U.S. Manufacturers' Products

RCA Uses 4 IBM Systems

Radio Corporation of America uses three IBM Data Transceivers 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 Balas Carywyl, 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 teleprinter (right foreground) and typed into transmittal keyboard. Answers from IBM RAMAC 305 are then relayed back to sales office by typing message over leased-wire network on the teleprinter 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 tele-type 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 tele-type 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 sales man, reported that payroll, engineering and work-in-process data is transmitted between Chattanooga, Tenn., and Newark and Windsor, Conn. — Newark.

Mr. Ross emphasized there are Tele-processing Helps Electronic Firm

NEW YORK — The W. L. Maxwell 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 3,96
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, dragging rugs and bite-the-neck, I was learning how to act for TV and for the Snyders.

After graduating, Stuart Schrourter, owner of Stuart Kennels, called up the Snyders and asked if I would appear on TV. It seems various companies from time to time ask Mr. Schrourter if he knows of any cocker spaniels 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 trying. So I consented.

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

“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 capabilities are endless. For instance, I can distinguish metal, rubber, leather and wood from one another by scent. In a home improvement product show I demonstratred how easy it is to electronically 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 experience 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.”

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

ON THE MOVE . . .

— MID-WESTERN REGION —

Administrative

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

JAMES J. MCNICHOLAS — to administrative 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, Hammond, 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, Midwestern Region, from 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. SCOFTLEY — to instruction manager, Education Center, Detroit, from field representative, same location. Joined IBM 1959.