

C-P-D NEWS

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COMING OFF THE LINE -- Mod and Marriage Operator Mary Alice Toms and Foreman John Hudson examine new Porta-Mobil unit...another product in our solid state Progress Line, being introduced to customers and the trade press next week. Many of the production units which will be consigned to each Region and District sales manager have already been shipped from Lynchburg. --These will be a sales aid in demonstrating our *first-on-the-market* units.

ON THE WAY "UP"...

Customer orders have begun rolling in somewhat hotter and heavier than in the early weeks of the year.

"This positive indicator -- an increase in customer orders being received -- shows us that the communications market is now stronger than in the early part of the year" comments Paul Williams, who is Product and System Sales Manager for CPD.

THE UPSWING IN ORDERS IS ACCOMPANIED BY ANOTHER "PLUS" FACTOR: THE INTRODUCTION NEXT WEEK OF A NEW PRODUCT ON THE MARKET, THE SUBJECT OF TODAY'S "FRIDAY FEATURE".

CPD is marketing the first portable-mobile unit of its kind. Called *Porta-Mobil*, the unit in fact is *sometimes a portable* but always a portable with top-notch Mobile performance. While it is sometimes a vehicular Mobile, the unit is always a Mobile *with a handle!* See page 2 for details.

During Secretaries Week

IT'S A NICE TRIBUTE TO OUR "PR" FACTOR

Secretaries, like all of us, have a public relations job to do...in handling vendors, customers, work associates and others.

(IT'S A KNOWN FACT, FOR EXAMPLE, THAT SWITCHBOARD OPERATORS BY THE TONE OF THEIR VOICE AND THEIR HELPFUL MANNER HELP CREATE A GOOD PUBLIC IMAGE FOR THEIR COMPANY OR BUSINESS.)

One of the nicer local tributes to our secretaries this week is a note from a sales representative for the IBM Electric Typewriter Division.

He writes to Howard Wennerstrom, Office Services Manager:

"I want to take this occasion to say how much I have enjoyed calling on the people in your company, and I am especially grateful for the polite, courteous treatment always accorded me by your secretaries.

"This is National Secretaries Week -- a time when the First Ladies of Business are being honored, and I

HAZARDS OF SPRINGTIME, TOO

One of our readers, commenting on the truth of the item about glorious dogwood and azaleas in front of the Mountain View Road Plant, had other remarks to make.

He pointed to the superabundance of senior-citizen (white-headed) *dandelions* (of the chicory family) which have taken over the hillside as you approach Mountain View Road.

NO MATTER WHETHER AT HOME YOU HAVE MORE DANDELIONS THAN AZALEAS, REMEMBER IN YOUR WEEKEND GARDENING AND MOWING TO "PLAY IT SAFE". TAKE SPECIAL CARE IN USE OF ROTARY MOWERS. SAFETY SHOES --OR ENCLOSED TOES, TO SAY THE LEAST-- ARE RECOMMENDED.

want you to know that your secretaries have always been very helpful to me. I shall appreciate it, if you will express to all of them my congratulations and thanks."

THIS NOTE FROM A LYNCHBURG FRIEND SERVES AS A REMINDER TO ALL OF US THAT WE NEED TO KEEP OUR PR FACTOR POLISHED UP. COURTESY AND INTEREST AND FRIENDLINESS PAY OFF!

WHERE ARE OUR WORLD FAIR TICKETS?

The question has been asked and re-asked...now that the extravaganza has opened to the public for a two-year run.

TICKETS -- ORDERED AT SPECIAL DISCOUNT PRICES -- FOR LYNCHBURG GENERAL ELECTRIC PEOPLE ARE HERE. BUT NOT ALL OF THE ORDER HAS BEEN RECEIVED. TO AVOID A CONFUSED SITUATION, MOST OF THE TICKETS WILL BE HELD AND DISPENSED WHEN THE ORDER IS COMPLETE.

Meanwhile, however, any employee who will need his tickets in the next ten days may want to pick his up from the Employment Office. The bulk distribution will be made probably within the next two weeks.

