

# C. P. D. NEWS

PUBLISHED BY EMPLOYEE AND COMMUNITY RELATIONS [EXT-710] FOR ALL LYNCHBURG GENERAL ELECTRIC EMPLOYEES

VOLUME 9 NUMBER 176

LYNCHBURG, VIRGINIA

FRIDAY, SEPTEMBER 22, 1967



"REACHING OUR GOAL DIDN'T STOP US...WE'RE STILL WORKING!" says CIP Team 33I Captain John Berti (right) in commenting on his team's successfully passing the 100% mark for 1967. Shown, left to right are Ken Smith, Jim Sears, Art Messner, Jerry Rosenberger, Paul Sensabaugh, Jack Barnes, Tom Gaddy, Seymour Paul, D. C. Hughes, and John Berti. Missing from the picture is Neal Shepherd.

## information please

Q: Can't Macke install cigarette machines to accommodate the 100's packs?

A: Plans have already been made by Macke to sell 100 millimeter cigarettes at both Mountain View Road and Carroll Avenue (in at least one location in each plant) as soon as adapters or new machines can be obtained. It will not be feasible to change all vending machines to accommodate the larger packages in the foreseeable future.

THIS CHANGE HAS WROUGHT HAVOC AND CONFUSION IN THE CIGARETTE VENDING FIELD. SOME VENDORS MAKING THE CHANGE HAVE INCREASED PRICES TO 40¢ A PACK...MAKING CERTAIN CUSTOMERS UNHAPPY, WHILE OTHERS COMPLAIN BECAUSE THEY STILL PREFER THE REGULAR AND KING-SIZE VARIETIES.

## RECTIFIER CURRENTS

PUBLISHED BY THE U. S. BUREAU OF AERONAUTICS THROUGH THE AIRCRAFT RESEARCH AND DEVELOPMENT DIVISION, GEORGETOWN, VIRGINIA



Shown presenting Mr. Lewis's pin are (left to right): F. A. Layton, M. I. Almonsey, L. B. Lewis, W. F. Greenwood.

The first 25-year service pin given out in the Rectifier Department's new location at Lynchburg was presented to Mr. L. B. Lewis, Specialist - Product Service - Manufacturing Administration, in the Cafeteria at 9:50 AM Friday, September 20. Presentation of the pin, a complete surprise to Mr. Lewis, was made by Mr. W. F. Greenwood, Manager - Marketing, while Mr. M. I. Almonsey, Mr. F. A. Layton, and many other members of the Department stood by.

Just 21 years ago, 16-year old Lewis was located in Bridgewater, Conn. with the Rectifier Department.

Through the courtesy of one of our customers, International Business Machines Company, the movie, "On Guard" was shown to all personnel involved in the production of Military Power Supplies by I. B. M. Company. This movie illustrated how this equipment is used in air defense interception and destruction of possible enemy planes and missiles. All Section Managers in the plant were present, and Mr. Greenwood introduced the customer representative, who in his explanation of the film, concluding the program, General Manager, Max L. Almonsey, brought out the relationship of our work to National Defense and Security.

WEATHER

Mostly cloudy this morning with showers decreasing this afternoon. Fair tonight and Saturday and much cooler today and tonight with scattered frost over low ground tonight. Sunday: fair and not quite so cool.

G. E. Stock Report 96 - 518

One E. E. Martin sold at least 27 October was included yesterday when Tipton Page's 1st wife on her way was excited into the race.

ANNIVERSARY NOTED...This is how one of the earliest Lynchburg GE employee newspapers looked when publication began here ten years ago. The Tenth Anniversary of the News is the subject of today's Friday Feature on Page 2.

GE STOCK closed at 112-5/8.

## COLLEGE BOWL OPENS NEW SEASON AS SATURDAY AFTERNOON FEATURE

The General Electric College Bowl television program, which for nine seasons has been a standout in the Sunday afternoon television schedules, returns to NBC-TV (WSLS-TV, Channel 10) in color on Saturday, at 5:30 p.m. That's tomorrow...September 23.

## IN JANUARY THE AWARD-WINNING INTERCOLLEGIATE CONTEST WILL BE SEEN AGAIN ON SUNDAYS.

Valparaiso University, winner of the last two games during the ninth season, will return to College Bowl to defend its title and try for a third victory. It will be opposed by the University of Wisconsin at Milwaukee.

## ROBERT EARLE, POPULAR HOST OF THE SERIES, WILL BE BACK IN HIS FAMILIAR ROLE AS 'THE MAN WITH THE QUESTIONS.'

Teams will compete for \$4,000 in scholarship grants, half furnished by the General Electric Company and half by the publishers of *Seventeen Magazine*, which last year joined in distributing the scholarship funds by matching the General Electric grants.

## RED CROSS BLOODMOBILE VISIT SCHEDULED AT BEULAH BAPTIST

The Red Cross Bloodmobile will be at Beulah Baptist Church on Leesville Road next Wednesday, September 27, from 12 noon to 6 p.m. Sponsors are the Timbrook Woman's Club and the Brookville Ruritans.

# Friday Feature

## The NEWS Celebrates Its Tenth Anniversary

The NEWS is ten years old--this month! For a decade now--since September 1957--there has been an employee newspaper at Lynchburg General Electric.

CONFORMING TO THE COMPANY PHILOSOPHY OF KEEPING EMPLOYEES INFORMED ON IMPORTANT MATTERS AFFECTING THEM AND THEIR JOB SECURITY, GENERAL ELECTRIC BEGAN AN EMPLOYEE NEWSPAPER SHORTLY AFTER IT HAD ESTABLISHED A PLANT HERE.



