



The South Brooklyn Savings Bank of Brooklyn, New York (USA), announced it will install an NCR 315 "on-line" computer system which instantaneously processes depositors' transactions as they occur at the bank's main office or three branches. Anthony de Florio (left) of NCR's Brooklyn office uses a scale model of a portion of the computer system to explain its operation to bank officials Mr. Frederick W. Peterson, Vice President and Comptroller, and Mr. R. B. Loomis, President, at right.



Among the new NCR products on display at the National Restaurant Show in Chicago were the Class 190 and Class 195 adding machines which provide up to 72 portion counter with an itemized tape to the customer. The 195 was also equipped with remote indication and automatic change dispenser. Great interest was shown in the NCR products, particularly the Class 52 pre-set amount system with three-button change and pre-determined repeat features. Many prospects also were secured for restaurant and bar registers and the Class 52 front office poster.



As Student Salesman Herb Walker trumpets the call to the post, Bridgeport, Connecticut, "jockeys" place their bets with Branch Manager N. L. Lovellette. The March-April "Swing Into Spring" Sweepstakes produced 2,568,780 Points — the largest two-month sales volume, the largest April ever, and the second largest month in NCR history.



Key personnel at James Connally Air Force Base, Waco, Texas, check the 390 installation which is used to prepare the military payroll. From left are W. E. Oliver, chief of payroll and travel; SMSgt. P. N. Tierney, chief of military pay; and SSgt. David Cantrell, enlisted pay section head. In the background are SSgt. J. G. Sanderson, officers pay section head, and 1st Lt. S. S. Strauss, AMPS project officer.



315 RMC Press Briefing Held In N. Y. EDP Center

More than 20 leading business and technical writers attended a press briefing on July 10 preceding announcement of the new NCR 315 RMC (Rod Memory Computer).

The press briefing featured presentations by Robert G. Chollar, Vice President and Group Executive — Research & Development and Manufacturing, and Owen B. Gardner, Vice President, Accounting and Data Processing Machine Sales.

The technological significance of the 315 RMC's new thin-film Rod Memory was discussed by Mr. Chollar, while Mr. Gardner covered the marketing implications of the new system and its importance to both current and prospective NCR 315 and 315-100 computer users.

Following the formal presentations, Mr. Chollar and Mr. Gardner spent more than 45 minutes answering a wide range of questions about the 315 RMC, an indication of the intense interest among the news media in the new system.

The press briefing was held at NCR's New York Data Processing Center. At its conclusion the writers and editors lunched with NCR officials at a nearby hotel, where discussions continued.

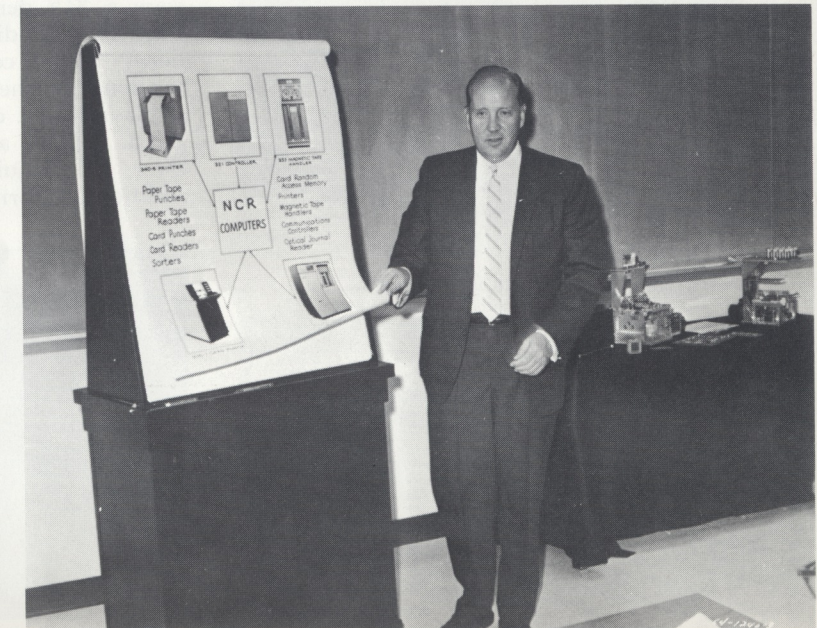
Among publications represented at the briefing were The Wall Street Journal, Business Week, The New York Times, Forbes, American Banker, Dun's Review and such EDP magazines as Data-mation, Business Automation, Computers and Data Processing, and others.



