American life.

Mr. Funn's collection, "The Afro-American Experience and Other Minorities," represents 16-years of dedicated research and is an effective medium for promoting awareness, human dignity and cultural understanding.

Prominent members of the local community are invited to participate in each seminar. These distinguished guests provide information on local employment trends, manpower sources, and professional organizations which are available to support the division's total equal opportunity efforts.

Affirmative Action Defined

Len Black comments that each employee needs to really understand the difference between equal employment opportunity programs and affirmative action plans.

"Equal Employment Opportunity Programs primarily insure that division practices and policies affecting hiring,

employment situations but encompass a number of other areas that have significant impact on employment activities, directly or indirectly.

"Executive Order 11246 (Revised) is our most current EEO legislation and requires the direct interaction of all management personnel to combat the forces of discrimination in employment. This Executive Order requires that programs be designed and implemented which will help create a positive work environment — one which does not support

discriminatory practices, either accidentally or by design.

"Examples of Affirmative Action Programs in our division," Mr. Black continued, "include promotion of non-exempt employees to exempt positions, part time employment for college students, technical internship positions for graduate students, and periodic review of purchasing activities to insure the inclusion of vendors who might ordinarily be passed over because of their inability to spend vast sums of money for advertising.



The information presented during seminar is informative as well as interesting.

Our Affirmative Actions also include training and enrichment experiences for all employees and the Professional Employee Studies Program."

In 1969 General Electric established an Equal Opportunity/Minority Relations component at corporate headquarters. It was not planned, nor expected, that this component could, or should, single-handedly fulfill the company's legal, moral and social responsibilities in the equal employment opportunity area. This responsibility must be shared by every General Electric employee.

All Information Services Business Division employees, through understanding and supporting the division's Affirmative Action Plan, can optimize management's ability to satisfy both its business and social responsibilities. Realistically, in the long term, management's success in the area of equal employment opportunity will protect the best interests of all employees, the business, and our country. □



Carefully selected film presentations add variety during three-hour seminar.

NOVEMBER SERVICE AWARDS

20 Years

Ann Link Bethesda
Gerhard Mueller Bethesda

10 Years

Lee Denny Schenectady

5 Years

Mickey Buscher Bethesda
John Casbarro Atlanta
Ken Coit Bethesda
Roger Hobbs Chicago
Bob McCalley Bethesda
Bob Nelson Bethesda
Don Soard Tulsa

College Programs to Solve Society Problems Get GE Foundation Grants

Grants totaling almost a half-million dollars have been made to eleven colleges and universities this year by the General Electric Foundation under its innovative Educational Incentive Awards program according to Dr. Donald J. Watson, Foundation Secretary.

Five grants, made for the first time in 1972, total \$265,650 and have been awarded as follows: Carnegie-Mellon University, Pittsburgh, Pa., \$65,000; Duke University, Durham, N.C., \$64,500; Knox College, Galesburg, Ill., \$16,500; Meharry Medical College, Nashville, Tenn., \$75,000; and Northwestern University, Evanston, Ill., \$45,000.

The other six grants, totaling \$215,000, went to universities which first received Educational Incentive Award grants last year and have been awarded additional funds to continue the implementation of their award-winning programs.

Second-year grantees are: American University, Washington, D.C., \$29,000; University of California at Santa Barbara, \$30,000; City College of New York, \$40,000; Dillard University in New Orleans, \$50,000; New Hampshire College and University Council, \$32,000; and Rochester Institute of Technology, \$34,000.

The Educational Incentive Awards program was first inaugurated in 1971 to "stimulate imaginative changes in curriculum, community involvement, and other programs to enable colleges and universities to relate more effectively to the problems facing contemporary society."

