



LYNCHBURG GE NEWS

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Mitch Ellis, Formerly MRD Regional Manager in Dallas, Enters Retirement

HE'S STILL EXCITED ABOUT THE GROWTH POTENTIAL OF MRD, AND, FOR THAT MATTER, ALL OF THE COMMUNICATION BUSINESSES HERE

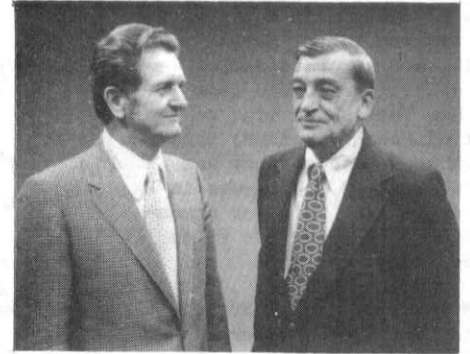
You'd hardly expect that someone about to enter retirement would speak so eloquently and enthusiastically about the Lynchburg General Electric businesses over the next ten or fifteen years, but this is the emphasis that kept coming to the forefront as the News interviewed Mitch Ellis shortly before the date of his scheduled retirement.

"As I see it," said Mitch, "our growth potential over the next decade and a half is far greater than what we've witnessed in the past. We've got a more professional, cohesive organization--from top to bottom--from the general manager to the assembler

--today than we've ever had before.

"Without the cooperation of Lynchburg factory people, we wouldn't be able to take advantage of the many new opportunities opening up to us. Manufacturing back-up is essential to the growth of any business."

Mitch speaks, of course, from the viewpoint of the man in the middle--between the factory and the customer. He's been regional manager in Dallas, Texas, for the major portion of the past decade, and has been sensitive to customer needs as well as our ability to deliver



A FOND FAREWELL and best wishes are offered by MRD Field Operations Manager Bill Torbick (left) as Mitch Ellis prepares to enter retirement January 1.

quality products on a timely basis.

A native of the Eastern Shore of Maryland, Mitch attended the Wharton School, University of Pennsylvania, Temple University, Bridgeport Engineering Institute, and Yale University Extension
See MITCH ELLIS, p2

THE EMPLOYMENT OFFICE REPORTS THE FOLLOWING OPEN POSITIONS:

(1) LH-21 Production Follower, 1st shift. LH-18, LH-19 and LH-20's are eligible for LH-21 jobs.

(1) LH-18 Stock Accumulator, 1st shift, MVR.

(1) LH-18 Set-Up/Assemble, 2nd shift, MVR. LH-15, LH-16 and LH-17's are eligible for LH-18 jobs.

(1) LH-17 Xtal Lap to Fre-

quency, 1st shift, MVR. Only LH-14, LH-15 and LH-16's are eligible for LH-17 jobs.

(1) LH-15 Paint Processor, 3rd shift, MVR.

(1) LH-15 Inspect/Test 1C, 1st shift, MVR.

(1) LH-15 Test (Reed) 1st shift, MVR.

(1) LH-15 Tester, 2nd shift, CAP. Only LH-12, LH-13 and LH-14's are eligible for LH-15 jobs.

(1) LH-17 Small Press Operator, 2nd shift, MVR. Because no eligible LH-14's, LH-15's or LH-16's responded when this position was previously advertised, LH-13's and LH-12's are now eligible only.

Interested individuals should contact Carolyn Scott, through your manager on Ext. 601 prior to close of business on December 29. Those not responding by that date will be assumed not interested.

GE STOCK CLOSED AT 70

EMPLOYEE STORE CLOSED TODAY FOR ANNUAL PHYSICAL INVENTORY. STORE OPEN TOMORROW AND FRIDAY, DECEMBER 28 AND 29, 11 AM -- 1 PM AND 3 PM -- 5 PM...WATCH THE NEWS FOR NEXT WEEK'S SCHEDULE

MITCH ELLIS (continued)
School.

He joined GE 31 years ago, on August 8, 1941, as a trainee for the Broadcast Receiver Dept. in Bridgeport Conn., and worked there as a design engineer until the end of World War II.

He then moved to Philadelphia as a district manager for two-way radio, marine radio, and aircraft radio. His district extended from the New York state line to part of South Carolina; thus Lynchburg--before there was a Lynchburg GE plant--was in his district. He later transferred to headquarters sales in Syracuse.

Mitch went to San Francisco in 1954 where he served as regional manager and was instrumental in starting the Redwood City satellite warehouse operation.

In 1960 he came to Lynchburg, and began his assignment in Dallas Jan 1, 1965. He remembers his time in Lynchburg as most pleasant and enjoyable.

As he looks back on his 31 years with GE, Mitch is most impressed with the tremendous strides which have been made in working conditions...."not just the machines," he says, "but the conditions as they affect the various employees in the factory."

