

# PULSE

EMR



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## VTS AND HILLTOPPER HEADED FOR EUROPE

The Heathkit "Hilltopper" trail bike, which has been noticeable around the plant in recent weeks, left on July 2 for a tour of Europe carrying a four-channel EMR Vehicle Test System demonstrator. First stop will be Solartron, England, where Peter Smith, of EMR, and Frank Grace, of Solartron, will give a two-day briefing for Schlumberger European sales representatives who will demonstrate the equipment in Europe.

The "Hilltopper" is an improved version of the "Boonie-Bike" which has been in use for demonstrations in the U. S. The Hilltopper will be driven to show off the performance of our Vehicle Test System. The motor cycle was donated to EMR by Heath Company, another member of the Schlumberger Group.

After touring the United Kingdom, the demonstration kit will visit potential customers in Sweden, Germany, France, Italy, and possibly other countries.



Wyatt Bishop and Bob Anderson with our Vehicle Test System and Hilltopper.

## JUNE ORDERS INCREASE, FIELD SALES REALIGNED

Good news about orders in June, and realignment of EMR-T's Field Sales organization have been announced by Marketing Manager Shelby D. Bass.

"Orders in June reached their highest level in the past 19 months," he reported, "and our Field Sales/Marketing team is striving to keep up the trend."

The Field Sales organization has been realigned into two groups--Aerospace, and Industrial Sales. Robert J. Klessig, formerly Western Area Sales Manager, has been named to head EMR-T Aerospace Sales. His Aerospace Field Sales staff

includes nine salesmen in eight Field Offices throughout the country. Bob's home base is our Los Angeles Office, and he reports to Marketing Manager Shelby Bass.

Our growing Industrial Sales force, headed by Tom Antzack, now includes John McQueen, currently working out of Sarasota, and Bob Fuller, located in Los Angeles. Shelby Bass continues as Acting Industrial Marketing Manager. Also part of the Industrial Marketing team are Marketing Coordinators Ed Moller and Bill Hardman, both based in Sarasota.

## EMR-T R & E, SYSTEMS CHANGING AS WE AIM FOR MORE INDUSTRIAL WORK

As EMR-T broadens its business base by moving further into the industrial market, significant changes are taking effect in various segments of the company. Because we are an engineering-oriented company dealing in complex electronic products and systems, many of these changes are taking place in Research and Engineering, and in Systems.

Our R & E and Systems Organization is busy shifting from mainly Aerospace business to a balance of Industrial and Aerospace design work. Most of the Industrial activities in Engineering are centered in Special Systems, headed by Kent Morgan, and Mechanical Design and Software Systems, headed by Bob Jones. Recently they joined with Clarence Byrd, Manager of R & E and Systems, to tell us how the Engineering picture is changing.

"One method we are using is a Study Fund for technology investigations," Mr. Byrd said. "We are conducting 'think tank' studies that are giving us an overview of technologies." For example, a detailed packaging study is disclosing the kinds of packaging technologies required to be competitive and compatible in Industrial product packaging. From these broad, conceptual studies come the technical basis for authorizing the development of new products for the industrial and aerospace market.

But along with the Engineering technical studies are the very important Market Research studies, conducted by our Marketing Organization. The two -- Market Research and Engineering Studies -- are combined and evaluated to determine the feasibility of investing in product development.

Some studies show us that we should not invest in a certain product, and that project is then cancelled. Other studies tell us to go ahead, and a development project

is then authorized. "We don't expect a piece of hardware for every study," Mr. Byrd said.

Thousands of dollars may be spent studying the feasibility of a project, but this investment is certainly preferable to hundreds of thousands of dollars lost in designing a product which does not sell. These studies also save us time when we develop specific products. The ground work will have been done and we can move faster.

What else is different?

-Documentation--we are making progress in cutting down on the cost of documentation. Saving time; simplifying drawings; making it easier to make Engineering changes;narrower routing and distribution.

-Flexibility--interchangeability of plug-in cards, for example. In our new 600 Series Industrial Telemetry products and systems, the plug-in cards are usable in our Vehicle Test System, but can also be utilized in designing and putting together any number of other products/systems. It's a kind of "erector set" with which we can build different units. We will add to this 600 Series for new applications such as Water Quality Monitoring equipment and others.

-Adaptability--basic know-how applied to aerospace problems is being adapted to solve the industrial customer's problem. Problems of harsh environment--whether it's for space, or corrosion in water pollution monitoring -- can be solved by the same basic thinking, even if the environment is different. For example, the same

kind of sealing technique may be used in both cases.

-Reliability--The kind of reliability required for industrial products differs. Instead of "state-of-the-art" advanced equipment which must function with extreme precision in space for a matter of minutes or days, we now must satisfy the customer who wants his industrial equipment to work well for ten years. He's not worried about a slight drift out of spec. He's only concerned that the equipment do the job. In Aerospace, the trade-offs are high performance vs. cost, with emphasis on performance. In industrial work there's more emphasis on cost.

-End-to-End System -- In the Industrial market, the customer has a problem to solve, and doesn't care how we solve it. He's interested in the result. In Aerospace work, we deal with sophisticated instrumentation engineers who often specify the system boxes and techniques to be used. So, in industrial product design, Engineers are freer to use their ingenuity to produce the desired results. In many ways, the customer is like an average auto driver--he wants the car to serve his purpose, and work well at a reasonable price. Chances are he really doesn't care how it works.

