



SERVICE

AN RCA FAMILY PUBLICATION

Accent on Teamwork
(See Pages 7-10)



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RCA SERVICE COMPANY



SERVICE

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THE COVER

Spring comes to Cherry Hill under the watchful auspices of landscapist Warren Stewart, who has cared for Cherry Hill's twenty-two acres for more than five years. He plants a bright bed of crocus under a clump of white birch to delight the eye . . . red geraniums among the evergreens . . . brilliant azaleas along a sunny walk. Soon the scene will change as rhododendrons bloom and he "sets out" the frilly white petunias he's grown in the greenhouse. In all seasons of the year—but particularly in Spring—he helps to make Cherry Hill a beautiful place to work.



Of This and That

The Last Word . . .

Eleanor McElwee, RCA electronics engineer who addressed IRE members at their annual meetings, is a Tube Division Technical Editor. She gave these pointers to engineers to convert "not so good" papers into good ones:

Edit the paper from the reader's viewpoint, considering his background, needs, language limitations.

Use an outline to check content and organization.

Insert headings, subheadings, and transitional words and phrases to help the reader follow the flow of ideas.

Review sentences carefully for grammatical correction and proper use of punctuation.

Simplify tables, graphs, formulas. Caption all non-text material clearly.

In Control . . .

A new department, formed to design, manufacture and market industrial electronic computers and systems will be headquartered by mid-summer in a new RCA-plant in Natick, Mass.

Principal product will be the RCA 110 industrial process control system—a flexible and expandable electronic aid, custom-designed and assembled for manufacturing plants, public utilities and the petro-chemical industry, among others.

At Mezzogiorno . . .

An electronics manufacturing complex, calling for an initial investment of \$25,000,000, will be created in the southern section of Italy known as the "Mezzogiorno," promising substantial new employment in one of that nation's underdeveloped areas.

In an agreement of unprecedented scope between a European state agency and private industry of another nation, the Istituto per la Ricostruzione Industriale (I.R.I.) has secured the assistance of RCA International, Ltd., of Montreal, to direct the project, drawing on the services and facilities of the various subsidiaries and affiliated companies of the Radio Corporation of America. The principal purposes of the program are: (1) To expand Italy's electronics business in the new European Economic Community (composed of Italy, France, Germany, Belgium, the Netherlands and Luxembourg). (2) To assist the industrialization of the southern section of Italy; (3) To encourage private capital to invest in manufacturing enterprises in Italy.

In the latter instance the agreement contains the proviso that RCA International, Ltd., may purchase from the Italian agency all or part of the manufacturing network it creates during the period of the contract, then continuing to operate it as a private enterprise.

"In terms of Human History...a shocking suddenness"

RCA executive, on receiving an honorary LLD degree from Findlay College, spoke on the need for better understanding of the Scientific Age.

Dr. E. W. Engstrom, RCA's Senior Executive Vice President, told a convention at Findlay College that it is imperative for people in all walks of life to achieve a better understanding of this scientific age.

"Science today has become a predominant influence upon world affairs," he said. "In terms of human history, this scientific age has come upon us with shocking suddenness—apparently before we have the chance to prepare ourselves fully for living in it.

"For the man of government, for the man of commerce, for the man of industry, for people everywhere, there must be a growing awareness of science and what science is producing.

"There must be an understanding of our environment, our nation, our world, in terms of what science provides.

"There must be an understanding that geography in terms of time and distance is gone forever.

"I am proposing that an understanding of the scientific age will in itself ensure a solution. What I am saying is that failure to understand our scientific age invites disaster."

Dr. Engstrom said that a major challenge of our times is the development of faith, wisdom and tolerance "to level more nearly the equivalent of our technical progress."

A Distinguished Career in Electronics

Dr. E. W. Engstrom, Senior Executive Vice President, is responsible for the RCA Laboratories, Defense Electronic Products, Astro-Electronic Products, the Engineering Services and Manufacturing Services staff activities. He came to RCA in 1930, from GE, where he had worked on engineering development of broadcast equipment and sound-motion-picture apparatus. With RCA, he was responsible for developments which led to practical black-and-white, and later, color television. He was a member of the two National Television Systems Committees whose technical signal specifications were approved as commercial broadcasting standards by the FCC . . . first for black-and-white, then for color TV. Beginning in 1942, he directed RCA's program of wartime research in radar, radio, electronics and acoustics. His numerous awards include the recent 1959 Christopher Columbus award from the Italian Government for "outstanding leadership in the development and introduction of television."



