

THE MONOGRAM

APRIL
1954



SHARE OWNERS WILL FEEL AT HOME HERE



INSIDE: KAPL — Its People and Progress . . . p. 16

LETTERS

Those Amateurs!

Editor:

Please refer to cover picture, also page three of the March 1954 issue of *Monogram*.

It shows a man's hands exhibiting the Annual 1953 Report, entitled "The Report is Out." The lower left hand is shown with an amputation of one finger. The sight of any amputation is very unpleasant to a viewer.

In my estimation displaying such a picture does not lend any prestige to a good book.

HAROLD H. WHEELER
Lynn

Our model (Ray Shanahan, New York Office) is not a professional at posing but he does have ten fingers. One was just tired and doubled under in the pressure of this unusual assignment.—ED.

Head Too Big?

Editor:

It is difficult to determine what style you are following in making up the *Monogram*, and, whatever it might be, I believe that it is very much disorganized and this may be the reason for my finding it difficult to read.

My criticism concerns the organization of the material contained in the *Monogram* particularly the January 1954 issue. There is no indication of progression or continuity.

A further comment: In the January issue, why should the Motor and Generator Division be allowed so much larger headings than other corresponding divisions. If the editor believes that the news under this heading is of more general interest, that fact might better be displayed in ways other than making the headings larger. For instance, a summary of very important news could be put up front under "General" and then the story repeated in more detail in the following pages, but still under the same progressive headlining.

A further suggestion along this line might be to include a table listing the various departments, how they connect to the divisions and then show the news in brief as it falls into this table or tabulation.

The *Monogram* considered in the light of this suggestion, can be developed so that all employees are anxious to receive it. All, I

(Continued on inside back cover)

The object of the MONOGRAM is to keep its readers better informed on General Electric activities and policies so that they may more effectively represent the Company in its relations with the public.

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Lawrence W. O'Brien, Editor

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SHARE OWNERS**Annual Meeting April 20**

The quarter of a million share owners of the General Electric Company will hold their 62nd annual meeting in the State Armory in Schenectady on Tuesday, April 20.

In addition to the election of 16 directors, the share owners will be asked to approve a proposal to change the Company's 35 million shares of no par value common stock into 105 million shares of \$5 par value common stock and to eliminate the Company's 6 per cent cumulative \$10 par value special stock which was authorized but never issued.

The board of directors voted recently to recommend this three for one conversion of the common stock. It is expected that the change will result in a market price range which it is believed will be more attractive to individual investors

and thereby benefit both the share owners and the Company by increasing investors' interest and creating a broader market for the stock.

Also, the proposed change from shares without par value to those with a par value of \$5 per share is expected to increase marketability and to make substantial transfer tax savings available to the share owners.

The Company at the present time has issued 28,845,927 shares of its common stock without par value. These shares have a stated value for capital purposes of \$6.25 each, resulting in a total capital of \$180,287,046.

If the conversion is approved by the share owners, the Company will have issued 86,537,781 shares of stock having a par value of \$5 each. This will require the Company to increase its capital

GENERAL ELECTRIC FAMILY HOME AND, IN BACKGROUND, THE ARMORY



from \$180,287,046 to \$432,688,910. Such an increase will be made by transfer of \$252,401,864 from the Company's earned surplus which amounted to \$729,862,586 on December 31, 1953.

One of the features of the day's activities will be the inspection by share owners of an all-electric General Electric family home which is being constructed on Company property about a block from the State Armory. It will be like the G-E Wonder Homes which have been built in various cities throughout the country during the past year.

Other events during the day will include tours of factory buildings to observe manufacturing operations and presentation of a 40-minute show "Engineering Wonderland." The latter will illustrate engineering problems typical of those which regularly confront experts in the Company's General Engineering Laboratory.

G-E President Ralph J. Cordiner will report during the share owners' meeting, and following the meeting, a box lunch will be served the share owners.

AIR CONDITIONING DIVISION

HH&C to Bridgeport

Boiler manufacturing operations of the Home Heating and Cooling Department will be moved from Bloomfield to Bridgeport, Conn., if present planning is approved, it is announced by S. J. Levine, general manager of the department.

The Bridgeport space is being made available by the previously announced discontinuance of the manufacture of wringer-type washers.

The department will continue its Trenton manufacturing facility in addition to Bridgeport. When the move to Bridgeport, and some additional transfers of HH&C facilities to Trenton are completed, the

department will have no manufacturing operation remaining at Bloomfield.

Most headquarters office functions will remain at Bloomfield, however.

The transfer of production will permit the immediate expansion at Bloomfield of the Commercial Products and Weathertron Departments, whose increasing business requires added facilities.

All three departments of the Air Conditioning Division enjoyed a record-breaking first quarter. F. J. Van Poppelen, general manager of the division, reports that shipments of the three departments were more than double those for the corresponding period last year.

TV ADVERTISING

Crosby Show April 25

Monogram readers have asked for a factual summary of immediate plans for our Sunday night TV program especially with regard to Bing Crosby.

There will be a filmed Bing Crosby show for General Electric on Sunday night April 25 (CBS: 9-9:30 p.m.)

Bing's songs will be: "Young at Heart," "After You've Gone," "Secret Love," "Dear Hearts and Gentle People," and a "Singing in the Rain" duet with Joanne Gilbert. There will also be a comedy bit in which the Wiere Brothers present a song, dance, and violin novelty number to the tune of Beethoven's "Fifth Symphony."

The April 25 show completes General Electric's Crosby commitment as far as TV is concerned. As for the future, Crosby has said he is not going to do more TV in that he has to undergo a serious operation sometime soon.

G.E.'s Sunday night TV schedule through May:

April 18—Easter Show—Fred Waring
(Easter Message)

April 25—Bing Crosby—(commercial:
Defense Activities)



G-E MANAGERS FROM MASSACHUSETTS CALL ON THE STATE LEGISLATURE APRIL 6

May 2—"Wild Luke's Boy" starring Alan Young (commercial: Jet Engine Test Cells)

May 9—Fred Waring (commercial: Share Owners Meeting)

May 16—"Exit for Margot" starring June Havoc (commercial: FC-5 Flight Control System)

May 23—"You Are Young Only Once" starring Joan Bennett (commercial: High-temperature Research)

May 30—Fred Waring (commercial: Mt. Washington Research)

expect that in each succeeding month of 1954 we will beat the corresponding 1953 month," he predicted.

CORPORATE CITIZENSHIP

Up on Beacon Hill

More than 30 G-E managers from the Boston, Lynn and Everett, Mass. plants visited the gold-domed State House in Boston April 6 to get a first-hand demonstration of how the Massachusetts Legislature operates.

Their trip was part of a planned program aimed at developing better corporate citizenship and good neighborliness.

This aim was as popular with the legislators as it was with the G-E executives. Their reception could not have been more heart warming.

The managers were greeted with standing ovations in both houses following introduction by House Speaker Charles Gibbons and Senate President Richard I. Furbush.

APPLIANCES & ELECTRONICS

The Record Is Good

Roy W. Johnson, executive vice president, Appliance and Electronics Group, when asked about business trends, reported that factory sales for the first quarter in appliances and electronics are right on budget. "We did slightly better than in the record-breaking first quarter of last year." Johnson said further that every indication is that the business level will hold up well. "We



KELLER . . . will push for more sales.

GAS TURBINES

Efficiency Up 11%

During the past year, General Electric engineers have reduced the cost per horsepower of the General Electric gas turbine an average of 26 percent, and boosted its efficiency 11 percent. The cost of a General Electric gas turbine to the customer remains the same.

These facts will be advertised in *Business Week* magazine April 17 and in several industry publications during May. The

advertising campaign will continue in various magazines and the *Wall St. Journal*.

John P. Keller, general manager of the Gas Turbine Department, says the Company is going after all the business it can get in gas turbine applications, particularly petrochemical, refining gas pipe-line pumping and power generation applications.

