

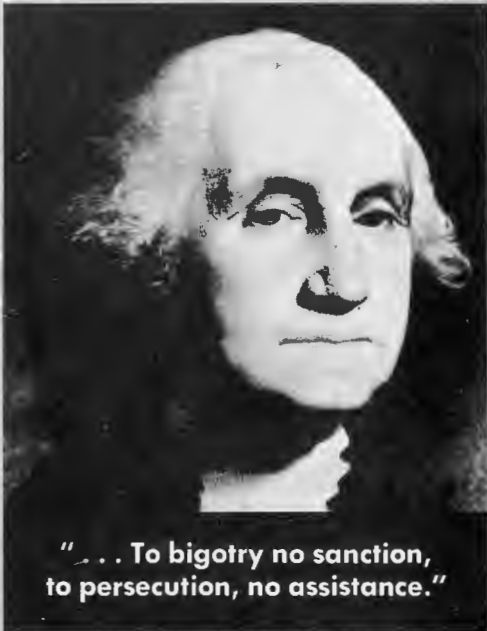


M W Tilden RCA Mgr D-50-1
RCA Service Co
204-1 Cherry Hill
Camden 8 N J

Tech Products Conclave
(Pages 7, 8, 9)

SERVICE

AN RCA FAMILY PUBLICATION



"... To bigotry no sanction,
to persecution, no assistance."

Courtesy
Washington, D. C. Star

RECEIVED
MAR 8 1960
FIELD SUPPORT
ENGINEERING



Courtesy A. Devaney, Inc., New York

FEBRUARY, 1960

RCA SERVICE COMPANY



SERVICE

Vol. 16

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Editor
J. GRUBE

Personnel Dept., Bldg. 201-1
Cherry Hill, Del. Twp., Camden 8, N. J.

THE COVER

Two beloved American Presidents are quoted on our cover this month in honor of "National Brotherhood Week," February 21-28. Another President, Theodore Roosevelt, also put it sagely: "It seems to me that the great lesson to be taught our people is the lesson both of brotherhood and of self-help. In our several ways each of us must work hard to do his duty, each must preserve his sturdy independence; and yet each must realize his duty to others. And to each who performs his duty, in whatever way, must be given the full measure of respect."



"WE GET LETTERS" . . .

From the Canal Zone . . .

Lt. General Bidgely Gaither, Commander in Chief of the Caribbean Command, sent this letter of commendation to Mr. Cecil R. Nelin, Communications Supervisor, RCA Station No. 11, AFMTC, Fernando de Noronha Island, Brazil:

"My . . . visit to the AFMTC facility at Fernando de Noronha Island . . . afforded me an excellent insight into the significant and complex operations conducted at that station. I was very favorably impressed . . . by the apparent efficiency and coordination which exists between your side of the house and Mr. Newell and his PAA Staff. This example of harmony and effectiveness which characterizes the U. S. operation on Noronha serves the additional purpose of vividly portraying to the Brazilians with whom you deal, the outstanding blending which exists between the U. S. Armed Forces and U. S. Industry."

This One Written to Denmark . . .

"Da vi ikke har modtaget svar fra vores adskillige henvendelser til Dem, tillader vi os igen at henvende os til Dem angaa ende det totale beløb. De stadig skylder for de løben de regninger.

De har skyldt os beløbet: 102.47 \$ de sidste 16 Mdr. og vi beder Dem venligst underrette os hvornaar vi kan forvente betalingen.

Vaer venlig at svare mig personligt.

Aerbødigst Deres

J. V. WESLOWSKI

(kreditor og indkrever)

Several tries in English failed to get a response from an account in Denmark which was over a year old. Then the Danish wife of A. P. Ingber, Credit & Collection, offered the above translation. Result: a check for the full amount. Which proves you should never underestimate the power of . . . communication.

News from the Far East . . .

Stephen J. (Joe) Antosy, Manager, Far East Operations, wrote a letter and sent a clipping re a yachting event in Japan, in which an RCAS technician walked away with the championship. Mr. Antosy said, in part:

"I believe this is good evidence of how well our people get along with the Japanese. Incidentally, I believe Cris is the first American ever to be invited to participate in this race."

The tech, Calvin B. Christianson, and his Japanese teammate beat 19 other yachts manned by Japan's best sailors in a three-heat series for the national title in the 16-foot, 5-inch sea horse class. It was the first Japanese National Yachting Championship ever to be awarded a foreigner.

GOOD MANAGEMENT: An Art or a Science?