The Educational Incentive Awards program grants are part of a more than \$3,285,000 educational support package sponsored by the General Electric Company and the General Electric Foundation, an independent trust established by the Company in 1952. □



Year-End Headquarters Meeting Held, Feeney Describes '72 as 'Fantastic Year'

Division employees from the Bethesda headquarters and Washington sales offices attended a special year-end meeting on Friday, December 15. The meeting, held in the Versailles Ballroom of the Bethesda Holiday Inn, covered a wide range of informative and interesting subjects. The program included a review of the division's major accomplishments in 1972, a discussion of our plans to meet the challenges of 1973, presentations by five employees from our field sales force on their Best Buy Applications, and a wrap-up of the division's Best Buy Program.

Paul W. Sage, general manager of the Information Services Sales Department, awarded the division's quarterly Best Buy prizes and three grand prizes during a wrap-up of this year's Best Buy Program. Mr. Sage said, "We accomplished our goal of 100% par-

ticipation in our Best Buy Program and significantly increased participation in the GE Suggestion Plan, which reinforced the Quality, Service and Value we have been able to offer our customers."

Component prizes of General Electric AM/FM digital clock radios were presented to: **Bill Backer**, Systems, Department, **Randy Grant**, Sales Department — Seattle Office, **Bill Hohenstein**, Sales Department—Waltham Office, **Thomas Holms**, Folcroft Operation, **Peter Janca**, National Sales representative, **John Meyer**, Finance, **Jacques Perron**, Technology, **David Simshauser**, Systems, and **Ralph Specht**, Medinet — Watertown.

Ellen Kistler, a member of the Eastern Zone staff, won the quarterly division Best Buy award of a General Electric portable color television set. Ellen was singularly responsible for implementing the successful Order Entry System for a major division customer. Ellen's efforts resulted in the system being accepted and declared an operational success. The division has received an order from the customer to expand the Order-Entry-Inventory system for the six original plants to five additional locations.

A special drawing was made from a barrel containing the names of all previous quarterly Best Buy winners. The grand prize of a General Electric console model color television was won by **Frank Helker** of Folcroft.

There was great anxiety and anticipation in the room when **Leo Ramer**, Finance Operation manager, drew a name from a barrel holding duplicates of all Best Buy Bullion Bars awarded during the year. The sur-

December 31 is Deadline for Making Changes in Your S&SP Investments

There are only a few days left for Savings and Security participants to make changes to get the investments they want in 1973 under the program.

"A change in the allocation of savings to various S&SP options can take effect only at the first payroll disbursement of the calendar year," **Art Cleary**, manager of personnel accounting, said this week.

"Anyone who wants to change the kinds of securities being bought with his or her own savings or the company's matching payment during 1973 must make a written request before December 31," he explained. "A change made after January 1, 1973 will not take effect until the beginning of 1974."

Forms and instructions for making investment changes are available in Personnel Accounting, room 11602, Bethesda. Mr. Cleary emphasized that the deadline for making changes applies to the participant's own payroll deductions for the program as well as to the 50% matching payment made by General Electric.

Mr. Cleary reminded employees of the four options available under S&SP. A participant can invest his savings and the matching payment in any combination of the four options: U.S. Savings Bonds, General Electric Stock, a special mutual fund, or a special low cost term life insurance.

The company matching payment — \$1 for every \$2 saved by an employee — must be invested in a single option. It can't be split up. The special low cost life insurance calls for an investment of 1% of the participant's annual earnings and this must come from



E. David Simshauser (left) receives the Systems Department's quarterly Best Buy award for writing MOTHER (Magnificent Operations Tool for Heuristically Evaluating Reactions), used to monitor Mark III.

(continued)

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prised and delighted recipient of the second GE color console television



Milton Plaut (left) is congratulated by Paul Sage after winning a GE color console TV in the Best Buy Awards Program grand drawing.

was Milton Plaut of the Technical Services Operation.

Del Ball, Norma Frinch, Armand Ettegui, Sharyn Willoughby and Ulysses James came to the Bethesda meeting to deliver their Best Buy Application presentations which had made such a hit at the National Sales Conference in Hilton Head Island. Their presentations provided headquarters personnel with an elucidating glimpse of how our sales force uses division resources creatively to serve customers and increase division revenue.

