C-P-D NEWS

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A New Product!

FOR OUR FRIENDS WITH MOTORCYCLES...

TAPPING AN EXISTING MARKET...ROUNDING OUT ITS PRODUCT VERSATILITY...AND OFFERING CUSTOMERS BETTER QUALITY FEATURES THAN AVAILABLE IN THE NON-GE PRODUCTS, CPD TAKES A GIANT STEP FORWARD IN SERVING CUSTOMERS...WITH THE ANNOUNCEMENT MONDAY OF A NEW MOTORCYCLE RADIO.

The brand-new unit is completely transistorized for greater reliability under extreme shock and vibration.

THE MOBILE RADIO WILL BE BUILT HERE ON EXISTING ASSEMBLY LINES; AND WILL NOT REQUIRE ANY ADDITIONAL PERSONNEL AT THIS TIME.

The unit is available to customers for two frequency operation, in the 132-174 Mc. band or in 25-50 Mc. Transmitter power up to 10 watts can be had in high band and up to 18 watts, in low band.

A high efficiency 5-inch speaker provides 10 watts of audio output in both 6 and 12 volt systems. This is more than twice the audio power of older motorcycle radio designs...and helps make certain that calls will be audible over engine noise when the cycle is moving at high speed...and that they can be heard from further away, when the cycle is parked.

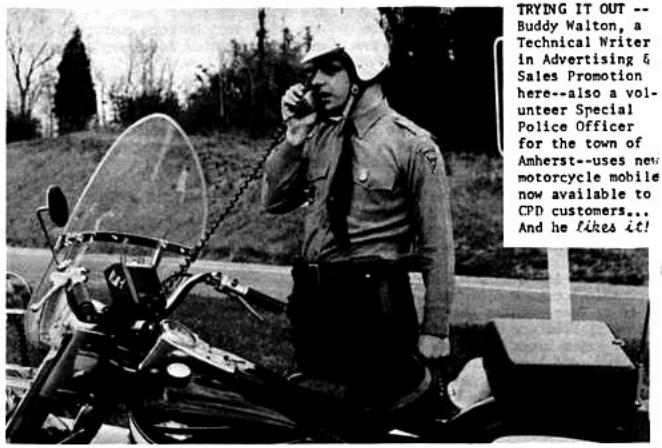
DESIGN WORK ON THIS FIRST MOTORCYCLE UNIT OFFERED BY CPD WAS DONE PRIMARILY BY ENGINEERS WAYNE DALTON AND JOHN MAIN, MECHANICAL TECHNICAL SPECIALIST TYE DRINKARD AND TECHNICIAN MEL ANDERSON -- ALL OF INDUSTRIAL PRODUCTS ENGINEERING.

The control unit is weatherproof, has a built-in speaker and microphone hanger, and is mounted on the handlebars. On two-wheel cycles, the radio and power supply are mounted on a steel base plate and encased over the rear fender. On three-wheel vehicles, the radio and power supply are placed in a mounting frame in the rear compartment of the cycle.

ASKED TO COMMENT ON THE SIGNIFICANCE OF THE NEW UNIT, BILL BENNETT, MANAGER-MARKET PROGRAMS AND DEVELOPMENT IN MARKETING'S HEADQUARTERS SALES, POINTS OUT THAT OUR CUSTOMERS HAVE BEEN ASKING FOR UNTRA-RELIABILITY MOTORCYCLE EQUIPMENT. "OUR ALL-TRANSISTORIZED DESIGN WILL GIVE IT TO THEM," HE SAYS, "AND WILL MAKE ALL COMPETITIVE PRODUCTS OBSOLETE."

The product that CPD's totally transistorized unit will compete with is a high-band unit which contains 9 *tubes*. GE's version boasts improved receiver sensitivity, and many other features. As Bennett puts it, "For the customer who wants the utmost in reliable motorcycle communication, *we have it now!*"

ALTHOUGH THE UNIT WILL NOT BE OFFICIALLY ANNOUNCED UNTIL MONDAY, THE DEPARTMENT ALREADY HAS ORDERS FROM ANXIOUS CUSTOMERS. MOST BUYERS WILL BE POLICE DEPARTMENTS, PARKS AND OTHER MUNICIPAL AGENCIES.



TRYING IT OUT -- Buddy Walton, a Technical Writer in Advertising & Sales Promotion here--also a volunteer Special Police Officer for the town of Amherst--uses new motorcycle mobile now available to CPD customers... And he *likes it!*

LOOKING FOR A LARGER MARKET...

Dr. Giorgio Sacerdoti, Manager-Engineering for Olivetti-General Electric, of Milano, Italy, visited Lynchburg CPD management yesterday...discussing ways that communications and the computer and data processing industry can better cooperate. With Dr. Sacerdoti was Mark Princi, of Olivetti-GE's planning operation.

