SERVICE

AN RCA FAMILY PUBLICATION

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Camden 8, N. J.

WINTER, 1955 — CHERRY HILL

RCA SERVICE COMPANY February, 1964

RCA SERVICE

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Cherry Hill, Camden 8, N. J.

THE COVER

The winter scene reproduced on our cover this month is a photograph of an original water color painted by Earle Nazar, Service Company's Administrator of Art Services; Advertising & Sales Promotion department.

Earle, who has had many tempting offers for his masterpiece but keeps it hanging near his drawing board, completed the work in 1955 — shortly after Service Company moved into its new headquarters at Cherry Hill.

Changes in the interim have altered the peaceful scene — whether for better or worse is everyone's opinion. Just one thing remains pretty much the same — that's the SNOW!

CHIEFLY ELECTRONICS

By **Chief Tech VINNIE OWENS**
Bayonne TV Branch #1722

A little over 15 years ago this business did not exist. During that time many of us have raised our children, paid off a good chunk of the mortgage, gone through 2 or 3 new cars, had close to nine months' paid vacations, a certain amount of medical expense and, as a group, earned well over a million dollars — all from an industry which did not exist 20 years ago.

People very often do not show much gratitude when you get their television working — in fact, they'd be happier if they never saw you at all. But they pay for your work, and that is a form of gratitude you can't beat.

The difficulty or ease with which we fix television sets depends almost entirely on how much we know or want to know about our product. I say "almost." There are those jobs which come up now and then that are just plain hard work. But the other 99% we can make hard or simple, depending on our knowledge. If this were not the case, there would be no need for our service.

The next time you think you have had a rough day, just review your day's work. Were there one or more jobs that you lost time on because you overlooked the obvious, or did not know something which should be considered basic? Are you using a logical sequence of steps to locate troubles? Do you ever give any thought to how you can make things simpler for yourself? Or have you gotten into the habit of just groping or guessing what's going on?

When you spend time reading service data, tips or bulletins, or digging into a set rather than pulling it, you are benefitting yourself more than anyone else. Any new knowledge you acquire, whether it is television or any other subject, is an asset to you.

It would be wonderful if we could all get paid for just thinking and not working, but you will be paid the same amount whether you do your job with 90% brain work and 10% physical effort, or vice versa.

You'll be a lot better off if you use your head to save your sweat.

CELEBRATING 25 YEARS: John Del Bello, Hortense T. Sammons, Carl E. Welsher.

RECIPIENTS OF 40-YEAR AWARDS: Aubrey E. Long, William L. Jones, Armenia M. Garrity, Robert H. Owen.

SERVICE COMPANY HONORS LONG SERVICE EMPLOYES

At banquets in Cherry Hill, Cocoa Beach, Chicago and Los Angeles, Service Company recently feted ten employes who have achieved forty years of continuous service, and ten who have celebrated their 25th anniversaries during the year 1963.

The high esteem in which these employes are held was most aptly expressed in a message from Dr. Elmer W. Engstrom, President of the Radio Corporation of America. Hailing all long-service people, he said in part:

"The growth of this distinguished group of RCA employes signifies not only service and dedication but also represents a most valuable asset with regard to experience and skills.

"It is no exaggeration to say that during the 25 years or more that all of you have been with RCA, you have seen — and participated in — the greatest scientific advances of any quarter century in man's history. RCA is proud to have played a vital role in making this progress possible.

"The immediate years ahead will offer all of us even greater challenges and opportunities. If past experience is a guide to the future — and I firmly believe it is — we at RCA are in an excellent position to meet them fully and successfully."

Service Company's "Honor Roll" of long-service employes for the year 1963 is as follows:

40 years:

G. H. Benjamin
R. Debes
A. M. Garrity
Clinton Herring (Retired)
M. Johler
W. L. Jones
A. E. Long
R. H. Owen (Retired)
H. O. Peterson
W. B. Thomson (Retired)

25 years:

J. Del Bello
G. F. Dunkelman
P. Gerhart
S. S. Lebow (Retired)
J. Reibeisen
H. T. Sammons
N. Sauter
A. Smith
J. W. Watson
C. E. Welsher

Corporation-wide, 185 men and women joined the RCA 25-Year Club in the past year, bringing the total to 5,067 members who have attained a quarter century of continuous service. Original membership, when the first 25-year dinner was held 15 years ago, was 853 employes. Service Company's complete membership at the end of 1963 and including those employes who have retired, totals 170 persons.

Early in 1964, the Corporation announced its plans for a greatly expanded program, fully recognizing long and continuous service. See page 10 of this issue for the details on RCA's new Employe's Service Award Program, directly involving many members of the RCA Service Company "family."

PRESENTING AWARDS: (l to r) President Conrad, Div. Vice Presidents Pfister and Heller. Speaker: Planning & Support Services Mgr. Caulton. Chairman: Personnel Mgr. Lippincott.

AT PEAK

In a year-end statement, RCA Chairman of the Board David Sarnoff announced that profits from operations in 1963 increased 25 per cent, and gross income increased 2 per cent over 1962.