Dr. E. W. Engstrom

"We can develop no electronic, electrical or mechanical substitutes for these qualities," he said. "Yet unless they are cultivated in far greater measure than they appear today, our greatest scientific and engineering achievements may well turn out to be nothing more than invitations to catastrophe."

Asserting that there have long been thoughtful proposals that scientists and engineers need training and experience in the humanities, Dr. Engstrom continued:

"This is so—for they need in addition to professional competence, understanding of the political, social and economic environments in which they function. Much improvement has been accomplished and much more will be in the future.

"For some time we have heard the cry that emphasis on science should not be allowed to push the humanities into the background. This, too, is so. But now these are only half-truths. Now the non-scientists need training and understanding in science. Today's tasks, and even more, tomorrow's tasks require and demand the whole man."

Dr. Engstrom said the proper direction will not be found in what some educators call today the "broadly educated man"—unless "this includes understanding and training in the sciences."

Wing's at the Top of the Topmost Branches

Service Company Salutes Little Rock Manager selected "Man of the Year" for 1959 performance

Ferris S. Wing, who was manager of the Little Rock branch until his recent transfer to Houston, Texas, has been selected the outstanding manager from among more than 150 TV Service branches of the Company.

The Little Rock office, which he managed in the year 1959, also was named the top branch in the Southwestern Region.

He and the seven "runners-up" in the highly competitive contest for top spot in the nation's branches were brought in to New York, March 14th, for the announcement and the recognition due their achievements.

The awards are made annually for outstanding accomplishment in directing the activities of the service branch from the standpoint of customer service, as well as for general overall efficiency in branch operations.

The other seven top performers in their respective regions for the year 1959 are: Albany, N. Y., F. J. Dopfel; Franklin Square, L. I., R. H. Anderson; Charlotte, N. C., C. R. Sparks; Ann Arbor, Mich., F. H. Weishuhn; Chicago, Ill., L. M. Klopfenstein; Kansas City, Mo., W. A. Sharp, and Hollywood, Calif., F. R. Carpenter.

Of these, four (in addition to Mr. Wing) have been reassigned: Mr. Dopfel is now Boston branch manager; Mr. Sparks, Birmingham branch manager; Mr. Weishuhn,



"Man of the Year" Ferris Wing and (right) President A. L. Conrad.

Pontiac branch manager; and Mr. Klopfenstein, Portland, Oregon, district manager.

Each of the managers received gold plaques presented by Service Company President A. L. Conrad at special ceremonies. In announcing the awards, he paid tribute to the independent and factory service technicians and their role in the general welfare of the servicing industry.

"The high quality of work being performed every day by the nation's service shops continues to be one of the most important contributions to the steady growth of the electronics industry," Mr. Conrad said.

"As television continues to grow—and especially color TV—it is on the skill and the courteous, efficient manner in which technicians serve the public that the servicing business builds its reputation and improves its position among the major industries of the nation."

Mr. Wing reached top spot within a short six years. His original employment, in 1954, was as a part-time salesman, Memphis branch. Within the year he was made chief clerk (full time), first in Memphis and then in Dallas. In September of 1956, he was brought into the Southwestern District Office as Coordinator, from which he was transferred to Little Rock, in 1957, as Branch Manager.



The nation's Branch Manager and SCO execs: (front, l to r) F. R. Carpenter; Field Operations Mgr. R. C. Gray; V.P. L. G. Borgeson; President A. L. Conrad; Sales Mgr. R. W. Bedecker; F. S. Wing. (Back row) C. R. Sparks, W. A. Sharp, R. H. Anderson, L. M. Klopfenstein, F. J. Dopfel, F. H. Weishuhn.

GET WELL SOON...

Hospital TV's therapeutic value is gaining recognition as hospital construction booms

According to Warren Burr, Service Company's Sales Manager on Special Products, there's a building boom ahead in the hospital field—with bedside TV included in almost every new plan.

He should know. Recently transferred to Cherry Hill from Los Angeles, where Hospital TV has been established, he says that response to the crying need for hospital expansion in the east is just getting underway, and that the field for Hospital TV is consequently wide open.