Tech Products V.P. tells Field Managers what it takes to climb the ladder

"No organization is better, or more successful, than the men who manage it," according to W. L. Jones, Vice President, Technical Product Services. He claims there's room at the top for the men with the drive to get and stay there.

Speaking before a conclave of Tech Products field managers who met at Cherry Hill for intensive briefing on Tech Products planning, Mr. Jones defined a good manager as "one who uses cautiously."

"Among many assets," he said, "are those of money and human beings. It is the responsibility of good management to use both cautiously."

What other traits are common to the good manager? Mr. Jones referred to a non-commercial survey of 100 reputedly successful managers.

"No set pattern evolved," Mr. Jones said. "There were good managers from large families and small; good managers from rich and from poor homes. Some were highly educated; some barely got through high school. The conclusion would therefore seem to be a factor of personal drive. A man who wants to advance, who wants to take on responsibility and is willing to keep at it, has the 'makings' of a good manager."

Develop One's Self

"There is no free-loading method of becoming a competent manager," Mr. Jones stated. "A man must have ambition, good judgment, initiative, intelligence, energy. None of these are good enough in themselves. He must be trained in the techniques and the rules. Knowing them will not make him a good manager. He must apply them—not now and then, but every day, consistently. His rewards will be in proportion to his success in applying the tools of his training."

In using the tools of management, the Vice President said, a man who would be manager must be prepared to work harder than his subordinates, and to continue his development through study.

"Most important," he added, "a man must be prepared and willing to think. Think constructively on a problem. Think of all its possible solutions. Put the results of your thoughts into plans. Then act on those plans."

Develop Others

Another firm rule for the manager who would advance is the training of a replacement. "Very obviously," Mr. Jones pointed out, "every manager must be developing someone who can take his job when his opportunity comes to move along."

Mr. Jones also indicated "that one of our most effective tools in the development of management potential is in the



Vice President W. L. Jones

RCA Organization Development Program. Through this program we can evaluate a manager's performance to help him improve and at the same time chart his course by setting operational and management goals."

Referring specifically to Tech Products Service, Mr. Jones listed four points of utmost importance. Foremost was recognition of the fact that good service always costs less than poor. "There is no excuse for poor service," he insists. "Those things which make service unsatisfactory—delayed service, poor training, incompetent service—always costs money."

Secondly, good managers understand the reason for realistic budgeting which, Mr. Jones explained, "is merely translating plans into figures."

Third was a plea to eliminate hearsay and assumptions, fully understanding and carefully evaluating the facts. Stating the facts and defining the problem will generally solve it, he advised.

Mr. Jones concluded with a fourth point: "Good communication—getting the facts across clearly to those who report to you, to those to whom you report, to those with whom you work—is highly essential in any organization, and particularly essential to the Service organization where there is much to gain from close understanding of our activity, the activity of other Service departments, and the activity of RCA."

THE WHITE HOUSE
WASHINGTON

NATIONAL ENGINEERS' WEEK

On the occasion of National Engineers' Week, it is fitting to salute the contributions made by the engineering profession to America's technological development.

The theme for this week, "Engineering's Great Challenge--The 1960's", points to the demands of the coming decade. The unprecedented requirements for excellence, for high performance, and for public service must be met if we are to continue to grow in scientific achievement. In encouraging our young people to prepare for careers in science and engineering, we strengthen the base for further advances.

A handwritten signature in cursive script, reading "Dwight D. Eisenhower". The signature is written in dark ink and is positioned below the main body of text.

Harold A. Mosher, P. E., President
National Society of Professional Engineers
2029 K Street, N. W.
Washington 6, D. C.



RCA truck from Camden, New Jersey, unloading EDP equipment at 45 Wall Street, New York

First Wall Street Data Processing Center Equipped with "501"

The high-speed, all-transistor RCA 501 system was transported fully assembled by truck from the RCA plant at Camden, N. J., and plugged into waiting power outlets soon after the initial pieces of equipment reached the Center on the 16th floor of 45 Wall Street.

Assigned to the site and standing by are the Service Company people who will provide preventive maintenance and servicing as required: engineer E. Merendini as Installation Manager, engineer D. Chulik, and fifteen EDPS technicians.

The new Center will serve to relieve brokerage houses of many of the problems and burdens of old-fashioned, back-office accounting methods, according to T. A. Smith, Executive Vice President, Industrial Electronic Products.

"No longer will big-share days on the stock market mean big overtime bills," he said. "The Center will be geared to handle peak volume days as well as average volume days."

The computer system will perform such chores as computation of customers' trades, issuance of same-day confirmations and printing of customers' statements.