Subject to final audit, RCA's sales approximate $1,780,000000 with operating profit after taxes approximating $65,000,000. Earnings per Common Share for the year were announced at $3.55 to $3.60, compared with the 1962 figure of $2.84.

General Sarnoff cited Color Television, Broadcasting, and Electronic Data Processing as the areas which provided "a decisive impetus to growth" for RCA in 1963.

TELEPHONE BILL

The New Jersey Bell Telephone Company plans a three-fold expansion of its present multi-computer EDP billing system, serving nearly two million customers in one of the East's major population areas.

The complete electronic complex, among the world's most powerful, will be based on three large-scale RCA 601 computers and 12 medium-scale 301 computers. They will keep track of the more than 50 million toll and extra message unit calls originating each month from more than 3,300,000 telephones.

The telephone company has successfully operated its first large scale EDP center at Teaneck, N. J., since last spring. Under present plans, similar centers will be established at Trenton and in Cranford, New Jersey.

There are 425 telephone exchanges alone in the N. J. Bell Telephone system, and some 30,000 exchanges throughout the country. The variety of billing entries borders on the infinite, yet the RCA 601 can recall a fact or figure from its memory equipment in 1½ millionths of a second.

IN ORBIT

Relay II, the new communications satellite, set to beam television, voice, teletype and facsimile signals to four continents, was designed and built by RCA's Astro-Electronics Division, Princeton, for the Goddard Space Flight Center of the National Aeronautics and Space Administration.

It was placed in an elliptical orbit by a Delta rocket at an angle of 46.49 degrees from the equator. Performing experiments directed toward medium altitude communications systems, its highest altitude (apogee) will be approximately 4600 statute miles, and its lowest (perigee) will be about 1325 statute miles.

NASA and RCA engineers have modified this RELAY somewhat, both to enhance its performance and to prepare it for an assignment not given to RELAY I: live as long as possible. In fact, RELAY I was equipped with a timing device designed to irrevocably shut off the satellite after roughly one year of operation to prevent possible interference with its successor.

The major modification was the substitution of a new type of radiation-resistant solar cells, expected to supply operating power for several years.

Other changes in the 51-inch-long spacecraft include a new final power amplifier tube, called an "unpressurized traveling wave tube." Built by RCA's Electronic Components and Devices organization, the RELAY traveling wave tubes give these satellites the highest output power of any communications satellite permitting transmission of a TV picture equal to that received from commercial TV transmitters.

The new RELAY also carries circuit changes which limit its sensitivity to spurious signals which tend to command satellites into unwanted modes of operation without the blessings of their earth-based masters. In another modification, electrically operated mechanical switches have been placed in series with transistor-type switches to insure positive control should the transistors be damaged by the rigorous environment of space.

In its year of operation, RELAY I surpassed all other communications satellites for longevity and performance, and transmitted history-in-the-making to Europe, Russia and Japan during the dramatic events surrounding the assassination of President Kennedy. These transmissions included the shooting of the suspected assassin, Lee H. Oswald, and scenes of the President's funeral.

SUBSCRIPTION TV

Subscription Television, Inc. has ordered $1,233,000 worth of studio equipment from RCA, including four TR-22 TV tape recorders; six TK-26 Vidicon color-film camera chains; twelve 35mm and two 16mm projectors, and two TS-40, 3-channel video and audio master control switching consoles.

STV Inc. is currently establishing a home cable television service in the Los Angeles and San Francisco metropolitan areas.

Transmission, utilizing the newly-purchased equipment, will be directly to subscribers' homes from the STV studios with signals being carried through cables installed by local telephone companies.

CAMDEN COUNTY CAMPAIGN Manager Jack Barkow, DEP Plant Manager, presents the United Fund's participation award to Service Company's President Conrad (left) and Personnel Manager Lippincott (right).

RCA Institutes

READY AND ABLE

RCA Institutes, a wellspring of trained manpower for the industry ever since the early days of wireless, was first known as the "Marconi Institute," where men were trained as wireless operators for work aboard ocean-going ships and at shore stations.

Today it's a big business which annually graduates hundreds of students for responsible technical positions in many areas of the vast electronics field —including an impressive number of students from foreign lands, some of whom are sponsored by the U. S. Agency for International Development.

In reality the Institutes is four schools:

The *Technical Institute* offers a 27-month college-level course in electronics technology (T-3) including mathematics beyond differential equations. Since the T-3 course is accredited by the Engineers' Council for Professional Development, graduates frequently receive advanced standing in leading engineering colleges and universities.

The *School of Applied Electronics and Telecommunications* offers courses in Industrial and Communications Electronics (V-7), Electronics and TV Receivers (V-3), and Drafting. For students with previous training, additional courses in Computer Programming, Automation Electronics, Color TV, Digital Computer Electronics and Transistors are offered.

The *Radio and Television Studio School* (at 1600 Broadway) offers courses in broadcasting techniques related to the direction and production of TV shows and radio programs.

The *Home Study School*, originally urganized to train radio servicemen in the principles of TV, provides broad coverage of the major areas of electronics study and is offered to the general public. (See box for a partial listing of courses.)

