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**SERVICE**  
AN RCA FAMILY PUBLICATION



**RCA SERVICE COMPANY**

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# SERVICE

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Editor

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## THE COVER

TV Tech Warren Redmond checks one of the hundreds of RCA Color TV sets installed throughout the grounds of the New York World's Fair.

The importance of RCA's role at the Fair, the manner in which RCA's products and services are being demonstrated there, and Service Company's consequent responsibility to keep receivers at constant peak performance, are all a part of this month's feature story — pages 6 and 7.

## The People of RCA

(Reprinted from the RCA Annual Report)

RCA in 1963, as in years past, looked to its people in the United States and abroad — 89,000 in total — to provide the product and service excellence that has helped to make RCA "part of your life." It turned, too, to a broadly diversified management to provide the leadership necessary for the attainment of the Company's sales and profit goals.

At the upper echelons of management and below the level of the President, RCA has a group of top executives responsible for planning, carrying out, and supervising its programs for growth. This includes 40 managers who serve as Corporate Officers, Division Vice Presidents and General Managers, Subsidiary Company Presidents, and heads of Corporate Staff activities. At the next echelon of leadership in the operating areas are 149 other key managerial personnel who report to the General Managers and Subsidiary Company Presidents.

During the past five years, approximately 85 per cent of all management appointments have been filled by promotion from within the Company. Since 1961, RCA managers have participated in management training programs, using special workshop and business simulation techniques to sharpen their competitive and decision-making skills and ability.

The men and women of RCA established significant records in 1963. For example, they submitted almost 18,000 suggestions for on-the-job improvements which brought cost savings from this source to a record high — 10 per cent higher than in the previous year. For these suggestions, RCA presented cash awards of up to \$1,897 to individual employees.

Ten employees of the Company in 1963 received David Sarnoff Fellowships ranging in value as high as \$6,500 for special graduate studies. During the year, 15 high school seniors, children of RCA employees, received RCA National Merit Scholarships for four-year college scholarships, carrying stipends up to \$1,500 annually and frequently accompanied by a grant-in-aid from RCA to the colleges chosen by the students.

The 12 months ending in December also marked RCA's safest year. Measured per millions of man hours, the number of disabling injuries among RCA employees in 1963 was about 75 per cent below the average for all industries, as published by the National Safety Council.



RCA MERIT SCHOLARS Gerald B. Cope (left) and David Welch (right) with their parents. MTP Personnel Mgr. Niles and Project Mgr. Clark at left in both pictures.

## ANNUAL RCA MERIT SCHOLARSHIPS AWARDED

Three of the fifteen RCA Merit Scholarships awarded this year were earned by children of Service Company employes. They were selected by the National Merit Scholarship Corporation on the basis of their scholastic aptitude, leadership ability, and good citizenship.

These four-year scholarships, sponsored each year by the Corporation for children of RCA employes, are a part of RCA's aid-to-education program, established in 1945. Carrying stipends up to \$1,500 annually, the RCA Merit Scholarship Program also provides in some instances for financial aid to the colleges selected by the RCA Merit Scholars.

The Service Company's Merit Scholars for 1964 are:

**Gerald B. Cope, Jr.**, Eau Gallie, Florida, the son of G. B. Cope, Sr., Manager, Optics Engineering, MTP.

A student at Melbourne High School, Gerald will enroll at Yale University. He will major in pre-law, and plans a career as an attorney in private practice.



MERIT SCHOLAR Robert T. Keller, his parents, (l) TV Branch Mgr. Minnick, and (r) District Mgr. Klopfenstein.

Listed in Who's Who Among Student Leaders in the High Schools of the United States, his honors and activities include President of the Student Council, Member of the National Honor Society, Member of the Youth Advisory Council to the Governor of Florida, Delegate to the Senate Youth Program, and President of the Florida Association of Student Councils.

**David J. Welch**, Cape Kennedy, Florida, the son of J. E. Welch, an MTP Range Station Electronic Technician.

A graduate of Cocoa High School, he will enroll at the University of Florida, majoring in Electrical Engineering. He plans a career as an electronic designer.

His honors and activities include: Member of Beta Club, Mu Alpha Theta (national Math club), Brevard County Science Seminars, the Order of Demolay, participant in the 1964 Florida State Science Talent Search, and member of the Florida All-State Senior High School Chorus.

**Robert T. Keller**, Linthicum, Maryland, whose father is Karl S. Keller, Journeyman, Baltimore TV Branch.

He attended Andover High School; plans to further his education by means of his Merit Scholarship at Johns Hopkins University in Baltimore. He will major in Chemical Engineering.

He holds the Medal for Scholastic Achievement, was President of the Science Club, a member of the School Dance Band, and active in both Boy Scouts and Sea Scouts.

He is married to the former Miss

Jean Ortigies, also of Linthicum. The couple have an infant daughter, Cassandra.

## SLOAN FELLOWSHIP

Albert L. Baker, Manager of Contract Development, Government Services, has been awarded an Alfred P. Sloan Fellowship at the Massachusetts Institute of Technology for a full year of advanced study in executive development.

He was one of 45 outstanding young business executives in the United States and abroad chosen to undertake the study leading to a Master of Science degree in Industrial Management.

Mr. Baker, who joined RCA in 1959, has served in various management capacities, including Contract Administration for the RCA activity at the Missile Test Project, Cape Kennedy, and Finance and Contracting at the Titan Project, Marysville, Cal.

## SARNOFF AWARDS

The 1964 David Sarnoff Achievement Awards, for outstanding scientific and engineering accomplishment, were recently conferred upon:

**Dr. A. H. Sommer**, RCA/Princeton, for meritorious contributions in the field of electron emission phenomena; and **Jack Breckman**, DEP/Moorestown, for far-reaching contributions to space technology.

The Team Awards were won by personnel at RCA/Princeton for contributions to silicon-based integrated electronics, and at RCA/Lancaster for many contributions to the commercial success of the RCA color picture tube.



SLOAN FELLOW A. L. Baker will spend a year in advanced study at the Massachusetts Institute of Technology.

# Letters...

(From John H. Hepp, III, to the New York offices of the Radio Corporation of America.)