Mr. Gardner Talks

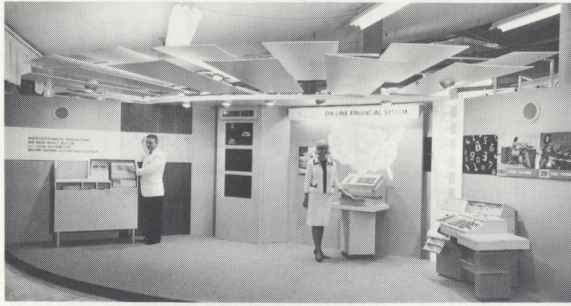


This was the scene as the 315 RMC release announcement was made at the American Bankers Association Convention in New York City.

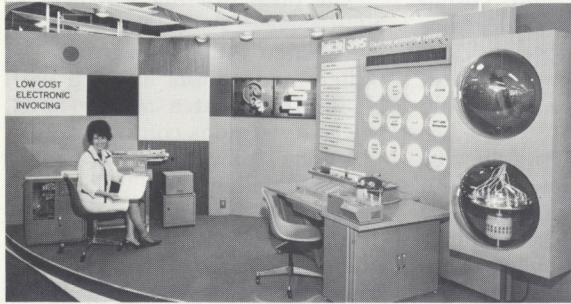


Mr. Chollar Speaks

Five Stage Presentations
The Core Memory Project
At BEMA Exhibition



NCR's "On-Line" Financial System.



35 COMPU-TRONIC* and Class 395.



NCR's Total System for Retailers.



The Research & Development display.

*Trademark—Reg. U.S. Pat. Off.
<http://www.thecorememory.com>



Mr. Keesecker, Vice President and Group Executive, Domestic Marketing; Branch Manager J. M. Boyle of Los Angeles; and Mr. Laing look over what could be a cash register of the future in the R&D display.

NCR's striking exhibit, among the largest at the Business Equipment Manufacturers Association (BEMA) Los Angeles Exposition, explained how NCR products, services and total systems simplify record-keeping. New innovations and techniques were a 315 demonstration amphitheatre; a four-stage circular display for simultaneous demonstrations; "sound columns" permitting many demonstrations at the same time, and "free-standing" displays where detailed systems explanations were given. BEMA attendance was more than 30,000. Over 800 inquiries at NCR's exhibit requested additional information.



315 Demonstration in Amphitheatre.



Miss Crowne, one of the demonstrators in the R&D exhibit, receives congratulations from Mr. Laing, NCR President, and Mr. Oelman, Chairman of the Board and Chief Executive Officer, after an excellent performance. Crowds at the exhibits frequently broke into applause to express appreciation.



Another popular display was NCR's 390 computer system. Making the demonstration are Mr. Vanderipe and Miss Mumaugh. An order for a 390 system was secured during the show.



NCR's extremely attractive exhibit was the "hit" of the show and did much to enhance the Company's corporate image.



W. F. Clawson



H. G. Stauffer

Technical Service

International Technical Service salutes their Domestic colleagues for their achievement of a 16% increase over the previous year on Technical Service and Maintenance combined.

International's record again included two Banner achievements with a 20% increase for Service turnover and a 33% increase for maintenance sales.

The pictures below highlight some of the Service field meetings in the Domestic; a special feature of 1964 having been an efficiency contest under the leadership of W. F. Clawson, Manager Sales Service.

In the International field, under the direction of H. G. Stauffer, Manager Technical Service Department, the 20% and 33% progress gives credit especially to the contest months when Assisted Sales Points were stressed during May-June and Maintenance was stressed during our Auto Racing Contest during October-November.

Field Service Meeting held at the Greenbrier, White Sulphur Springs, West Virginia.



Service Meeting in Chicago, Illinois.

Service Meeting in San Francisco, California.



Service Meeting in Fort Lauderdale, Florida.



MEXICO

During his seven-day visit in Mexico Mr. Stauffer had many opportunities to meet the men and women behind the Technical Service and Supply scene. This photograph shows the Dayton visitor with members of the Technical Service Administrative staff; A. Martínez Cueto (seventh from right), Manager, NCR Mexico; and R. Ortiz (left), Technical Service Manager.



PERU

During his visit Mr. Stauffer addressed a special meeting of all members of the Technical Service and Supply Divisions. Shown with the Dayton visitor is R. Valenzuela, Manager, NCR Peru.