He's positive that the day is not far off when a TV set in every hospital room will be considered standard equipment; its low cost included automatically as part of room rental or other nominal charge made.

Beyond the fact of obvious therapy for convalescing patients, the RCA Victor Hospital TV system offers practical solutions to several "TV headaches" existing in hospitals today.

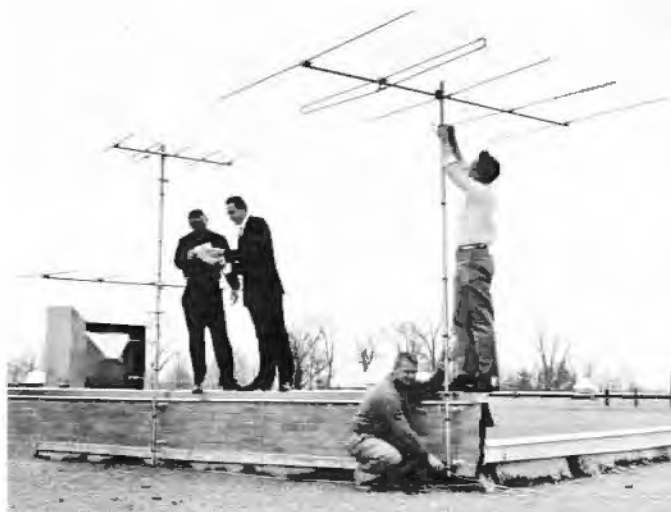
Remote Control, for example, permits patients to tune-in from their beds, relieving nurses and aides of this time-consuming service.

TV noise, objectionable to the very ill, is controlled in RCA Victor sets by a built-in volume limiter, adjustable only by a TV serviceman. Pillow speakers are available for personal listening in "Quiet" zones and for the hard-of-hearing.

The sets are easy to carry, easy to place on bed-table or dresser, although in most new installations the sets will be rack-mounted on the wall and movable to foot-of-the-bed stands as required. Easy-to-clean cabinets are liquid- and burn-resistant. Tamperproof TV backs defy the amateur TV fixers with their make-shift tools.

An RCA "MasterTenna" delivers the finest reception possible—and interference, a common problem to hospitals, is reduced to a minimum by the double-shielding in each set.

Leased through RCA Service Company (or through distributors or designated leasing companies), the cost to hospitals varies with the size of installation; starting as low as 25c per day per set with installation and maintenance included in the price.



Camden Branch Service Manager W. R. Hansell (center) with TV techs (l. to r.) E. W. Lowry, J. P. Tyrrell and J. I. Chaplick, on the roof of the new Cherry Hill Hospital.

The business is not confined, of course, to hospitals under construction. Such famous institutions of healing as the University of Pennsylvania Hospital, the Hahnemann, and the Presbyterian, all in Philadelphia, are listed among RCA-TV equipped hospitals in the east.

Typical of those under construction is one that's just a stone's throw from Mr. Burr's desk—the new Cherry Hill Hospital. There, TV techs from Camden branch have installed an RCA "MasterTenna," 34 black-and-white and 2 color sets, with provision made for near-future expansion.



The new Stanford Medical Center in Palo Alto, California, has 218 RCA Victor TV sets.

In tune with the Pleasant Way We Live...

"Dash and Carry" radio—"Living Color" in Early American cabinetry—Sportabout models, remotely controlled—"Touch Bar" channel selectors—push-button volume control.

Look at the RCA Victor Radio and TV sets announced this spring, and you'll be tempted to say, "I'll take one of each."

Combining easy use with a gracious style, they're more attractive than ever, mighty hard to resist.

Consider, for example, the mobile transistor radio pack—a dual purpose kit which enables an automobile owner to install his own transistorized radio on the dash, and also carry it as a portable radio.

Gift-boxed, with complete installation instructions, the kit contains a small, six-transistor radio, a chrome plated vertical antenna, dashboard bracket, generator condenser and ignition suppressor.

A small bracket clamps to the dashboard with a single thumbscrew. The radio snaps into place and immediately becomes a built-in radio without the attachment of antenna or power-supply wires. It is easily lifted from the bracket, which swings back under the dashboard when not in use.