Tying in with the advertising campaign, the Apparatus Sales Division has appointed three specialists to work with E. G. Naylor, Manager of Sales, Gas Turbine Department. E. C. Clark, Sales Department, heads the Apparatus Sales Division's Gas Turbine sales team, which includes J. S. Quill, industrial application engineer; and W. F. Strong, application engineer, Houston Apparatus Office. Quill won a joint Coffin Award with R. W. VanKirk, Manager—Apparatus Sales Office, El Paso, for application of the gas turbine to gas pipe-line pumping.

A breakdown of General Electric gas turbines either shipped or on order follows: gas pipe-line pumping, 40 units; power generation, 19 units; locomotive drive, 27 units; gas repressurizing, 10 units; petrochemical 1 unit.

The Company's gas turbines have now racked up over 280,000 operating hours.

GENERAL ELECTRIC GAS TURBINES IN VARIOUS STAGES DURING MANUFACTURE



TASK FORCE

Marketing Study

Getting the little pig to market is a lot tougher today than it was then the nursery rhyme was written. And, whether it's pigs or appliances, the difference between what gets to market and what stays home in the warehouse is the difference between profit and loss.

General Electric Company, a major producer of consumer goods, is now making a major study of markets and the way in which our products are brought to the market. This study was requested by Roy W. Johnson, Executive Vice President of the Appliance and Electronics Group.

A Task Force, headed by C. G. Klock has been set up within the Management Consultation Services Division, upon recommendation of J. L. Busey, Vice President—Marketing Services Division. Every aspect of the consumer distribution problem—from advance planning to use by the customer—is going to be surveyed.

The need for this type of study is the result of four things that have happened in post-war markets:

(1) General Electric has made very substantial investments in facilities and in trained personnel for the production of additional consumer goods.

(2) Research programs to determine consumer desires and to find ways of giving the customer what he wants, have been stepped up in the various departments producing consumer goods. There is an obvious need for tying together all of the research conducted by all the departments.

(3) There is a greater need for maximum integration of marketing and manufacturing phases in consumer goods because of its impact on the stability of employment.

(4) Distribution patterns are shifting with the entry, on a national scale, of many new consumer goods manufacturers.



KLOCK, IN CHARGE OF TASK FORCE

Three specialists in the field have been assigned to work with Klock as project consultants. As the program develops, additional personnel, including survey experts and statisticians, will be added.

Project consultants already assigned are: E. H. Vogel, who has had many years of experience as Manager—Marketing in the Electronics Division; K. M. Mueller, who joined General Electric with heavy marketing experience as Assistant Sales Manager of Willys Motors; and W. H. Bloodworth, who was in charge of Operations Research, General Purpose Control Dept., Industrial Power Components Div.

The project members are now at work in their New York City headquarters defining the charter, scope, and general procedure for their study. This will be reviewed by a board consisting of interested Division General Managers and Services Vice Presidents.

As the study gets off the ground, periodic review meetings will be held with the review board just mentioned, so that findings can be evaluated and results applied as rapidly as possible. The target date for completion of the project: late in 1955.



THE OLD WAY—This strip of photos shows just some of the steps required in the old packaging method.

PACKAGING

Reusable Containers

Here's proof that even in specialized and glamorous fields such as military electronics, a very important contribution can be made by experts in such lines as packaging, for example.

At the Electronics Division's military electronics plant, French Road, Utica, the Engineering Data group have designed eight sizes of reusable containers which save time, trouble, breakage, and costs by a substantial margin.

Under the old package system, military electronic equipment had to be wedged in a cardboard box with flat cardboard inserts, then closed and sealed in a moisture-



NEW TYPE G-E containers in various sizes.

THE NEW WAY saves 80% in time; it also offers many other advantages.





This procedure required five times as long as the new method shown in the three photos at left below.

proof metal foil bag, then wrapped in chemically treated, waterproof corrugated paper, then sealed and packed with excelsior in a wooden crate. When the package arrived at destination, the packaging materials were thrown away, and when the

unit needed servicing, a new crate had to be engineered, etc.

The new reusable metal containers use rubberized-hair dunnage-pads, molded to protect the part. In comparison with the old method, packaging now takes one-



RICHARD H. THOMAS, packaging engineer, and **HERMAN F. KONIG**, general manager, Light Military Electronic Equipment Dept. report that the new container in the size shown here costs \$30 less than the materials alone required to make the corresponding old package (at left) with its double crate.

fifth the time; the container is much lighter (example: a packaged antenna that weighed 389 pounds now weighs 255 pounds); and much smaller (half the volume in some cases). Package is sealed with a gasket and offers much better protection from moisture, as well as from shock.

The new packaging costs the plant 20% less than the old.

The United States Air Force is so well pleased with the new General Electric package that it is now writing a packaging specification based on the G-E designed package, as a required method to be used by other suppliers.

A demonstration of the package also convinced the U.S. Navy of the superiority of reusable containers. Shipments of equipment using these containers are now scheduled to be made from the Light Military Electronic Equipment Dept. to Naval aviation depots. Hereafter, parts from the French Road Plant for the Navy's Bureau of Aeronautics will be in reusable metal containers.

ADEQUATE WIRING

As Part of the Mortgage

The adequate wiring program is getting additional support from financing agencies.

General Electric Credit Corporation announces a new house wiring plan under which it will finance complete wiring jobs with 20% down and 24-months-to-pay.

GECC also calls attention to its regular policy to encourage adequate wiring. Reasonable installation costs may be included in the contract covering the sale of ranges, dishwashers, dryers and room coolers. The GECC property improvement plan covers installation of domestic heating, air conditioning, and electric kitchens; this includes labor, material, wiring, and equipment.

On commercial air conditioning and heating, GECC has a plan covering installation including labor, material, wiring, and equipment. Products manufactured by X-Ray Department are covered for installation and accessories up to 15 per cent of total cost.

GECC is alerting its offices to encourage the use of wiring financing services in contracts with distributors and dealers.

Banks and other lending agencies outside of the Company are also beginning to encourage adequate wiring in some instances, which should serve as an example for others throughout the country.

National City Bank of New York wrote to its dealer accounts recently announcing that "in co-operation with the adequate wiring program of the electrical industry, we are pleased to announce that effective immediately, the cost of special wiring can be included in conditional sale contracts for financing the sale and installation of such appliances as electric ranges, dryers, dishwashers, and air conditioning units.

"The cost of the special wiring is not to exceed 40% of the selling price of the appliance, and when wiring is included in a contract, the minimum down payment is 20% of the combined cost of the appliance and wiring."

From Minneapolis, Minnesota, comes news of an outstanding example of co-operation between a utility (Northern States Power Company) and the banks in the Minneapolis area, on the matter of adequate wiring. When the banks receive an application for a loan to build a house, they send the house plans to the utility office to have them checked for adequate wiring. Minneapolis builds 5000 new homes annually. The Northern States Power Company makes 1000 adequate wiring layouts annually.

MISCELLANEOUS COMPONENTS

Bonnets on Parade

From New Orleans, center of Old World charm and culture, comes the chapeau modelled below left by Schenectady's Lyn Wemple. This is the creation of Miss Josie DiMaggio, a grateful teacher-recipient of many of G.E.'s science publications sent to her high school.

She gave her time and obviously considerable talent to this special Spring bonnet with Diamond Anniversary of Light significance as a gesture of appreciation to the Company.

Miss DiMaggio, who, appropriately enough, teaches both art and science, has termed her millinery, "The G-E Bulb Bunnies Hat." It was received by Public Relations in Schenectady. Upon being opened, it created among the distaff viewers, what may be termed mildly, a sensation. It was duly processed by the Submitted Ideas Unit.

BULB BUNNIES BONNET



Mr. and Mrs. Bunny are, basically, G-E 300-watt lamps, painted and bejeweled into amusing expressions, and adorned with paper bunny-ears.