Located at 350 West 4th Street in New York City, the Resident and Home Study Schools occupy the first five floors of a nine-floor building. Nineteen classrooms and seventeen combination classroom-laboratories are equipped with electronic instruments

Analog Computer

Drafting Practice

and testing devices. Often more than $30,000 worth of electronic apparatus is needed to equip just one laboratory.

More than a hundred major communications and electronic firms recruit RCA Institutes technical personnel,

Industrial Electronics

among them AT&T, Bell Labs, Burroughs, ABC, CBS, GE, IBM, RCA, Westinghouse, N. J. Bell Telephone, City College of N. Y., Columbia and New York Universities, Stevens Institute, Republic Aviation, Sperry Rand, General Precision Labs, Hazeltine Research Labs.

Typical positions filled by these graduates are Engineering Aide, Research Aide, Field Engineer, Studio Engineer, Laboratory Technician, Service Repairman, Technical Writer and Instructor.

Custom-tailored technical programs, for the training of personnel in highly specialized electronic fields are also offered at customer site locations and at the Institutes. Among recent participants of these programs are the U. S. Department of Defense, the Int'l. Union of Electrical Workers, the Instrument Society of America, the CBS Network, the Dumont-Fairchild Corporation and, for more than ten years, the United States Coast Guard.

RCA Institutes is licensed by the New York State Education Department, and is approved by the Veterans' Administration; also, a member of the American Society for Engineering Education and of the National Council of Technical Schools. The members of its faculty are highly qualified personnel with intensive practical and academic backgrounds.

The curriculum, devoted almost exclusively to technical subjects, seeks to equip students in the shortest possible time with the superior technical knowledge they require to gain both respect in the field and the means of rewarding self-support.

HOME STUDY COURSES

Electronic Fundamentals
Introduction to Electronics
TV Servicing
Color TV (For TV Technicians)
Transistors
Communications Electronics
FCC License Preparation
Mobile Communications
Drafting (beginners)
Automation Electronics
Electronics for Nuclear Instrumentation
Electronics for Automatic Controls
Electronics for Industrial Applications
Digital Techniques in Industry
Computer Programming
(For information, write: **Registrar, RCA Institutes, 350 West 4th St., NYC**)

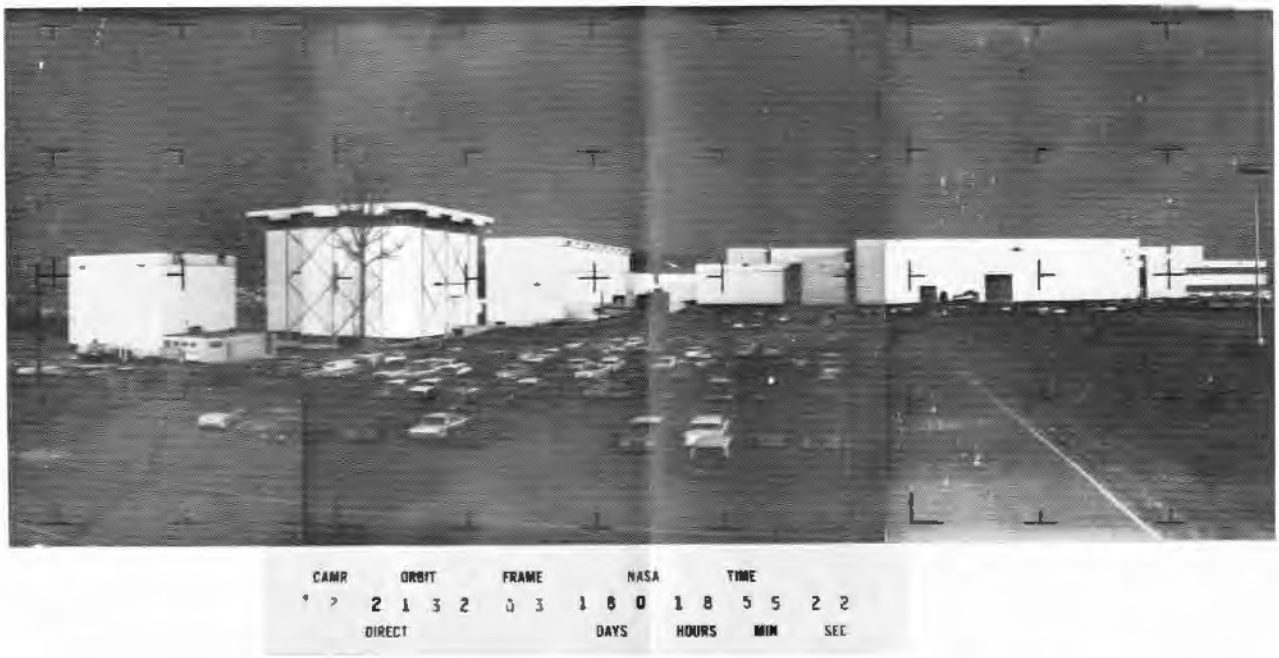


PHOTO DATA

Shown above is one of the first composite test photographs made by the NIMBUS *Advanced Vidicon Camera System known as AVCS. Having 800 horizontal lines per frame, the RCA AVCS cameras offer a resolution 50% better than standard commercial television. This test photo was made by mating the three 70 millimeter positives from the three adjacent AVCS cameras in the satellite which was temporarily held in a test stand in a parking lot. The reticle marks which can be seen are used for correlation of position and for identification of areas within the image. They will be supplemented by actual longitude and latitude lines generated by a ground-based computer in the operational satellite system. Individual grey-scales are included at the top of each of the three pictures for calibration purposes. Each camera exposure is identified as to time, orbit, etc. by the numerical coding outside the frame of the picture image. Of course, when in orbit. Nimbus will photograph clouds enshrouding the earth rather than a parking lot as in this test photograph.*