At Västerås, a friendly reunion. Left to right: L. Hellsten, K. Braaw, Å. Widmark, Mr. Warring, Kj. Sandberg, J. Sande, Jr., M. Johansson and T. Lindgren.



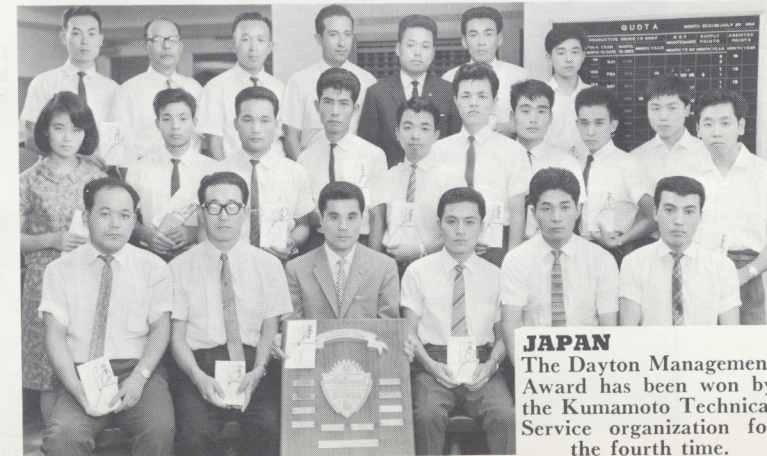
Karlstad — and another meeting. Left to right: G. Rapp, U. af Klinteberg, Mr. Warring, L. Werre and J. Sande, Jr. Messrs. Warring and Sande began their trip at Malmö, visited the Savings Bank of Lund, where a second NCR 390 has been ordered, went on to Hälsingborg, and to the slitting plant at Höganäs.

SWEDEN

During a tour of Technical Service Depots throughout Sweden, J. E. Warring, Fourth Section Manager, and Johan Sande, Jr., NCR General Sales Agent in Sweden, paused briefly at some of the offices for the camera to record the event. At Örebro Depot, from left: A. Spöven, Å. Lundius, C. Hagvall, Mr. Warring, C. Gustavsson, B. Anestig and J. Sande, Jr.



Jönköping! — and many happy faces. From left: S. Hallin, S. Öhrn, Mr. Warring, C. Fältman, R. Milton and J. Sande, Jr.



JAPAN

The Dayton Management Award has been won by the Kumamoto Technical Service organization for the fourth time.



TURKEY

T. Tüzel, Technical Service Manager, shows the local Technical School to the visitors during an 80th Anniversary "Open House".

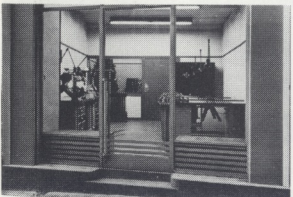
Service Offices
The Core Memory Project

Footscray, Victoria,
Australia



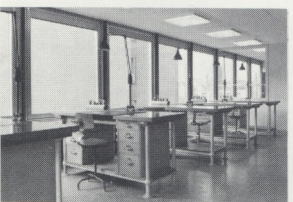
Kuching, Malaysia

San Salvador, El Salvador



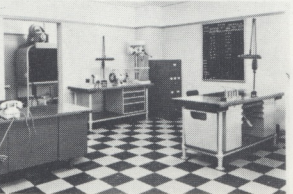
Bordeaux, France

Auckland, New Zealand



Bremen, Germany

Kanazawa City, Japan



Located In Busy Dayton Shopping Center . . .

The International Technical Instruction Center

Dayton's Hills and Dales Shopping Center is also headquarters for the International Technical Instruction Center. Specially designed air-conditioned classrooms are accessible to nearby living areas and transportation.

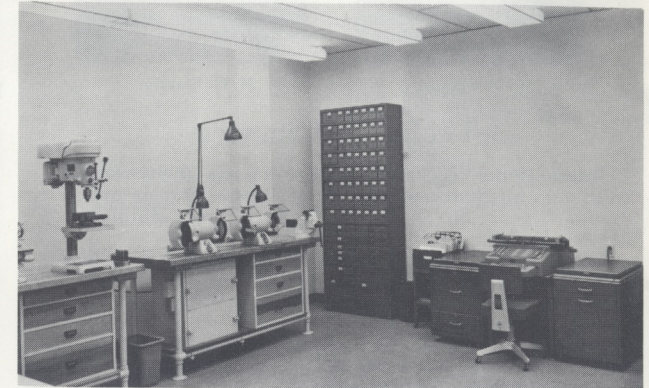
Advanced instruction techniques insure that graduating stu-

dents returning to their territories not only service NCR equipment, but impart valuable skill and knowledge to their colleagues.