Status reports on the activities and



Del Ball's Best Buy Application enabled a customer to remove 30 calculators and convert his program to our Network resulting in lower cost and greater efficiency.

plans of various components provided an over-all view of the division's total business thrust. Jim Porter, Technology Operation's manager of background systems, presented an up-to-the-minute report on Mark III.

Jerry Butler, evaluated the Folcroft Operation and commented that our successful management of this facility will probably give the division a "green flag" to take on additional facilities management programs.

Alan Ezzell, manager of Medinet, reviewed that section's market growth and integration into the mainstream of division operations.

New on-line accounting systems which have been implemented in the division during the year were explained by Bob Niemann. Mr. Niemann, manager of information



Norma Frinch's Best Buy Application for an automobile transport company evoked an inquiry from the audience as to whether the application could be implemented for moving foreign imports from docks in New Jersey.

systems in the Finance Operation, then explained how these on-line accounting systems are helping our managers arrive at important business decisions by supplying vital data on a more timely and accurate basis than manual systems could produce.

Gary Mueller, manager of technical services operation, described the formation, growth and business scope of his organization. Technical services was formed to expand the division's revenue and revenue base by providing customized application and technical consulting services to current and prospective customers.

Armand Ettegui, marketing representative in the Syracuse office, was one of five employees from the field sales force who made presentations on Best Buy Applications.



The number of employees originally assigned to this component has now doubled because of demands for the highly skilled, technical service they provide in the areas of system studies and consultation, custom programming and implementation, program conversion, flow charting, program testing, documentation, etc.

Børge Christensen, formerly manager of headquarters sales operation and now manager of marketing programs operation, disclosed Sales Department strategies for our future actions in the marketplace. He explained that these strategies focus on continuing the outstanding Quality, Service and Value customers received under our Best Buy Program. We will capitalize on the experience gained from our extra efforts. This knowledge should expand our customer base, keep our current customers happy and bring in additional revenue for the division.

Leonard Black, manager of equal opportunity/minority relations, summarized the division's Affirmative Action Plan and challenged each employee to "apply the same skills that have made our 1972 accomplishments possible and make 1973 the most productive and fulfilling year of our lives." Mr. Black explained that the Information Services Business Division has become a leader within the company by applying creativity matched with determination and purpose and

urged that, "As we reach out to expanded markets, to greater technology, to unfamiliar lands and to higher standards of productivity and profit, let us not forget the human resource is us — the people."

During a question and answer period, the audience submitted inquiries which were answered by members of the division staff and program participants.



A Best Buy Application developed for the Civil Aeronautics Board was described by Sharyn Willoughby.



Ulysses James described a special application for Ralston Purina which proved to be a Best Buy for the customer and the division.

Vice President and General Manager, **George J. Feeney**, congratulated all division employees for making "1972 a fantastic year!"

Dr. Feeney then announced organization changes in the division.

The official organization announcements were distributed throughout the division on December 18. He explained that, "Our mode of operation is not to be changed but the changes in our organization will provide a more effective use of resources."

"The new organization is a refinement of the organization put in place last year, it reflects changes and demands within the organization — the use of our product differs among our customers — and it presents the opportunity to seize new initiatives."

Major Accomplishments in 1972

"We have earned the respect and enthusiasm of the company. General Electric sets high standards and our division ranks high in one of the most outstanding companies in the world.



George Feeney tells audience at Bethesda year-end meeting that, "Our division is an unbeatable team!"

We've achieved this in a very tough environment and we've laid the foundation for an even more outstanding future. We have also carried out enormous innovations, performed well and made money. We can be very proud of this!"

We Face New Challenges in 1973

Looking into the future, Dr. Feeney, continued, "I want to remind you that '72 was a fantastic year — profits are up, we turned the business around, sales are up in all areas. We've made

his or her own payroll deductions, not from the matching payment.