Daily margining of critical accounts and a weekly record of stock positions of active accounts will be pro-

vided. Brokerage firm partners will have on a daily basis listings of each house account position. A variety of operating and management reports will be added benefit.

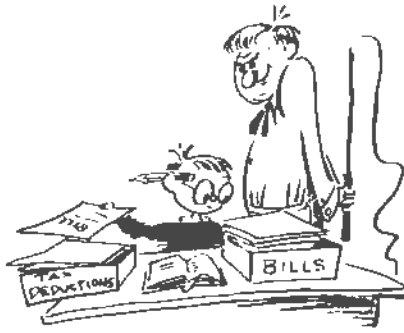
Special techniques have been developed by RCA to identify and protect the records of each brokerage house.

E. F. Hutton & Co., nationwide brokerage firm, already has signed for use of the Center's facilities. A substantial number of other brokerage houses have indicated a strong interest in making use of this service.

The initial Wall Street 501 will be joined by another in the early spring. The first system is scheduled to operate around the clock to service a wide range of work details for brokerage customers.

The Wall Street data processing service Center is the second to be installed by RCA; the first is functioning at RCA-Cherry Hill. Other centers are planned for strategically located cities throughout the country.

The RCA 501 was the first all-transistor electronic data processing system made available for commercial use. It has been selected to handle the paperwork load of banks, insurance firms, public utilities, manufacturing concerns and branches of the Armed Forces.



Are You Ready? The American Institute of Certified Public Accountants says you are, if you've kept adequate records.

OUCH! It's Time to PAY UP again!

Family record keeping probably ranks with mowing the lawn and cleaning out the attic as being among the things you'd most like to avoid. However, carefully prepared family records can pay off in dividends . . . tax-refund type dividends. For to take advantage of any of the many legitimate tax deductions you are allowed, you must have adequate records.

Medical and Dental Expenses

You can deduct medical and dental expenses in excess of 3 per cent of your adjusted gross income. In other words, if your adjusted gross income was \$6,000 then you could deduct expenses over \$180. Medical and dental expenses include not only doctor and dentist bills, but also such things as X-rays, hospital insurance premiums, hearing aids.

Many people pay their doctor and dentist in cash whenever they make a visit and don't bother to add up the expense. A valuable deduction may be lost because you cannot tell how much you have paid to various doctors and dentists for the care of yourself and your family. Remember, every \$5 you deduct will put a dollar or more back into your pocket.

You can and should get proof of your medical expenses as they are paid. Either pay all expenses by check (made out to the doctor or dentist, not to "cash") and keep the cancelled checks, or ask for a receipted bill whenever you pay cash.

Cost of Drugs

Drugs in excess of 1 per cent of your adjusted gross income can be deducted as a medical expense. Toothpaste, cosmetics and toiletries can't be included. Neither can vitamins, iron supplements, or other formulas taken to preserve general health. But there are many drugs and medicines you can buy without a prescription that will allow a deductible expense, such as headache and cold remedies, lotions to heal cuts and bruises, and so on.

Charitable Contributions

The federal tax law allows a very liberal deduction for charitable giving as high as 20 to 30 per cent of adjusted gross income in some cases.

Contributions can be made in forms other than cash . . . shares of stock, land, furniture, clothing, and so on. The deduction is measured in terms of the value of the item at the time given. You may have purchased living room furniture some years ago for \$800 which, at the time you give it to your local church, has a fair market value of \$50. Your deduction would be \$50. It is important to keep a record of the gift, particularly the date it was given.

State and Local Taxes

If you know approximately how much you spent on purchases subject to, say, sales tax, you will be able to make a reasonable estimate of the amount of tax you paid, which is a deductible item on your tax return. The Internal Revenue Service will allow such an estimate. However, if your purchases are unusually high (a new car or other expensive commodity), your best bet is to be able to show the bills. It pays to set up a record for state and local taxes paid, and estimate the amount each month while the expenses are still fresh in your mind.

Other Considerations

Interest on your mortgage or loan is a deductible expense. Because interest expense is likely to be fairly consistent month to month, it isn't difficult to determine your total interest expenses at the end of the year.

If you contribute to the support of a relative it may be advantageous to list your contributions each month. You may be giving cash regularly, but items such as food and clothing may be important in showing that you contribute enough during the year to claim a dependency exemption for the relative. Of course, the relative must also meet certain other tests for a dependent. Check the instruction booklet you receive with your tax return. But list the expenses, just in case.

Income Other Than Wages

You must keep a record of any additional income you receive, such as interest on savings account, gambling winnings, prizes, dividends, and so on. Any additional income must be added to your wage or salary when determining your taxable income.