"This is an unsolicited but completely necessary fan letter. I feel that I must tell someone that after many years on the human scene, I finally ran across a group of people who seem to be enthusiastically happy in their work. I am referring to all of the people with whom we came into contact at your RCA Service Company, 4557 North G Street, Philadelphia.

"My wife and I had occasion to take our RCA T.V. portable to this shop yesterday morning. From the moment we walked in the door until we left, we met with nothing but courtesy, smiles, and a sincere desire to help on the part of everyone.

"In the past twenty years we have travelled quite a bit throughout the world, but our experience yesterday was unique. We entered your shop unhappily resigned to spending a few dollars for necessary repairs. After being exposed to (and succumbing to) the charm and tact of your people, we happily agreed to pay for a year's protection policy.

"I trust that you will let the manager of this shop know of this case of customer satisfaction. He, the gentleman who waited on us, and all of the others who made our visit so pleasant, should be commended for a job well done. With employes like these, RCA can't lose."

(From Group Executive Vice President C. M. Odorizzi to Mr. John H. Hepp, III.)

"Your recent letter in which you acknowledge the courteous service rendered by our people at the RCA Service Company Branch in Philadelphia was very much appreciated. You were very thoughtful and generous to take the time to write us as you did.

"We constantly strive to instill in our people a strong desire for rendering efficient and courteous service. We are not always successful and it is heartwarming to receive letters such as yours. You may be sure that our Philadelphia Branch will be made aware of your satisfaction."

(From Chief Engineer C. E. Wengland, Christ Hospital, Jersey City, to CPS North

Jersey District Manager F. X. Diamond.)

"At this time I would like to express our appreciation for Mr. J. R. Cox's efforts in our behalf. His workmen have been very cooperative and clean, quiet, workmen. It is a pleasure to deal and work with an organization such as yours."

(From the Office of the Signal Officer, Col. W. C. Golladay, United States Army, Alaska, to F. D. Chieff, Jr., Manager, White Alice Project.)

"On behalf of the Commanding General, United States Army, Alaska, I would like to convey our thanks to the personnel of your organization currently providing service to USARAL under the Nike microwave contract for a job well done during the recent disaster (earthquake) in Anchorage.

"Mr. Bob Lieg and his associates reacted swiftly and in a most professional manner to restore our vital Nike microwave links, at a time when one might assume they would hesitate to leave their families.

"Immediately upon assuring themselves that the system was operational, Mr. Lieg and Mr. Dye volunteered their services to assist in any way possible to insure continuous communications and control.

"Specifically noteworthy are Mr. Dye's actions, who, upon noticing that only one switchboard operator was on duty in our telephone exchange, immediately took over a position and acted as an operator for several hours until regular operators could be provided. Additionally, the relief men on Fort Richardson acted as messengers, and provided transportation for military personnel in their private vehicles during the initial unsettled phases of the disaster.

"Again I would like to say well done to all the Nike microwave personnel and to the RCA Service Company and request that you convey our appreciation to these personnel."

(From Oakland TV Branch Sales Manager Dave Blackburn to Field Sales Manager J. J. Badaracco.)

"Several weeks ago the Oakland, California, branch received a phone call from a lady asking if she would be allowed to send a note of thanks to one of the appliance technicians.

"Was she grateful for the job he had done on one of her appliances?"

No. The lady had suffered a stroke and had collapsed on the street, gasping for breath. Appliance technician Jim Pease stopped his truck and gave her mouth to mouth resuscitation until an ambulance arrived with oxygen. He had left without a word, but a passerby had noted the truck and license number and had informed the lady."

(From Mrs. K. G. Poore, Fairbanks, to friends in Cherry Hill.)

"Greetings from the land of Polar Bears and Eskimos! Actually, we haven't seen any bears, but Eskimos and Indians are all around. Wish you could see this country—realizing that you are on the edge of the true wilderness makes it seem such an adventure.

"Fairbanks is a fascinating town, in some ways like any town of about 40,000 people—Sears, Penney's, Woolworth's, Safeway—but there are many log cabins and huts built in between big, modern homes, apartment buildings, and fine churches. People here are from all over the world. The town boasts there is no State and no Country in the world without its representative here.

"Prices aren't too bad except for things like bread and fresh milk; also lettuce, cucumbers, apples, etc. But I've seen meat and potatoes, onions, squash, cabbage and other durables at reasonable prices. Canned goods have only a few cents added on. We'll have to go heavy on native things and easy on 'imports.' Rents are exorbitant (also electricity, gas, and fuel costs) and so far I've found nothing that's both habitable and within our means. However, through many questions and the help of our new friends, I hope to find something right for us before next week.

"Kenney flew up; had a good trip and a pleasant time. He loves his new job and thinks the guys he works with are really fine fellows. I had a hilarious trip from L.A.—bus all the way. Spent 4 nights in Whitehorse in the heart of the Robert Service country. If you are familiar with his poems, you'll remember the Cremation of Sam McGee—his cabin, the old Stern Wheelers, etc., are still in Whitehorse. The people there were getting ready for their Sourdough Rendezvous, and had made huge ice-sculptures in their yards.

"It's beautiful country up here, people are nice and helpful, the weather is fine, and we love it."

## LEM CONTRACT

RCA received a second contract (\$22 million) from Grumman Aircraft Engineering Corp., Bethpage, Long Island, for the communications subsystem of the Lunar Excursion Module — the spacecraft which will carry two of our astronauts to the moon's surface. Grumman is the prime contractor to the National Aeronautics and Space Administration for the LEM portion of the Apollo program.

As subcontractor, RCA has responsibility for the LEM communications subsystem, the radar subsystem, portions of the stabilization and control subsystem, and ground support equipment.

The communications subsystem will provide communications links between LEM and the earth, between LEM and lunar orbiting Command Module from which LEM will descend to the surface, and, after the landing is achieved, between LEM and the astronaut walking on the moon.

## COUNTING COUPONS

Travel and Entertainment, Inc., will use an RCA-301 to process an anticipated flood of consumer product coupons in a new and unique travel and entertainment premium plan.

The plan — to be initiated September 7 in five metropolitan areas — offers the consumer the opportunity to attend sports events or shows, dine out or travel on the basis of coupons accumulated in the course of normal family buying. Products to bear the T&E emblem range from foodstuffs and household cleaning aids to cigarettes and cosmetics.