ON THE BOWL: ITS WORCESTER VS IIT

This week, two new teams of academic scholars meet for battle in front of the NBC color television cameras ...in the 198th game of GE's popular intercollegiate question-and-answer series, the College Bowl.

OUT TO WIN ARE TEAMS FROM THE WORCESTER POLYTECHNIC INSTITUTE & ILLINOIS INSTITUTE OF TECHNOLOGY, CHICAGO...SUNDAY, 5:30 P.M.

★ Porta-Mobil Announced ★

A NEW STAR IS BORN...

No one likes being *firstest with the mostest* (and best) more than General Electric. And next week, CPD ears should be burning...as customers and competitors talk about us...probably in different terms.

THE DEPARTMENT IS CHALKING UP ANOTHER "FIRST" IN PRODUCTS TO PLEASE CUSTOMERS AS WE INTRODUCE A NEW CONCEPT TO THE COMMUNICATIONS MARKET -- A "Porta-Mobil" TWO-WAY RADIO DESCRIBED AS THE FIRST OF ITS KIND.

A real work-horse, with high specifications, the versatile unit triples as a plug-in mobile radio in a car...as an office base station and as an expanded-range portable with the highest radio power output ever packed into a self-powered, hand-carried design.

TO WIT, THE UNIT CAN TALK PORTABLE TO CAR, VEHICLE TO MAN ON FOOT, OFFICE TO VEHICLE, CAR TO OFFICE, CAR TO CAR, OR EVEN OFFICE TO PORTABLE.

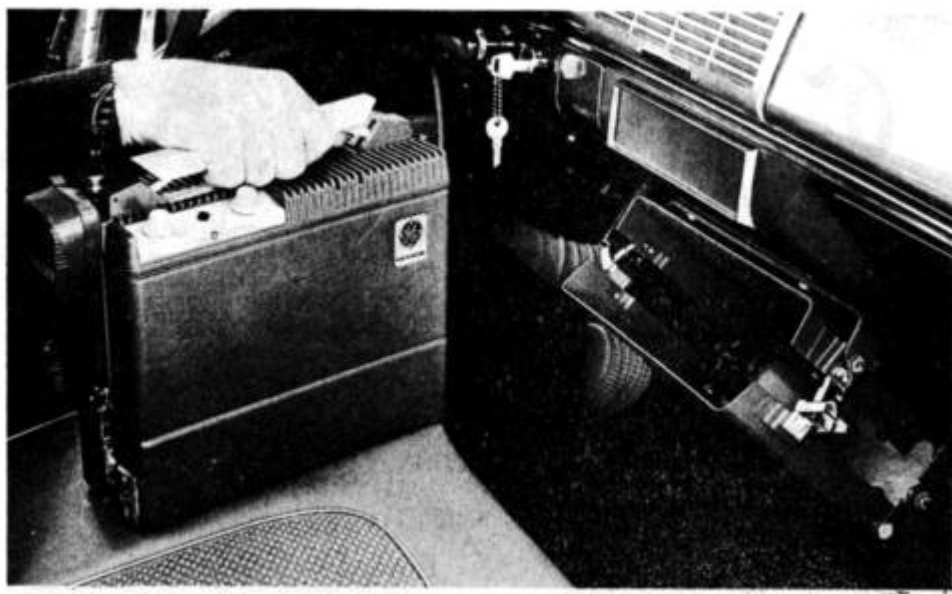
This equipment has up to 18 watts of transmit power in the low-band frequencies (25-50 mc) and up to 10 watts in high band (152-174 mc.). This output -- achieved in a tubeless, 13-pound unit -- is about twice the power previously available in any hand-carried radio.

Engineered with all solid-state circuits -- no tubes in these units -- our Porta-Mobil uses silicon transistors (for the first time in one of our products) in all transmitter and receiver circuits...and also employs other advanced semiconductor components to increase reliability and operating performance.

(Solid-state technologies have enabled engineers to compress the high-power design into 365 cubic inches...or 345 cubic inches smaller than units with only several watts output. Porta-Mobil is 11 inches by 3-5/8 inches by 9-1/8 inches, or half the size of the highest power hand-carried unit previously available.)