The sturdy antenna, fitted with a 3-inch heavy rubber suction cup, can be installed anywhere on the body of the car or hull of a boat. A 7-foot weatherized lead-in wire connects the antenna with the dashboard bracket which also has a ferrite-rod antenna built into the head and which feeds the radio signal to the transistor radio by induction. This eliminates the need for direct antenna connection with the radio.



Install your own transistorized radio on the dashboard, or carry it with you.

"Complete Off"

Or like to lie abed to watch TV? Then a new "Sportabout" TV portable with the new "Wireless Wizard" remote control is definitely for you.

Not only does the "Wizard" turn the set completely off, it will also turn the picture and sound off and on and change channels. A deluxe version has provisions for push-button control of four steps of volume level.

Another new feature of the Sportabout remote models (now that you're up and about) is a "Touch Bar" channel selector on the front of the set, replacing the conventional channel selector dial. The set automatically changes channels by touching the bar. A simple adjustment stops the selector only at desired channels, passing by and "muting" others.

These and other advantages are found in the "Highlander" (Model 171-AR-04) and the "Roommate" (Model 171-AR-06).

Period Styling

Is yours an all-EARLY-American home—with the exception of your TV set?

The new "Gibson" (Model 211-CD-87C)—for the first time—brings the warmth and charm of authentic Early American cabinetry to RCA Victor's "Living Color" television line.

The "Gibson" features the deluxe Mark Series chassis, two-speaker Balanced Fidelity sound, simplified Color-Quick tuning, Automatic Channel Equalizer, Tube Guard and Stereo jack.



RCA Victor's first "Living Color" Television Receiver in Early American Styling—the "Gibson"—Model 211-CD-87C.





Vice President L. G. Borgeson (left) and Field Operations Manager R. C. Gray review the plans made for Managers attending Consumer Products Conferences.

Consumer Products Accents Teamwork at Training Conferences

No one cut classes in the tightly scheduled 5-day Conferences for Branch and District Managers, conducted at Cherry Hill Inn during February, March, and April.

With good reason. Geared to field management's wants and wishes, the meetings were planned at the request of Regional Managers, and organized to cover situations and problems most often occurring in branch office management.

Consequently, attending managers from the field welcomed the rigid work schedules and endorsed the valuable information they received in each jam-packed session.

Objectives of the program marked the underlying challenge of peak performance which Consumer Products has set for the year 1960: (1) to increase and improve the knowledge of Field Management and (2) to improve customer service and increase sales.

Summarizing the program's activities, in one of his several addresses, Field Operations Manager R. C. Gray likened the Branch Manager to a ship's captain, and emphasized the teamwork necessary to "bring in the ship."

"To accomplish our objectives," he said, "we must depend on people. Regardless of an individual's position—whether it be the stockman, clerk, technician or supervisor—he or she plays an important role in the overall performance.

"The overall profit made by a company is merely the sum total of the individual efforts of its many employees.

The greater the number of individuals in the organization who produce more than they consume, the greater the profit of the company and the individual employees themselves.

"Thus the fundamental job of management is to increase the value of the contribution of each member of the organization—to increase their productivity. In short, people are the key to the success of any organization."

The all-out effort to supply Branch Managers with the tools of successful leadership resulted in a week filled with discussions, work sessions and lectures.

Lectures were sparked with visual aids and knowledgeable demonstrations, expertly produced and presented by staff managers.

Discussions were spirited, probing into the details of every phase of the business, with no quarter asked nor given in the stimulated question and answer periods.

At night the men were divided into three work groups, assigned a problem with a District Manager leading the discussion. A "Recorder" was appointed to record the findings of the group and to report them to the main body.

And, as each of the five weeks ended, Managers returned to their branches prepared to put into practice all they had learned. Thus would objective (2) be accomplished—**IMPROVED CUSTOMER SERVICE . . . INCREASED SALES.**

HIGHLIGHTS ... of the Consumer Prod



"He who has a thing to sell
 And goes and whispers in a well . . .
 Is not so apt to get the dollars
 As he who climbs the ladder and hollers."

(excerpted from summary
 speech, presented at the end
 of each five-day session by
 R. C. Gray, Manager, Field
 Operations)



L. A. Steller, Personnel Training Specialist—
 The Objectives of Training and Sessions Plans.



G. B. Whitten, Jr., Personnel Manager, Consumer Products Service—
 Discussion of Personnel Practices and Policies.



A. W. Pedrick, Manager, Field Support Services—Material Control.

Products Training Program for District and Branch Managers



R. F. Adams, Appliance Service Manager (right) and W. A. Brey, Coordinator—Introduction to and Discussion of Appliance Service.