The visitors — who are part of the *(See SACERDOTI, PRINCI HERE...p.2)*

GE STOCK closed yesterday at 106-3/8.

TWO GROUPS VISIT HERE TODAY...

Physicians and students alike will be learning about General Electric communication products, rectifiers, and other equipment that makes business run more efficiently.

STARTING OUT THE DAY, MEMBERS OF THE VIRGINIA STATE ORTHOPAEDIC SOCIETY WILL ARRIVE AT COMMUNICATION HEADQUARTERS OF GE ABOUT 10:00 A.M. FOR A BUSINESS DISCUSSION AND PLANT TOUR, TO FOLLOW. THE PHYSICIANS (IN THE BRANCH OF MEDICINE WHICH DEALS WITH CORRECTION OF DEFORMITIES, ESPECIALLY IN CHILDREN) ARE MEETING IN THE HILL CITY TODAY AND SATURDAY...WITH ARRANGEMENTS FOR THE TOUR HERE MADE BY DR. JOSEPH PLATT, OF LYNCHBURG.

After a slide presentation and a tour of manufacturing facilities, the doctors will hear John Lightner, Specialist-Market Development talk about dial paging, used so successfully in many modern hospitals today. They will also learn more about how two-way radio is applied to the busy schedule of doctors...many of whom stay in constant contact with their offices -- even while in their cars -- thanks to mobile FM radio.

BEFORE THE MORNING IS OVER, PAROCHIAL STUDENTS FROM HOLY CROSS SCHOOL WILL *(See VISITORS LEARN ABOUT RADIO...p.2)*

Housing for Telecom

SOME BACKGROUND INFO ON SOUTHERN III

If the fictitious characters of the popular comic strip, "Pogo," were afoot in Georgia's true-to-life Okefenokee Swamp, they'd probably be buzzing about the invasion of microwave signals over the wet, spongy land.

BUT EVEN MORE THAN LIKELY, THEY'D BE COMMUNICATING AMONGST THE WOODSFOLK ABOUT NEW ROADS BEING BUILT TO SET UP HOUSING FOR GENERAL ELECTRIC'S EQUIPMENT...INSTALLED AS A PART OF SOUTHERN RAILWAY'S LARGEST-IN-THE-WORLD, PRIVATE, AND ALL-GE MICROWAVE SYSTEM.

Pogo and his buddies, however, are one problem which CPD's Fred Cawthorne hasn't had to consider. In charge of all subcontract work from outside vendors — from clearing sites to building access roads...from buying towers to constructing buildings—Fred and his aspirin bottle have nursed more complex problems than talking to swamp characters.

Whether it's installing a building on a mountain top...or elsewhere, the job has to be done—and is getting done *on time*--says Southern Railway's Project Manager Wayne Evans. Wayne comments that Fred—and the entire team, for that matter—are on target with projects...helping make the whole, multimillion-dollar venture a model for success within the Department.

SOUTHERN I, THE FIRST PART OF THE RAILWAY'S NETWORK, LINKS WASHINGTON TO ATLANTA...WITH THE INITIAL SYSTEM DESIGNED, BUILT AND INTALLED BY CPD FROM 1961-1962; SOUTHERN II COVERS CINCINNATI TO CHATTANOOGA...PUT IN PLACE DURING 1962-1964; WITH SOUTHERN III CONTRACTED FOR LAST FALL. THE PRESENT JOB, AS MANY EMPLOYEES KNOW, INCLUDES A PARALLEL SYSTEM (SIDE BY SIDE WITH I AND II), TO INCREASE CAPABILITY OF THE FIRST TWO SYSTEMS), AND ADDITIONAL SPURS: III-A, FOR EXAMPLE, FROM ATLANTA TO JACKSONVILLE, WITH 22 STATIONS OR MICROWAVE SITES: III-B, FROM BIRMINGHAM TO NEW ORLEANS WITH 26 NEW STATIONS. WORK IS PROGRESSING NOW ON THESE AND FIVE OTHER "SPURS."

The A & B parts of Southern III are slated for June 1 acceptance and are right on schedule. Work starts this week on site clearance for Spur C... which runs from Atlanta through Columbus to Albany, Georgia.

AT ALL THE LOCATIONS, NEW BUILDINGS TO HOUSE DELICATE AND COMPLEX MICROWAVE FOR THE NEARLY-FAULTLESS SYSTEM MUST BE BUILT. THE BUILDINGS, IN FACT, HAVE MANY OF THE COMFORTS OF CPD'S MOUNTAIN VIEW ROAD PLANT: THEY'RE ELECTRIFIED... HEATED...*and* AIR CONDITIONED, SO THAT TEMPERATURE IS AT A STEADY 70-75 DEGREES F. MONTH IN AND MONTH OUT.