Also in time for the Spring showing, Mrs. Marjorie Schultz of the San Jose office worked out an ingenious and powerful hat motif as her entry in a fancy hat contest held by her chapter of the Executive Secretaries Association of San Jose, California. Contest theme: "a hat representative of your boss' business." Mrs. Schultz shocked the judges into submission with the glittering number shown below right on this page. Its decoration (motors, lamps, and what-all) operated on power from a purse-hidden battery. Note the matching earrings.

Her boss is San Jose office manager, E. L. Kostainsek.

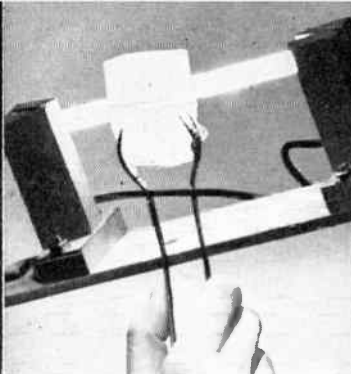
No commercial use is currently seen by management, but the effect of the two hats (on *Monogram* staffers, at least) has been electric.

ELECTRIFIED STYLING





**NEW HEAT LAMP GETS
RED HOT QUICKLY**



**ICE CUBE WON'T CRACK
HEATED TUBE**



**DUNKED, IT'S AN EFFECTIVE
WATER HEATER**

LAMP DIVISION

Red Hot Product

As the electrical industry proceeded with plans for celebrating Light's Diamond Jubilee this year, General Electric's Lamp Division at Nela Park announced two significant lamp developments:

New Infrared Lamp

1. A revolutionary new infrared (heat) lamp. Tubular in shape, it is made of fused translucent quartz, which is mechanically strong, and can withstand sudden, severe temperature changes. Compared with previous infrared lamps, the new one is a tremendous space-saver. It offers four times the heat concentration of the popular 250-watt infrared bulb. It comes in two sizes, 500- and 1000-watt for use on circuit voltages of 115-125 and 230-250 respectively. The lighted portion of the 500-watt lamp is five inches, the

1000-watt lamp 10 inches. The coiled tungsten filament operates at 1000 degrees F.

Infrared lamps produce full radiation immediately; do not require a warm-up period. This characteristic plus the ruggedness and small size of the new lamps suggests their application in cooking, space heating, and heating appliances, as well as for industrial heating and baking.

The 500-watt lamp weighs three-fourths of an ounce; the 1000-watt is seven-eighths of an ounce. List prices are \$7 and \$8.50 respectively.

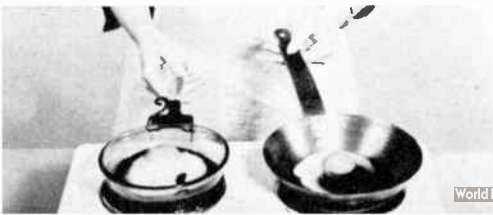
Brighter Fluorescent Lamp

2. A higher-wattage (110-watt) 8-foot fluorescent lamp, resulting in 35% more light output per lamp than had previously been obtainable from any fluorescent lamp. Operating at the same wattage as the first practical incandescent lamp developed by Edison 75 years ago, it gives 44 times as much light. It produces 6800 lumens, which is almost three times that produced by the popular 40-watt size fluorescent lamp.

Significant contribution of the new 110-watt lamp: a customer planning a new installation can now count on achieving a higher level of lighting with no increase in cost of installation. It will take

**NEW LAMP UNDER
THIS EGG**

**EQUAL WATTAGE
COOKER**



fewer fixtures to attain recommended lighting levels. Fewer fixtures mean lower costs in cleaning, and in lamp replacements.

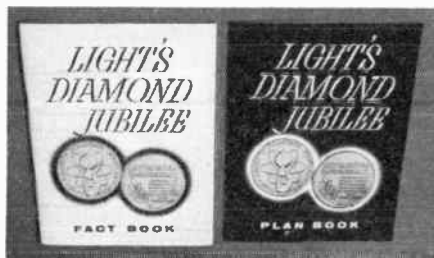
The new lamp will not fit into existing sockets. Its operating characteristics differ from those of previous lamps, and it has a special base, a new type of lamp holder and a "rapid start" type ballast. Each end of the new lamp has two contacts recessed in a single element and lamp insertion is accomplished by a rugged push-pull arrangement. The new lamp will maintain its light output even in cold weather and is expected to find use in many outdoor lighting installations.

Lamps will be available in limited quantities early in May. Rated life is 7500 hours. List price will be \$3.85 plus tax. A 72-inch lamp of the same type will be added later.

The new 110-watt fluorescent lamp will not force any other existing type lamp out of popular acceptance. It will take its place along with the others and gain a preference in certain applications, where "high-brightness" lamps are desired. In the G-E fluorescent lamp line there are now:

- (1) "low brightness" lamps for special applications;
- (2) the "regular" line of conventional fluorescent lamps, circline, and slimline lamps (these are all high in efficiency, with the 8-foot slimline holding the record for light-per-watt. However, slimline wattages at present are limited to approximately 75 watts);
- (3) the new "high brightness" 8-foot lamp just announced.

Availability of two information source books on Light's Diamond Jubilee is announced by W. H. Robinson, Jr., who is chairman of the Company's Jubilee Committee, and also chairman of the industry-wide electrical manufacturers committee



READY TO USE

on the Jubilee. The books can be used as a reference for persons preparing speeches, releases, or advertising in which a Jubilee tie-in seems appropriate. Books may be obtained by writing to Light's Diamond Jubilee Committee, 420 Lexington Ave., New York City. (Plan Book is \$1.25; Fact Book \$1.)

35% MORE LIGHT—Art Barr, illuminating engineer, Nela Park, with the new high brightness lamp.



CHEMICAL DIVISION

Those Amazing Silicones

At a meeting of trade press editors in New York City this month, the Silicone Products Department gave a comprehensive round-up of the amazing properties of new silicone products, using the remarkable chemical born just a few years ago.

General Electric spokesmen showed how silicones, in one form or another, can be used (1) to make most synthetic-fibre garments water-repellent; (2) to help keep leather soft and dry in the rain; (3) in lubricants, to resist high temperature deterioration; (4) to strengthen bottles against breakage, when applied, film-like to the glass.

Photos on these two pages show some of these applications. Others, not shown, encompass a range from reduction of vibration in automobile engines to use in salves designed to prevent babies' diaper rash.

As a new silicone ingredient for synthetic textile finishes, G-E Dri-Film* water repellent provides durable water repellency often for the life of the garment. Added benefits: the silicone treatment of textiles (as in men's suits, women's and children's wear in photos right) causes them to shed water, as well as many beverages and food-stuffs, without staining; often actually enhances wearability and appearance of most synthetic fibres. Officials of the Cravenette Company, an organization that has pioneered in the use of G-E silicones for textile finishes, said that the addition of silicone water repellency would be a vital competitive feature in textile sales.

Leather gloves and shoes, when treated with Dri-Film water repellent, will retain their natural appearance and character even after long exposure to snow or

*Reg. trade-mark of General Electric Co.



SILICONE LUBRICANT stays clear at high heat.



SMALL SPRING does the job of the large.

SILICONE FILM builds bottle bounce.





LIGHT RAIN *no problem with silicone treated suit*

KEEPS CLOTHES, shoes, gloves dry.

SOCIAL CATASTROPHE? *Not if her dress was Dri-Film treated! Water shakes right off, leaves no mark.*



rain. Leather, treated with G-E silicones, has retained durable weatherproofing after repeated launderings, dry cleaning and rough treatment. Process techniques featuring G-E silicones are now under study at a number of tanneries. Shoes as well as clothes should be a big silicone market when the advantages are publicized.

