

# Lynchburg GE NEWS

# GENERAL ELECTRIC

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

AN EQUAL OPPORTUNITY EMPLOYER

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## ENGINEERS: PIONEERING AMERICA'S REVITALIZATION

NATIONAL ENGINEERS WEEK —  
FEBRUARY 21-27



**Q. LOOKING AT THE ENGINEERS WEEK SLOGAN - "ENGINEERS: PIONEERING AMERICA'S REVITALIZATION" - WHAT CAN ENGINEERS DO TO HELP AMERICA REVITALIZE?**

A. Much of U.S. industry needs modernization in order to maintain or recapture leadership in technology and productivity from other nations. Savers and investors will have to provide the capital required for this job, but it is the Engineers who will be providing the brain-power and skills needed.

**Q. HOW IS THE ENGINEERING FORCE AT MCB D HELPING IN THIS EFFORT?**

A. MCB D is fortunate in having management farsighted enough to invest heavily in the capital equipment required to maintain leadership. Building on the capability of our modern factories, MCB D's engineers have done some very good work in designing products which are second to none in the world in quality, producibility, and cost-effectiveness. We must continue these efforts across all of our product lines.

**Q. WILL THEY BE COPYING THE JAPANESE METHODS WE'VE HEARD SO MUCH ABOUT, OR DEVISING NEW TECHNIQUES?**

A. We can always learn from others — both from their successes and their failures. Our engineers are encouraged to utilize unpatented knowledge developed elsewhere as well as to develop improved methods and techniques themselves. Of course, the Japanese are one of the sources

of knowledge in our field, but I expect that, in mobile radio, they are learning from us also. We have yet to see any Japanese radios which are the equal of our equivalent products.

**Q. HOW BIG A PART IS NEW TECHNOLOGY, MICROPROCESSORS, ETC., PLAYING IN THE REVITALIZATION?**

A. In my opinion, several of the new technologies are very important to the nation's future. The semiconductor and computer technologies are helping us multiply our brain-power just as, in the 19th century, the first powered machinery multiplied our muscle power. This will have a profoundly positive effect on our knowledge base and on our ability to solve some of our complex problems. The application of the inexpensive computer power to production machinery, plus advances in the machine mechanisms themselves, are changing the nature of our factories, making them more efficient, safer, and more interesting places in which to work. These factors will mean changes in the types of jobs available and



Attractive visitor to the display at the Mall was Cindy Lawson. Ed Ehmke explains use of our products.

*TODAY'S NATIONAL ENGINEERS WEEK FEATURE consists of an interview with Tom McKee, Engineering Manager (photo at right), plus some snapshots made at the MCB D product display at River Ridge Mall. The display can be seen 7-9 PM weekdays and all day Saturday.*



perhaps even changes in the nature of what work is and how it gets done.

**Q. DO YOU FEEL THE U.S. GOVERNMENT WILL ASSIST IN THE REVITALIZATION WITH IMPORT TARIFFS, ETC.? OR, IS THAT JUST OVERLOOKING THE ORIGINAL PROBLEM?**

A. I believe that import tariffs are not in our best long-term interest. Perhaps they would improve the position of the U.S. manufactured products in the domestic market, but they would not improve our basic industrial position nor our ability to compete in the world-wide marketplace. However, helpful governmental actions are possible. For example: The tax revisions of 1981 should help encourage saving and investment, thus providing more dollars for factory modernization. Simplification of governmental regulations and of the paper work which industry must fill out would minimize this non-productive activity within industry. However, a change in the overall relationship between government and industry would be the most helpful. Governmental-Industrial cooperation has been poor in the U.S. for many years. Improved cooperation is badly needed if U.S. industry is to regain its strength. Fighting world-wide competitors is a full-time effort. Our government must become our partner in the battle and not another combatant with which we must also do battle. The encouraging signs that the current Washington administration is seeking to reverse govern-

ment's traditional adversarial relationship with industry.

SEE ALSO PAGE 2 FOR MORE PHOTOS OF THE DISPLAY AT RIVER RIDGE MALL.....



Product Maintenance Engineering--Lynchburg and Florence--were represented at the display by Ed Ehmke (Lynchburg) and Frank Hannell (Florence).



Rick Timmons and his wife Henrietta were on hand at the display to greet visitors who dropped by.

BE SURE TO SEE THE ENGINEERS WEEK DISPLAY AT RIVER RIDGE MALL THIS WEEK...7-9 PM WEEKDAYS AND ALL DAY SATURDAY...