-Versatility--projects in R & E and Systems are now being shifted from group to group more freely to get the right people working on the right projects. Projects and people cross "department" lines easily as required.

New Industrial telemetry products and systems (as well as Aerospace products) are now in various phases of study, development and release. Some are known--vehicle test system, water quality monitoring, low-cost discriminator, mini-computer T/C systems. There will be more as EMR-T continues to move toward the industrial/commercial market.

## MEMBERS GET \$6,500

Over \$6,500 in dividends and interest refunds were credited to the accounts of members of the EMR Sarasota Employees Credit Union effective June 30, EMRSECU President Marshall DuBois announced. The Board declared a dividend rate of 2-3/4% for the first half of 1971, and a 5% interest refund on interest paid in 1971.

Assets in the 4-1/2 -year-old Credit Union now total \$303,000, says Treasurer Ruth LaCroix. "We have money on hand and need more borrowers," she noted.

New Credit Union services include American Express traveler's checks and new 1971 auto loans at 9% per year or 3/4% per month on the unpaid balance.

## SCHLUMBERGER SELLING DAYSTROM OPERATIONS

An agreement in principle has been reached for Sperry & Hutchinson Co. to acquire the Daystrom operations of Daystrom-Virtue, Inc., a subsidiary of Schlumberger Ltd., for an undisclosed amount of cash, according to a recent announcement in the Wall Street Journal.

Schlumberger has two furniture operations--Daystrom, based in South Boston, Va., and Virtue of California. S & H plans to acquire only Daystrom. Daystrom manufactures metal, plastic, and plastic laminate furniture, and had net sales of about \$16 million in 1970, it was reported.

S & H is in the trading stamp service business and the parent company for a number of interior furnishings manufacturers, a department store and a bank. S & H reported net income of \$32.7 million on revenue of \$357.7 million in 1970.

The acquisition of Daystrom is subject to the execution of a definitive agreement between S & H and Schlumberger and approval of the boards of directors of both companies, the article said.

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## TECHNICIANS BOOKING EXCITING VACATIONS

It's vacation time--and some of EMR-T's Technicians are enjoying very special vacations this year.

Dick Bridgman, Senior Test Technician in Manufacturing, spent the month of June in Switzerland with his wife Gabriel, daughter Dana, 6-1/2, and Patrick, 3-1/2. They flew via International Air Bahamas to Luxembourg, then went by train to Zurich where they visited relatives. "It was all like a picture postcard--the mountain wild flowers were in full bloom with ducks and swans gliding on the lakes. We toured the countryside around Zurich, Lausanne, Bern, Lucerne, and enjoyed hiking and relaxing -- a perfect holiday," Dick relates. "And in Luxembourg, just before flying home, I saw Gunsmoke on TV -- in German."

Also taking his family to Europe via International Air Bahamas is Chris Freeberg, Senior Engineering Technician in R & E. On August 1 the Freebergs start a long-awaited six-weeks trip to Scandinavia and will then tour Germany, Switzerland, Italy,



Tom Toler, Chris Freeberg, and Dick Bridgman discuss vacations.

France and England, and back to Scandinavia via the economical Eurail Pass plan. There'll be Chris, his wife Connie, and Susan, 14, Thomas, 11, and Richard, 7.

Tom Toler, Senior Manufacturing Engineering Technician, is all set for a 17-day quickie trip to Europe. He's using International Air Bahamas and the Eurail Pass route, starting July 29. "You get as much train transportation as you want for 21 days at \$110," he said, "so I plan to go to as many countries as I can." ... Let's see, Tom -- if it's Friday, this must be Liechtenstein.

## SUMMER MIXED LEAGUE BANQUET ON AUGUST 14

Planning is already underway for the EEA Summer Mixed League's bowling banquet on August 14. Sam Berryman and Dick Frye are the Banquet Committee, and they have lined up the Eagles Lodge Hall and caterers for the buffet. Music will be by the Fabulous DR's, with our own Jo Snyder as vocalist and pianist. On the Trophy Committee are Dale Gray and Dick Marquis.

The Summer League is one of the most popular EMR Employees Association activities for men and women, and some high-spirited high jinks are the rule when the two divisions bowl every Wednesday night at 7:30 at Sarasota Lanes. There's even a witty "EMR Mixed-Up Fun League Newsletter" produced anonymously. League President is Jim Rexrode, and Ruth Marquis is League Secretary.

## GLAD TO HELP, LADIES

Sarasota's Symphony Women's Association, an adjunct of the West Coast Symphony, has written a letter of thanks to EMR-Telemetry expressing the group's appreciation for EMR's providing storage space for items which are to be sold in their forthcoming International Bazaar. Items donated for the Symphony benefit will be safeguarded in an air conditioned, humidity-controlled area at the EMR plant until Bazaar preparations are complete.

## ANNIVERSARY GREETINGS

Among the 43 EMR-T employees observing anniversaries of employment this month are the following who are marking major service anniversaries of ten and five years. Congratulations to:

- 1961 - Bill Bernard, Ed Caron, Helen Poirrier  
1966 - Karl Salek