

U.S. Manufacturers' Produc

RCA Uses 4 IBM Systems

Radio Corporation of America uses three IBM Data Transceiver systems to speed communications between distant points.

A fourth system is operated by the National Broadcasting Company, a wholly owned subsidiary of RCA.

All four systems of IBM Tele-processing make use of 12 card-to-card transceivers. There are 12 IBM 66s and 12 IBM 68s to transmit data over 4,625 miles of leased lines.

Sales, payroll and inventory information is sent daily over these systems: 1) Camden, N. J.; Indianapolis; Columbus, Ohio; to Bloomington, Ind. 2) Indianapolis to Rockaway, N. J. 3) Camden to Clark, N. J. 4) (NBC) New York to Burbank, Calif.



30,000 Cards Daily Set in Tele-processing

BAYWAY, N.J. — IBM Data Transceivers in eight locations will be sending 30,000 cards daily in a network of IBM Tele-processing for Esso Standard Division, Humble Oil and Refining Company.

In making the announcement, J. S. Ransom, DPD account manager for Humble's parent organization, Standard Oil Company (New Jersey), reported that the company recently installed two data transceivers in their Bala-Cynwyd, Pa., Division office. These transceivers and two transceivers in their Baltimore Division office now are connected over a leased telephone line to four transceivers in Esso's IBM 705 DP center here.

Mr. Ransom said applications include management reports for Esso Standard in New York and in the nine marketing division offices, sales accounting, payroll, fixed assets, sales analysis and stock control. He said other data transceivers will be installed in Boston, Richmond, Charlotte, Memphis and New Orleans.

INQUIRY SYSTEM provides salesmen within four minutes what the stock status of an item is in four warehouses. Inquiry is received on teletypewriter (right foreground) and typed into trans-

mittal keyboard. Answers from IBM RAMAC 305 are then relayed back to sales office by typing message over leased-wire network on the teletypewriter keyboard.

270,000 Messages Monthly Over Westinghouse Span

PITTSBURGH — The Westinghouse Electric Corporation uses 10 IBM Data Transceivers in a vast network of speedy communications.

J. Miller, IBM account manager for Westinghouse, said 270,000 messages are transmitted each month over telephone and teletype lines.

Mr. Miller said: "The transceiver hookup feeds scientific calculations and engineering data into facilities in East Pittsburgh for processing on an IBM 704.

Fed Into RAMAC®

"Information sent by teletype and involving accounting and processing of orders is fed into an IBM RAMAC® 305 in Pittsburgh."

Westinghouse has 170 leased

telephone circuits connecting 58 cities and 140 plants and offices.

"In addition," Mr. Miller said, "there are 43,000 miles of teletype lines."

Westinghouse has ordered an IBM 7090 and is currently making plans to expand its communications operation.

Combustion Company Uses 1,550 Mile Link

NEWARK — Combustion Engineering Inc., a manufacturer of steam generators for ships and factories, uses IBM Data Transceivers to link locations over 1,550 miles of leased lines.

S. H. Ross, Newark DPD salesman, reported that payroll, engineering and work-in-process data is transmitted between Chattanooga, Tenn., — Newark and Windsor, Conn., — Newark.

Mr. Ross explained there are

Tele-processing Helps Electronic Firm

NEW YORK — The W. L. Maxson Corp., which does manufacturing and research in electronic equipment, uses the IBM Data Transceiver to link its offices here with its plant in Old Forge, Pa., 135 miles away.

George B. Wasserman, sales representative handling the account at the New York Midtown office, said the data sent daily over leased line includes cost records, payroll, inventory, labor distribution, material distribution, journal entries, budget and expense records.

Mr. Wasserman said the information is processed in New York on an IBM 604 and unit record equipment. He added: "The customer recently added an application which involves the seniority listing of its personnel in the Old Forge plant."

Kimberly-Clark In 3,90

NEENAH, WIS. — The Kimberly-Clark Corporation, a manufacturer of a variety of paper products

MIDWESTERN REGION

NEWS TIPS —

sted 57 members and guests of the Minne-
business officials. They spent a day at IBM
ed about applications for IBM equipment
e Strickland, secretary in Nashville office,
ressed secretaries in Nashville area . . . Ad-
apolis and St. Paul offices are competing
est overall performance in work simplifica-
ll sponsor a picnic . . . Chicago West DPD
-hour seminar for 225 customer personnel
ory. **Dr. R. B. Orenstein**, special industry
ponential smoothing techniques in inventory
l officials and IBMers from Cleveland (D)
ar for District 8 sales and systems repre-
schools. The session, arranged by **E. T.**
p, was packed with technical and systems
District 8, **William Weimer**, of Midwestern
conducted an IBM 650 seminar for repre-
Cleveland Education Center . . . Skipping
some 50 CPAs participated in an IBM pro-
e **Johnson**, Kansas City DP manager; **J. M.**
anager; and **J. R. Palmer**, Joplin sales
Mrs. IBMer" was the theme of three weeks
by the **Lima, O.**, office. Sessions were de-
the better half with the company and the
zation.

