

## TALKING POINTS

### House Hunting On TV

In Washington, D.C. the General Electric Supply Corp. is sharing a remarkably successful TV program with several local real estate dealers. An announcer extols the virtues of houses going on sale that day (the half-hour program is timed so that people see it just before they start their Sunday afternoon house hunting). Pictures of each house are projected on a screen and the announcer becomes especially enthusiastic when he describes the kitchen, which, of course, is always G-E equipped.

After seeing the program, one real estate dealer ripped out the kitchen in one of his new homes and installed G-E units so that he might qualify for the program the following Sunday.

### Plot by General Electric

Strangest of the many strange requests that come in to General Electric with each day's mail is, perhaps, that of a lady author who wanted the Company to supply her with a plot for her novel.

What is not so strange: she got it.

The novelist's intended story was to have as its villain a Thought Machine, capable of subtly destroying a community's faith in God, and as its hero a priest who at least temporarily delays the effects of the machine by destroying a part of it. Her question: Could G.E. describe a theoretical machine that would sound authentic? What part of the machine could the priest destroy that would put it temporarily out of action?

The solution provided by a G-E spokesman: "an ultrasonic generator broadcasting in all directions instead of in a beam as with present ultrasonic generators." To make this possible, the novelist was told, "we will have to 'discover' a new piezo-

electric material for the transducer. This we may call 'barium fissionate,' a word having some remote relationship to present transducer materials."

To impress ideas upon the public, the machine would make use of phonograph recordings and "new frequency modulation techniques" which would convey "ultrasonic waves of varying frequency" to the subconscious minds of individuals.

As for the question of putting the machine temporarily awry, that—the G-E co-plotter suggested—could be done by no more involved a method than taking a hammer and smashing the crystal to bits—presuming that the material was rare and not readily replaceable.

At last accounts the lady novelist was working happily away, up to her ears in transducers and barium fissionate.

### G.E.—Tops with Teen-agers

The mirror that opinion polls hold up for General Electric have invariably given a flattering impression, as far as adults are concerned. But how does the Company rate with the generation coming up? A poll whose results were announced this month gave an eye-opening picture.

"If you were purchasing electrical equipment," the magazine *Young Catholic Messenger* asked an average boy and girl in each of 1500 classrooms, "what manufacturer's name would convince you of quality?" The youngsters' vote: for General Electric, 69.9%.

Again the students were asked: "What two large companies doing a national business do you think outstanding?" Unprompted in any way, students named many companies. But G.E. was first, named by 12.1%. General Motors was second with 10.5%; the Telephone Companies rated 5.9%; Sears-Roebuck, 5.4%; Ford, 3.9%; U.S. Steel, 3.8%; A & P, 3.5%; Westinghouse, 3.2%, and all others less.

"When you are ready to go to work," a third question asked, "for what large

companies doing a national business would you like to work?" Boys chose G.E. first, with 10.1%; G.M., 8.9; Telephone Companies, 4.1; Ford, 3.7; Westinghouse, 3.5; and so on down. Girls—potential operators—gave Telephone Companies 18.9%, with G.E. second at 9.9.

This highly favorable picture comes as no surprise to the Company's Public Relations people who have in the past few years been quietly stepping up the variety of G-E aids to teachers and the frequency of contact with students. During any 12 months, about 110,000 teacher-requests come in to G.E. for 8 to 9 million Company-prepared comic books, standard publications, charts, news posters and periodicals. Currently the Company is reaching one-quarter to one-third of teen-age America on an average of 3 times a year.

### He's Slippery

Robert Smith-Johannsen is a man who lets things slide. Not because he's a procrastinator—but because of his scientific research on what makes things stick.

A scientist at the General Electric Company's Waterford, N. Y., chemical laboratory, Smith-Johannsen believes that sticking and slipping are closely related to one another. Find what causes one, and you've got the answer to the other.

Two patents recently granted to the G-E scientist cover both slipping and sticking. One is for a method of coating refrigerator trays to prevent ice cubes from sticking. The other is a new method of sticking silicone rubber to metals, glass, ceramic and almost anything.

A skiing enthusiast, Smith-Johannsen has also developed waxes to prevent snow from sticking to skis, thus allowing faster slides under sticky conditions. The same wax also has the property of making skis stick on uphill climbs.

## SO THEY SAY

### G-E Goods Are Bargains

In paying tribute to the job done in Washington by the Company's former president Charles E. Wilson, Arthur Upgren, economic consultant for the Minneapolis Star and Tribune, also went out of his way to remind his readers of the good buys they receive when they buy G-E products.

"G.E. produced \$2,320,000,000 worth of products in 1951," he wrote. "Their average price was 154, based on 1940 as 100. That means G-E prices were up 54 per cent. In contrast, all prices were up by 87 per cent.

"These two figures—G-E prices up 54 per cent and all prices up 87 per cent—may seem uninteresting and dry stuff. But they tell farmers and workers and all of us whose earnings have risen by an amount equal to the rise in all prices that we are getting G-E goods at bargain prices. Here's the calculation:

"For G-E products we all pay only 82 per cent as much out of our larger incomes as we paid for them in 1940.

"For our money we get 20 per cent more G-E products than we did in 1940. (This 20 per cent more at today's prices is worth about \$450,000,000 a year.)

Upgren added a note of interest to businessmen generally:

"A warning given too early can put an economist dangerously ahead of the crowd. But the greatest warning I can give is that, if our military threat from abroad has been reduced, we have some economic changes to make ourselves, too. I'll pick out just one:

"We had better get rid of the excess profits tax as fast as we can or it will turn into a drag on our economy to give us a bad dose of inefficiency—especially bad for workers' true earnings . . .