



LYNCHBURG GE NEWS

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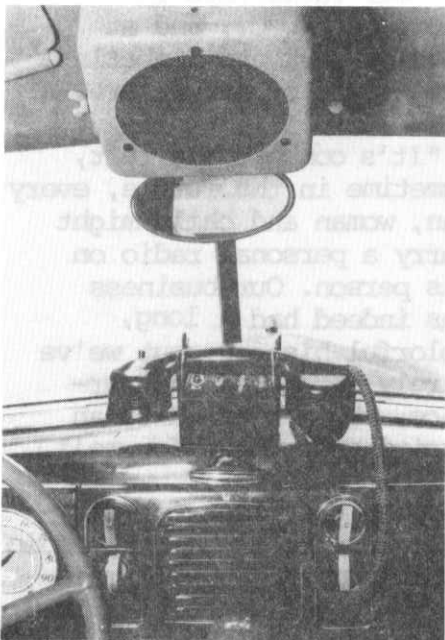
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TUESDAY, FEBRUARY 25, 1975

John "Mr. Mobile Radio" McCormick To Enter Retirement This Week.....

JOHN McCORMICK, the individual who holds the distinction of having the longest continuous service within GE's Mobile Radio Department, will enter retirement at the end of this week. A consultant on mobile systems, John thereby closes a career in the mobile radio business as well as a significant chapter in the history of the industry which he helped to develop.

McCormick, a native of Philadelphia, joined the com-



GE MOBILE RADIO UNITS, as we know them today, have evolved from types such as this, which John helped promote during his career of 38+ years with General Electric.

pany in June 1936 as a radio field engineer in the Receiver Division at Bridgeport, Connecticut. He began working with the mobile radio business on August 7, 1941.

"During the War an A-1-A priority was required to purchase two-way radio equipment," John says. "Only police and fire departments could qualify. Business, Industrial and Citizens Band radio were still off in the future. Electric utilities were just beginning to use two-way radio prior to the War but (like today) crystals were in critically short supply so they had to 'mark time'."

Before the U.S. entered the War, John left his field engineering position and returned to the factory where he first instructed others in radio technology. The manufacture of radio receivers for home use was discontinued for the duration.

"With the end of the War in sight, the FCC initiated the Radio Technical Planning Board under our own (the late) Dr. W.R.G. Baker. After lengthy proceedings the radio spectrum was re-allocated so



that we had first access to the 150 and 450 Mhz bands.

"No one really foresaw the real demand for two-way radios," continues John. "Public safety groups were the first to put our two-way radios to use. Lee Chesnut, with whom I worked, was the individual most responsible for starting General Electric into the two-way FM radio business that we have today. He prepared the case for taxicab radio before the FCC. Instant communication has since revolutionized that industry. (Prior to this, however--as early as 1934--the City of Boston had been using an AM radio system supplied by us. That system took two years to install.)"

*A lover of both music and
See JOHN McCORMICK, page 1*

IF YOU'RE IN THE MARKET FOR SAFETY SHOES...or even if you're not...STOP BY THE EMPLOYEE STORE TODAY BETWEEN THE HOURS OF 11-1 and

2-5 p.m. to view the display of shoes available through Iron Age Safety Shoe Representative Robert Franklin.

GE STOCK WAS SELLING AT 44 1/8 AT 2:30 AT PRESS TIME.



THIS PHOTO OF JOHN (taken during the early 1940's) shows how power supply units for mobile radio equipment completely filled the truck of an automobile.

anything "electric," John admits that he saw his career practically "crystallize" before him when radio broadcasting began back in 1921. As he puts it, "Radio as we know it today had never existed before my eleventh birthday. But when I first realized that radio combined my two interests--music and electricity--I knew then what I wanted to do." He built his first crystal set at age 12; since then he's devoted a major portion of his career to the promotion and sale of GE's two-way radios.

"Mobile radios provide a vital service," he says. "You see, communication is a prime ingredient in all our lives. It's the greatest hope that I see for the elimination of wars. People of the world will have to communicate with each other if we're ever going to reach any kind of understanding."

John's earlier sales achievements illustrate how earnestly he's worked to establish better communications among people. One project he's particularly proud of relates to our first sale to the State of Michigan.

"I was working in headquarters sales at the time, and Bob Casselberry (who's now on the CSBD staff) was our field sales representative in Detroit. The specifications on our GE equipment were being challenged, and Bob and I set out to prove that GE equipment more than met the specs.

"We did so with flying colors! About five years later I met Earl Cornett, one of the state executives who witnessed the tests. Earl said to me: 'John, there was one thing you said during those tests which made an indelible impression on me. You said, 'I work for a blue chip company, and if it says

in our bid that we meet the specs, we MEET the specs!'" John points out that he was proud of GE product quality then, and he still feels that way.

Aside from his work in Michigan, he has also travelled extensively throughout the 48 states to promote the sale of our mobile radios. On these trips, he's talked with customers, done selling, consulting and installation work, given talks at conventions, entertained hosts of important customers, and has written about GE and competitive systems and equipment for our field sales force.

"There's no limit to the growth potential of our business," John notes. "Many new competitors are looking into the two-way radio business. It's plain to see that there's a boundless future ahead!"

"Our facilities in Florence, S. C., and at Bradley Park and Timberlake are a part of our future.

"It's conceivable that, sometime in the future, every man, woman and child might carry a personal radio on his person. Our business has indeed had a long, colorful history, but we've barely scratched the surface. It's been quite an exciting business for me!"

John has plans for staying close to the Mobile Radio business, and he will maintain his residence here in Lynchburg. A life member of APCO (the Associated Public-Safety Communications Officers, Inc.), Lynchburg Program Chairman for IEEE, and a fellow in the Radio Club of America, John anticipates touring parts of the world that he's never seen.

MODEL P2790



Quality GE Miniature At a Low Price

YOUR CHOICE \$4.45 (#P2751)



GE "SPIRIT OF '76" AM RADIO. Spirited red/white/blue design. Solid state has automatic gain control, battery saver circuit, built-in ferrite rod antenna. Perfect portability: carrying thong, earphone jack, 2 1/4" dynamic speaker in 2 1/2 x 4 x 1 1/4" case. Simple, direct tuning. Uses standard 9-volt battery included. Wt. 1/2 lb. Model P2753