Dri-Film water repellant can save embarrassment and inconvenience, too. For example, if the young lady in the two photos at bottom of page 13 hadn't had her party dress treated with Dri-Film she might have had to face her guests with a soggy skirt. As it was, she merely shook off the water droplets formed on the silicone treated fabric surface after the accident. The dress did not even dampen.

Silicones under the designation

Viscasil fluids, are a new family of fluids which Silicone Products Department feels will find effective application in fluid couplings, vibration dampers, shock absorbers, and similar applications. The big railroad-type spring in the middle photo on page 12 can be replaced with the small cylindrical Hydra Spring next to it. G-E Viscasil fluid is a major component in its damping liquid.

This same Viscasil fluid, when added to protective skin creams, substantially increases their water repellency—a boon to Baby.

Viscasil fluids are resistant to temperatures as high as 300° F. The discolored liquids, shown in alternate beakers in photo at top of page 12, are petroleum oils of various viscosities that have carbonized and darkened when subjected to the same heat tests which left the Viscasil fluids clear and with their original properties.

A coating of G-E SM-70 silicone emulsion on bottles, photo bottom of page 12, reduced breakages from 51 percent to 7 percent under a standard 11-inch drop test. Interesting added feature of this

silicone treatment: everything pours much easier giving ketchup lovers their first respite from sore palms in years.

MAJOR APPLIANCES

Dishwasher on the Move

In the 22 years that G.E. has been in the dishwasher business, consumer acceptance has been slow and not too steady. In fact, at the end of 1953, saturation in U.S. homes of dishwashers of any make had reached only 3.2 per cent—a poor showing when compared to the other appliances.

With the introduction this month of the Company's new "Mobile Maid" unit, Jack Clark, marketing manager of Electric Sink and Cabinet Department, thinks G.E. has the answer which will raise the standing of dishwashers in the appliance community.

Clark's hopes seem to be well-founded. The Mobile Maid is completely automatic and has a capacity as large as any plumbed-in or portable household dishwasher on the market. It requires no plumbing or installation expense. Its connection will fit any kitchen faucet. (Installation costs for plumbed-in models in the U.S. vary from \$60 to \$100 per unit.)

The Mobile Maid sanitizes dishes by washing them in a detergent solution much hotter and stronger than human hands can stand. On the convenience side, it can be rolled to a table for loading, to sinks for washing and to storage cabinets for unloading. On the practical side, it can be used in rented properties and apartments and moved with the family.

It has the features of a plumbed-in model plus mobility. And it costs less than other mobile machines, let alone stationary models. Recommend list price as of April 1 is \$259.95. Employee price at Louisville is \$194.96. The product is being introduced market by market and employee prices in each area will be announced when Mobile

Maid is introduced. Prices will be slightly higher in the West and will vary generally from region to region.

Over the years, the misconceptions voiced by the American housewife were largely responsible for the slow acceptance of dishwashers. She's never been convinced that a mechanical dishwasher actually washes clean. Based on carefully controlled and scientifically reproducible tests, G.E.'s standard washer and Mobile Maid positively refute this with an identical washing effectiveness index of 100 per cent. In the roll-around field, nearest competitor tested has a 13.4 rating.

"Our machines will wash dishes cleaner than possible by normal hand dishwashing" is the test-backed boast of G.E.'s Electric Sink and Cabinet Department.

Many women have also believed that scraping and rinsing dishes before mechanically washing them was as much trouble as doing them manually. "Not so," says Mr. Clark. "Our Mobile Maid, like our stationary models, has two pre-rinsing cycles prior to the washing operation. We have the only dishwasher on the market with the double-rinsing cycle that loosens food waste before actual washing."

As for the other mistaken notion that dishwashers can't properly clean pots and pans, the Mobile Maid scores again with a fine job. Its design is based on years of experience, dating back to 1919 when G.E. first came out with a mobile dishwasher. That machine was not successful sales-wise, but a lot of knowledge was gained by continuing surveys, research and engineering development on the idea. It's all poured into the Mobile Maid.

Just how much confidence G-E management has in the new unit is borne out by the fact that for the next four months, Louisville plans to devote 60 per



CLARK AND HIS PRIDE AND JOY

cent of all dishwasher manufacturing to the Mobile Maid!

TUBES

For TV Cameras

Establishment of a G-E camera tube project at Schenectady was announced this month by J. Milton Lang, general manager of the Tube Department. It's the first step toward G-E production of image orthicons and vidicons for TV cameras.

The image orthicon tube is widely used in "live" studio and outdoor telecasting and has color TV application. The vidicon tube has studio application and industrial closed-circuit TV cameras.



ATOMIC PRODUCTS DIVISION'S McCUNE AND VAN TASSEL

KAPL—ITS PEOPLE AND PROGRESS

Even though the lid of security has not been lifted from the many significant accomplishments of the Knolls Atomic Power Laboratory, there's a story for *Monogram* readers in the people that work there and their avenues of progress.

KAPL is owned by the U.S. Government, administered by the Atomic Energy Commission, and operated by General Electric Company. It was begun in 1946, and is located five miles outside of Schenectady adjacent to the G.E. Research Laboratory—a completely separate operation. KAPL's staff now totals about 2000.

KAPL's record of pioneering achievement in atomic power and atomic submarine development is, due to its highly classified nature, as yet unheralded publicly. However, when the now necessary curtain of national security can safely be drawn back, some of the men whose pictures appear on these pages will stand forth dramatically as members of a nationwide body of scientists the sum of whose contributions opened a new age.

Pictured in the large photo above are **Francis K. McCune** and **Karl R. Van Tassel**. McCune is general mana-

Francis K. McCune reports on the far-reaching significance of KAPL's research in this month's editorial—see back cover—ED.

ger of General Electric's Atomic Products Division which includes KAPL, Hanford Atomic Products Operation, and the Aircraft Nuclear Propulsion Department located at Evendale, Ohio. Van Tassel is general manager of KAPL and has responsibility for carrying out the objectives of all its projects within the terms of the contract which General Electric has with the AEC.

Frederick E. Crever . . . manager of the engineering and projects department, is shown standing before KAPL's new high-level radioactive experimental cell with its pair of mechanical hands or through-wall manipulators. Crever's group is responsible for design, construction, production, procurement, and acceptance testing of complete power plants and components.

CREVER—with KAPL's new mechanical hands



INTO THE SPHERE goes G.E.'s prototype for submarine Sea Wolf's nuclear power plant.

Harold N. Hackett . . . manager of the construction section, is responsible for building and installing all KAPL projects.

HACKETT—building and installing KAPL projects





OBERLY—with electromagnetic sodium pump

This, at the moment, is in large part concerned with the test facilities at the West Milton site where the submarine *Sea Wolf's* prototype reactor will be tested very shortly.

STEVENS—with one possible reactor model



William N. Oberly . . . manager of the power plant engineering section, the function of which is the systems engineering and design of complete power plants. This entails the scheduling, procurement and inspection of all components, as well as engineering design. The electromagnetic pump (model in photo left) is one of KAPL's contributions to atomic power plant technology. This pump, revolutionary in that it has no moving parts, moves molten sodium by electromagnetism through the pipes of the SIR (Submarine Intermediate Reactor) heat exchanger.

Harry E. Stevens, Jr. . . . supervisor of the nuclear engineering unit, is concerned most with reactor engineering physics and power plant shielding design. Mr. Stevens holds a model of one possible reactor design worked up at KAPL.

Dr. John F. Flagg . . . manager of the chemistry and chemical engineering

FLAGG—better recovery of nuclear fuels



section carries on chemical research and development connected with KAPL's submarine program and the production programs of the AEC. This group has made significant advances in the recovery and purification of nuclear fuels.

Dr. Thoma M. Snyder . . . manager of the reactor section—perhaps the closest man to a "Dr. Atom" title at KAPL in that his group is continually exploring and evaluating reactor technology. Future application of nuclear energy will come mostly from the studies carried on by Snyder and his group.

