

Lynchburg GE NEWS

GENERAL ELECTRIC

RM. 1472, MOUNTAIN VIEW RD., LYNCHBURG, VA., 7511/7710

AN EQUAL OPPORTUNITY EMPLOYER

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*AS NATIONAL ENGINEERS WEEK COMES TO A CLOSE, THE NEWS
SALUTES ALL LYNCHBURG GE ENGINEERS*

Remaining competitive in 80s

"tall order" --Tom McKee

Manager Tom McKee talks about his Mobile Engineering group with reference to....

CHANGES IN PAST 10 YEARS

I believe there were three fundamental changes which have significantly impacted our engineering work during the past decade: The silicon integrated circuit has found its way into our products in a big way. We have had to drastically change our approach to equipment design and add many new skills to allow us to effectively use ICs. The growth of digital electronics in our products has been very rapid and again has necessitated changes and the addition of new skills. The rapidly falling price of computers and equipment based on computers has significantly changed engineering work, giving us powerful new tools to assist us at many points in the new product development cycle.

CHALLENGES IN THE 80s

I see two challenges which will require a great deal of our time and effort during the 80s. The move to silicon integrated circuits is far from complete for our business. We have many opportunities available where ICs will replace the older circuits using transistors, coils, capacitors, etc. We must fully master the specification, purchasing, and testing of these circuits to assure a steady and economical supply of ICs for our production lines. Retaining (even improving) the high performance and quality of our products while drastically reducing their cost is absolutely essential if we are to remain competitive in the 80s. Imported electronic products constitute a growing portion of the market. New or strengthened domestic competitors are vying for our customers. Inflation is steadily driving up



the cost of our older product designs. Engineering must respond to the challenge with new products which are designed in close cooperation with Manufacturing--products which are much more economical in their use of both material and labor. It's a "tall order" but we must do it if we are to avoid surrendering our jobs to our competitors.

HOW CAN ENGINEERS PREPARE FOR NEW EMPHASES?

The Engineering crew is a highly skilled group and we can rise to the challenges. What is needed are some changes in emphasis on the part of all of us in Engineering. We must consciously seek out ways of further integrating our product designs onto silicon chips, and we must know as much about the cost of our designs as we do about their performance characteristics. Armed with this knowledge, we should be able to design to tight cost targets much as we now design to tight performance targets.

ENGINEERS--THE INFLATION FIGHTERS

Mobile radio is an inflation-fighting product. It helps businesses and governments operate more efficiently and thus helps hold their costs down. The export of our products helps offset some of our nation's oil imports. If, by careful Engineering attention to the cost of our products, we can hold down their price, we will be able to sell them to even more businesses, governments, and overseas customers, thus multiplying the already significant inflation-fighting potential of mobile radio by expanding the application of it.

Community "Freedom Awards" Ceremony To Be Broadcast Live On WJJS-FM Sunday, 5PM to 7PM

Three Lynchburg citizens will be honored during a 2-hour Freedom Awards program to be broadcast live from Court Street Baptist Church Sunday, February 24, from 5 PM to 7 PM on WJJS-FM 102 Stereo.

burg after serving for many years as Dean of CVCC; Mr. Smith, a 112-year-old; and a lady garbage collector who chose this unusual vocation rather than go on welfare.

Honorees are Dr. Johnny Merritt who is leaving Lynch-

Also on the program are Larry Bland and the 90-voice Volunteer Choir of Richmond.



FOR SALE

1970 CAMARO Z28, new tires, recently rebuilt engine, Cragar mags, \$1950. Call 237-0803 after 4:30 p.m.

1976 CHEV. 3/4 ton P/U, custom cab, AT, PS, PB, AC, pos. traction, Spirit 11-shell, excellent condition, 45,000 miles, \$600 set of new Michelin steel belted tires. Call 239-2197.

ELECTRIC guitar, Hondo II, Les Paul copy, \$100. Call 239-9886 after 4 p.m.

SINGER sewing machine in cabinet with stool, fireplace screen and andirons, brass with black screen, 32 1/2 high and 39 1/2 wide. Call 237-3377.

CAMPERS DELIGHT, 1978 Ford LTD wagon, 8 pass., 400 cu. in., air shocks, cruise control, tilt wheel, AM/FM stereo 8 track, luggage rack, 26,000 miles, \$3100. Call 384-3357.

1978 SILVERADO truck, AT, bucket seats, cruise control, AM/FM 8 track/CB radio, power windows, and all the extras. Call 528-5199.

HOOVER CANISTER vac. cleaner, good condition, \$20. Call 239-5504 after 6 p.m.

1976 BUICK Regal-sun roof, power windows, luxury for less. Call 528-5199.

1973 CHICO mobile home, in good condition, 3 bd. rms. 2 baths. Call 656-3110 after 4 p.m.

1975 CHEVY SCOTTSDALE, 4X4, AT, AC, PS, PB, chrome wheels, \$3,300. Call 993-3103.

PORTABLE SEARS washing machine. In good condition, \$75. Call 845-6714. before 3 p.m.

