



The EMR-Telemetry News
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EMR-T PHASING INTO THE INDUSTRIAL MARKET AS AEROSPACE MARKET CONDITIONS REMAIN "TIGHT"

In an Informative Meeting for all EMR-T employees in Sarasota on April 8, employees heard reports on current business conditions in the Aerospace and Government markets, and the steps EMR is taking to move into the Industrial market. Speakers were: General Manager Leo G. Chappell, Engineering Manager Clarence G. Byrd, Marketing Manager Shelby D. Bass, and Aerospace Marketing Manager Walter M. Knopik.

In capsule form, here are the highlights of the meeting:

- Business conditions will continue to be "tight" during the next three to six months, at least.
EMR-T will stay in the Aerospace business and will make a concentrated effort to gain an increasing percentage of the telemetry market.
- EMR-T is broadening its business base by going into the Industrial market.
- In 1970 EMR-T made a modest profit, and we achieved "break-even" status for the first quarter of 1971.
- Our goals: we must remain efficient and we must make a profit.

"Our industry is going through its first major crisis," Mr. Chappell noted. "All industries go through this crisis as they mature, and I recall when we went through such a crisis in the oil business. It was traumatic, but we survived, and we were a much stronger company after the crisis than before. When we finally turn the corner at EMR, we will be one of the best and most efficient telemetry suppliers in the world."

Elaborating on his statements at the In-
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PICNIC DAY IS JUNE 12

EMR Employees Association's Annual Picnic is scheduled for Saturday, June 12, 11 a. m. to 4:30 p. m., at SUN N' FUN CLUB. It's free to all employees and dependents. Guests: \$3 per person. Food ... Games... Prizes. Chairman is Tom Maresca.

GOING TO HOSPITAL? YOU'LL NEED HAP-4

Sarasota Memorial Hospital has notified local companies, including EMR, that the Hospital now requires a Standard Hospitalization Insurance Form (HAP-4) that must be submitted prior to admission in all elective cases. If HAP-4 is not presented, properly signed and completed, admission will be deferred unless the patient is able to make other satisfactory financial arrangements.

EMR-T's Insurance Office has these forms and will be glad to prepare them, when needed, for you or your family. Call Mary Jo Meyers, Ext. 292.

STARTING SOON: EEA's Summer Bowling League -- May 19, 7:30 p. m., Sarasota Lanes. Call Ruth Marquis or Jim Rexrode to sign up.

LISTING OF SCHLUMBERGER COMPANIES SHOWS WORLDWIDE OPERATIONS

Schlumberger Limited, EMR's parent company, distributed its 1970 Annual Report to shareholders recently. Analyzing the year's business, President Jean Riboud mentioned overall EMR operations (EMR-C, EMR-P, EMR-T) and noted the "...adverse impact on EMR from cutbacks in military and industrial capital spending."

The report also states, "U. S. (electronics and instrumentation) companies plan to broaden proprietary products and markets to accomplish a better balance between industrial and government business. . . . EMR

is exploring new industrial markets for traditional products and systems with some early success. . . ."

Copies of the Annual Report have been ordered and will be sent to all Managers, Supervisors and Foremen. To assist EMR-T employees in understanding how EMR fits into the Schlumberger worldwide picture, Pulse reproduces here a "Directory of Operations" from the Annual Report which shows an outline of the various Schlumberger companies and what they do:

Directory of Operations

Oilfield Services

Schlumberger oilfield companies offer technical services primarily related to the measurement of physical properties of underground formations. The company also supplies products to the oil industry. Field operations are being conducted in 70 countries.