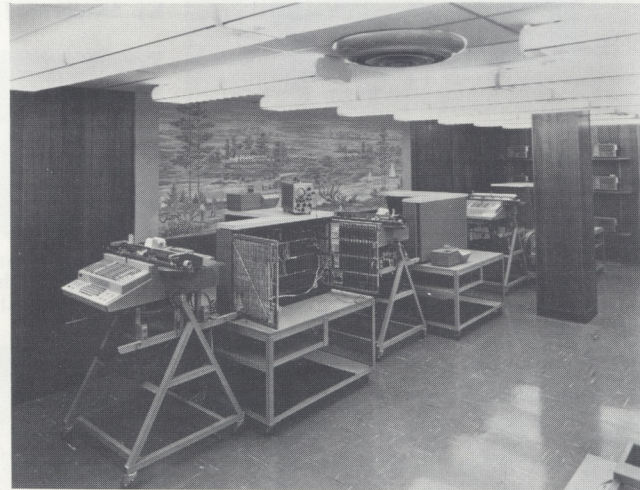
The International Technical Instruction Center is under general direction of H. G. Stauffer. F. G. Scheuer is Supervisor of Technical Instruction and J. W. Hoffhines is Head Instructor.



Class 395 students receive instruction from Mr. J. Hoffhines, Head Instructor. Note the use of modern overhead projector.



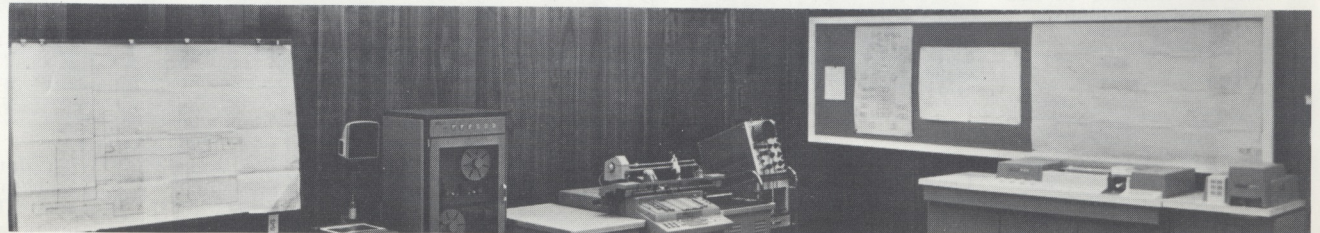
Well-equipped shop is used for the production of training aids.



Class 395 systems room.



Instructors at the International Technical Instruction Center — left to right, front row: D. J. Palmer, P. Carselle, F. G. Scheuer, Supervisor of Technical Instruction; J. Hoffhines, Head Instructor. Second row: A. G. Edde, P. H. Petrusch, W. R. Mueller.



Class 420 optical reader on-line to a Class 390.



T. H. Flint

The Domestic Supply business, headed by T. H. Flint, again achieved an outstanding sales record. Paper rolls, printed forms, filing trays and miscellaneous supply sales were \$41,600,000 which was an increase of 3% over last year. NCR Supply business now exceeds over 100 million dollars in both the Domestic and International. The results for International in 1964 were again most gratifying, with Supply Sales sur-



C. L. Sager

passing \$33,000,000. NCR paper sales for both exceeded \$25,000,000.

C. L. Sager was appointed Manager of the Supply Department, International Division, effective December 1. In September, a two-week meeting

was held in Dayton for International Supply Managers. They also attended a Domestic Sales Training School to observe the importance of such training and to stimulate similar programs locally.

DAYTON → International Supply Managers attended a two-week meeting at Sugar Camp. During the first week, the Managers attended a Domestic sales training school to observe the importance of such training and to stimulate similar programs locally. This is a classroom scene.



← The second week of the meeting was devoted to discussing the manufacture and sale of paper rolls, printed forms, electros, etc., from the International point of view. The Managers are shown during a break in the program. From left to right: Messrs. Tschudin; Schatten; Kurlansky; Aboud; Agudo; Wolfensberger; Sager; Canelón; dos Santos; Koury; DeBroeyer; and Declat.



← **MEXICO**

NCR Mexico has inaugurated a new Supply Building containing 1,500 square meters of floor area. The plant was in operation only one month after the new building was leased, exemplifying how quickly the preparation and installation of equipment took place.