A. I. Kothe, Coordinator, Special Products—Master-Tenna System, Hotel Radio System, Medical Network.



W. W. Cook, Manager, TV & Radio Training (left)—Technical Training and Training Aids.



(L to R) F. E. Weber, Manager, Sales Training (portraying "the man not to hire"); R. B. Helhoski, Manager, Special Products Sales; E. Grossman, Field Sales Manager—Interviewing Prospective Sales Managers.



S. E. Baker, Manager, TV & Radio Service (right) and M. G. Gander, Manager, TV & Radio Engineering—Test Equipment.



R. W. Redecker, Manager, Sales & Merchandising—Ladder of Sales Success.

180 Branch & District Managers



Completed Cherry Hill Training



At the February 28–March 4 Conference



At the March 6–March 11 Conference



At the March 13–March 18 Conference



At the March 20–March 25 Conference



At the March 27–April 1 Conference



At the April 3–April 8 Conference

Automated Broadcasting Featured at NAB Convention

RCA Display in Chicago offered broadcasters a solution to the industry's problem of rising costs

Television broadcast equipment, designed to handle a full day of programming automatically, at lower cost and with improved operating efficiency, was featured by RCA at the annual National Association of Broadcasters Convention at Chicago, in April.

It shared the spotlight with a new monochrome studio camera employing a big-image 4½ inch "eye," and an advanced TV tape recorder which can be equipped to edit program material electronically.

The RCA exhibit also included major developments in the fields of AM and FM radio broadcasting, notably a new 1,000-watt FM transmitter and its 10-kilowatt "big brother."

Controlled by Push Button

The problem uppermost in the average broadcaster's mind today is the continuing rise in operating costs—an industry trend in which costs have doubled in the past ten years. RCA's automation equipment is designed specifically to help the network or individual station to cope with this serious situation.

In the advanced RCA system, a perforated paper tape is prepared when the program schedule for the day is formulated. A machine closely resembling a standard typewriter is used to punch the tape and to turn out a printed program schedule.

The punched tape is inserted in a tape "reader" in the station control room. The reader "fingers" the holes in the tape and feeds signals into the system's memory, which makes note

of what program material is to be broadcast and the sequence and timing to be followed.

The only manual effort required, once the tape has been prepared, is loading film or slide projectors, and pushing the control button to start the program cycle in operation.

An interesting sidelight of the system is the remote manipulation of studio TV cameras from the control room. A "joy-stick" on the video console controls the physical movement of each camera for panning or tilting, while zoom lenses can be brought into play by means of a toggle switch.

Bigger, Better Picture

The 4½-inch image orthicon pickup tube employed in the new RCA TK-12 camera is designed to play an important role in the increasing use of magnetic tape recording, producing pictures of increased resolution and better gray scale rendition.

The detail and still-photo quality of the TK-12 picture leads to third or fourth generation tape recording copies more nearly comparable in clarity to the original.

The camera is ideally suited for inclusion in an automation system. Because of its innate stability and minimum of controls, the TK-12 can function automatically on its own over a long period.

The TK-12 camera's value in the tape recording field centers around its production of a larger image on the pickup tube target with a corresponding increase in resolution and detail. Because the initial picture is bigger and better, any parent tape recording and subsequent copies benefit from this basic advantage.

Electronic Editing

The RCA TV Tape Recorder, which has achieved widespread acceptance since the advanced model was first shown at the NAB a year ago, incorporates a transistorized processing amplifier, expanded monitoring facil-

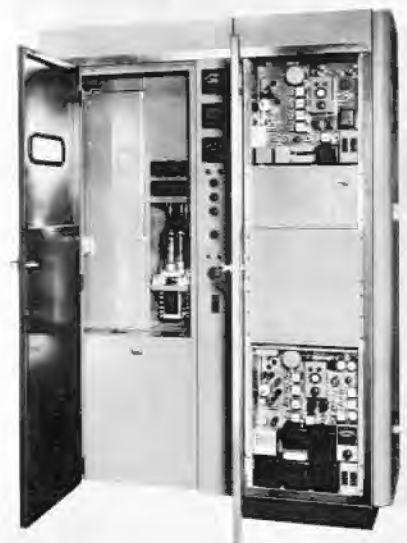


New TV Camera with big picture Tube, Model TK-12, has ability to function on its own over long periods of time.

ities and other developments.