Tests begun on NIMBUS Camera System

RCA cameras in the Nimbus spacecraft recently passed one of their integration tests, in a long series designed to ensure reliability in space. Nimbus, the second-generation meteorological satellite, will produce earth cloud-cover photographs and earth heat-balance mapping from its 500-nautical-mile-high polar orbit.

Under contract to NASA, RCA Service Company engineers and technicians from the Aerospace & Communications Projects Section are conducting a systematic bench-test of the RCA-supplied sub-systems prior to their installation in the satellites. The performance of these sub-systems are then monitored while the satellite undergoes systems tests and thermal-vacuum evaluation in the General Electric space chamber at Valley Forge, Pa.

W. K. Powell, RCA Service Company integration manager and his team use specialized bench testers and two sets of ground station equipments to test and evaluate the cameras, multiplexers and power sub-systems in Nimbus. A third ground station, installed in vans, will be used at the Pacific Missile Range to perform further qualification tests prior to launch of the first Nimbus satellite.

While the integration testing of Nimbus satellite components is under way, two other teams of RCA Service Company specialists are exercising and testing Nimbus ground stations at Fairbanks, Alaska, and Greenbelt, Maryland. A. J. Maggs, Manager of the Nimbus Alaska effort, operates his station in connection with the Fairbanks Data Acquisition Facility. L. W. Faulkner and his team have installed their station at the Goddard Space Flight Center, Greenbelt, to receive and process pictures relayed from Alaska and Rosman, North Carolina.

During the course of the satellite integration testiog, several new test techniques and a checkout device were developed by RCA Service Company technicians — notably, a system for "pulling-out" one horizontal scan line at a time for individual inspection, evaluation and recording on Polaroid film. This system has proved very valuable in measuring possible signal degradation through the video and RF chain and has been adopted as the standard for comparison of components in the various flight systems.

A closed-loop test of the overall Nimbus ground station is provided by the "Ground Station Checkout Unit" which was also developed by the RCA Service Company integration team. Testing time for the ground station is reduced from six hours to several

minutes allowing its test and calibration between each satellite pass. The test results for each pass are on magnetic tape for later evaluation, should any possible malfunction require a post-mission investigation.

Nimbus is scheduled to join the very successful Tiros program in a unified National Meteorological Satellite Program. Continuing on a research and development basis at present, Nimbus will be launched in a southern direction from the Pacific Missile Range at midnight. Thus, as it orbits the earth from north to south on the sun-lit side every 93 minutes, it will photograph all of the earth's area in darkness and in light every 24 hours.

E. L. Klein, who is Manager of Aerospace & Communications Projects, commented ". . . we're proud to be working on Nimbus, and proud of our engineers and technicians who are doing their part to make this program 'fly'."

He was echoed by J. P. Foley, Manager of Aerospace Systems Service Projects, who supplied the information on the Nimbus project, reprinted here.

ANTIQUE

Back from the early radio era of forty years ago, two excellent specimens of the Radiola III — the pioneer of RCA receivers — were recently discovered by Bernie Brush in the attic of his New Hampshire summer home.

Bernie, who works in the Aerospace and Communications Projects Section, is our resident Government Services manager in the RCA Burlington, Mass., plant.

He is shown in the photo on this page demonstrating one of his prizes to Bill Crawford who, together with a select group of other RCA Service Company specialists, are contributing their part to this modern age of missile and space electronics.

To them, this mahogany-cased bakelite-panelled radio provides a striking contrast to the present, as well as a keen insight into the past. Perhaps forty years from now our sons will look back on today's radars, computers and lasers with the same awe and curiosity we now hold for the Radiola III.

SUPPORT SYSTEMS Manager Brush and Engineer Crawford (r) admire a Radiola III, circa 1926.

Missile Test Project

AWARD

E. A. Speakman, RCA Service Company Vice President for Missile Range Programs, is shown above as he accepted a plaque of appreciation for the Missile Test Project from the Society of American Military Engineers (SAME) at the organization's convention in Cocoa Beach, Florida.

MTP was cited by SAME for the assistance its engineers gave to a group of Central Florida high school students who constructed a system to track National Aeronautics and Space Administration space missions originating from Cape Kennedy.

The system, part of which is shown behind Mr. Speakman, was used on several launches, including Major Gordon Cooper's MA-9 flight.