← A partial view of the audience which attended a meeting in the new Supply Building shortly after the ribbon-cutting ceremonies.



→ C. L. Sager (center), Manager, Supply Department, International Division, officially inaugurated the new building, cutting the traditional ribbon. The blessing of the premises took place immediately afterwards.

→ Esteemed guests and speakers at the meeting were, from left to right, H. Tavárez, Office Manager; R. Ortiz, Service Department Manager; C. L. Sager; A. Martínez Cueto, Manager, NCR Mexico; H. P. Tschudin, Supply Manager for Latin America; the priest who officiated at the blessing ceremonies; C. Flores, Supply Manager, NCR Mexico; J. Mayoral, CRD Manager; and M. A. Galarza, CRD Supervisor.



1964 was a year of achievement for International Supply Department. **The Core Memory Project** saw paper roll slitting machines for Argentina, Australia, Germany, Japan, Mexico, New Zealand, South Africa and Switzerland. This will provide for the production of 11,000,000 more rolls of paper per year for sale in the International field.

Capacity of Class 29 forms production in England was doubled. In France, England and Peru, printing equipment was augmented with new machines to increase production capacity to meet customers order demands for forms.

In Sydney, Australia, a printing plant was inaugurated; New Zealand has a new Supply Building, and Uruguay has new Supply premises.

Congratulations are extended to each member of NCR Supply manufacturing and sales departments in the International field for the excellent results obtained in 1964.



CHILE

A highly successful Supply and Printing Seminar, attended by 60 NCR members, was held by NCR Chile. Above, H. P. Tschudin, Supply Manager for Latin America, and M. Calderé, Supply Department Head, point out aspects of a printing operation from drawing, to negative, to offset plate, to press and to paper.



A newly constructed rack for edge-gluing, an important bindery operation, is explained by H. González.



JAPAN

Members of NCR Japan's Supply Sales staff gather for a group picture at the Tokyo Headquarters Building. From Left: Y. Ogata; T. Nakategawa; H. Nishihata; S. Miyazaki; H. Motosugi; E. Sugita; Y. Sanada; K. Suda, Acting District Manager, Osaka; H. Kitajima, Manager, Supply Sales Promotion; T. Kawamura, Acting Manager, Supply Sales Promotion, West Japan; G. Yamada; K. Fujiwara, Manager, Supply Sales; T. Maeda; Miss I. Sato; T. Kani; Y. Niya, Acting District Manager, Tokyo; K. Yamaki; Y. Sato; Y. Mitsui; H. Okawa; S. Kida; T. Yoshikawa; S. Ito; A. Watanabe; S. Wakabayashi; Y. Shibata; S. Ishii; and (inset) Miss I. Tashiro. Cities represented are Tokyo, Yokohama, Nagoya, Fukuoka, Kita-Kyushu, Osaka, Kobe, Sapporo, and Kyoto.

Supply "Queen" Chosen in Mexico

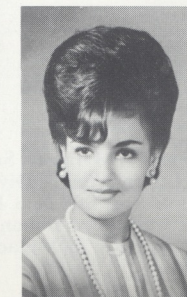


MEXICO

When final ballots were cast and all votes counted, pretty Miss Aurorita Ortega earned the right to be crowned NCR Mexico's Supply Queen. Runners-up in the contest, which was under the direction of R. Ortiz, Technical Service and Supply Manager, were "princesses" Miss Sara Bertha Rodriguez and Teresa Regla. In the scene above members of the Mexican NCR organization led by A. Martínez Cueto (first row, third from left), Manager, applaud one of the many vote counts taken during the exciting, suspense-filled contest. Determining factor in the selection of the Supply Queen and her court, are supply salesmen who close the contest with leading sales results. Their Point totals decide who wins the coveted crown.



Aurorita Ortega
Supply Queen



Sara Bertha Rodriguez
Princess



Teresa Regla
Princess



MALAYSIA

Mr. Oei signs the order for 100 Class 42s as Bank officials and members of NCR Malaysia look on. From left are: Mr. Sim Miah Kian, Manager of the Singapore Branch of Malayan Banking; Miss Yvonne Leong, AAMD Singapore, who secured the order; Mr. Teo Beng Chuan, Manager of the Branches Department of the Bank; Mr. Khoo Ban Tian, Assistant Secretary of the Bank; Mr. Rothwell, and Mr. Smith.