A newly-developed electronic editing unit, added to the tape recorder, opens the way for production techniques never before possible.

The new unit locks the picture frames on a tape being recorded to the frames of another picture source—from a "live" camera, film camera, network program material or another TV tape recorder. Because the frames correspond precisely, they can be switched, dissolved or special cut-in effects used without causing picture "roll over."



New 10-kilowatt frequency modulation transmitter is designed for conventional broadcasting and multiplex operation, such as piped-in music hookups.



New lightweight, rugged general purpose microphone for radio or TV broadcasting.

Charting the Course of a \$50,000 Idea



Sales Staff chooses a specific service for promotion. TV Check-up, for instance.



Ad men confer on the assignment's copy, art, and production requirements.



Copywriter (here, A. Bicketti) develops theme and copy, submits it for

(APPROVALS)



Earle Nazar prepares art from approved copy, submitting layout to . . .

(APPROVALS)



Buyer K. D. Kochersperger places order with lowest of three bidding printers.



Advt. Mgr. H. A. Poole (for overall effectiveness).



Field Sales Mgr. B. Grossman (for field sales angles)



Vice President L. G. Borgeson (for management acceptance)



Sales and Advertising Managers



Production man G. I. Mitchell discusses the job with printer.



Sales & Mer. Mgr. R. W. Bedecker (for sales approach)



TV & Radio Serv. Mgr. S. E. Baker (for general values)



Engr. Mgr. M. G. Gander (for technical accuracy)



J. R. Gallagher Contract Fulfillment Mgr. (with aide) (for Mechanics of Addressing)



Printer's brownline (final proof) gets Ad-men's okay.



Sales Adm. Mgr. F. W. Wentker (for sales policy)



Field Op. Mgr. B. C. Gray (for operational viewpoint)



Attorney W. A. Osterling (for legal approval)



U. S. Post Office official (for conformance to postal regulations)



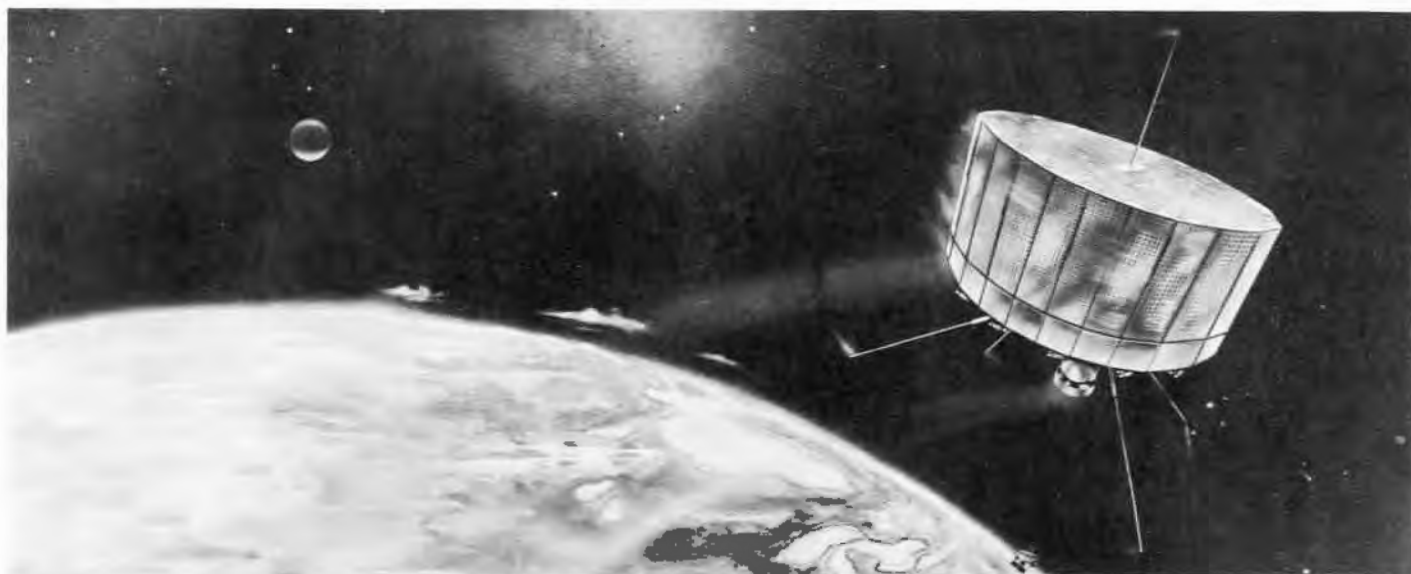
Printed folder is delivered to Contract Fulfillment, for distribution to consumers.