Dr. Henry Hurwitz, Jr. . . . supervisor of the theoretical unit directs advanced work in reactor theory. The machine in front of which Dr. Hurwitz stands here, is one of many used in finding numerical solutions to calculations. His group has devised many methods of solving reactor construction and operation problems.

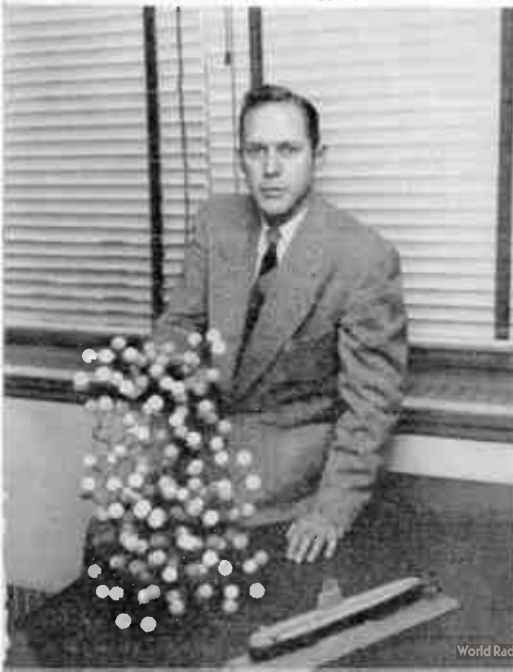
SNYDER—future nuclear energy applications

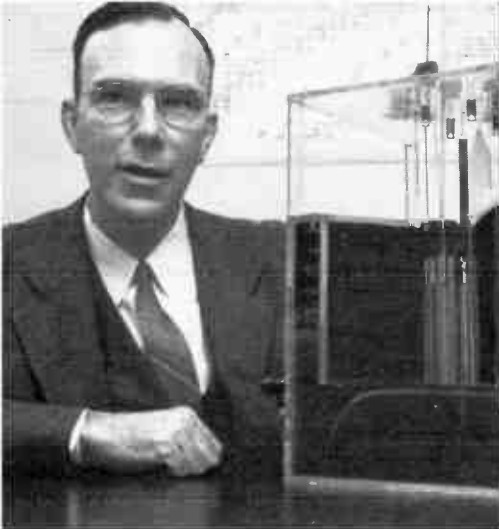


COPLAN—improved impurities separator

Bert V. Coplan . . . supervisor, chemical engineering unit . . . holds a joint patent with Dr. E. L. Zebroski on an improved device designed at KAPL for separating

HURWITZ—computer speeds reactor research





KANNE—with pint-sized atomic pile

uranium and plutonium from radioactive impurities. The improvements made by Coplan and Zebroski made the equipment much more compact and efficient.

Dr. William R. Kanne . . . acting manager of the physics section is responsible for theoretical and applied physics research for SIR, the G-E prototype of which has

KESSELRING—reactor engineering for subs



ANDERSON—of the Atomic Energy Commission

just been slipped into its protective sphere at West Milton, N. Y., for run-up tests. Dr. Kanne's group will lay the groundwork for future reactor types which KAPL might be requested to investigate. He is shown with a pint-sized atomic pile developed in this section as a neutron source for testing reactor materials.

Jon D. Anderson . . . AEC's manager. Schenectady Operations Office, is responsible for administering the AEC contract which the Commission has with G.E. for operations at KAPL. Anderson, who had worked on the Manhattan Project and at Oak Ridge before coming to KAPL, is concerned with the establishing of general policies and programs and the administration of the contract.

Kenneth A. Kesselring . . . manager of the reactor engineering section, is shown as he interrupts. for the photographer, his study of KAPL reactor designs for the Navy. He is responsible for development, design and manufacture of reactors which KAPL will furnish for submarine applications.

Fluorescent Lamp Suit

The General Electric Company consented to the entry of a final judgment in the Fluorescent Lamp suit on March 26, 1951.

This judgment requires the Company to license all existing patents on lamps, lamp parts, and lamp machinery on a royalty-free basis to any applicant for manufacture of lamps in the United States, but they may, in certain situations, be conditioned on a reciprocal royalty-free license. However, the decree does not require licensing of future patents or the disclosure of technical information.

In addition, all domestic and foreign agreements involved in the suit are to be terminated. In transactions involving public bodies or competitive bidding General Electric may not participate in the formulation of bids, terms or conditions, and may not influence the purchaser to specify General Electric lamps by name or brand.

The judgment also requires the Company to refrain from using its financial interest in foreign companies, for the purpose of preventing or denying domestic manufacturers access to patents or technical information of the foreign companies, or for the purpose of preventing foreign companies from entering into competition in the United States in the field of lamps, lamp parts or lamp machinery. These provisions of the judgment do not apply to Company subsidiaries.

The judgment also includes general injunctions requiring the General Electric Co. to refrain from making or adhering to any agreement with any other lamp manufacturer to allocate territories or customers, fix prices or terms of sale, exchange price lists, or restrict the kinds, quantities, styles, etc., of lamps, lamp parts or lamp machinery.

The following statement regarding the settlement of the government's antitrust suit involving fluorescent lamps was made by Donald L. Millham, General Electric vice president and general manager of the Company's Lamp Division:

"Entry of the consent judgment, which has been pending for more than eleven years, completely terminates the litigation. Thus the Company is freed from the uncertainties which are inherent during the pendency of litigation, as well as the costly and time-consuming necessity of preparation and trial of the case. The Company can now devote its undivided energies to the business itself and to working out long range plans for the future of the Company's fluorescent lamp business.

"There is vigorous competition in this field. General Electric research and development which were responsible for the introduction of this new and revolutionary light source in 1938 and for important improvements in the ensuing years, will continue to better existing fluorescent lamps and to develop new ones.

"Fluorescent light's growth in popularity has been phenomenal. In the U.S. today more light is produced by fluorescent sources than by all others. In 1953 the lamp industry produced approximately 82 million fluorescent tubes. During its short history the price of the fluorescent lamp has been reduced from \$2.80 to \$1.10 for the 40-watt size, while burning life has been increased from 2000 to more than 7500 hours. Significant improvements have been made in color quality, uniformity, starting characteristics and others. We are proud of the leading part G.E. has played in these accomplishments."

Two examples of very recent lamp improvements are illustrated on pages 10 and 11 in this issue.—Ed.

The following background material was placed in the hands of newspaper editors recently by the Public Relations Services Division. As a result, there have been several instances where editors have, in their comments on tariff and trade problems in the news, referred to the "General Electric approach" with very favorable comments.—Ed.

Recommendations by General Electric on the Trade and Tariff Policy of the United States

A SOUND TRADE and tariff policy for the United States is of vital importance to prosperity of the free world, a healthy domestic economy, the welfare of our citizens, and the stability of American industry. In light of these facts it is the obvious responsibility of a company such as General Electric to speak out on a matter so vital to its customers, share owners, and employees.

The reasons for our recommendations can be better understood if we make the following observations:

A. The most important contribution our country can make to the well-being of the free world and the promotion of its trade is the maintenance of a strong and productive United States of America, capable of sustaining a large and expanding volume of imports and exports. Any policy which weakens the economy of our country would reflect itself throughout the rest of the world.

B. The accumulated world-wide wartime shortages for nearly all commodities have been filled. The United States is now facing a new situation of intensive international competition with countries whose wage rates are only a fraction of our own and under which our present lowered tariffs have not been tested.

C. We are convinced that many of our existing tariff rates are seriously wrong, some being too high and others dangerously low. For example, the present tariff on heavy electrical apparatus (*i.e.*, generators, turbines, transformers) is 15%, having been reduced first from the 35% rate established in 1930 and then cut again since the war from the 25% rate fixed in a prewar reciprocal trade agreement. Labor cost is the predominant factor in this type of equipment because it is built to

customer's order and cannot be mass-produced. Even before World War II European labor rates were only 40% to 45% of American rates. Today European labor rates are 20% to 33% of our own, and it is literally impossible for even the most efficient American manufacturer to approach European costs for this type of custom-built equipment. The present 15% tariff is wholly inadequate to equalize the differential in labor cost.