USA

Lyndon B. Johnson, President of the United States, welcomes Robert S. Oelman, NCR Chairman and Chief Executive Officer, to a Plans for Progress meeting in Washington, D. C. More than 140 leading American companies, with over 7 million employees, have joined the President's Plan for Progress program. Companies participating in this voluntary program pledge equal employment opportunities for all persons without regard to race, color or creed. The chief executives of many of these companies, including Mr. Oelman, met with President Johnson at the White House. At that time the President spoke extemporaneously to the business leaders on the importance of the Plans for Progress program.



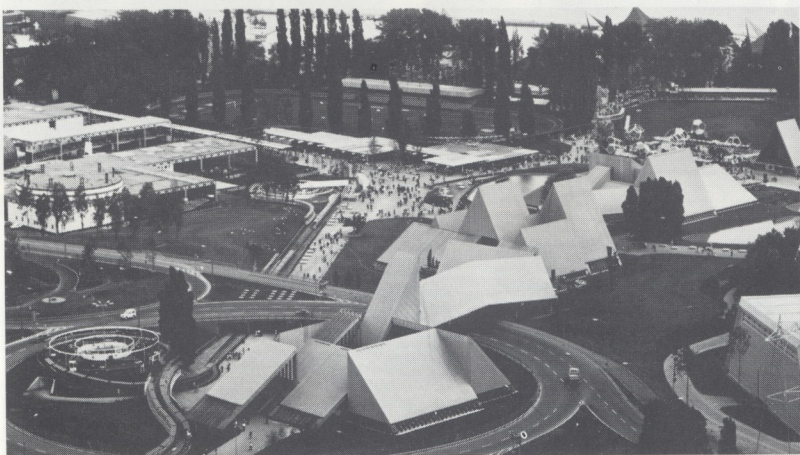
PAKISTAN

Bank mechanization comes to East Pakistan with the installation of NCR accounting machines in the Chittagong Branch of the Habib Bank.



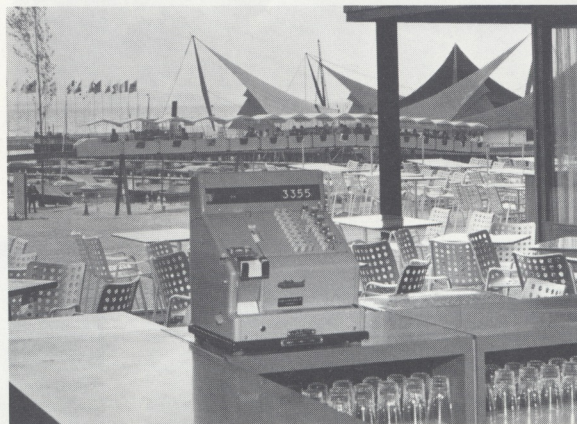
BAHRAIN

Mr. Ahmed Kanoo, Chairman of the Board of Messrs. Yusuf Bin Ahmed Kanoo, Bahrain's largest mercantile establishment, signs an order for an NCR 390 EDP system as (from left) G. H. Shingleton, Manager, Ninth Section; Mr. J. W. Bryant, Chief Accountant of Messrs. Yusuf Bin Ahmed Kanoo; and K. T. Striebel, Sales Manager, NCR Lebanon, look on.

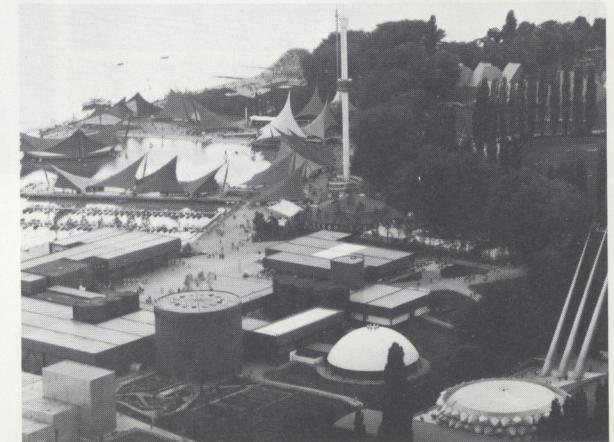


SWITZERLAND

A partial view of the Swiss National Exhibition at Lausanne, which is held once every 25 years and intended to reflect the country's development over the quarter century.



Here is one of 180 NCR cash registers in use in the bars and restaurants of the Exhibition. An NCR 315 was at work in the "Business and Finance" sector, giving visitors information about their life expectancy, the advantages of taking out insurance policies and their retirement income.



Another aerial view of the Exhibition which does not promote one firm or group of firms, but represents a collective effort by the communities of interest which comprise all of Switzerland of today.