1970 WARDS 19" color TV with AFC, portable, in good condition, \$50. Call 237-5618 after 5 p.m.

1979 FORD MUSTANG, 4 speed, AM radio, low mileage, under warranty, baby blue, with blue interior, like brand new. Call 847-0830 or 845-0575.

1973 PORSCHE 914, 1.7 liter engine, 70K miles. Call 237-4635 after 6 p.m.

1977 CHEV. P/Up, Silverado, loaded, excellent condition, \$4595. Call 239-4489.

FULL SIZE bed, box springs & mattress, no headboard, \$25. Sony stereo tape-recorder TC-230W and 2 Sony speakers SSU-1250, \$175. Call 846-3215.

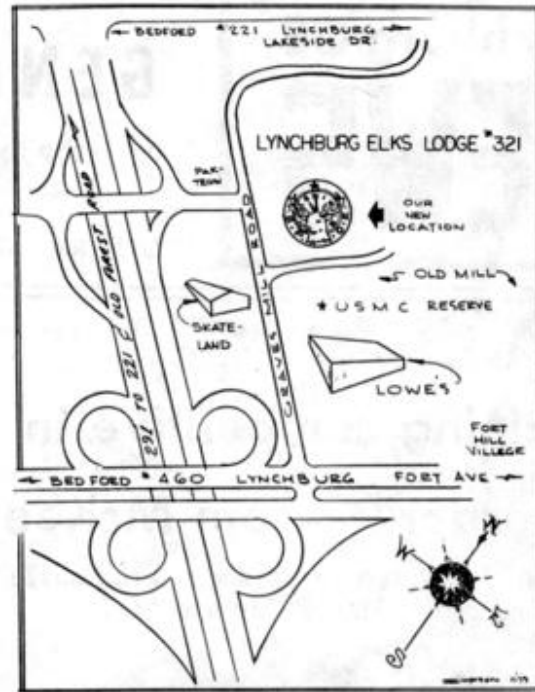
GE Humidifier model F1HM12 with blower and rotating drum, \$15. Call 239-1693 after 5 p.m.

SINGER Zig Zag sewing machine, 4 years old, used very little, \$175. Call 846-2388.

DOUBLE dresser with mirror, walnut color, \$30. Call 846-5339.

1966 FORD WINDOW VAN, small V-8 engine, AT, good condition, \$695 or best offer. Also, homemade afghans. Call 846-6370 anytime.

FRAME HOUSE with 5 rooms, and basement, on 8.84 acres,



REMINDER: GEERA Spring Dance will be March 1, 9 p.m. to 1 a.m. Music will be by 'Windfall' and tickets are available from any GEERA Board Member, tickets are \$7 for members, \$10 for guests. LOCATION: New Elks Lodge, see above map for directions.

located on Rt. 734 about 5 miles north of Altavista, \$35,000. Call 369-6260 after 5 p.m.

MAPLE DINING TABLE, 48" round with 2 leaves. Call 384-7766 after 5 p.m.

IRISH SETTER, 1 1/2 years old, AKC registered, \$100. Call 237-4988 after 7 p.m. or Saturdays.

WANTED

USED GARDEN TILLER. Call 332-5016.

CHEST-OF-DRAWERS, or dresser in good condition and reasonable. Call 846-4786 after 4:30 p.m.

MGB, prefer mid seventies model, low mileage and in good condition. Call 239-9886.

GIRL'S ROLLER SKATES, size 1. Call 239-3157.

USED BABY BED, for needy family. Call 821-2130 after 5 p.m.

FOR RENT

LARGE 3 bedroom apartment; living rm., dining and playroom, 1 block from bus line. \$225/mo plus utilities. Call 384-8914 after 5 p.m.

WOMAN TO WOMAN

A 7-session Family Life Education Group combining educational and group activities to enhance the personal growth of women is being presented Tuesday evenings, March 4-April 15, by the Family Service of Central Virginia. The sessions will deal with such topics as personal identity, mothers and daughters, women alone, relationships, sexuality, and communication. The place is First Christian Church, 3109 Rivermont Ave., from 7 to 8 p.m. \$25 advance payment preferable, but may be negotiated. Call Bonnie B. Korta at 846-5944 for further information.

APPRECIATION...Our deepest appreciation and gratitude to our friends in Crystal-Finishing.

--Cindy Pinn & Family

There just aren't words to adequately express my deep appreciation to the friends who worked so hard to make my retirement party and my retirement day so special. I especially want to thank Sadie, Barbara, Sammie and Ray for planning a perfect party...and thank all of you for just everything. God bless you.... I Love you.

--Ollie Mayhew