D. On the other hand, the tariff on electric refrigerators, of which millions are produced in this country by the best mass production techniques, is 13 $\frac{3}{4}$ %. As stated above, the tariff on heavy electrical apparatus is so low as to jeopardize an absolutely essential industry. We submit that any tariff schedule which provides a differential of only 1 $\frac{1}{4}$ % between the rate on mass-produced refrigerators and the rate on custom-built apparatus is dangerously out of balance and badly in need of a thorough overhauling.

E. A sound trade and tariff policy must be integrated with U.S. defense needs. In event of war or other disaster, the burden of maintenance and repair of electrical equipment rests solely with American manufacturers. The plain fact is that foreign-made equipment cannot be serviced or repaired anywhere near as quickly as domestic machinery because of fundamental differences in designs and materials, the unavailability of drawings and specifications, the difference in units of measurement, and the lack of standardization of parts.

In the light of these conditions, and recognizing the interdependence of the nations of the free world, we recommend the following:

RECOMMENDATIONS FOR ADEQUATE STUDIES TO ESTABLISH TARIFF RATES IN THE BEST INTEREST OF U.S. WORKERS AND CONSUMERS AND A HEALTHY DOMESTIC ECONOMY

1. Congress should extend the Reciprocal Trade Agreements Act for such period (not exceeding two years) as may be necessary to provide time to complete the study referred to in paragraph 2. During the period of such extension the authority to modify tariff rates should remain as presently provided, no general or horizontal changes in existing rates should be made, the right to apply to the Tariff Commission for relief under the Escape Clause of the Act should continue, and such applications for relief should be promptly considered.

Trade and Tariff Recommendations . . . Cont'd

2. Congress should direct that a new, complete and objective study of our imports and of our existing tariff schedules be made, category by category and item by item, for the purpose of proposing revisions (prior to the expiration of the extended Act) which will bring the new tariff schedules into line with the congressional objectives and policies suggested below.

3. The basic objective of such study should be the development of a tariff structure designed in the national interest to promote the stability of our domestic economy and in particular to protect industries essential to our national defense and welfare. To this end considerations relating to national defense and economic stability, domestic requirements in relations to domestic supply, and the future expansion of the international exchange of goods and services should be given full weight. As a target, the study should seek to establish tariff rates that will lift the U.S.A. landed purchase cost of imported products to the approximate level of domestic prices of comparable products regularly produced in this country in the national interest by efficient, aggressive and competitive domestic producers; but *such tariff rates should not exceed the ceiling called for in paragraph 4.*

4. We believe there should be a limit to the protective subsidy which any domestic industry not absolutely essential to our national defense shall receive. The present schedules prescribe, as to certain products, tariff rates of 50%, 100%, 200%, and even higher. Accordingly we recommend that, after careful study, Congress fix a ceiling or maximum tariff rate to be applied to any product. Having done so, it would seem appropriate to reduce higher tariffs gradually over a period of years to the established maximum.

5. Congress should direct that, as and when the study has been completed (including public hearings) with reference to a particular group or classification of products, the findings and the proposed new tariff rates applicable to such products should be published. Congress should further provide that, ninety days after the date of such publication, the new rates shall become effective unless the Congress shall in the meantime otherwise prescribe.

RECOMMENDATIONS TO AID DEVELOPMENT OF WORLD TRADE ON A SOUND BASIS

6. The principle of reciprocity, with adequate safeguards, should be retained in any trade agreements made under the suggested extension of the present Act and in the new legislation here contemplated. The reciprocity should be real as well as intended, it being one objective of reciprocal trade agreements to stimulate the exportation of American products and services. Rate schedules contained in any future reciprocal trade agreements or promulgated under the new legislation contemplated by paragraphs 3 and 5 hereof, should be subject to the right of revision with reference to any products on which rates are subsequently found to have been improperly set pursuant to the principles in paragraph 3 above, or concerning which later major changes in economic conditions justify reconsideration.

7. Foreign producers who do business with the United States are entitled to expect some degree of permanence and stability in our tariff policies and structure. New legislation in this field, while subject of course to the will of Congress, should not contain a specified expiration date.

8. Simplification and clarification of customs regulations and procedures, beyond that provided in the 1953 Act, is needed. Legislation on this subject should neither augment nor circumvent the protection afforded by the tariff program.

RECOMMENDATIONS TO SAFEGUARD OUR NATIONAL SECURITY

9. The national interest requires the presence here at home of strong, efficient and progressive producers of essential and strategic products (such as machine tools and equipment for the generation, transmission and distribution of electric power) which are basic to our defense and welfare. Indeed, the strategic character of such electrical apparatus was officially recognized when the President, by Executive Order, ruled that such government agencies as the Bureau of Reclamation, The Bonneville Power Administration, and the Tennessee Valley Authority are "... exercising functions having a direct and immediate connection with the national defense," and required that products

Trade and Tariff Recommendations . . . Cont'd

purchased by these agencies shall be subject to the Price Renegotiation Act. Accordingly, the President, by Executive Order, should direct procurement agencies:

- (a) **To give full weight** to the essential and strategic character of such products (as well as to the supplier's ability to effect rapid repair or replacement in the event of damage) in appraising domestic and foreign bids on products in this category; and
- (b) **To include** the applicable U.S. tariff in all foreign bids for the purpose of comparing foreign and domestic bids on government business.

APPARATUS & TRUMBULL

"T" and G.E. Get Together

When G-E Apparatus Sales Engineer W. J. Blaiklock recently arranged to supply H. R. Bullard Company of Bridgeport, Conn. with Trumbull Components Department's circuit breakers for Bullard's machine tools, a significant advance in G.E.'s marketing history was noted.

The order was one of the first on record under the new agreement whereby G-E apparatus salesmen can add to their line Trumbull Components Department's safety switches, circuit breakers, service equipment, etc.

In addition, the apparatus salesmen can now sell a complete electrical power and distribution package by including products of the Distribution Assemblies Department (panel boards, busways, switches, etc.). Trumbull Components and DAD are the two departments established from the former Trumbull Electric Dept.

Formerly, the apparatus men could sell only certain parts of the package . . . motors, generators, controls, etc. Often they found themselves in the posi-

tion of having to tell a prospect that, although G.E. via Trumbull, did make the types of distribution equipment required, the customer would have to negotiate separately for this with Trumbull's selling organization. Customers overwhelmingly prefer the new arrangement wherein they deal with only one representative for complete electrical service.

Basically, the new marketing agreement utilizes the background, service and contacts of the Apparatus Sales Division in the sale of Trumbull products to end-user customers and original equipment manufacturers only. Trumbull's distributors will continue to handle contractors exclusively.

Some of the products of these two departments sold through distributors will continue to bear the Trumbull "Circle T" trade-mark, while those sold through the apparatus sales organization will give way to the G-E monogram.

Veteran apparatus salesmen have expressed wholehearted enthusiasm for the new plan because it offers such an opportunity to be of service to the customer. Service, they note, is the key to continued customer satisfaction.

PEOPLE



KALUZA'S KOREAN CLEANUP



ABOVE: NO. 1 CUB FAN SAM LEE

BELOW: DOUGHERTY (RIGHT) AND CARL STATS, LIGHTING BOOSTERS



Right At Home: While wielding a vacuum cleaner wasn't Ed Kaluza's only assignment in Korea, he was very familiar with its possible applications. As an engineering assistant in the Cleveland plant, Ed had helped to produce G-E cleaners. "We used it for everything from cleaning out the inside of radar sets, to spraying, paint, to cleaning our trucks," Kaluza reports, "G-E products just follow me."

