

CPD NEWS

PUBLISHED BY EMPLOYEE AND COMMUNITY RELATIONS (EXT. 710) FOR ALL LYNCHBURG GENERAL ELECTRIC EMPLOYEES

VOLUME 10 NUMBER 210

LYNCHBURG, VIRGINIA

TUESDAY, NOVEMBER 12, 1968

25-Year Veteran Jay Bryant Reminisces on Fascinating History of General Electric's Mobile Radio Business

Normally a beehive of activity, the Mobile Radio Business Section Field Operations Office paused for just a few moments the other day to reflect on the rich history and tradition of the Company's Mobile Radio Business--which can trace its origin back over several decades...but which only within the past year became a separate business section at CPD.

The occasion was the brief ceremony at which Jay Bryant, MRBS Regional Manager, in Region C, Tallahassee, Florida, was awarded his 25-year pin marking a quarter-century of service with the Company--every bit of which was in mobile radio.

HIRED BY D. LEE CHESNUT

It was in 1943 that Jay, a Missouri native, was interviewed and hired by D. Lee Chesnut and became the second man in the field for selling GE mobile radio... with a territory "from Ohio to Colorado and from Ontario to Texas."

Jay brought along the letter he wrote applying for the job 25 years ago. "This letter sounds so good, I believe I would have hired myself," quips Jay.

(He was well equipped

STOCK MARKET closed yesterday.



MORE THAN 100 YEARS OF GE MOBILE RADIO EXPERIENCE is represented by this photograph made last week when MRBS Field Operations Manager Bob Giorgi (second from left) presented MRBS Region C Regional Manager Jay Bryant with a pin symbolizing his attainment of Quarter Century Club status. Flanking Bob and Jay are two other Mobile Radio Business oldtimers--Mac MacIlwain (left), Manager, Sales Promotion, in MRBS Marketing Communications, and John McCormick (right), MRBS Mobile Radio Consultant. John and Mac both have 32 years of service to their credit; the youngster in the group is the Manager, Bob Giorgi, with almost 17 years of service.

to write a good letter--with an AB degree from Missouri Valley College, Marshall, Mo., and a B.J. degree in Journalism and Advertising from the University of Missouri.)

Jay began his career in radio (but not GE radio) with a ham radio station in Jefferson City, Mo., and talked his way into a job--via radio--with the Missouri State Highway Patrol Police Radio located in the State Capitol building.

cast station in the nation, this was state-owned Radio Station WOS, and, according to Jay, they played records and would interrupt the broadcast for police calls.

POTENTIAL FOR GROWTH SEEN

Jay saw the potential for growth in radio--both standard broadcast radio and mobile two-way radio--thus his decision to cast his lot with GE in 1943.

Assigned to work under

(See JAY BRYANT.....p.2)

The eighth licensed broad-

BROOKVILLE BOOSTERS' SHOW
COMING UP NOV. 14, 15, 16

Here's a photo made during rehearsal for the annual Brookville Boosters' Show which will be held on Nov. 14, 15, and 16 at 8:00 p.m. at the Brookville High School. That's this coming Thursday, Friday and Saturday nights.

General Electric employees participating either on the stage or in supporting roles are:

Bob Dole, Dave Tucker, Ruth Conner, Jim Puckett, Chuck Bondurant, Ralph Abrams, Frank Martin, Violet Marston, Chuck Radford, Wally Simpson, Ray Beale, Bobby Poston, Pat Thomas, Faye Burnett, Gordy Moore, Willie Shorter, Garnett Marston, Dave Miller,



Bill Matherly, Gene Ruegg, Armin Koch, John Rhodenhizer, Conrad Jones, and possibly others.

Tickets for Thursday night may be obtained from members

HERE'S PART OF THE CAST for the Brookville Boosters' Show coming up Thursday, Friday and Saturday nights this week. In the front, left to right, are Norma Jo Whitten, Linda Mayhew, and Linda McCraw. Standing in the back row are Delores Salmons, Delores Roakes, Jo Ann Cole, Alice Montgomery, and Judy Gallagher.

of the cast, according to spokesmen for the Brookville Boosters...who added that both Friday and Saturday night tickets are already sold out but that there are plenty of Thursday tickets available.

JAY BRYANT.....(Continued)

George Peterson in the Radio, Television and Electronics Division Sales office in Chicago, Jay faced the uphill battle of proving to potential customers that mobile radio really worked.

"At that time only police departments and electric utilities were licensed to use two-way radio...and then only for emergency," says Jay. "For example, for awhile police were required by the FCC to use telephones rather than the units in their patrol cars for calling back to headquarters in anything other than an emergency situation."

PROVING THAT MOBILE RADIO REALLY WORKED

Jay also remembers some of the ordeals in connection with proving that mobile radio really worked.

"About the worst such experience I can remember

was conducting some tests from the top of a grain elevator in Fargo, North Dakota," says Jay. "I had to climb the elevator and the temperature was 10 degrees below zero!"

Experiences such as this occurred mainly during the early 1940's when he served as a Technical Representative. Then, in 1946 Jay went to the Electronics Department in Syracuse, where Dr. R. G. Baker was General Manager.

Jay went to Atlanta in 1949 as Southeastern Regional Manager for the Commercial and Government Equipment Division. The Communication Products Department was an outgrowth of this Division. Jay moved to Tallahassee in 1959 (by then CPD had its headquarters in Lynchburg).

BUSINESS PROSPECTS FOR MOBILE RADIO

Jay is enthusiastic indeed about the Mobile Radio Business Section's business prospects:

"We have a good, skillful, professional, well-trained field organization...to keep on getting our share of the business," says Jay.

"And," he adds, "we will certainly be successful in doing this provided we keep on getting the good engineering and quality of products that we've seen come out of CPD in recent years."

GEERA BASKETBALL MEETING...
There will be a meeting of all GEERA basketball players Wednesday, November 13, at 4:05 p.m. in the South Cafeteria. All players are urged to attend.

EMPLOYEE STORE HOURS TODAY:
11:15 - 1:00
3:30 - 5:30



"It's Time To Be Safe!"