## REVOLUTIONARY

RCA has announced development of a superconductive magnet believed to be the most powerful in the world, in a practical form that can revolutionize many aspects of solid-state electronics and high-energy physics.

The device generates a magnetic field of 107,000 gauss, which is 214,000 times more powerful than the earth's magnetic field. It is expected to enable scores of small and medium-sized research laboratories to carry out experiments that now require large, multi-million-dollar facilities in order to generate the immense magnetic fields needed for solid-state, atomic, and related areas of research.



RCA/BURLINGTON, Mass., received two multi-million LEM contracts from Grumman Aircraft Engineering, prime contractor to NASA for the LEM portion of the Apollo program.

It also has significant application to programs for developing new techniques of power production, such as magnetohydrodynamic (MHD) generators and controlled nuclear fusion.

## FILM ON LOAN

A new 16 mm color motion picture which discloses the "state of the art" techniques used in the design of the RCA CW-60 microwave equipment is available on loan to communications engineers and to other technically oriented groups by the RCA Microwave Department, Camden 15-5. It includes scenes of the first field installation, detailed views of the equipment and animated diagrams that explain the solid state power generation and switching circuits.

The CW-60 prototype unit is now in its third year of operation without maintenance, according to its engineers.

## TOP-OF-THE-LINE

The RCA SK-Series transistors, called RCA "Top-of-the-Line" replacement transistors, enable the serviceman to meet virtually every transistor replacement need encountered in the servicing of entertainment-type electronic equipment.

With the ten new transistors, the

serviceman can replace over 1900 transistor types, including USA industry standard EIA types, foreign types, and types identified by device manufacturers' or equipment manufacturers' part numbers.

Each transistor is packaged in an individual carton with type number identification and the intended application printed thereon.

## BIG BUY IN COLOR TV

The 1965 RCA Victor Color TV line has a new starting price of \$399.95, which is \$50 below last year's optional price leader.

Featured in the all-channel Mark 10 line is an exclusive RCA automatic "degausser" that cancels magnetic impurities in the color picture, allowing more feasible movement of the receiver within the home. The RCA Automatic Color Purifier, used in all but three of the 23 new color models, also removes unwanted color areas from the black-and-white picture.

Technical improvements (such as the Automatic Color Purifier), the reduction of set-up time in the consumer's home, and a substantial decrease in degaussing "nuisance" calls have special significance to those concerned with service time and profit.

**SERVICE AT THE FAIR**

TV Techs from Jamaica, Bushwick, Flushing, Franklin Square, Flatbush, the Bronx, and New York's Up- and Downtown Branches are on the "receiving end" in the servicing of RCA's Official Communications Center at the New York World's Fair.

There, where the world's largest Closed-Circuit Color TV Network is operating 12 hours a day, seven days a week, the Techs work in four crews of three men each to keep some 250 color TV receivers working at peak performance.

The sets, connected by miles of wiring to the RCA pavilion, are located at various exhibits, restaurants, lounges and waiting rooms throughout the Fair grounds and in the reception area of the RCA pavilion. "That's a lot of footwork," commented laconic Hal Cottam, Franklin Square Branch, who is Service Company's Supervisor at the Fair.

Any visitor to the Fair who has tried to cover its 646 acres of exhibits will whole-heartedly agree. They find that

the network doubles as a sort of video guide, offering short vignettes of important exhibits, interesting facts about the Fair itself, and highlights of some of the more spectacular shows. In this way, many visitors see much more of the Fair than is otherwise possible.

The Service crews, "in for the duration," work in rotation at the Fair Grounds from 8:30 A.M. to 4:30 P.M., and from 1:00 P.M. to 10:00 P.M., seven days a week. Some of this time is spent in Color TV installation, extending the programming to new locations. The men spend alternate weeks working out of their respective branches.

**Soft Sell.** The RCA exhibit and its Closed-Circuit network is, of course, an elaborate "showcase" of Color Television for millions of visitors. As they enter the foyer of the RCA Exhibit, they can see themselves on Color TV—a never-failing source of interest and amusement. Following the ramps to the viewing gallery, they look directly into an ultra-modern Color TV broadcasting studio. They have a full view of the cameramen and performers, and the activities in the adjoining control room. As they walk along the gallery, they see the program on Color TV monitors located above the viewing windows, just as they would see it on the Color TV screen in their living rooms.

And what programs! TV stars and personalities; visiting dignitaries; sports figures; leading newspaper comics artists doing on-the-spot cartoons; outstanding concert artists in live performances; newscasts and public service announcements; vignettes from the



*RCA COLOR TV CAMERAS cover the Fair from various angles and altitudes.*

Fair's spectacular shows—dancers, singers, comedians, circus clowns.

One of the most unusual of many features, instructive as well as entertaining, is a "candid camera" demonstration by an expert pickpocket, providing helpful tips on ways to avoid losing wallets and handbags in a crowd. Another unusual service is the use of the Color TV system to reunite lost children with their parents. And children's shows, using children from the audience, are taped and played back later so both the participants and their parents can enjoy the programs on Color Television.

**Big Deal.** RCA's color-oriented exhibit also sells the versatility of closed-circuit television, which is one of the fastest growing segments of the communications equipment market. (Factory sales of closed-circuit systems and equipment have soared from around



*SERVICE COMPANY CREWS keep the Color TV at peak throughout the Fair's 646 acres of exhibits.*



*AT LEFT (l to r), TV Techs Cook, Stangl, Supervisor Cottam, Iannone, Addabbo, Likoff, Lewis. ABOVE, Techs Redmond, Kuchynskas, Ernwall, Supervisor Cottam, McNaught, McDougal, Szabo.*

\$1 million in 1954 to more than \$35 million at present.)

Most people are familiar with the role of closed-circuit programming in stockholders' meetings, sales meetings and sports events, but some of the most exciting avenues for Closed-Circuit TV are to be found in education, science and industry. It is most applicable in those industrial areas where human control is inadequate or not possible.

For example, CCTV is used to monitor the operation of open hearth furnaces, manipulation of radioactive elements, handling of steel ingots, and the movement of freight in terminal yards. The oil industry uses robots equipped with TV eyes to help drillers complete oil and gas wells in deep water. Manufacturers use CCTV in quality control operations and banks and hotels use it for security reasons. Department and food stores have found it a dynamic merchandising method for displaying goods.