Fifty-year Fan: "He's one of the nation's top-flight engineers, but he's prouder of his reputation as the Cubs' No. 1 fan in the East," squibbed the Chicago Cubs' News publication recently. The rabid rooter from Schenectady's bleacher seats is Everett S. "Sammy" Lee. *G.E. Review* editor and past president of AIEE. Said the Cubs' News: "A bit of Wrigley Field in Schenectady is the way Lee's office has been described . . . He has a miniature Cub Hall of Fame in his office, replete with photographs, baseballs and books about the Cubs . . . A native of Wilmette, he has followed the Cubs since the early 1900's."

Tops in Pops: Combining business and parental interest, E. W. Dougherty, Cleveland lighting engineer, "fathered" a series of community lighting projects for General Electric in high school ball fields. Result: Westlake, Ohio now boasts a \$14,000 field complete with 80 L-69 G-E floodlights. Ed Dougherty and other fathers in the area conducted fund-raising drives and stirred interest among community-minded villagers who donated their time to dig ditches, lay the cable and drive trucks. Neighboring towns like Solon have hopped on the idea and are now placing orders for G-E lighting equipment.



A UNIQUE HOSPITAL OPERATION



ABOVE: ALL READY TO GO BELOW

BELOW: AVOIRDUPOIS ANONYMOUS



... and More People

A Helping "Ham": Everything's peaceful again in Burlington, Vermont's Fanny Allen Hospital. But for the 12 days G-E testman Fred Terrien was confined there, patients and staff alike thought they were in the middle of an electrifying experience. They were. When Fred moved in he brought his "ham" radio station with him. But everyone enjoyed the diversion. Terrien sent messages to fellow-patients' relatives here and abroad.

Couple of Kidds: When Burlington G.E.-ers Orrin Carr and Sherman Posey discovered they had a mutual desire to walk around the bottom of Lake Champlain, they immediately went overboard for all the necessary diving equipment and formed the Champlain Diving and Salvage Co. Now that they've taken the plunge, the modern-day Capt. Kidds are prepared to offer rewards to anyone who can help fathom the whereabouts of sunken treasures.

Weighty Problems: After 12 weeks of counting calories and battling bulges, the 36-member Avoirdupois Anonymous Club from G.E.'s Owensboro, Ky. plant sat down to a V-night steak dinner complete with all the trimmings. Leading the paunchless parade was C. C. Powers who shed 21 pounds. Average drop per dieter: 7¼ pounds (before the dinner).

WE SALUTE...

C. A. "Cal" Newman for his community relations job at Ludlow, Vt.

Prior to his recent new assignment as employee and plant community relations manager in the Everett, Mass., Aircraft



CAL NEWMAN



SYD B. McALPIN

Accessory Turbine Dept., Newman was feted at a farewell testimonial dinner by Ludlow-area businessmen. He was presented with the "key to the town." The only other man to receive the key was another "Cal"—Calvin Coolidge. "That will give you some idea of the esteem in which you are held here," said Harry Lamere, prominent Ludlow businessman.

From 1951 to 1953, Newman was responsible for both employee and plant community relations at Ludlow. He helped to set up policy and procedures which won the respect and friendship of community leaders. Ludlow has expressed its feelings toward General Electric in more than words. It appropriated \$75,000 to improve river control facilities—a move which will benefit G.E.

Busy Bloomfielder: It's hard to imagine that Syd B. (Mac) McAlpin, methods analyst in Bloomfield's Air Conditioning Division, has any spare time to enjoy his photography and carpentry hobbies. Aside from being national director of the National Machine Accounting Association, member of the local board of education, director of the local property owners association and chairman of various recreational activities for youngsters in the

area, he's a top tabulating analyst with a flare for selling G-E products on the side.

Item: As a member of the board of education, he recommended G-E Textolite* to replace the worn and used desk tops. The idea was accepted and orders were placed.

Item: Recommended that his dentist install a G-E heating and cooling system in his new office. Dentist adopted the suggestion and was so satisfied with the air wall equipment that he is planning to install the same kind of system in his own home.

Item: At the NMAA's convention in Milwaukee, Mac passed out G-E advertising material to folks who showed an interest in a competitor's exhibit. On his return, he recommended that G.E. direct some of its air conditioning advertising to a new market—tabulating departments where machine heat makes air conditioning almost imperative.

Item: Mac sent an analysis of the amount of heat created in tabulating installations to everyone in New Jersey's NMAA chapter. Two companies have already bought G-E equipment.

Best of all, Mac's co-workers say, "He's a top tabulating procedures analyst, too!"

* Reg. trade-mark of General Electric Co.



THE NEW STEAM TRAVEL IRON

PRODUCTS

Here's pressing news: Vacationers this year can enjoy an added luxury: a steam travel iron that weighs only 27 ounces when filled with water. G.E.'s Small Appliance Division is first on the market with a quality steam travel iron that works on either a-c or d-c.

Employing a detachable bulb as a water

WOLF AND HIS NEW GRIP



container, the new iron supplies steam for 17 minutes of continuous ironing. Without the bulb, the model becomes a fully automatic dry iron. The handle of the iron can be folded down, and both iron and bulb fit snugly into a cloth carrying case.

The iron is presently being introduced throughout the Northeastern, N. Y. and Atlantic districts with national distribution on a district-by-district basis to be in effect by the summer. Fair trade price: \$14.95.

For a tighter hold on the commercial broiler market, Orrin E. Wolf, Hotpoint Co.'s, Commercial Equipment Dept. vice president, shows off pistol-grip feature of new broiler (photo at left) which will be introduced at the National Restaurant Show in Chicago. Replacing the old "gear shift" lever, as a means of elevating the grid, it's cool to touch at all temperatures and easy to grasp. All broiler models of this line now preheat 35% faster. Hotpoint will also show the "Rocket 10" griddle—capable of turning out 720 hamburgers per hour.

Monogram Personality



DR. KENNETH H. KINGDON

In the news again this month is famed G-E atomic scientist Dr. Kenneth H. Kingdon. One of the key pioneers in early research that led to the development of atomic energy, Dr. Kingdon now returns to the Research Laboratory, where he began his G-E career 31 years ago. His new position: manager of the newly formed Nucleonics and Radiation Section. Dr. Kingdon's immediate past assignment was at the Knolls Atomic Power Laboratory where he conducted fundamental and applied research as technical department manager.

His new job makes him responsible for the General Electric Research Laboratory's contributions in nuclear physics, electron accelerators and studies of physical and chemical effects of X rays and other radiations.

Dr. Kingdon is one of General Electric's (and the nation's) eminent atomic scientists. In 1940, he and Dr. H. C. Pollock, also of the Research Laboratory, were one of two independent U.S. teams who first

succeeded in separating Uranium-235 from natural uranium. This successful experiment confirmed the up-to-then theory that it was this isotope of uranium that was capable of energy-releasing fission, and that neutrons were liberated which could keep up a chain reaction. This discovery paved the way for atomic energy development.

Later, Dr. Kingdon headed a small group of G-E scientists working at the University of California's Radiation Laboratory on electromagnetic methods of large-scale separation of uranium isotopes. He was commended by the Navy and War Department for his development of various anti-submarine devices and weapons early in World War II.

When the Atomic Energy Commission gave General Electric the go-ahead on post-war atomic energy development, the Company called on Dr. Kingdon to recruit some of the nation's top scientists for the work.

In the nineteen-twenties, his first years with the Company, Dr. Kingdon worked closely with Dr. Irving Langmuir and together they made significant contributions to electronic science.

A native of the British West Indies, Dr. Kingdon received his higher education in Canada. He was given an honorary ScD. by Union College in 1946 for his great work in atomic energy.

Around the Industry

Westinghouse announces completion of their \$45,000,000 refrigerator and freezer plant in Columbus, Ohio.

