

A million dollars will go into enlarging Communication Products Department headquarters at Lynchburg, Va., this year. They're adding over 100,000 square feet to factories, laboratories, office and service areas, mostly to meet the new demands of military and consumer needs in communication equipment. One estimate: more two-way radio units will be sold in the next 12 months than in any previous year in the history of mobile communication.

Recognition from the man who counts—the customer—has been accorded the Instrument Department for the second straight year. Repeating the honor claimed by their industrial mass flowmeter, the Department's newly-developed, digital telemetering system was selected at the annual Instrumentation Automation Conference in New York as the top instrument introduced last year. Further evidence: voluminous customer inquiries on the money-saving, data-collecting device for utilities and oil companies are piling up at Department headquarters in West Lynn.

A self-educated salesman who rose from an office boy to president of Monowatt, Inc., and then general manager of General Electric's Wiring Device Department, passed away early this month. Abe Warren, who retired in September, 1953, was as well known for his enthusiasm for athletics as he was for his business acumen. He was a proud supporter of Monowatt's widely known softball team, and the Northwestern University football squad, even though his ambition to attend the Evanston, Ill., school was thwarted when he had to leave school at the age of 15 to earn a living.

GENERAL ELECTRIC ON TV

General Electric Theater

(CBS, Sundays, 9 p.m., EST)

February 19 — "A Possibility of Oil," starring Joan Fontaine.



February 26 — "Image of a Doctor," starring Ida Lupino.

March 5 — "Open House," starring Paul Ford and Robert Strauss.



March 12—"The Small Elephants," (cast to be selected).

General Electric College Bowl

(CBS, Sundays, 5:30 p.m., EST)
Coming Up: Feb. 19—Kalamazoo College; Feb. 26—Skidmore College; March 5—Indiana University; March 12—Rensselaer Polytechnic Institute.

Leave It to Beaver

(ABC, Saturdays, 8:30 p.m., EST)

WHAT'S NEW

New Business: Automation of information handling at the *University of Illinois Library* is under study by the Defense Systems Department; it's a \$30,000 contract. . . . First **truckload shipment of Lexan** polycarbonate resin rolled out of the **new Mt. Vernon, Ind., plant** this month, headed for an Erie, Pa., plastics molder who'll turn it into card guides for data processing equipment.

Honors: To Chet Brown, community relations manager in Lynn, the "**Bouquet of the Week**," from the *Lynn Daily Item*, for his chairmanship of the local United Fund Campaign. . . . Heavy Military's Don Maxwell, elected a **Fellow in the Institute of Radio Engineers**, a post earned by only 75 of IRE's 80,000 members each year. . . . Tom Sproule, manager of Air Conditioning's Tyler, Texas plant, elected **President of the Tyler Chamber of Commerce**. . . . General Electric Theater commercials selected as **year's best television commercials** in a *Printer's Ink* survey of advertising executives. . . . Dr. George L. Haller cited for **outstanding public service** by *Electronic News*.

Products: A new fluorescent wardrobe for **Cleveland Public Square**, site of world's first street lighting installation (1879), now lighted by shiny new luminaires equipped with General Electric Power Groove lamps. . . . For a new tinning plant near Tokyo: d-c electric drive equipment, motor-generator sets, controls, gear motors, and air-cooled silicon rectifiers **sold by IGE**. . . . Of ten selections by *News Front* magazine as **major scientific discoveries of the decade** General Electric is active in eight: fuel



ON THE ROAD: George McCullough, right, passes the first truck-load order for Lexan along to M. B. Wedge of Interstate Motor System.

cells, penetration of space, hydrogen fusion, fission power, solid state electronics, electronic computers, conversion of salt water, and commercial jet aviation.

Milestones: Company speakers appeared before **18,000 Syracuse citizens** last year, as 368 speeches were presented by 97 speakers. . . . Hanford's nuclear energy plant counted **12,000 visitors in 1960**, including representatives of government, the military, science, education, industry, and foreign nations. . . . Since they were originated in 1944, more than **125 million educational comic books** have been distributed by the Company's Educational Relations & Support Service.

Here and There: A department store in Berkeley, Calif., taking trade-ins on new General Electric blankets, sending them to Navajo Indians, **doubled January sales** in the process. . . . and from Carpinteria, Calif., comes the report that tramps in the seaside town are so affluent that **they're carrying electric blankets about**, plugging them into outlets in empty buildings for the evening's repose.