Creating and producing an original piece of promotional literature is far from a blue-sky job. Related to Sales (actually, it's selling-on-paper), promotional literature must produce a representative return on the money invested in it. In other words, it must "sell."

Reaching hundreds of thousands of customers simultaneously, it must catch

attention, create an interest in and a desire for the service offered, and be strong enough in its message to incite the reader to action—filling in the coupon, for instance.

Below are some—not all—of the steps involved in producing a folder for mailing to prospective service-contract customers.



In this artist's drawing, TIROS is far above the Pacific in its orbit around the earth.

TV Weather Satellite is part of complex System developed by RCA

The United States' TIROS satellite, carrying the nation's most advanced television "eye" to study the world's weather, is the information-gathering element in a complex satellite-and-ground system developed for the U. S. Government by the Radio Corporation of America.

The satellite comprises perhaps the most elaborate electronics package yet sent into orbit around the earth, containing specially-designed miniature television cameras, video tape recorders, transmitters, solar cell and rechargeable battery power supplies, and an array of control and communications equipment.

Speeding along its course in space, the satellite is linked to an extensive ground network of tracking and receiving stations, data-processing systems, and programming and control centers. Together, the satellite and ground equipment form a unified system to gather and analyze worldwide data on cloud formation in the earth's atmosphere.

The TIROS system, including the satellite and its associated ground network, was designed and constructed by scientists and engineers of RCA's Astro-Electronic Products Division at Princeton, N. J., under the general systems management of the National Aeronautics and Space Administration and the technical direction of the United States Army Signal Research and Development Laboratory at Fort Monmouth, N. J. It evolved from the original concept of Vanguard II, a weather satellite developed by the Army Signal Corps for NASA.

As many as thirty Service Company people helped to build TIROS at AEP headquarters, and assisted in as-

sembling its ground monitoring equipment for installation in the vicinity of Ft. Monmouth and in Hawaii.

Government Services Field Engineers G. V. (Bart) Bartley, G. Jansen, R. J. (Pappy) Joyner and Sam Miller journeyed to Hawaii where they assisted technical personnel in the installation and checkout of the monitoring system of the TIROS.

F. E. Fels was sent to Cape Canaveral where he performed the "go-no go" TIROS system checkout prior to launch.

Joyner and Fels returned to the New Jersey location, where they and L. Layton are providing technical assistance and advice in the monitoring procedure. Miller returned and was required for a different assignment. Bartley and Jansen remained in Hawaii to provide technical assistance in the operation of the Hawaiian site.

The monitoring staff first plots the satellite's position in space and time; then sets what might be described as its alarm clock. The clock triggers the satellite's TV cameras which take pictures over a prescribed area for a pre-determined length of time. A second command by push button from earth to TIROS starts the operation of the satellite's recorders and transmitters in the automatic transmission of the photographed information from satellite to earth.

The path of the satellite, circling the globe from west to east about every 90 minutes at an altitude of about 400 miles, permits cloud observations throughout a belt extending from the latitude of Santa Cruz, Argentina, in the south, to the latitude of Montreal, Canada, in the north.

Service Company Personalities

C. L. BASNEY, Government Services Manager of Air Force Services, started his career in the Far East as Master Sergeant in Communications, USAF, 1941-1945.

His hitch completed, he joined his brother in a partnership in the automobile trade, but never lost his affinity for life aeronautical.

He left a going concern to join another—as a Service Company Field Engineer with the Air Defense Command, situated at the Radar Site in Sault Ste. Marie, Michigan. The year, 1950.

Various field engineering and management assignments followed, all involving the Air Force.