VICE PRESIDENT E. A. Speakman at SAME Convention.

To Mr. Speakman's right in the photo is Colonel George A. Finley, Chief of the Canaveral District, U. S. Army Corps of Engineers, who made the presentation.

Field Projects

NASA BASE COMMUNICATIONS

The RCA Service Company has been selected to operate the technical communications system for NASA's Kennedy Space Center Area in Florida.

The launch site, near Cape Kennedy, Fla., encompasses 87,000 acres and about 50 buildings. NASA officials said that the RCA contract — a cost-plus-incentive-fee type subject to annual review — is expected to amount to about $4 million over its three-year period.

Early this year, Division Vice President J. F. Murray announced the appointment of Edward Sears as Manager of the NASA Base Communications Project. Mr. Sears, who has been associated with the Missile Test Project since 1957, was MTP's Manager of Mainland Communications at the time of the appointment.

Mr. Sears subsequeotly named F. M. Fullerton as Manager of Inside Plant Communications; S. J. Graziadio as Manager of Communications Support; and M. L. Smith as Manager of Administration at the NASA Base Communications Project.

Consumer Products Service

ABOUT BADARACCO

Appointment of Jack J. Badaracco as Field Sales Manager was announced in January by Sales & Merchandising Manager R. W. Redecker.

In his new position, Mr. Badaracco will be responsible for planning and directing the overall sales activities of the 158 TV branches, improving initial and renewal contract sales programs and developing new sales policies.

Mr. Badaracco joined RCA in 1948 as a TV installation and service technician at the Midtown New York branch. He became Branch Sales Manager at the Flushing branch in 1957, and in June, 1960, he assumed the duties of Regional Sales Manager for the 11 branches in the New England area. He was later Manager of Educational Television Sales.

ETV FOR CLEVELAND

Jim Hazard, Commercial Products salesman for the Cleveland area, made his first call to the Cleveland Catholic Diocese over a year ago. Although no educational TV station was then within reception range, he began to lay the groundwurk.

Last August, MPATI (Midwest Program for Airborne TV Instruction) announced that a translator would be constructed in the Cleveland area. This meant that the MPATI plane, flying over Indiana and transmitting two educational channels, would be picked up by the new translator and boosted out over the Cleveland area.

Realizing the potential created by the translator, and aware that competition would be jumping, Hazard immediately arranged a meeting with the Bishop, who is Superintendent of Schools; signed an open purchase order for 250 RCA ETV receivers.

He then visited each school principal; signed 25 schools on sets and systems, of which thirteen are leases, aod there's more to come.

It took a lot of fast effort and the cooperation of everyone connected with Cleveland's East and West branches. Jumping into the opportunity, they assisted in making surveys, figuring proposals, and pricing lease summaries. And the fine installation work will make future ETV sales that much easier.

WEST VALLEY Contest Kickoff

CLEVELAND's Hazard sells ETV

WICHITA nails it down

CLEVELAND-East, Merit Tech

CONTESTS

National. Big news at the national level is the result of the "Set Sales for Profit" Contest which closed at the end of the year.

Packing up for Pleasnre in February on a trip to Florida *and* the Caribbean are Branch Managers P. W. Kugler (Detroit-West), R. L. Maier (Flushing), J. B. Gunn (Oakland), E. E. Gross (Ann Arbor), J. R. Cox (Bayonne), L. F. Cameron, Jr. (Hartford), C. E. Payne (Pontiac), L. Russell (S. Portland). Joining them are Managers Myron Telep (East Central Region), T. F. Lane (Detroit District) and F. C. Levenseller (Detroit District Regional Sales).

Wichita. In a contest which proved to be a good sales stimulant, some of the best nail drivers in the country also upped their take in commissions. The contest opened with a number assigned to each type of sale, i.e., color contract — 25 points. Techs attempted to drive a nail into a 4 x 4 with the least possible number of strokes; each stroke being deducted from the number of beginning points (25 points, less 10 strokes equalled 15 tickets).

A drawing was made weekly for 15 gallons of gas, and the winning weekly ticket was retained for a grand prize drawing. That went to Mike Fowler — a transistor radio.

West Valley, Calif. A Las Vegas Casino Night Contest created a lot of excitement and nice round weekly payable commissions for the West Valley TV Branch.

Divided into teams, techs received stage money equalling the total dollar commissions earned. When Casino Night arrived at the end of the contest, there were Black Jack, Dice, and Chuck-a-Luck tables — and the stage money was used on a time limit basis. Twenty prizes — worth from fifty cents to ten dollars — were auctioned off to the highest bidders at the end of the evening.

In the picture above, see Office Manager Jordan Lorange, Don Herrington, and Gene Smith — all in derbies and cigars — acting as the dealers.

Cleveland East. Everybody was happy for Technician Andy Mihevc who, in October, won the title of Merit Tech of the month in the Cleveland District. District Manager Jack Laschinger (at left in pic above) awarded the prize for top sales at a recent Branch meeting.

Technical Products Service

MOULDY?