HERE'S THE TEAM OF ENGINEERS involved in setting up and manning the display of MCBP products this week at River Ridge Mall. From left: Steve Harbin, Ed Ehnke, Russ Stone, and Rick Tirmons. Be sure to stop by the display which is set up at the East entrance to the Mall, facing GE-MVRP.



The display at River Ridge Mall attracted considerable interest but Master Daniel Harbin went to sleep--despite the fact that his dad Steve helped set it up. His mom, Lynn Harbin, showed more interest.

JA'ERS WILL BE SELLING AUTO TROUBLE LIGHTS HERE TODAY...

ADACHIA Enterprises, a GE-sponsored Junior Achievement company, will be in MVR north and south cafeterias today and Thursday, Feb. 24 and 25, from 11:30 AM until 1:00 PM.

The Achievers are local high school students participating in the program which shows them how a business operates. They are presently manufacturing and selling auto trouble lights, which will be available for you to examine and purchase then.

EFFECTIVE PRESENTATION class has a few openings. It will meet next Monday night at 4:45 p.m. If you would like to enroll, please call Tom Moak on ext. 7429 or Jim Curling on ext. 7296.

#### SYMPATHY

Deepest sympathy is extended to the family and friends of retiree Mel Tiedt who passed away recently. Mel was living in Ohio at the time of his death.

#### THANKS

I would like to thank all my friends and co-workers for the flowers, cards, visits, prayers, and other acts of kindness shown me and my family at the death of my son.

A. E. Johnson

Chifarobe or chest-of-drawers. Call 821-7154.

Yamaha 125, good cond. Call 804-376-3428 after 5:30 p.m.

Good used refrigerator. Call 237-1156 after five p.m.

Jenny Lind Crib - Portacrib Highchair Call 993-3495.

Small trailer, new or used, open top with sides. Call 525-2059 after 6:00 p.m.

#### SERVICES

Mother would like to keep children in her home. Woodys Lake Road, Madison Heights Area. Call 845-2785, will furnish references.



#### FOR SALE

1971 Impala, 4DR, AT, AC, PB, air, PHILCO radio/rec player. Also type writers, Royal and Corona antiq. call 384-2796.

Marantz 2220 Stereo Receiver. Exc. Cond. \$100. Call 239-5504 after 6 p.m.

Auto-Comet 1965 Call 846-7004.

1969 Mustang Mach I, AT, PS, PB, Cragers all around, \$800. Call 821-1103, ask for Ann.

1973 Kawasaki 100 Enduro, like new, 1800 miles \$300. Phone 332-5611.

Wood stove made like Englander Space Saver. Call 237-2156.

Ford Courier 77, 4 speed, 4 cyl, exc. cond. Call 237-2156

1966 3/4 ton Chevrolet pickup, new tires, new battery, and good motor. Best offer. Call 239-2042.

Furnace humidifier and humidostat. \$50. Call 369-5918.

1980 Dodge Colt Hatchback, SD twinstick, AM/FM cassette. Call after 3:00 369-5918.

Terminet 300 with manuals, \$325. Will dicker for a mod. Call 384-2403.

One maple dinette set for four. Call 846-4072 before 5:00.

1975 Honda Civic, exc. cond., Call 237-5153.

Lot on Smith Mt. Isle of Pines, new dock and rip-rap. Access to tennis ct. and fenced storage. Call (301) 869-6310.

1977 Toyota Celica, 5 speed, AC, exc. cond., 31 m miles, 237-5496.

1977 Jeep Renegade, Levi Pkg, AT, 33 m miles, exc. cond., call 237-5496.

1974 Monte Carlo, AT, AC, AM/FM, call 384-1769.

Motorcycle-1979 Honda Hawk, less than 2000 miles, like new cond. call 846-7760.

#### FOR RENT

One BR furn. terr. apt., util. included, sec. deposit and ref. required, \*240 month. Call 239-8967. Apt. in Sandusky Hills.

Partly furn. shop, choice location, heat, AC, light included in low rent. Suit candy, tobacconist, news stand. Call 847-8598 after 7 p.m.

#### RIDER WANTED

8:00 - 4:30 shift, Timberlake Road to MVR via Commuter Express Van. Contact Carl Sensabaugh, Ext. 7351.

#### WANTED

4 Tire casings, radial type, size 800 up x 16.5. Call 277-5227.