"WHEN THE UNIT IS USED AS A PORTABLE, IT MAKES GREATER TALKING RANGE AND MORE COMMUNICATIONS DISTANCE POSSIBLE. IT WILL BE A BOON TO KING CUSTOMER WHERE HEAVIER, LESS POWERFUL EQUIPMENT WAS PREVIOUSLY EMPLOYED.

"THEN, AS A MOBILE RADIO IN A CAR, IT IS PLUGGED INTO THE CIGARETTE LIGHTER AND LINKED TO A FIXED ANTENNA TO GIVE AN ADDITIONAL BOOST TO



COMMUNICATIONS COVERAGE.

"AND, AS A TEMPORARY BASE STATION IN AN OFFICE, IT PLUGS INTO A 117-VOLT AC ELECTRICAL OUTLET.

A new voltage regulation circuit--an innovation in the receiver and transmitter-- provides "stay-stable" operation over wide changes in battery voltage. This technique, combined with sensitivity and selectivity engineered to mobile radio specifications, particularly improves communications from outlying locations to the Porta-Mobil. Incoming signals are *sharp and clear*.

A key feature of the flexible new design is its ability to stay on the air for long periods of time. It may be on the air more times per hour than previous units...and longer per individual message when required.

Our engineers say that the unit's duty cycle far exceeds previous industry standards established for mobile equipment and portables. When operated from an internal battery supply, the transmitter may be keyed continuously as long as the batteries last, without damaging the radio's components.

Tantalum and mylar capacitors are used extensively in critical circuits. Silicon transistors are employed throughout the transmitter, receiver and associated options. This allows the unit to operate at low temperatures and at extremely high ambient temperatures up to (plus) 70 degrees centigrade -- a *new record!* (This is the equivalent of (plus) 158 degrees F.)

Temperatures inside the case itself are kept low through the elimination of heat-generating tubes. This lowers operational cost and maintenance for the customer.

A CHOICE OF SNAP-ON BATTERY SUPPLIES IS AVAILABLE WITH THE UNIT. PORTA-MOBILS ARE SUPPLIED WITH EITHER NICKEL-CADMIUM RECHARGEABLE BATTERIES OR WITH ALKALINE D-CELLS. (NO "B" BATTERIES ARE NECESSARY, AND TO CHANGE FROM D-CELLS TO RECHARGEABLE OPERATION, THE USER UNSNAPS ONE PACK AND SNAPS ON THE OTHER.)

In nickel-cadmium versions, recharging is made easy by a charger built into the snap-on pack. This permits recharging any place where AC power is available. An external charger does not have to be carried along.

Our design engineers -- who started out with a goal of building "big set" capability into a small unit -- say the objective was fully attained. The Porta-Mobil talks better, hears better and performs better than other small-size equipment. Improved "readability" and completely natural sound reproduction are the result.

AMONG OTHER OPTIONS -- ACCESSORIES INCLUDE AN UNDER-DASH MOUNTING KIT; A CLIP-ON GUTTER-MOUNT MOBILE ANTENNA; DC CHARGING CABLE; AND A LEATHER PROTECTIVE JACKET. THE UNIT ITSELF IS WEATHERPROOF.

For high acoustic efficiency a 3" X 5" oval speaker (big for a small unit) is used with a heavy, high density GE Alnico magnet. An internal battery-saving audio switch may be adjusted to reduce speaker power from 1.5 watts to 100 milliwatts.

EMPLOYEES IN MANY FUNCTIONS DESERVE A SALUTE FOR THE DESIGN AND PRODUCTION OF THIS NEW SALES-GETTING UNIT. BY KEEPING "MUM" ABOUT SUCH NEW PRODUCTS, CPD GETS THE JUMP ON COMPETITION... AND SHOULD ENJOY AN "EXCLUSIVE" SALES OPPORTUNITY...AT LEAST UNTIL OUR LIVELY COMPETITORS CATCH UP WITH US, WITH DESIGNS AND MODELS OF THEIR OWN!