Medical instruction and other forms of education and training also have made good use of CCTV. The advent of color has added new dimensions, enabling large classes sitting in many rooms to see simultaneous demonstrations in chemistry, biology and other areas where the actual color of objects and processes is essential to a complete understanding.

The Fair's installation, in addition to being the world's largest, is an effective demonstration of RCA Closed Circuit TV in use by most of the nation's "blue chip" companies (who are exhibitors)—and it is seen in operation daily by thousands of visitors from all over the world.

**Looking Back.** The all-color network went into operation almost 25 years to the day that David Sarnoff, then President of the Radio Corporation of America, introduced black-and-white television as a regular service, at the 1939 New York World's Fair.

The deluxe RCA Victor television set shown at the time retailed at about \$600 and provided an image which measured 7 $\frac{3}{8}$  by 9 $\frac{3}{4}$  inches and was reflected in a mirror on the underside of the raised lid.

NBC's regular service consisted of two evening programs per week, each an hour long. There was no evident public pressure for much more, since the total number of TV sets within range of the telecasts was only about



**BROADCASTS FROM A "FISHBOWL"**—All studio activity is clearly visible to spectators at the RCA pavilion.

150—a little more than half the number of color sets linked today in the Closed-Circuit System at the 1964-65 Fair.

"Now we add radio sight to sound," President Sarnoff said in 1939. "It is with a feeling of humbleness that I come to this moment of announcing the birth in this country of a new art so important in its implications that it is bound to affect all society."



**AT THE 1939 WORLD'S FAIR**—General Sarnoff introduced Television as a new service to the public.

**Looking Ahead.** On April 2, 1964, and at the same site, RCA Board Chairman David Sarnoff was joined by RCA President E. W. Engstrom in a unique Closed Circuit Color TV dedication ceremony and preview of the RCA Exhibit.

"We have added sight to sound, color to sight, and now space to color," General Sarnoff said. "There is neither end nor limit to the capacities of this service that began a quarter century ago here in Flushing Meadows."

He noted that "through communications satellites, such as Telstar and Relay, international television signals are moving at the speed of light through outer space. The technical means now exist to give television a new programming dimension that is distinctively global in character."

Within the Fair itself, General Sarnoff said, "the RCA Exhibit will serve to further the medium's promise for moving the world closer to civilized harmony.

"Our programs in color will be fed on a regular basis into the exhibits and pavilions of many foreign nations. These nations in turn will furnish people and programs to the RCA studio to be integrated with the domestic offerings on our Closed-Circuit broadcast service.

"In this World's Fair we therefore have the foreshadowing of the television service of tomorrow." This service, General Sarnoff emphasized, "can give new meaning to the theme of this great international exposition—Peace Through Understanding."



**AT THE 1964 WORLD'S FAIR**—General Sarnoff spoke of global Television, via Telstar and Relay satellites.

White Alice Project

HAM'S EYE VIEW

In times of disaster—such as the Good Friday 'Quake in Alaska—the ham operators step forward in the old traditions of the electronics industry, offering the invaluable public service of communication with the "outside" world.

"Les" KL7CKQ is one of them. He is E. L. Haye, RCA Service Co., FEO, 2868th GEEIA Sqdn., Anchorage.

Finding his big transmitter temporarily unusable (no electricity), he installed the 2-meter (CD coverage) mobile transmitting and receiving facilities into his car. He was joined by Dan Wright (KL7ENT) who, forced from his home, had placed his mobile high-frequency transmitter into his car. Together they prepared to get on the high frequency amateur bands. Wiring torn loose in Dan's car by the severity of the 'quake was repaired,

and Station KL7ENT, operating mobile on a whip antenna, went on the air. Immediate contact was made on 75 meters with WTAG in Suquamish, Washington, who relayed to relatives that all was well with the respective families in Anchorage.

Meanwhile, Les cut the cable lacing on his big transmitter, removed the various antenna lead-in cables for the fixed antennas, and made provisions to hook these antennas to the mobile transmitter and receiver in Dan's car.

"We then set about the almost insurmountable task," Les wrote, "of providing some of the first communications between the disaster area and the outside world.

"Fortunately one broadcast radio station had gotten into operation, and we received information on my transistor radio. We communicated with them by telephone, which was operational all through the emergency. Many messages from Fairbanks and

the 48 states were relayed directly to the radio station to avoid the disruption of the CD net.

"Dan operated throughout the night until, about 4:30 A.M., the 75 meter band "went out." We switched then to my 20 meter beam antenna, continuing the emergency communications.

"Most of the messages were damage and welfare information. An appeal went out for bread via the broadcasting station. Almost immediately we handled the incoming answer with the information that 700 loaves would arrive by plane from a Fairbanks bakery. We were able to answer queries from the airlines, informing them that International Airport was closed to jet traffic, which was being accepted at the Elmendorf Air Force Base facilities. We handled an urgent request for generators and dynamite from Seward. This report, as well as a rundown of damage to the railroad terminal, dock, and tank facilities, were immediately placed with the authorities. The Postmaster called us, in answer to a query from the San Francisco Inspector via the broadcasting station. We relayed back through our station that all Post Office personnel were OK, with minor damage to the facilities.

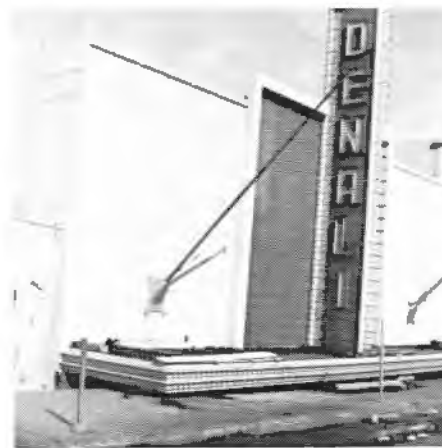
"At about noon on Saturday we started to get electricity back and, with the restoration of full power, Dan returned to his damaged home, placing his big station KL7ENT into operation. As soon as possible, we had the radio broadcasting station announce that we would handle welfare messages to the outside.

"The streets in front of our homes were lined on both sides with cars, and many people came on foot. We were running as many as 100 messages behind at times, but handling as many as 219 a day . . . some pathetic, some urgent, some humorous. The morale of the people we met, many homeless and confused, was terrific. There was little evidence of panic. Talk turned to reconstruction of battered businesses and homes, but the greatest concern was to get word to relatives.