The shelf life of a bottle of beer or carbonated beverage is seriously shortened if air is entrapped in the bottling. As the liquid ages, the air causes a radical change in taste or flavor and, under certain conditions, a mould will actually begin to form within four to six weeks. "Sonaire," however, removes 75% of the headspace air which is present above the liquid and below the crown in either beer or carbonated drinks.

"Sonaire" is an ultrasonic generator and transducer manufactured by the Electronic Assistance Corporation of Red Bank, New Jersey. This equipment vibrates the bottle after it is filled, and before it is crowned, at a frequency of 30,000 times per second. This vibration causes the liquid to foam and fill the vacant space in the top of the buttle, eliminating most of the air before the bottle is crowned. By controlling the amount of vibration, the amount of foam present at crowning can be held uniform in all bottles.

Service Company will custom install and maintain Sonaire Ultrasunic Foamers or Air Eliminators fur any Bottlers or Brewers purchasing the equipment. This work is done by Tech Products industrial technicians who are experienced in bottling plant process from past — and present — experience with the RCA or Crown, Cork & Seal electronic inspection equipment.

CENTERS Operations Mgr. J. E. Steoger presents GOYAAS prize to Salesman E. J. McGarrigan. At left, Cherry Hill Center Mgr. Breitenbeck; right, Sales Mgr. Gjerulff.

EDPS — Centers

OFF THE DUFF

With the Grand Prize in sight but still to be won, tbe GOYAAS (Get off your . . . duff . . . and Sell) contest for Centers sales personnel bas been a runaway ever since its announcement in early December.

Competing for monthly prizes — the contest runs through March 31st — salesmen at Chicago, Washington and Cherry Hill EDPS Centers are also straining toward the expenses-paid dream trip for two to Miami Beach promised to the high man amung them at contest's end. As national winner he must, however, have scored a minimum of 600 points to be eligible for this prize.

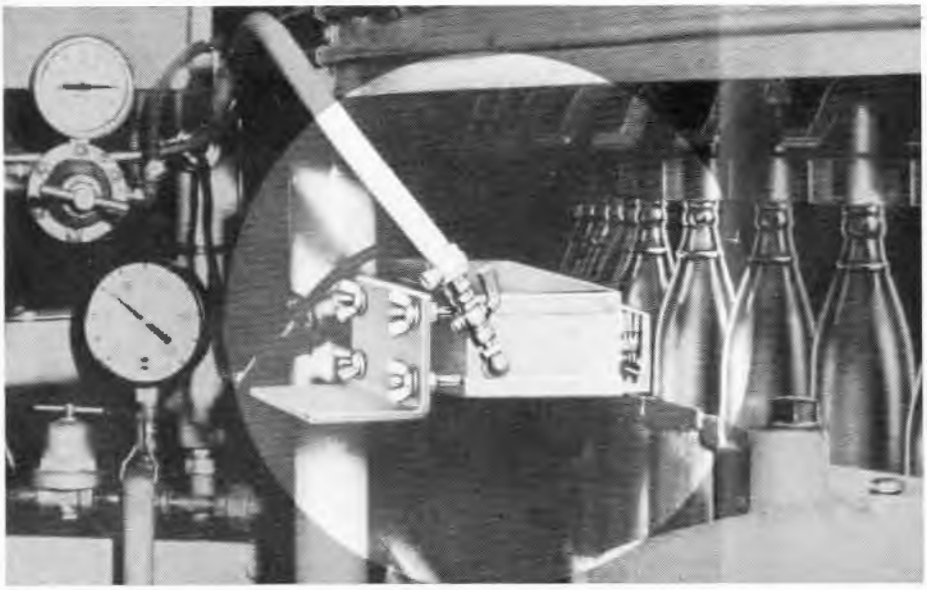
Points are earned for each $100 of new bookings signed during the contest period, but contracts must be signed by the customer and accepted by RCA before they score.

Four RCAV Transistor Radios have been reserved for use as monthly prizes, to be awarded to the top salesman nationally (or the runner-up, since no man may win more than one) in the months of December, January, February and March. There's a tag on this prize, too — bookings must exceed 100 points.

For the Sales Manager of the Center achieving the highest cumulative score in the four-months period (and exceeding 1200 points), there's an RCAV Portable TV Receiver — and a banquet provided by the Company for all of the management, sales, and sales support personnel and their wives.

The Center salesman with the best total score in each Center (except the Center at which the national winner is employed) will win an RCAV Cartridge Tape Recorder. A minimum of 400 points is necessary to be eligible for this prize.

National wioner for the month of December was Cherry Hill Center Salesman E. J. McGarrigan, who carried off the first of the Transistor Radios (see pic). January's winner had not been determined at this writing.



SONAIRE ultrasonic generator and transducer removes headspace air in the bottling of beer or carbonated drinks.

New Program Announced for Long Service Employes . . .

A new RCA emblem has been designed for the Service Award Program. Precious stones designate length of service after 15 years.

Items of popular jewelry for continuous service include:

(1) a brooch, (2) charm bracelet, (3) tie bar, (4) tie tac with bar and chain. The 40-Year Service Award is the employe's choice of either the (5) sterling silver Revere Bowl or (6) a Puritan tray.