Editor First Issue

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ly two
d sup-

porting program — which elimi-
nates typesetting among other
operations — were originated by
ASDD to accomplish a task un-
attainable without the aid of a
computer.

"Scientists everywhere will find
CHEMICAL TITLES an inval-
uable tool for keeping informed
of current research and develop-
ments in the chemical field," said
Dr. Arthur C. Cope, chairman of
the ACS board of directors and
head of the chemistry department
at M. I. T. Modern electronic
machine methods, here used for
the first time in this manner, will
greatly facilitate the work of sci-
entists, industries, universities and
government.

CE CIRCUIT

of **A. W. Bischoff**, DPD CE in the Evanston
Bischoff, was awarded a fellowship from the
on for post graduate work and research work
t Ghent, Belgium . . . **R. B. Egolf** and **J. L.**

CE's Celebrity

'Lucky' Stars In TV Ads

(Continued from Page 1)

golden cocker. "And now I'll tell
you what I'm really like.

"I guess first you'd like to
know that my owners are Ralph
E. Snyder, a CE in the Chicago
(W) branch office and Betty
May, also known as Mrs. Snyder.

Summa Cum Laude

"My name is Lucky Chance,
U.D. The U.D. stands for utility
dog, which is the equivalent
of *summa cum laude* honors in
an Ivy League university. While
other dogs played dig-the-hole-
deep, sliding rugs and bite-the-
neck, I was learning how to act
for TV and for the Snyders.

"After graduating, Stuart
Schrouder, owner of Stuart Ken-
nels, called up the Snyders and
asked if I would appear on TV.
It seems various companies from
time to time ask Mr. Schrouder
if he knows of any cocker span-
iels that have TV personalities.

Show Winner

"Although I have won about
20 trophies as a show dog I
thought it would be fun to change
fields and give TV a fling. So I
consented.

"The Rival company liked the
way I enthusiastically ran out to
gobble up their product. Some
people think we are starved be-
fore our TV meal. It isn't so. I
eat my normal breakfast at home
before being driven to the studios.

"In another Rival ad I picked
the dog food off the grocery
shelves myself and later walked
out to the car with the packages
in my mouth. I've also posed for
Rival magazine ads.

"I'd bump something over that
would make spots on floors in
the linoleum and floor wax ads.
I don't do this at home—only
when I'm told.

Opens Doors

"Sometimes I think my capa-
bilities are endless. For instance,
I can distinguish metal, rubber,
leather and wood from one an-
other by scent. In a home im-
provements product show I dem-

SCHOOL BUILDINGS



HMMM—Scott Weber, son of Harold Weber, Huntington ET man-
ager, and Mrs. Weber (above) watches RAMAC 305 type out his
life history at open house. Looking on is Homer Dingus, DPD CE
field manager.

onstrated how easy it is to elec-
tronically open garage doors by
pushing the button all by myself.
This took me a week to learn.
TV commercials usually take less
than half a day to memorize.

"In the past two months, I've
met a new thing. It's called baby
and it smells like people. But it
makes strange noises. Recently, I

heard Ralph (Mr. Snyder) say:
'Lucky is really wonderful with
David Alan.'

"However, in my vast experi-
ence of six-dog-years, which is
the same as 42-people years, I
am sure of one thing . . .

"There's no business like show
biz. At least no business that I
know—for a dog."

ON THE MOVE . . . — MID-WESTERN REGION —

Administrative

THOMAS E. DURFEY — to administration manager, Cedar Rapids, from
office supervisor, Columbus. Joined IBM 1951.

JAMES J. McNICHOLAS — to administration manager, Aurora, from
office supervisor, Chicago South. Joined IBM 1955.

ROBERT A. WEBER — to office supervisor, Columbus, from administrative
staff, same location. Joined IBM 1954.

Customer Engineering

ALFRED E. JAKLITSCH — to field manager, Detroit North, from territory
supervisor, same location. Joined IBM 1952.

THOMAS M. THEISEN — to manager of customer engineering, Ham-
mond, from operations assistant, St. Louis. Joined IBM 1941.

JAMES R. VAUGHAN — to field instructor, Detroit North, from customer
engineer, same location. Joined IBM 1958.

Sales

ROGER C. AESCHLIMAN — to special representative, industry sales, Mid-
western Region, from administrative assistant to the director of marketing
services, CHQ. Joined IBM 1954.

WINSLOW S. PATTERSON — to special representative, industry sales,
Midwestern Region, from assistant to the district manager, FSD, same
location. Joined IBM 1952.

FREDERICK J. SCHOETTLEY — to instruction manager, Education Center,
Detroit, from field representative, same location. Joined IBM 1959.

CARI T. SEBRING — to industry group manager, industry sales, Mid-