"One lady asked us to get in touch with her brother who, with some friends, had chartered a plane and was waiting for clearance from the authorities to come after her body. We asked where the message was to go, and received a shock when she said 'Paris, France.' Luckily she had relatives in



EARTHQUAKE DAMAGE—An office building; a street of homes . . .



(Photos: G. H. Densten, Govt. Services)

. . . the J. C. Penney Store; a theatre with its marquee at street level.



an outside state. We gave them the telephoned information, requesting them to cable the news of her safety.

"Another situation involved an ailing father in Lebanon and no relatives in the states. My Net Control Station K7VJJ, Keith, telephoned a cable to Lebanon at his own expense; was reimbursed by the joyous father.

"There were constant offers of cash for our services. We had to explain that these stations were licensed by the FCC as amateur activities, and that the service rendered was an example of the public service offered by the members of a closely knit fraternity.

"Radio amateurs throughout the world reacted to this emergency in a wonderful way. Frequencies and bands were cleared for the outgoing traffic with many stations policing the frequencies being utilized for emergency or disaster traffic. Very little interference was encountered, making the transmission of these thousands of messages possible.

"I can't praise all the fellows enough for the terrific way they moved in to ease the burden here during those dark days.

"I would like to extend special appreciation to John Meyers, K7DPH, who spelled me on the transmitter through many long hours; and to Sgt.



IN MANILA—Field Project representatives Halgas and Minzenberger (at left) attended a 25-Year Club dinner with RCAC executives.

Gilstrap, 2868 GEELA Squadron, Elmendorf AFB, who made his way to my home to offer his assistance in the station operation.

"And in particular, heartfelt thanks to those many amateur operators who patiently stood by on the frequency we were using to be ready to handle the traffic as fast as possible. It was only through such cooperation that it was possible to handle the massive bulk of messages."

**Field Projects**

**GOOD NEIGHBORS**

On a recent trip to the Philippine Islands, Manager E. Minzenberger and C. J. Halgas, PANGLOSS, received the royal hospitality of the RCA Communications group in Manila. Vice President Charles H. Clark took them on a grand tour of the city, the RCAC Das Marinas Receiving Site, and Mt. Taal, a well-known tourist attraction. District Engineer Alfredo G. Gella was most helpful in providing the full facilities of RCAC/Manila in furtherance of the PANGLOSS mission. And they also enjoyed the RCAC 25-year dinner (see pic above).

**FINE ART**

During off-hours, Artist-Animator Paul Forfang of RCA's Redstone Pictorial Services in Huntsville, Ala., completed a painting of the Nuclear Ship *Savannah* (see pic).

F. D. Roosevelt, Jr. presented the painting to Mrs. J. F. Kennedy at the Maritime Day ceremonies, at the Waldorf, May 22nd. Mrs. Kennedy then presented the painting to the Kennedy Institute.

The interesting thing about the work is that Mr. Forfang has never seen the *Savannah*. His inspiration stemmed from a plastic model of the ship he purchased as a toy for his daughter.



AT HUNTSVILLE, ALA.—Paul Forfang's painting of the Nuclear Ship *Savannah* was eventually presented to the Kennedy Institute.



GOYAAS winner Lemperes and his wife, with Div. Vice President Pfister (left).



BRONX RETIREE Frances Reuben, TV Branch Mgr. Lindfors (l), Office Mgr. Canfield.



SIGNING TV CONTRACT—Dr. D. C. Smeltzer, Lancaster General Hospital. Salesman C. H. Murphrey at left.



MILWAUKEE SCHOOL OFFICIALS and others gather for ETV demonstration conducted by (at left) Branch Mgr. McClellan and Coordinator Kothe.

EDPS Centers

GOYAAS

Jim Lemperes, Cherry Hill Center Salesman, walked away with first prize in the 4-month national GOYAAS Contest for all Centers sales personnel. He and Mrs. Lemperes enjoyed a glamorous all-expenses-paid week at the Americana Hotel in Miami Beach. Cherry Hill Center also, with the highest cumulative score, won a Portable TV Receiver for Sales Manager Gjerulff, and a banquet provided by the Company for all of the management, sales, and sales support personnel and their wives.

Consumer Products Service

RETIRING

All good wishes are extended to Mrs. Frances Reuben who, in July, is retiring from her work at the Bronx TV Branch.

Mrs. Reuben has been employed at the Branch for the past fourteen years—first as a Telephone Clerk, then as a Cost Clerk and, since 1956, as General Office Worker.

TV CONTRACT

Dr. D. C. Smeltzer, executive director of the Lancaster General Hospital, recently contracted for the installation of nearly three hundred new RCA TV sets, the complete modernization of the existing RCA master antenna, and service on the system by the Lancaster TV branch.

Most of the negotiations were handled by Commercial Products representatives Dick Evans and Chuck Murphrey. Mr. Evans represents both the Lancaster and Harrisburg branch

areas. Mr. Murphrey was formerly Regional Sales Manager of the Albany District.

DEMONSTRATION

Milwaukee Branch Manager W. F. McClellan and Special Projects Coordinator A. I. Kothe recently conducted an Educational TV demonstration by Closed Circuit for members of the Milwaukee area Public Schools system, local architects, and other interested civic figures.

Attending the demonstration (at the Hilton Inn) were Peter Kintis, Milwaukee Public Schools; Patrick Saunders, Milwaukee County Department of Mental Health; D. H. Parker and Joseph Treder, Somers Elementary School District, Kenosha; and Howard E. Schroeder of Rasche-Schroeder-Spransy & Associates, Architects.

WINNERS

**Branch Managers of the Year:** Regional Branch Manager Awards for the year 1963 were recently presented to Raymond J. Sokolowski, Compton (his third successive "win"); Bernard P. Novick, Wilkes-Barre (his second); William R. Hansell, Reading; J. William McGee, Hyattsville; Joseph Migday, Detroit-East; Malcolm D. Edwards, Webster Groves.

The awards symbolize efficient and profitable management, the administration of good customer service, maintaining good employe relations, healthy business growth, organization ability and other characteristics adding up to outstanding managerial achievement.