RCA has expanded the Employes' Service Award Program in order to give further recognition to members of the RCA Family for their continuous service with the Company.

This new comprehensive program includes a service award emblem for every five years the employe has been with RCA. The program begins after 10 years' service and includes recognition for up to 40 years' service. A new RCA emblem has been designed utilizing precious stones to designate length of service after 15 years. Jewelry accessory items have been introduced along with a broader selection of 25-Year Award watches. In addition, RCA has initiated a new 40-Year Service Award.

After January 1, 1964, employes attaining 10, 15, 20, 25, 30, 35 and 40 years of continuous service will receive the newly designed gold emblem on their anniversary dates. The emblem is triangular in shape and displays the RCA letters in the familiar circular monogram.

Years of continuous service are represented on the emblem by the following: 10 years — plain; 15 years — an emerald; 20 years — a sapphire; 25 years — a ruby; 30 years — one diamond; 35 years — two diamonds; 40 years — three diamonds.

A Choice of Jewelry

The attractive emblem has been made into items of popular gold jewelry. Women with 10 years of continuous service may select either a pin or charm, while those with 15 to 40 years have the choice of a pin, brooch, or charm bracelet. Men with 10 years of continuous service have the choice of the button ur the tie tac, while those with 15 to 40 years have the choice of the button, tie tac, or tie bar.

A broader selection of watches is now available to new 25-Year Club members. The addition of the Accutron watch by Bulova and four Omega watches — together with five Hamilton models — now provide employes with a more varied choice.

The 40-Year Award

An important addition to the expanded Service Award Program is the introduction of the 40-Year Award — a sterling silver Revere bowl or Puritan tray. Employes with 40 years of continuous service may select either the bowl or tray. Their choice will be appropriately engraved and presented at the annual 25-Year Club dinner meeting.

New emblems and accessories will be awarded to employes as they mark a service award anniversary date. Employes with 30 years or more of service who, therefore, have never received an award designating their current service, will be awarded a new emblem shortly after January 1, 1964. Likewise, employes who retire before celebrating another anniversary will receive an appropriate award at the time of their retirement.

LONG SERVICE

January, 1964

20 years:

W. C. WALLER, Tech. Prod., T&I

15 years:

W. S. ALLEN, Tech. Prod., Radiomarine
W. J. AVERMAN, Cons. Prod., TV Branch
R. J. COLLINS, Cons. Prod., TV Branch
H. L. COOK, Cons. Prod., TV Branch
K. W. DILLMAN, Cons. Prod., TV Branch
G. N. FERRIS, Govt. Services, Field Proj.
A. P. HOHL, Cons. Prod., TV Engrg.
J. M. HYNDMAN, Personnel
J. W. HYTHA, Cons. Prod., TV Branch
J. J. JANKIEWICZ, Cons. Prod., Regional
R. E. KALTENBAUGH, Tech. Prod., Regional
A. P. KANNRY, Cons. Prod., Regional
J. R. KINZ, Cons. Prod., TV Branch
C. L. KLASSY, Cons. Prod., TV Branch
A. J. LIBERI, Cons. Prod., TV Branch
C. J. MALY, JR., Cons. Prod., TV Branch
M. S. PACHTER, Accounting
B. M. POOLE, Forms Control
V. P. PRZYBYCIN, EBS Planning
E. L. REREK, Cons. Prod., TV Branch
E. L. ROCK, Cons. Prod., TV Branch
J. J. ROVITO, Cons. Prod., TV Branch
M. G. SHEAFFER, Cons. Prod., TV Branch
G. E. TAYLOR, Cons. Prod., TV Branch

February, 1964

35 years:

G. A. TOEPPERWEIN, Tech. Prod., Oper. Admin.

25 years:

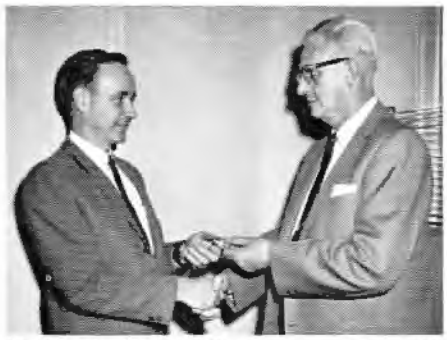
F. H. McCARTHY, Com'l. Publications

20 years:

H. J. BOWES, Govt. Services, MTP

15 years:

D. J. CARPENTER, Govt. Services, Mktg.
W. C. COX, Auditing
D. C. CULVER, Cons. Prod., TV Branch
F. W. GRIESBACH, Cons. Prod., TV Branch
E. N. HANSEN, Govt. Services, Field Engrg.
D. L. LeCUREAUX, Tech. Prod., OTAC
F. A. MAZZELLA, Cons. Prod., TV Branch
W. J. MULROONEY, Govt. Services, Atomic Energy
M. M. POSHEDLY, Cons. Prod., TV Branch
D. SADOWSKI, Tech. Prod., Mobile Comm.
C. M. STEWART, Cons. Prod., TV Branch
H. J. TAYLOR, Cons. Prod., TV Branch
A. J. TESORERO, Cons. Prod., TV Branch
A. H. WALLACE, Cons. Prod., TV Branch
N. C. WEST, Tech. Prod., Mobile Comm.
W. F. WILLIAMS, Govt. Services, Field Engrg.
O. C. WINKLER, Cons. Prod., TV Branch
L. W. WISE, Cons. Prod., TV Branch



15-YEAR AWARDS to A. P. Hohl, TV Engineering (from Mgr. W. M. Tomlin) ...