He was named to his present position in January, 1960. As Manager of Air Force Services, he supervises and directs the activities of approximately 600 Government Services Field engineers at their posts throughout the world.

He divides his leisure interests between ham radio (call K2RWM) and golf—lots of golf—matching his score to the traditional sign-off of the wireless operator—i.e.—73.

A. W. PEDRICK, after service in the '40s as a Captain in the United States Marine Corps, turned to teaching the subject of bookkeeping in his hometown's high school.

Perhaps the contrast was too great, or perhaps the usual reason for change prevailed. In either event, he came to Service Company in 1949 as Field Auditor, responsible for auditing the records and accounts of Consumer Product branches.

Within a year (in May, 1950) he was assigned to the West Coast as District Accountant, where he remained for two years. Brought back to Home Office as Manager of Commercial and Customer Accounts (1952), he was moved quickly into an opening in New York City—that of Eastern Area Accountant. Three years later (1955) he returned to Cherry Hill as Administrator, Expense Controls.

Just a year ago he was named Manager of Field Support Services for the Consumer Products Service Department, in which capacity he is responsible for Material Control, Facilities, Office Systems, and Service Company's famous fleet of home-service vehicles.



Charles L. Basney



Robert C. Gray



Alfred W. Pedrick



Arthur L. Spaeth

R. C. GRAY, Consumer Products Field Operations Manager who delivered the principal addresses at the Spring Training Conferences (see page 7) knows whereof he speaks.

He came to Service Company (1946) after six years in the U.S. Navy, where he served in submarine and lighter-than-air assignments.

His initial job as TV technician led, within a year, to the managership of the Collingswood, New Jersey, branch—a post he held for the next three years.

Brought into Home Office in 1950, he was given the staff position of Assistant Manager of TV Operations. In 1952, he was transferred to New York headquarters at Radio City as Manager of the Eastern Area.

In 1956 he returned, to Cherry Hill, to manage Appliance Service and, in 1959, was named to his present position. As Field Operations Manager, he is the nominal head of all region, district and branch offices for the Consumer Products section of the Service Company.

Mr. Gray is an avid vacation traveller. He has visited many countries—in Western Europe, North Africa, and in the area of the Caribbean.

A. L. SPAETH has made Purchasing a career and a fine art in his thirty-two years with RCA.

He started with "General Purch" in Camden as an office boy, left it after years of experience in the many facets of the business, as a buyer of Graphic Arts. He then spent several years as buyer in Record Division, where his experience widened further in the demanding pace of this fast-moving industry.

In 1946, he came to Service Company as Purchasing Agent to initiate the Purchasing Section, guiding its growth over the past thirteen years to its present organization of thirty-three people at Cherry Hill plus a representative network of people and/or buying responsibilities extending west to California and east to Chateauroux, France.

In purchases ranging from a screw-driver to rolling stock, electronic gear, and other equipment, Art Spaeth and his staff administered the expenditure of approximately \$25,000,000 in 1959 for materials required by all product departments of the RCA Service Company. Better than half of it, he explains, was spent in purchases for the far-flung Government Services activity.

— A Page from the Family Album —



Newly appointed—C. T. Powers, Manager, Atlas Service Project.



From Barcelona—Postcard from Malt Bergin (retired) reads "Taking a few moments out to think of my friends."



At a Conference on Flight Safety—(l to r) Lt. F. B. Johnston, Brigadier General Walter E. Arnold, and E. Bruce Link, a Service Company NAESU field engineer.



At the border—Government Services European Manager P. F. Melroy toured Army facilities in Europe with 73 industrialist members of the U. S. Army Association.



Photophone Sales & Service in 1939, with RCAM execs—(Front row) Messrs. Atkinson, Klein, Snook, Throckmorton, Sommerer, Jervis, King, Pesce, Taylor. (Row 2) Jackson, Davis, Normand, Fisher, Dumestre, O'Brien, Carter, Trunick, W. W. Jones. (Row 3) Mullin, Mauren, Benham, Underhill, Bell, Elwes, Prince, Blount, Owens. (Row 4) Scholtz, Austrian, Yahr, Knapp, Sims, McTeary, Walsh, Miller, E. Jones, Reed, Bethell, Auger, Garling.



Tour of Inspection—President Eisenhower at the missile base, Cape Canaveral, Florida, February 10th.

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