**Selling Points Contest.** Going to New York and the Fair in August: Branch Managers F. R. Carpenter (Hollywood), R. P. Reahm (San Diego), R. L. Brain (Hanover), S. Urda (Binghamton), T. J. Landrum (Grand Rapids), P. W. Kugler (Detroit-West), C. E. Dennis (Lorain), J. C. Gridley (Richmond).

Also, Western Regional Manager Ed Wozniak, Hollywood District Manager Joe Cohoat, Western Regional Sales Manager Bill Luecke.

As winners on selling the full line in this contest, they and their wives will enjoy a week's vacation in New York, expenses paid, including the Fair, a Broadway show (Hello Dolly), tours, night clubs, the works.

# seen...at the Tech Products ROAR FOR MORE Conference



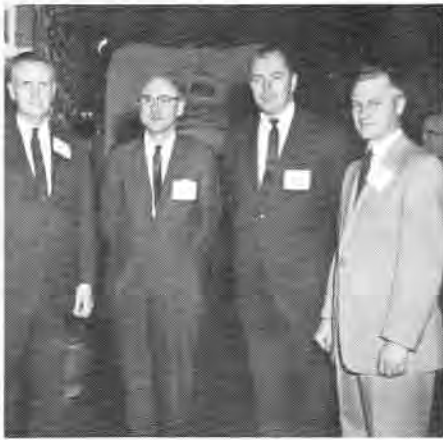
AT THE PODIUM—R. F. Adams, Manager, Technical Products Service.



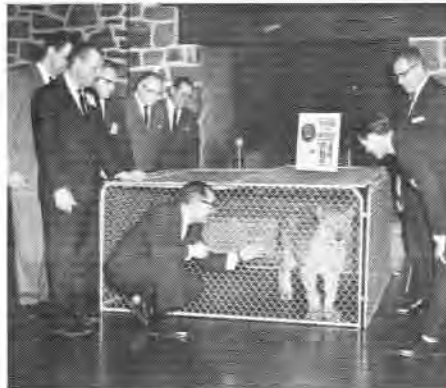
AWARDS—to H. E. Frisbie (Region Manager of the Year), J. E. Peters (Field Manager of the Year), H. J. Benham (best Planning presentation).



FIELD SUPPORT SERVICES—Messrs. Oats, Duggan, Poncet, Manager Pedrick, Carroll, and Thompson.



INDUSTRIAL PRODUCTS' Erdman and Amberg, BCD's Reinert and Pratt.



THE MASCOT—with T&I, Mobile, Administration, and Engineering Managers.



CONTROLLER Semler, Vice Pres. Jones, Field Mgrs. Mowery (l), Morrow (r).



AMONG THE SPEAKERS—Radiomarine's R. N. Baggs, Law Dept.'s H. C. Tily.



REGION MANAGERS Madison, (TP Mgr. Adams), Frisbie, King, (Sales Mgr. Tunnell), Benham, Bassett, Burke, (Fld. Op. Mgr. Johnson), Wheaton.



35 YEARS—Govt. Services V. P. Zaun; Plan. & Support Serv. Mgr. Caulton.



30 YEARS—T&I Engr. D. W. Gould with Mgrs. Campbell and Bassett (l and r).



35 YEARS—F. W. Smalts, Cons. Relations Mgr.



35 YEARS—K. P. Haywood, Tech Products Administration Manager.



35 YEARS—F. N. Helgeson, Mgr. EDPS Engrg. Methods.



CLEVELAND W. — Techs Chitester (10), Ballasch (15), Krynak (10 years).



25 YEARS—V. R. Giacoboni, Mgr., Purch. Com'l. Serv.



15 YEARS—TV Branch Mgr. Minnick, with (l) Dist. Mgr. Klopfenstein.

## LONG SERVICE

### May, 1964

40 years:

E. C. BALENTINE,  
Govt. Services, Eastern Area

20 years:

G. D. CAMPBELL, Tech. Prod., T&I

15 years:

D. H. BARWELL, Cons. Prod., TV Branch  
E. W. DENZLER, Govt. Services, Field Proj.  
R. A. McLAREN, Cons. Prod., TV Branch  
J. G. SCANLON, Govt. Services, Field Proj.  
W. A. SCHROEDER, Cons. Prod., TV Branch

### June, 1964

35 years:

E. W. BAKER, Tech. Prod., Radiomarine  
R. H. BISBEE, Tech. Prod., T&I

20 years:

J. A. GAVIN,  
Govt. Services, Operations Admin.  
C. C. NAGEL, Tech. Prod., T&I

15 years:

T. A. FRESH, SR., Tech. Prod., T&I

C. M. GILBERT, III, Govt. Services, BMEWS  
J. R. HARRITT, Govt. Services, Marketing  
E. W. LONGENECKER,  
Govt. Services, Field Projects  
J. H. RASER,  
Govt. Services, Field Engrg. Admin.

### July, 1964

35 years:

N. BARBERIE, Tech. Prod., T&I  
C. O. CAULTON, Exec. Admin.  
K. P. HAYWOOD, Tech. Prod., Admin.  
F. N. HELGESON, EDPS Engineering  
F. W. SMALTS,  
Cons. Prod., Operations Admin.  
W. J. ZAUN,  
Govt. Services, Field Engrg. Admin.

25 years:

V. R. GIACOBONI, Purchasing

20 years:

J. F. INGELS,  
Govt. Services, Intnl. Field Engrg.

15 years:

J. H. FISHER, Cons. Prod., TV Engineering  
C. W. KESTER, JR., EBS Planning  
A. W. PEDRICK, Com'l. Field Support Admin.  
A. M. SCHAEFER, Input Operations

## Take Care!



Dr. Paul T. Milnamow, Service Company physician, counsels readers on the care of sore throats, and points out the symptomatic importance of this all too common ailment.

No other irritation or infection is more common than the sore throat—except the common cold, which it frequently accompanies.

Many people therefore regard it as a painful but trivial nuisance. Actually, a sore throat is one of the body's important alarm signals.

A sore throat can be the first symptom of many diseases, ranging from the simplest and most harmless to the most virulent and life-threatening. Among the ailments it signals are influenza, bronchitis, polio, rheumatic heart disease, meningitis, neuritis, scarlet fever, whooping cough, measles. Blood disturbances often accompanied by sore throat in the early stages include mononucleosis and even leukemia.