Other requirements are that each participant must invest either 2% of earnings, or half of his own deductions if he is investing less than 4%, in U.S. Savings Bonds, and that no more than 6% of earnings, including payroll deductions and company matching payment, can be invested in GE stock.

Mr. Cleary noted that at the beginning of each year many employees are eligible to move to higher rates of investment. In 1973 many employees who formerly have been eligible to invest a maximum of 6% of their own earnings in the program, will be eligible to move to the 7% rate. This means an additional 1/2% from General Electric as a matching payment. To invest at 7% a participant must have invested in the program for a three-year period and qualified for an S&SP "payout."

Securities purchased under the program are held in trust for a specified three-year holding period and then distributed in a "payout." The "payout" to participants last January involved securities with a market value of more than \$160 million and went to 180,000 employees and former employees. □

Division Telephone Directory Being Revised, Information Needed by January 3, 1973

An updated Information Services Business Division telephone directory will be published in January. All additions, deletions, corrections and changes for the directory must be received by Facilities Planning and Services in Bethesda no later than Wednesday, January 3.

If you have new employees coming on board during January, please include them in your listing.

The form found on page 5 of the current telephone directory should be used when submitting information for the revised directory. Mail to:

Manager, Facilities Planning and Services, 7735 Old Georgetown Road, Room 1706, Bethesda, Maryland 20014.

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tremendous accomplishments in our major products offerings and our division has the greatest penetration of minorities and females in the exempt work force of any division in the company.

"We cannot go into a twilight period in 1973. We have to make the extra effort to have topnotch quality and keep it there! We have achieved great success in all areas of our business but we can't become satisfied and settle there."

Dr. Feeney stated that some of our major challenges in 1973 will be to (1) fix some of our immediate problems, (2) regain market position, (3) develop a 'theory of the case' in regard to replacing in-house systems, and (4) stay profitable.

After defining actions we will take to guarantee the successful mastery of our 1973 challenges, Dr. Feeney stressed that, "We are the leaders and innovators in our business. We have no counterpart. In technology we are the leader, in marketing we invented the networking market, we are defining the terms in the market. We are the leader in sales — our sales force is the youngest, smartest and toughest in the industry, and we run the only commercial, international digital network in the world."

In conclusion, Dr. Feeney emphasized that, "Our division, collectively and individually, is an unbeatable team. Words cannot express my admiration for what you do. The best is ahead of us, it is yet to come."

After extending best wishes for a happy holiday season to all employees and their families, Dr. Feeney adjourned the meeting which has been described by many employees as "the best year-end meeting ever held at headquarters." □

S&S PRICES for 1972

Month	Stock Price	Fund Unit Price
November	\$66.456	\$37.694

If the Christmas spirit isn't in ourselves, it isn't anywhere.

The Christmas Season is a time for looking back and dwelling on pleasant memories: a time for friends and families to draw closer together. And it happens.

People try harder at Christmastime.

We have our share of modern Scrooges, but they wear a low profile for the holidays, muttering that it's all a silly, old-fashioned custom.

They're right about the old-fashioned part. But how many old-fashioned things are doing well these days? More than you'd think. People are baking bread again, and pies are staging a comeback. People are riding bikes and reverting to the days before Sir Walter Raleigh brought tobacco to England. You can actually experience a non-smoking section on an airplane again. And, because of foreign competition, lots of Americans are seeing a need for old-fashioned efficiency and competitiveness.

The old-fashioned, joyous Christmas can be ours and it can last all year long, if we want it too.

All we have to do is to try.

Hold a door open for someone. Keep a drunk out of a car. Say a nice word to a policeman. Spend more time with kids and old people. Help make the shop a more cheerful and cooperative place to work. Give everybody a smile—especially the Scrooges.

It starts with us. No point looking to others. If the Christmas spirit isn't in ourselves, it isn't anywhere.

Make things a lot better—all year long.