Wireline Services

Schlumberger Well Services
Houston, Texas
Schlumberger of Canada
Calgary, Canada
Schlumberger Sureco
Caracas, Venezuela
Société de Prospection Electrique
Schlumberger, Paris, France
Schlumberger Overseas
London, England

Oil well logging, well completion and production logging services

Johnston
Houston, Texas

Mechanical services and tools, well completion equipment

Vector
Houston, Texas

Insulated and armored cables and connectors for geophysical exploration and well logging

Plastic Applicators
Houston, Texas

Anticorrosion plastic coatings for oilfield tubular goods and electrical fittings. Non-destructive testing of pipe

Forex-Neptune
Paris, France

Oil well drilling contractor—land and offshore

Dowell Schlumberger
London, England
(50% owned)

Cementing, acidizing, fracturing, formation testing and related oil well services

Furniture

Daystrom-Virtue
South Boston, Virginia

Household and commercial furniture

Electronics and Instrumentation

Schlumberger electronics companies produce electronic instruments and systems for consumer, industrial and commercial applications.

U.S.A.

Heath
Benton Harbor, Michigan
Electronic equipment in kit form for home entertainment, Educational, scientific laboratory instruments

EMR
Minneapolis, Minnesota
Scientific digital computers

Sarasota, Florida
Telemetry, data systems

Princeton, New Jersey
Multiplier phototubes and systems

Weston Instruments
Newark, New Jersey
Panel and portable meters, aircraft instruments, scientific instruments

Hatboro, Pennsylvania
Dynamic analysis instrumentation

Weston Components
Archbald, Pennsylvania
Potentiometers, x-ray gages, mechanical and electronic assembly subcontracting

Worcester, Pennsylvania
Servo components and systems

Europe

Instruments and Systems

Solartron
Farnborough, England
Electronic scientific laboratory instruments, data loggers, system simulators

Villacoublay
Villacoublay, France
Electronic scientific laboratory instruments, optical and magnetic recorders, data systems

CRC
Saint-Etienne, France
Oscilloscopes, nuclear instrumentation
Rueil
Rueil Malmaison, France
Professional audio equipment for broadcast studios

SAIP
Malakoff, France
Nuclear instrumentation, tape gages

SOMV
Munich, Germany
Frequency synthesizers

Compteurs

This company, acquired in 1970, (88% owned) produces utility meters for residential and industrial use, and supplies control instrumentation and systems for industrial processes. All facilities are in France except for the International Division's.

Electrical distribution equipment
Mange, Poitiers, Gentilly
Meters, relays, transformers, instruments, power grid distribution equipment, circuit breakers

Mechanical
Montrouge, Besançon, Chateauroux, Amiens, Massy, Orbey
Metal forming, precision machining, foundry, precision gear trains, threaded fasteners, molded plastic parts, tooling

Industrial Control
Massy, Thiers, Rosheim, Pau
Industrial control instruments and systems, control valves

International
Buenos Aires, Argentina; Vienna, Austria; Sao Paulo, Brazil; Santiago, Chile; The Hague, The Netherlands, Holland; Milan, Italy; Barcelona, Spain
Water, gas and electricity meters, relays, transformers

Water distribution equipment
Montrouge, Reims, Haguenau
Water and other liquid measuring meters

Gas distribution equipment
Montrouge, Reims
Gas meters, gas pressure regulators and controllers

Gasoline distribution equipment
Suresnes, Abbeville
Gasoline pump meters

SERSEG
Franconville, Lyon, Macon, Ruffec
Industrial valves, high pressure steam valves for power distribution

Malbranque
Illies
Valves for the oil industry

EMR-T PHASING INTO INDUSTRIAL MARKET

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formative Meeting, the General Manager noted that to be successful in the Industrial market, EMR-T will undergo considerable change.

"During the past year we have been testing our Engineering and Systems organization -- in the development of the Vehicle Test System, for example. We tested Manufacturing when we asked them to build the Vehicle Test System at a pre-determined low cost. And now we are testing the Marketing Department by asking them to sell the Vehicle Test System in the Industrial market," he said.

"Different engineering thinking, different manufacturing techniques, different marketing techniques will be required. This means just about every facet of our business will face new challenges this year," Mr. Chappell continued. "I cannot over-emphasize our need to keep costs down, our need to adapt and to be flexible. And perhaps our greatest need; an enthusiastic outlook to help us overcome obstacles and seek new solutions."