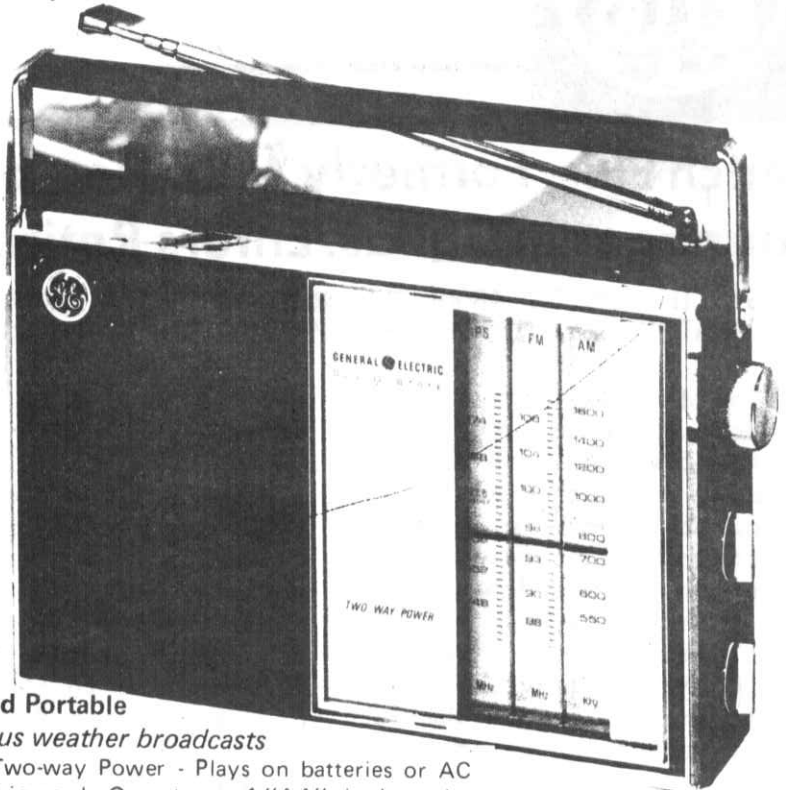
He's also impressed with GE's employee benefits program, both in connection with his own illnesses and during the illness of his deceased wife. "Our expenses were extremely high, mounting up to \$30,000 or more, and I don't know how we could have managed without the GE Insurance Plan," says Mitch.

But what means far more than this to Mitch is the fact that "so many people helped me during those very difficult times." Mitch's wife had two open heart surgery operations, and, says Mitch, many, many Lynchburg GE people were most helpful in blood donations last year.

"I'm so grateful for the support of my many friends here--and throughout the company," says Mitch. "I'd like to think that somehow I may be able to repay this debt to my fellow men in the years ahead."

THE HOLIDAY SPIRIT STILL PREVAILS IN THE EMPLOYEE STORE... even though Christmas Day has already passed. You'll find out what "after-holiday specials" are really like when you take advantage of specials such as these:

"CLASS E"
ONLY
\$22.90



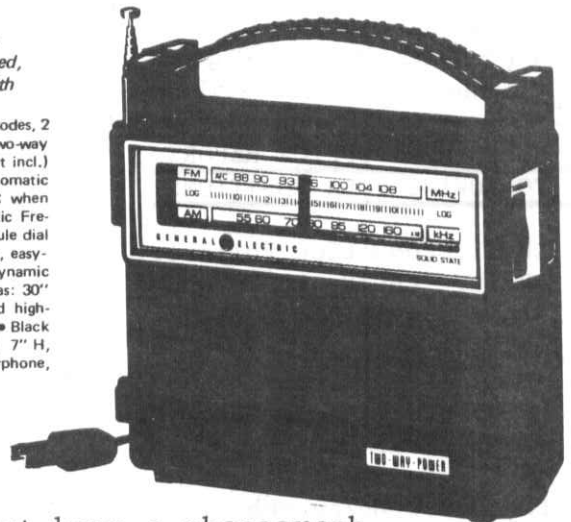
P2840
Public Service Band Portable
Receives continuous weather broadcasts

Two-way Power - Plays on batteries or AC house current. Built-in cord - Operates on 4 "AA" size batteries (not incl.) ■ Squelch control in PS band mutes noise when no signal is being received ■ Two position tone switch ■ Switchable AFC on FM ■ Vernier tuning - Two antennas: 23" whip for PS/FM reception; ferrite rod for AM - Black and Silver color

P4810
New FM/AM Personal Size Portable
Sensational new value leader - rugged, compact FM/AM Portable Radio with convenient two-way power.

• 10 standard function transistors, 6 diodes, 2 rectifiers and 1 battery-saver diode • Two-way power • Plays on 4 "AA" batteries (not incl.) or house current • Built-in cord • Automatic AC/DC switching from battery to AC when plugged into outlet • Built-in Automatic Frequency Control (AFC) on FM • Slide rule dial • Precision vernier tuning • Convenient, easy-to-use thumb wheel controls • 3" dynamic speaker • Earphone jack • Two Antennas: 30" for FM; ferrite rod for AM • Rugged high-impact polystyrene textured cabinet • Black and Silver color • Dimensions: 7" W, 7" H, 2½" D • Optional Accessory: Earphone, RS4520

"CLASS E"
\$12.95



And, if you really must have a phonograph or radio, rush to the store while the latest supply lasts. There are some V933 Wildcat stereo units for \$30.00 (class E) and 10 Only...2040 stereo radios...for only \$36.50.

SHOP TOMORROW...11:00-1:00 and 3:00-5:00