The buildings are metal...12 X 24 feet (10 ft. high). Inside — with the GE air conditioners and GE heaters and CPD's microwave and VHF equipment — are emergency power gear such as storage batteries, battery chargers, generators and other necessary equipment.

Self-supporting triangular towers, made of galvanized tubular steel, range in heighth from 60 to 300 ft. tall ... with foot distance of these largest towers at the base ranging about 30 feet apart.

ON FUTURE PARTS OF THE SYSTEM -- START-

ING WITH "C" — A NEW FIBERGLASS BUILDING, PRE-WIRED BEFORE SHIPMENT AND INSTALLED WITH EMERGENCY POWER EQUIPMENT -- WILL BE USED. THIS IDEA OF PURCHASING MAN CAWTHORNE'S AND OTHERS IN FIELD ENGINEERING AND CONTRACT ADMINISTRATION MAY WELL BE INCORPORATED IN SUPPLYING TELECOMMUNICATION SYSTEMS IN THE MONTHS AND YEARS AHEAD. "THE SPECIAL BUILDING PROVIDES A BETTER ENVIRONMENT FOR OUR EQUIPMENT -- AN ADVANTAGE FOR US AND FOR THE CUSTOMER," FRED POINTS OUT.

Non-CPD equipment alone at each site costs GE and the customer, from $25,000 up to about $45,000 depending on the required height of towers...expense of access roads...special pilings, foundations and the like. "Sometimes we have to bring bulldozers in and fill dirt to get to the sites." Fred explains: "And often our unsung heroes — CPD's installation and maintenance men — have to fight seas of mud in some locations."

Along with the snarls of paperwork and infinite planning of details which Fred handles...he occasionally has to plead a case to overcome local ordnances. In one large location, for example, there was a local law not allowing a tower of the type the Southern System is using — because of changed building codes relating to planned skyscrapers. It took a visit of Cawthorne, a Southern Railway Vice President and a vendor representative, to explain to the city officials that the proposed tower was not only just as good, but actually superior to the type specified in the code.

CAWTHORNE IS PREPARED TO DO THE JOB REQUIRED, HOWEVER, A LYNCHBURG COLLEGE GRADUATE, SPECIALIZING IN BUSINESS ADMINISTRATION, HE DID COST ACCOUNTING WORK WITH CRADDOCK-TERRY...JOINING GENERAL ELECTRIC IN THE RECTIFIER DEPARTMENT'S PURCHASING OPERATION IN MAY, 1957. IN HIS SEVEN YEARS, FRED (WHO WAS THE 150TH GENERAL ELECTRIC EMPLOYEE IN LYNCHBURG) HAS SPENT THE MAJOR PART OF HIS CAREER IN PURCHASING. HE WAS THE FIRST BUYER FOR CPD, AND HAS HELD OTHER ASSIGNMENTS, INCLUDING ABOUT A YEAR AS A MOBILE CONTROL SPECIALIST.

Even under swampy conditions, GE can get the job done. "Cooperation is the key word," Fred agrees: "and teamwork can help us win, no matter what the circumstances, Pogo would agree to that!

SOUTHERN RAILWAY PROJECT -- Wayne Evans, Manager

Engineering-	Manufacturing-	Installation-	Contract Administration-
Bob Clement	Bill Panning	Percy Jollota	Bill Ball

Sub-Contract Administration-	Finance-	Scheduling-
Fred Cawthorne	Ed Cowan	Chuck Murray

SACERDOTI, PRINCI HERE (Cont'd)

same Division with CPD now — talked with Jerry Smith, Acting Manager-Engineering here; Bob Casselberry, Manager-Planning Standard Products; Andy Vadasz, Manager-Telecommunications Engineering; Keith Elrod, Manager-Export Operations; and Bob Gordon, Manager-Data Communication Engineering.

VISITORS LEARN ABOUT RADIO (Cont'd)

ARRIVE AT THE MOUNTAIN VIEW ROAD PLANT. THEIR PRIMARY INTEREST IS GE'S COMPUTER COMPLEX LOCATED IN THE FINANCIAL AREA OF THE OFFICE BUILDING.

The group will be under the direction of Mrs. Earl Peters, who teaches math and economics at Holy Cross...with other faculty members attending. Students includ those in senior math courses; and in economics. They will arrive at 11:00 a.m.

AFTER VIEWING THE COMPUTER OPERATION, AN HEARING A PRESENTATION BY EARL PETERS, MANAGER-MANUFACTURING INFORMATION SYSTEMS, THE STUDENTS WILL VIEW SLIDES OF PRODUCTS MADE HERE, AND WILL TAKE A QUICK TOUR OF MANUFACTURING FACILITIES.

Don Lloyd and Jack Crandall will serve as tour guides for the visitors today.