As the Company phases into the Industrial market, employees can expect more changes. Employees may wonder:

- What's so different about designing or manufacturing for the Industrial market?
- How do you sell to the Industrial market?
- How long does it take to gain a foothold?
- How will my Department be affected?

These and other aspects of "going Industrial" will be considered in future Pulse articles.

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A SCHLUMBERGER COMPANY

ORDERS FOR VEHICLE TEST EQUIPMENT ARE RECEIVED

Encouraging signs of penetration into the Industrial market have started to appear this month with the receipt of the first three orders for EMR-T vehicle testing equipment.

The customers--all members of the auto industry "Big Three"--have placed small initial orders for equipment related to our Vehicle Test System, according to Ed Moller, Senior Marketing Coordinator in Industrial Marketing. The current orders illustrate some of the many uses to which the versatile vehicle test equipment can be applied: vibration testing of vehicle suspension systems; tank testing; and monitoring a test stand during gas emission test correlation.

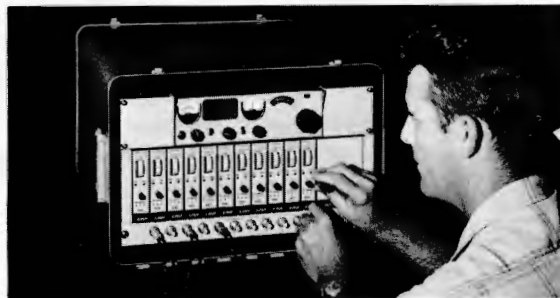
Demonstrations are scheduled to show EMR-T's Vehicle Test System capabilities to more than 70 potential customers during the next six months from the East Coast to the Rockies. EMR-T's VTS Industrial Marketing Team includes Tom Antzack, Ed Moller and John McQueen. In addition, Special Systems is providing strong support for the Vehicle Test System demonstrations and sales effort via Wyatt Bishop, John Norton, Bob Anderson and Don Murray.

IT'S CLEAN-UP TIME

Spring cleaning is in full swing in EMR-T's Production Building where clean-up, paint-up, fix-up is the order of the day. Production personnel--both men and women--have pitched in to give the whole Production and Machine Shop area a new look.

Just one item--re-tubing of light fixtures in the Production Building--takes close to \$3,000 worth of fluorescent lamp tubes, plus the man hours required for cleaning and installation by our Maintenance Department, according to Bob Mohrfeld.

Production Manager Jack Clark praised Assemblers and others who are helping in the clean-up: "They're doing a fine job with an unglamorous task, and will have good reason to be proud when the job is done."



Wyatt Bishop with Monitoring Station portion of Vehicle Test System.

EEA BOWLING WINNERS

Trophies awarded at the EEA's Winter Bowling League Banquet on March 27 at DeSoto Lakes Country Club went to:

Team Trophy: Team 10 - Helen Weidner, Helen Vaccaro, John Norton, Jack Vaccaro;

High Average: Jim Rexrode, Carolyn Potter; High Series (Scratch): Guy Amuso, RoseMarie Latchem; High Game (Scratch): Jack Vaccaro, Carol Caldwell; High Series (Handicap): Tom Toler, Anna Sass;

High Game (Handicap): Jerry Belveal, Judy Weber; Most Improved Bowler: Paul Milo, Lillian Conway.

EMR SPEAKERS -- Ruth LaCroix, Executive Secretary in Manufacturing, and Walt Knopik, Aerospace Marketing Manager, addressed several groups of students recently at Cardinal Mooney High's "Career Day," speaking about their respective jobs in the secretarial and engineering fields. The annual program assists the young people in making decisions about their future careers.

GOOD NEWS

Schlumberger Contributory Investment Growth Plan statements for 1970 were distributed to participating employees this week. If you have questions about your statement, please call Jim Appledorn, of Personnel and Services, Ext. 318.