



John Geloso IIPT - I4PY - IIJGM *1901-1968*

Born 1901 Giovanni Geloso in Argentina. John's parents were on assignment from Italy and returned to their homeland in 1904. John was the builder of an empire of 8 production plants in a worldwide electronic business from Milano Italy. John got his start in NYC with the Pilot MFG Corporation. One of John's co-workers was Bob Hertzberg W2DJJ-- --which turned into a lifelong friendship.

John at a young age showed ability in math, electro mechanical sciences. He developed a love for music and his technical and artistic senses were aided by that love for the remainder of his life. Then came his small electronic firm, producing items he patented.

Geloso looked for wider horizons and looking forward to studies in 1920 emigrated alone starting out the second phase of his life. Then came more studies in NYC and landing a position with Pilot Radio Corporation.

Pilot was developing basic experimental TV and John's work was indispensable on those early projects. He was known by management as a tireless and genial, he received a technical degree in 1925 and married Ms Franca who was his partner for the remainder of their lives. He would eventually earn chief engineer position at Pilot. He was committed to the manufacturing of the famous Super Wasp project.



The news of the day was the experimental transmissions of TV from New Jersey to the Philosophy Hall and NYU over shortwave radio. Five hundred persons gathered at the philosophy hall to view the first pictures over radio and the subject was none other than the image Mrs. John Geloso. Geloso continued on applying himself in the radiotelephony field which was the aim of his entire working life. In 1931 Geloso arrived in Milano Italy to start his own business.

Geloso Company S.P.A. continued on with production and newly designed electronics until 1972. John had expired some 4 years earlier in 1968. The name "Geloso" continued as the trade mark was acquired by other companies. The design of Geloso amateur products was very popular along with sound accessories and TV equipment world wide. Possibly the reason for not a great sales in the U.S. was due to Multi-Elmac products and Heath Kit. Still the Geloso amateur products are highly sought after today.