... Field Engrs. J. R. Jenkins, R. D. Medlock (from Special Systems Mgr. R. M. Fleisher).

15 YEARS for Houston TV Branch Manager A. F. Droske.

MINUTEMAN Project Ldr. Ted Rogers presents 15-year pin to Engr. Stanley Swerzynski.

UPDATED AWARDS

40 years:

G. H. BENJAMIN, Tech. Prod., T&I
R. DEBES, Tech. Prod., Regional
A. M. GARRITY, Govt. Services, Contracting
M. JOHLER, Tech. Prod., Regional
W. L. JONES, Executive Admin.
A. E. LONG, Credit & Collection
H. O. PETERSON, Govt. Services, MTP

35 years:

G. A. ARCHER, Cons. Prod., Admin.
F. L. BROWN, Tech. Prod., Broadcast
T. BILYK, RCA Institutes
D. BOLLER, RCA Institutes
M. EWALD, Tech. Prod., Radiomarine
T. Y. FLYTHE, Com'l. Quality Control
H. E. FRISBEE, Tech. Prod., Regional
M. F. FRITZ, Tech. Prod., T&I
J. GRUBE, Personnel
W. HELFER, Tech. Prod., Radiomarine
R. A. HERROLD, CP Oper. Admin.
W. L. HESLAR, Tech. Prod., Radiomarine
J. F. HOVORKA, Tech. Prod., T&I
W. G. MANWILLER, Govt. Services, Field Proj.
P. P. MELROY, Govt. Services, Contracting
T. W. MINES, Office Services
C. C. MORE, Govt. Services, Field Proj.
R. L. OLMSTEAD, Fin. Control Admin.
C. H. RUSH, Tech. Prod., T&I
S. A. SMYTH, Purchasing
A. L. SPAETH, Purchasing
W. M. UHLER, Tech. Prod., Op. Admin.
W. I. WALL, Tech. Prod., T&I
F. W. WENTKER, Cons. Prod., Oper. Admin.
C. M. WYLIE, Tech. Prod., T&I

30 years:

H. J. BENHAM, Tech. Prod., Regional
B. F. BIBEN, Tech. Prod., Oper. Admin.
A. W. BISTI, Cons. Prod., TV Branch
W. D. COOLEY, Tech. Prod., T&I
V. M. CURTIS, Cons. Prod., TV Branch
R. ESSICK, Govt. Services, BMEWS
J. EXLINE, Tech. Prod., Radiomarine
L. H. FETTER, Govt. Services, Field Sup.
F. M. GOOKIN, Govt. Services, Field Proj.
D. W. GOULD, Tech. Prod., T&I
E. HENNEY, Executive Admin.
G. E. HILD, Tech. Prod., T&I
C. E. JOHNSON, Tech. Prod., Oper. Admin.
G. P. KNAPP, Tech. Prod., T&I
H. M. MADISON, Tech. Prod., Regional
G. MAEDEL, RCA Institutes
W. P. MERCER, JR., Govt. Services, Field Proj.
E. NEUMAN, Executive Admin.
K. J. PLUMMER, Tech. Prod., Radiomarine
W. P. REMALEY, Govt. Services, MTP
F. B. STOCK, Govt. Services, MTP
A. R. ULMER, Govt. Services, Field Proj.
L. WEISENBORN, Govt. Services, BMEWS
V. WHARTON, Govt. Services, MTP
L. B. YOH, Govt. Services, Contract Admin.

AT FRANKLIN SQUARE TV BRANCH: 25 management and technical personnel who have reached 15 years of service

IDEAS are all around you . . .

The weather in Labrador is nearly always cold enough to freeze meat left outside. In 1912, an American naturalist noticed that meat 'quick-frozen'—almost instantly—in the sub-zero winter tasted much better than foods frozen in the spring and fall.

In 1929, the naturalist who lived in Labrador – Clarence Birdseye – sold his frozen-food company for $22,000,000.

An 18th century Parisian named Jean-Jacques Perrett got tired of having his face cut by his barber. He thought: why not place a wooden guard over the razor blade so that only a tiny edge protruded?

Today one company spends some $30,000,000 a year just to advertise its safety razors and blades.

You may never hit it big like Mr. Birdseye or have so far-reaching an inspiration as Mr. Perrett.

But if you stop, look, listen and *suggest*, you may win tangible rewards well worth your while. Analyze your job. If something strikes you as wasteful, time-consuming, inefficient or just plain bothersome, suggest a better way. Get in the habit of coming up with ideas. They don't have to be world-shaking. Some of them are bound to pay off if you keep them coming, and who knows? You may even have a flash of genius!