Technical Products Service Turns Out for Training

Field Managers and Supervisors attend conferences
in the Tactics and Techniques of Good Management

Tech Products Field Managers and Supervisors, familiar as they are with "communications" as applied to product, were recently given a vigorous demonstration of an intra-departmental type of communication.

Brought into Cherry Hill during the weeks of January 11th, 25th and February 8th, they attended intensive 5-day courses in management methods and procedures which drew upon all major operations of the Tech Product organization.

The objective was to up-date key field personnel on the Company's position in the spiraling Tech Products Service market. Long-range plans were outlined in relation to the vast potentials, and the opportunity as well as the responsibility of the field managerial role was clearly emphasized.

No data was left untold as manager after manager took the podium to discuss the function of his operation and/or its application to field activity.

Each of the three attending groups included field managers from all four Tech Product services so that, in basic discussions, they received a broad view—a cognizance of—other Tech Product activities and of Service Company unity with the Corporation.

Technical Products Services Vice President W. L. Jones, who opened each week of training, also addressed the men at the evening dinner meetings (see page 3).

He was joined by E. H. Griffiths, Service Company Treasurer, who defined Tech Products and Service Com-



Speakers from TP Operations, Finance, TP Engineering (l. to r.): R. F. Biehler, C. E. Johnson, H. J. Carroll, F. Loudy, E. Stanko.

pany performance in relation to competition and to other RCA departments.

G. W. Pfister, Vice President, Commercial Services, spoke of the great opportunity—for the department and its field managers—in a period of consistent and constructive growth, and named several areas of new activity in which Tech Products will be deeply involved within the present year.



Speakers from Sales & Merchandising (l. to r.): L. B. Hart, D. O. Reinert, P. C. Bronesky, A. Fischer.



Speakers from Personnel (l. to r.): J. E. Piatt, D. K. Thorne, J. C. Murphy, C. B. Harding, D. S. Goodenough.

WHO'S WHO — at the Tech Products Management Training Program



MOBILE & MICROWAVE—January 11th Program



RADIOMARINE—January 11th Program



BROADCAST—January 11th Program

PICTURE IDENTIFICATION

At the January 11th Program

MOBILE & MICROWAVE (l. to r.): B. M. Rice, Cleveland; S. E. Davis, Chicago; J. J. Geddes, New York; W. Durr, Los Angeles; G. E. Kunst, Dallas; J. M. MacKenzie, Philadelphia.

RADIOMARINE (l. to r.): G. A. Freeman, New Orleans; P. Szabo, Jacksonville; F. H. Flanders, Baltimore; L. D. Jameson, New York; W. Helfer, Wilmington, Cal.; Service Manager J. J. Galvin, New York.

BROADCAST (seated, l. to r.): R. A. Martin, Atlanta; J. N. Thayer, Chicago; J. B. Franklin, Los Angeles. (Standing, l. to r.): Service Managers M. E. Wheaton, Mid-Eastern Region, and C. L. Swinney, Southeastern Region.

THEATRE & INDUSTRIAL (l. to r.): C. S. Schwander, Los Angeles; G. Campbell, Atlanta; C. S. Moore, Dallas; A. Kunze, New York; C. P. Forbes, Kansas City; F. F. Toth, Boston; G. H. Benjamin, San Francisco; A. J. Komer, Cherry Hill; H. M. Hanson, Philadelphia.

At the January 25th Program

(Front row, l. to r.): W. E. Kipp, Miami; D. Sadowski, Cleveland; P. McDonald, Philadelphia; H. M. Morrow, Cleveland; C. R. Proft, Jr., Port Arthur; R. Mowery, Philadelphia.

(Middle row, l. to r.): D. K. Thorne, Training Administrator; J. Gregorini, Jr., Chicago; R. F. Rosan, Norfolk; Service Manager H. J. Benham, Central Region; S. F. Plack, New York; E. W. Baker, San Francisco; E. P. Burke, Los Angeles; W. M. Uhler, Radiomarine Service Operations Manager; W. F. Hanson, Philadelphia; Service Manager W. W. Gilreath, Southwestern Region; G. W. Ahrens, St. Louis.

(Top row, l. to r.): A. J. Komer, Cherry Hill; H. P. Hillegas, Kansas City; Operations Manager C. E. Johnson; M/M Service Sales Manager D. O. Reinert; Sales & Merchandising Manager A. Fischer; Cherry Hill & Technical Products Service Personnel Manager C. B. Harding; J. B. Pittner, Los Angeles; W. M. Vogt, Jr., Dallas; C. A. Bunce, Chicago.