PUBLISHED BY THE COMMUNICATIONS PRODUCTS DEPT. 6 & 8 OF SECTION 4 IN SERVICE TO ALL EMPLOYEES OF THE COMPANY  
1000 AVENUE OF THE AMERICANS, LYNCHBURG, VIRGINIA 24501

VOLUME 1, NO. 10 LYNCHBURG, VIRGINIA WEDNESDAY, SEPTEMBER 9, 1968

**EDITORIAL TV**

Arrangements have been made with the Western Electric Co. to publish the Rectifier Currents and the CPD News in the same issue. This will be the first time the TV and CPD News have been published together.

**WATER LOSS AREA**

The water supply in the South West area of the plant is being tested for water quality. The test results will be reported in the next issue of the NEWS.

**REPRODUCTION**

The reproduction of the NEWS is a complex task. It involves the use of photographic equipment and the skill of the reproduction operator. The entire operation must be completed in a minimum of time to permit distribution prior to employees' lunch hour.

**COMMUNICATIONS**

The Communications Department is responsible for the production and distribution of the NEWS. It works closely with the other departments of the plant to ensure that the NEWS is up-to-date and informative.

Most GE plant locations have a publication in one form or another, some daily, some weekly. The earliest employee newspapers--at Schenectady and Lynn--date back some fifty years.

THE CONCEPT IS THAT EMPLOYEES WANT TO KNOW...NEED TO KNOW...AND, IN FACT, HAVE A RIGHT TO KNOW ABOUT THINGS WHICH AFFECT THEM. THE EMPLOYEE NEWSPAPER IS A QUICK, EFFICIENT MEANS OF COMMUNICATING THIS INFORMATION TO THEM.

The basic philosophy of today's CPD NEWS is very much the same as that of the 1957 RECTIFIER CURRENTS: It endeavors to recognize individual and work group progress and accomplishments; communicates understanding; and attempts to dignify the individual contributions of every person on the payroll as being important to a successful business--one that can continue to provide the best area jobs.

THROUGH THE YEARS, LYNCHBURG GE EMPLOYEES HAVE BEEN SUPPLIED WITH AN ABUNDANCE OF INFORMATION--IN DAILY "BITE-SIZE" CHUNKS.

Beginning in 1957, RECTIFIER CURRENTS, "published by the E&CR Section as a service to Rectifier Department personnel," was distributed once each week.

THE NEXT YEAR, THE CURRENTS CHANGED ITS PUBLICATION SCHEDULE (BEING ISSUED THREE TIMES A WEEK) AND ITS NAME--TAKING ON THE TITLE OF CPD NEWS THE VERY LAST DAY OF THE YEAR.

Printed Monday-through-Friday--and, as far as is known, the newspaper has never failed to be published on the scheduled date--the NEWS goes through many routines required of a downtown newspaper. Articles are written, cleared with appropriate authorities for accuracy, measured and laid out on dummy sheets. Meanwhile, photographs to illustrate the articles are taken and "cropped" to the proper size.

THE COPY IS THEN TYPED ON A MASTER SHEET; HEADLINES ARE SET BY HAND FROM STOCK "FOTOTYPE" LETTERS; THE MASTER SHEET OR "DUMMY" IS MARKED TO INDICATE THE LOCATION OF THE PHOTOGRAPHS.

The master copy of the paper is then taken to Reproduction where a negative is made. Negatives of photographs are made separately since they contain a "screen" (tiny dots to pick up the ink on the printing press) and these are "stripped" into place.

FROM THESE NEGATIVES PAPER MASTERS ARE "BURNED" AND THE PLATES ARE RUN ON AN OFFSET REPRODUCTION MACHINE.



THE NEWS IS PREPARED FOR PRINTING... Photographic Dark Room Operator St. Clair Anderson (left) shows photo and "dummy" of front page from which he will shoot negatives, and Offset Operator Ray Reynolds shows negative which will be used to "burn" a plate to be run on the press at right. The entire operation in Reproduction must be done in a minimum of time to permit distribution prior to employees' lunch hour.



FIRST COPIES OF THE DAY'S NEWS are received by Editorial Clerk Shirley Floyd from Dan Perdue of the Mail Room. Shirley types most of the master copy and sets the headlines on the afternoon before, with last-minute details taken care of just before press time. Delivery of the "finished product" is handled by the Mail Room, beginning about 11:15 a.m. Copies are also dispatched to the Carroll Avenue Plant.

"Press time" each day is shortly after 8 a.m., with the first paper available in the Cafeteria when employees begin arriving for lunch.

IN ITS TEN-YEAR HISTORY, THE LYNCHBURG GE PUBLICATION HAS BEEN PLANNED, WRITTEN AND PUBLISHED FOR EMPLOYEES. ONE OF ITS PRIMARY OBJECTIVES HAS NEVER BEEN LOST SIGHT OF: NAMELY, TO KEEP YOU POSTED ON MATTERS OF IMPORT CONCERNING YOUR COMPANY, YOUR PLANT, AND YOUR JOB.

MASTHEAD OF CPD (GE COMMUNICATIONS) NEWS, which replaced the RECTIFIER CURRENTS, on December 31, 1958. The headline on Volume 1, Number 1, of the NEWS stated: "Communication Products Department Takes Over."

## CPD NEWS

**ANNOUNCING...**

THE NEW MASTHEAD OF THE NEWS... THE NEWS IS NOW PUBLISHED BY THE COMMUNICATIONS PRODUCTS DEPARTMENT... THE NEWS IS A DAILY PUBLICATION... THE NEWS IS AVAILABLE TO ALL EMPLOYEES OF THE COMPANY...

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PRESENT MASTHEAD came into use five years ago when the NEWS went daily. So, by coincidence, September also marks the fifth anniversary of the NEWS as a daily publication. It hasn't missed a work day since!