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ILCO CORPORATION

*Ford Motor Company*

Intra-Company Communication

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To: J. G. Mullaly

It has become quite apparent in the past few weeks that our contract with the Tech Rep Division of Philco providing for Tech Rep personnel to supervise our sound is paying off in terms of improvements in sound systems within the Pavilion.

The most noticeable area of improvement has been in the vehicle playback unit efficiency. We now lose very few seats on the Skyway Ride because of faulty and out-of-order playback units, which is a big factor in our ability to handle record-breaking crowds.

As in any improvement, or failure, there are of course a number of factors to consider. Preparatory work done this year by Bill Shuart, higher quality tapes and playback units, simplification of the system itself -- these are important. Of great current importance, however, is the systematic supervision the Tech Reps have been able to give to the operation, maintenance and repair of the units.

This supervision was given a substantial shot in the arm a month ago by the simple manifestation by management here of its interest in the playback problem. A score card was devised by this office, and improved upon by maintenance, as a device for demonstrating this interest and hopefully improving playback performance. A sample is attached. This was somewhat similar to steps taken last year in the loading area to record hour-by-hour guest loading on each track to (1) demonstrate continued interest by management and (2) establish an informal competition against time and against different shift teams to improve performance.

In the case of the playback problem there were certain rewards offered for exceeding anticipated goals. "Free" morning coffee for the sound crew was the reward for several days. Later the prospect of going a full shift or a full day with a 0.0 or 100 per cent efficiency became a challenge for the Tech Reps. This ultimate goal has been reached on two days so far.

The decimal rating noted on the attached sample forms was, I believe, explained to you by Rudi Fischer. To repeat, however: The total number of "out" units is divided by the total number of trips. This results in the "average vehicle loss per day." From this we can easily calculate the seats lost per day because of playback failures. This is done by multiplying the number of trips (generally 65-67) times 4.5 persons per car times the loss rate (.089 yesterday). Admittedly, the system is not entirely objective because the supervisors and workers concerned are the ones who keep the tally, and there is a question of the quality of the sound in terms of tone and volume, but it appears to have helped considerably.

William W. Hersey

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J. E. Sattler