Headquarters of invisible germs in the air we breathe and the food we eat, the throat is the pathway for many infections. Its two main lines of defense are the spongy tissue encircling the entrance to the throat (of which the tonsils and adenoids are a part), and a lining of delicate membranes which secretes a lubricating and protective mucus. Disease germs have a hard time gaining a foot-hold when these membranes do their job properly.

However, exhaust fumes and factory smog, tobacco smoke and heavy alcohol intake all irritate the membrane, constricting the blood vessels and slowing up mucus flow. The dry air of air conditioning and central heating, faulty diet, chronic fatigue, and constant mental stress also help to weaken the membranes.

Proper food and rest will protect you against contracting a sore throat. When you have one, get plenty of bed rest, eat a high-protein diet, drink plenty of liquids—and no smoking. Add a pinch of table salt to a cup of hot water, and use it as a gargle. If the infection persists or increases in severity, consult your doctor.

**BOND BONANZA**

Once underway, the Bond campaign moved like Comlognet. Answering the clarion call from Cherry Hill, the results poured in from 157 TV branches; from Regional, Field and Area offices of Tech Products' Broadcast, Mobile/Microwave, Theatre & Industrial, EDPS and Radiomarine activities; from the Electronic Data Processing Centers in Washington, Chicago and Cherry Hill; from the RCA Institutes in New York City; and from Government Services sites in Florida, Down Range, Greenland, Alaska, England, the European continent, the South Pacific and the Orient.

Excitement ran high in the Personnel offices at Cherry Hill, where field and local results were combined and tallied daily—hourly. The totals climbed toward, then surpassed, the 80% of total employment prescribed as a realistic goal. In the final analysis, 82% of all Service Company employees had subscribed to U. S. Savings Bonds via the Payroll Savings plan.

This meant that—of a total of 14,084 employes—11,554 had authorized regular deductions from their paychecks to be applied against the purchase of U. S. Bonds. The percentage reached was the highest ever attained by Service Company, representing a 20% gain over totals prior to the Drive.

Success was sweet. The U. S. Treasury's bronze Minute Man "oscar" was



**BMEWS**—Bond Captain J. N. Bloeser with Bond Buyers Linda Sommerer and (standing) W. F. Turner. BMEWS attained 91.2%.



**CHERRY HILL**—(l to r) U. S. Treasury Department's A. E. Weatherbee, RCA Service Company President A. L. Conrad, and RCA President E. W. Engstrom with Treasury's Minute Man.

formally presented to Service Company's President A. L. Conrad by RCA President E. W. Engstrom, Chairman of the Electronics Industry Drive. In addition, six Minute Man flags were won by MTP, Consumer Products Service, Cherry Hill Offices, the White Alice Project, and BMEWS Service Project Sites I and II—all of whom reached or surpassed the goal of 80% participation.

In a letter of acknowledgment to Mr. Conrad, RCA's President Engstrom wrote: "I congratulate you and the RCA Service Company on a truly outstanding performance in the recent Company-wide U. S. Savings Bonds Campaign. The 82.0 per cent participation you attained is an accomplishment for which you, your Company, and the Corporation can take pride."

Behind the successful campaign lay weeks of intensive work by an internal Bond Committee, working in close cooperation with a "network" of subcommittees and coordinators established throughout the Service Company's many and widespread activities. While all deserve personal recognition, special mention is given to the Campaign Chairmen and Coordinators, i.e., Personnel Managers and their staff men who were responsible for the basic organization and operation of the Service Company drive. They are: F. F. Ford (for the Service Company), F. W. Jones (White Alice), W. T. A. Baxter and W. L. Soyder (BMEWS), R. B. Niles and W. L. Strayer (MTP),

J. M. Hyndman and J. J. League (Consumer Products), W. A. Dondero and R. M. Hasson (Cherry Hill and RCA Institutes), H. M. Cridland and R. F. Sullivan (Government Services Operations), K. J. Kurz and D. K. Thorne (Technical Products and Electronic Data Processing Services), C. B. Harding and L. A. Steller (Coordination).

Actually the Bond Buyers are the real winners. Their investment is both sure and safe—and pays \$4 for every \$3 at maturity.

It's not only easy . . . it works. Bond dollars build up a nest egg for the future, and help our country at the same time.

If you missed the boat during the drive, don't delay. You can "sign up" any time. And you'll be glad you did.



**CONSUMER PRODUCTS**—Cleveland Dist. Mgr. Laschinger accepts Bond Drive Citation (for 92.8%) from Region Mgr. Telep.



## TO ALL EMPLOYEES

### Subject: Payroll Savings Bonds

Recently Dr. Elmer W. Engstrom, President of the Radio Corporation of America, presented to me the United States Treasury Department's Minute Man Statue and Flag for the Service Company's achievement in the recent Savings Bond Drive. They were earned by the combined efforts of you, the employes of the Company's many activities. It was only as your representative that I accepted them.

These awards are presented for exceeding 80% participation in the purchase of Savings Bonds through payroll deduction. This is the highest in our history. It is truly a remarkable achievement to think that eight out of every ten of our fellow employes are sharing in the program. I congratulate all who are participating.

As you are aware from my letter to you on March 24, Dr. Engstrom is Chairman of the Electronic Industry Drive for the U. S. Industrial Payroll Savings Bond Campaign. Prior to the drive, Dr. Engstrom set a goal of 25,000 new bond buyers for the whole industry. The RCA Service Company can be proud of its contribution which, by itself, was nearly twelve percent of that goal.