On Oct. 24 the entire electrical services and manufacturers industry will jointly sponsor a two-hour, three-network TV extravaganza honoring Light's Diamond Jubilee. David O. Selznick will make his TV debut as producer of the show . . .

WHAT'S NEW

Well-timed for Spring anglers:

Carboloy Department recommends tough, new, chrome carbide line guides for spinning rods. They resist grooving indefinitely.

Award for Action: General Electric's Telechron Department in Ashland, Mass. is cited by the American Public Relations Association this month for outstanding action in bringing immediate relief to 50 Telechron employee-victims of the devastating tornado which struck the Worcester area last June. The APRA's certificate of public relations achievement was presented to Telechron's D. E. Whitelam, employee relations manager, in New York April 6.

G.E. Credit Corporation reported net earnings during 1953 reached a new high of \$4,137,000. Financing volume rose 30 per cent—\$328,502,000 in 1953 as compared to 1952's \$252,434,000.

Five-time winner: The G-E film "A Is For Atom" has picked up two new awards, from Freedom Foundation and *Scholastic Teacher* magazine. To date, the short has won an award in every film competition entered—five in all.

How Lynn-area G-E organizations co-operate effectively with local newspapers is described in the Public Relations Forum department of *Editor and Publisher*, March 6 issue, page 30. The article deals with the success with which the G-E story was told to the Lynn, Mass. community under a program developed by Norman J. Randell, Employee and Plant Community Relations.

National Visual Presentation Assn. has announced that two G-E presentations were among those selected as the best of their kind for 1953. The Tri-Clad '55' motor presentation was awarded first place in the general, or "all other," classi-

fication (one of the three contest categories). The More Power to America street-lighting film, "Out of Darkness," was awarded second place among film presentations.

A water-purifying device operates by exposing water to the ultraviolet irradiation of a G-E 4-watt germicidal lamp. The device is smaller than an electric toaster and can be attached permanently or temporarily to any supply of tap water or may be filled by hand. It sells for about \$60 and is made by ARF Products, Inc., 7626 W. Lake St., River Forest, Ill.

SO THEY SAY

The following letter by Arthur A. Ballantine appeared in the N.Y. Herald Tribune's "Letters" column.—ED.

"There should be pride in just being a stockholder in a great modern American corporation.

"A stockholder is by no means simply a dividend recipient. He is part owner of an enterprise that may be as majestic as the Roman Army, as significant as the British Navy, as trustworthy as the F.B.I.

"The stockholder should think of a corporation as perhaps the owner of vast lands, great buildings and machines, perhaps a treasury richer than Solomon's, all made effective by a highly organized and trained personnel. The stockholder should reflect that in spite of whatever may be said, the dominant purpose of the operation is to conduct the great aggregate so that it will produce the most useful result. Say production for profit if you will, but profit comes only by production that pleases people and satisfies human needs.

"Never in the world's history was there such an aggregate of intelligently directed productive forces as now found in the American corporations, and never before so simple a device for membership in great enterprises as stock ownership."

LETTERS

(Continued from inside front cover)

am sure, are anxious to know when organization changes have taken place.

Certainly the *Monogram* is the best, if not, one of the best, means of educating all our employees and therefore the *Monogram* can be used not only to tell the news, but also to tell what the latest organization is which, of course, is news in itself.

Perhaps this suggestion would require you to use more paper, but I believe that this would not necessarily be true and in any case the value of my suggestion should result in improved readership, which should be a sufficient asset to overcome any increase in cost of paper.

In any case, let's have headlines that are significant, progressive, and show relative importance.

G. A. DOXEY
Schenectady

"Look, Teacher!"

Who would have dreamed, just a few years ago, that we would have an advertising medium so far-reaching that it would result in a "play back" from a first grader not even acquainted with the English language? Letters like the following, from a New York City schoolteacher addressed to G.E.'s public relations office, are enough to make anyone sit up and take notice.—ED.

"I have a little story which I thought might interest you.

"I teach the first grade in a New York public school and the children have just been reading for two months. To stimulate their interest in the printed word, last week I gave each child a page of a magazine and asked them to look for and cut out any words they could find that they could read. The results were very exciting to them and to me and of course the ones they found most easily were from attractive advertisements in color.

"One little fellow who has recently come from Spanish-speaking Honduras and speaks a little English but cannot read at all was very anxious to do what all the other children were doing and he avidly scanned the magazines. At last, in great excitement he came up to me and pulled at my sleeve. "Teach," he said, "Look—General Electric."

"What he had recognized was a huge circle with the letter GE written in script, your insignia. I was amazed and asked where he had seen it and he said, "Television."

Another "A" for Atom Pix

Editor:

We have been reading in the *Monogram* and other G-E internal magazines about the tremendous public interest in the field of atom power. Here in Florida, we have just recently had this fact brought to our attention very forcibly. Our good customer, Tampa Electric Company in Tampa, each year has an exhibit at the Florida State Fair. This year they approached G.E. relative to helping them with their exhibit. We suggested that perhaps a mass showing might be made of our new film, "A Is For Atom." The idea was enthusiastically received and provisions were made for the film to be shown each of the ten days of the Fair between the hours of 12:30 PM and 9:30 PM at thirty-minute intervals, the film to be preceded by a short introduction by Tampa Electric personnel. Recently we received a listing as to the number of people who saw the film—51,000—a figure which we believe is a record which will stand for sometime to come.

It is not very often that we sales engineers have an opportunity to get into the field of public relations to the above degree, but the over-all response and the good will which this film did for the Company in our area here is unmeasurable.

C. J. ELLIS
Tampa

Editor's Note:

The inquiry from 14-year-old Ray Artim (*March Monogram*) is not the first that was prompted by the *American Boy* article on the gyro glider.

The *Monogram* finds that the answer given to all is that General Electric is not manufacturing gyro-glidars. Igor Bensen, formerly a G-E engineer at Schenectady, was one of those interested in the development of a gyro-glider. He can be reached at the present time in care of the Bensen Aircraft Corporation, Raleigh, North Carolina.

EDITORIAL

Far-reaching Significance of Our Work at KAPL

There is a rapid evolution going on in the General Electric Company in the field of atomic energy. In the following statement, Francis K. McCune, General Manager, Atomic Products Division, tells something of what is happening and why it is developing so fast.

"I sincerely feel that too little is known about the atomic activities of the General Electric Company. The atomic energy business is still largely—by law—a Government monopoly. It is still largely—by necessity—concerned with national defense. As a matter of fact, this last statement is possibly the understatement of this issue of the *Monogram*.

"Nevertheless, we are entering a new era of atomic energy usefulness. We are entering it more rapidly than most of us realize. What is its significance? I believe that energy is the key to material welfare. Our whole standard of living in this country is based on the tremendous supply of energy available to each of us. This energy is used in three ways: transportation, heating, and production of electricity. It comes from chemical fuels—coal, oil and gas—laid down over millions of years.

"We are now ready to tap a new and abundant source—uranium and similar materials. I believe that uranium will power many of our Naval vessels, and some of our military aircraft, but it may be a long time before it can affect other forms of transportation. I believe that it can take on some of the job of heating, but by means of generating electricity. I believe that we are about to see the evolution of atomic energy from a by-product of weapons manufacture to a major source of energy for the generation of electricity.

"Why is this happening so fast? Thousands of our best young engineers and scientists were brought into this program during and just after World War II. Now after eight years, these men are equipped with three of the factors of success—brains, knowledge and experience. They will produce in the next few years what would have been unbelievable only a few years ago.

"I would like General Electric people to get a picture of some of these people—what they are like—where they work—and what they work with.

"The story of the Knolls Atomic Power Laboratory [in this issue of the *Monogram*] is the story of about one fifth of the technical and other talent in the Atomic Products Division which as part of the General Electric Company is simultaneously strengthening our defense for the moment, and our whole economy for the future."—F. K. McCune.