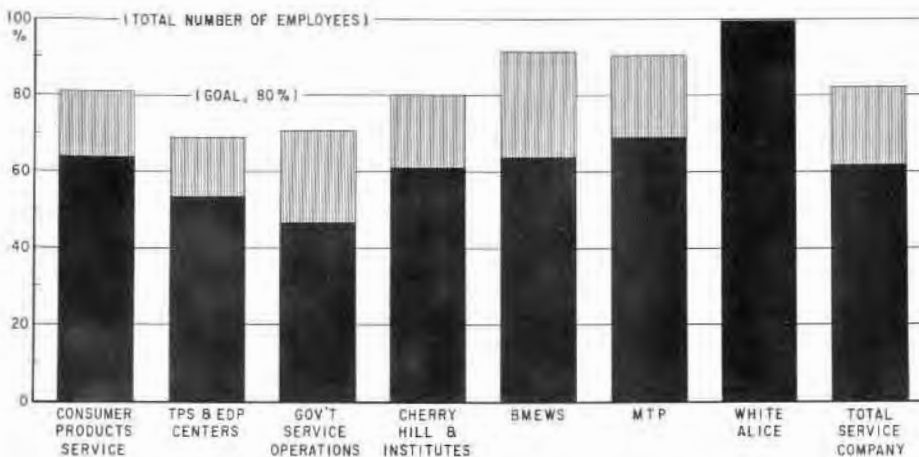
In order to keep the high standard established in the drive, I urge all new bond buyers to continue their current participation and to consider increasing deductions periodically throughout the year. For those who have not as yet enrolled in the payroll savings plan, I urge you to try this convenient and automatic way to save, and join your fellow employes in saving for the future.

A. L. CONRAD, President  
RCA Service Company

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*WHITE ALICE flies the "Minute Man" over their headquarters in Anchorage, Alaska. All of the Project's employes are Bond buyers.*

1964 BOND DRIVE



**Missile Test Project**

- Data Processing
- Engineering Support
- Mainland Instrumentation

**Consumer Products Service**

- Consumer Products Sales
- Contract Fulfillment
- TV Branches:
  - Albany
  - Baltimore
  - Cleveland East
  - Columbus
  - Detroit East
  - Flushing
  - Hanover
  - New Haven
  - Norwalk
  - Oklahoma City

**Cherry Hill Activities**

- Budgets & Pricing
- Commercial Services Purchasing
- Educational Services

**Government Service Operations**

- Range Service Project
- Satellite Tracking — Alaska

**MORE THAN 80%**

**BMEWS Service Project**

- Colorado Springs Operations
- Site I — Thule, Greenland

**Missile Test Project**

- Down Range Instrumentation
- Marine Instrumentation
- Range Photography

**Consumer Products Service**

- TV Branches:
  - Akron
  - Bakersfield
  - Bensonhurst
  - Bergen County
  - Binghamton
  - Boston
  - Burbank
  - Cincinnati
  - Cleveland West
  - Denver
  - Erie
  - Jamaica
  - Metro. Life
  - Milwaukee
  - Norfolk
  - Oak Park
  - Rockford
  - San Francisco
  - Toledo
  - Utica
  - Youngstown

**Cherry Hill Activities**

- Accounting
- Auditing
- Data Processing
- Management Engineering
- Office Services
- Real Estate & Facilities
- Treasury

**Government Service Operations**

- Alaska Area Field Engineering
- Contracting
- Data Acquisition Facility
- Engineering & Technical Services
- NASA — DAF Project
- Special Systems
- Technical Publications

**Technical Products & EDP Centers**

- EDP Chicago Center
- EDP Engineering & Training
- EDP Washington Center
- Tech. Prod. Midwest District
- Tech. Prod. Management
- Tech. Prod. Washington District

**IT FIGURES . . .**

The graphic story of Service Company's Bond Drive performance, by category, is told in the chart above. "Goal" is set at 80% of all Service Company employees. The gray area represents the gain over pre-Drive totals, shown in black.

This year, the White Alice Project in Alaska achieved total participation. Every employe there is a Bond Buyer. They were within a whisker of achieving it last year. A detailed listing follows of all others who reached or surpassed the goal.

**100% PARTICIPATION**

**White Alice Service Project**

- Logistics Services
- Operations & Engineering
- Performance Control
- Personnel
- Project Administration

**BMEWS Service Project**

- Advanced Planning
- Omaha Operations
- Pentagon Operations
- Project Administration
- Rome Operations
- Staff

**Missile Test Project**

- Operations Control
- Personnel
- Project Administration
- Project Manager's Office
- Quality Analysis

**Consumer Products Service**

- Commercial Services Center
- Consumer Products Administration
- Consumer Products Engineering
- Consumer Relations

**TV Branches:**

- Baton Rouge
- Bayonne
- Bucks County
- Buffalo
- Birmingham
- Bushwick
- Camden South
- Charlotte
- Chattanooga
- Columbia
- Dallas
- Flatbush
- Ft. Wayne
- Grand Rapids
- Harrisburg
- Islip
- Johnstown
- Kalamazoo
- Kansas City
- Knoxville
- Lorain
- Madison
- Medford
- Mobile
- Montgomery
- New Orleans
- NE Philadelphia
- No. Jersey Appliance
- No. Pittsburgh
- Oakland
- Reading
- Richmond
- San Diego
- San Gabriel Valley
- San Jose
- Seattle
- So. Charleston
- So. Portland
- Spokane
- St. Louis
- Tacoma
- West Palm Beach
- Wierton
- Wilkes-Barre
- Williamsport
- Wilmington
- Worcester

**Cherry Hill Activities**

- Advertising & Sales Promotion
- Field Support Services
- Government Services Purchasing
- Personnel
- Purchasing Admin. & Planning

**Government Service Operations**

- Government Services Marketing
- Underseas Technology

**Technical Products & EDP Centers**

- EDP Centers Operations
- EDP Cherry Hill Center
- Tech. Products Atlanta District
- Tech. Products Administration
- Tech. Products Engineering
- Tech. Products New England District
- Tech. Products Sales

**MORE THAN 90%**

**BMEWS Service Project**

- Personnel
- Riverton Operations
- Site II — Clear, Alaska
- Technical Publications



# A MAN'S LIVELIHOOD

A man without tools is a man without the means to earn a livelihood, in today's industrialized world.

No seaman would abuse or neglect the ship or gear that means his living—or even could mean his life.

The fisherman takes good care of his nets and lines.

The farmer doesn't let his implements rust away.

But when "the company" provides the tools, the personal feeling a man has for the equipment that he depends on for his living is often lacking.

Too often the employee feels the tools do not belong to him but to a remote body called "the company." So he may become careless in their use.

Yet the tools *are his*, in the most practical sense of all. He uses them, and earns his high standard of living by them.

Actually, he has a bigger stake in taking care of his tools, in keeping their efficiency sharp and their maintenance costs low, than the average stockholder—who is technically the owner of a fractional part of each tool.

Your tools take care of *you*. Take care of *them*.