At the February 8th Program

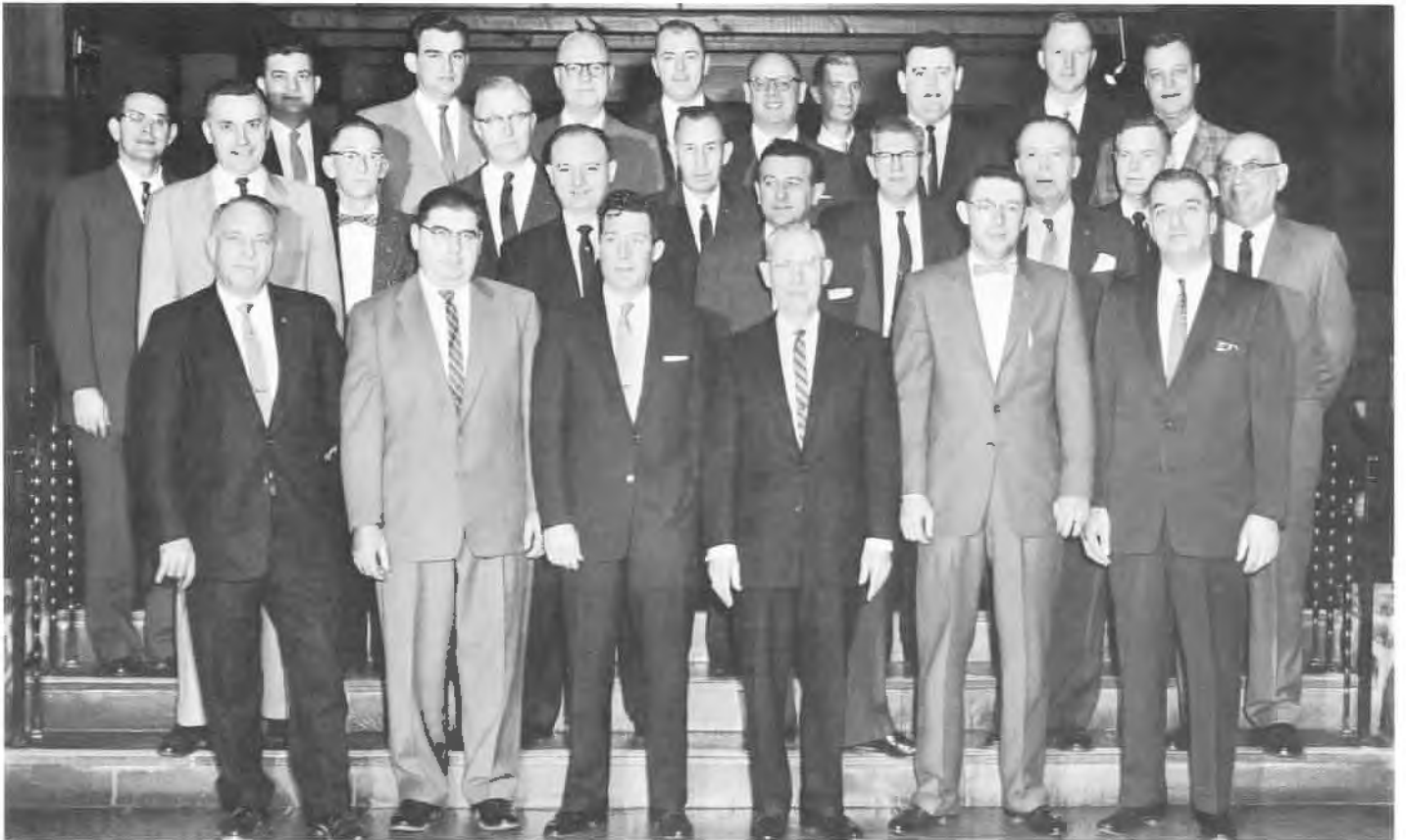
(Front row, l. to r.): E. R. Lohr, Cleveland; H. K. Lubcker, Dallas; D. P. Newman, Seattle; R. E. Camp, Houston; E. C. Lashus, Tampa; R. W. Kelley, New York.

(Middle row, l. to r.): R. W. Burton, Los Angeles; R. G. Wilson, Cherry Hill; J. Gregorini, Jr., Chicago; A. D. Miller, Pittsburgh; J. S. Walker, Cleveland; H. G. Wright, Philadelphia; J. W. Exline, Mobile; E. F. Pleuler, Boston.

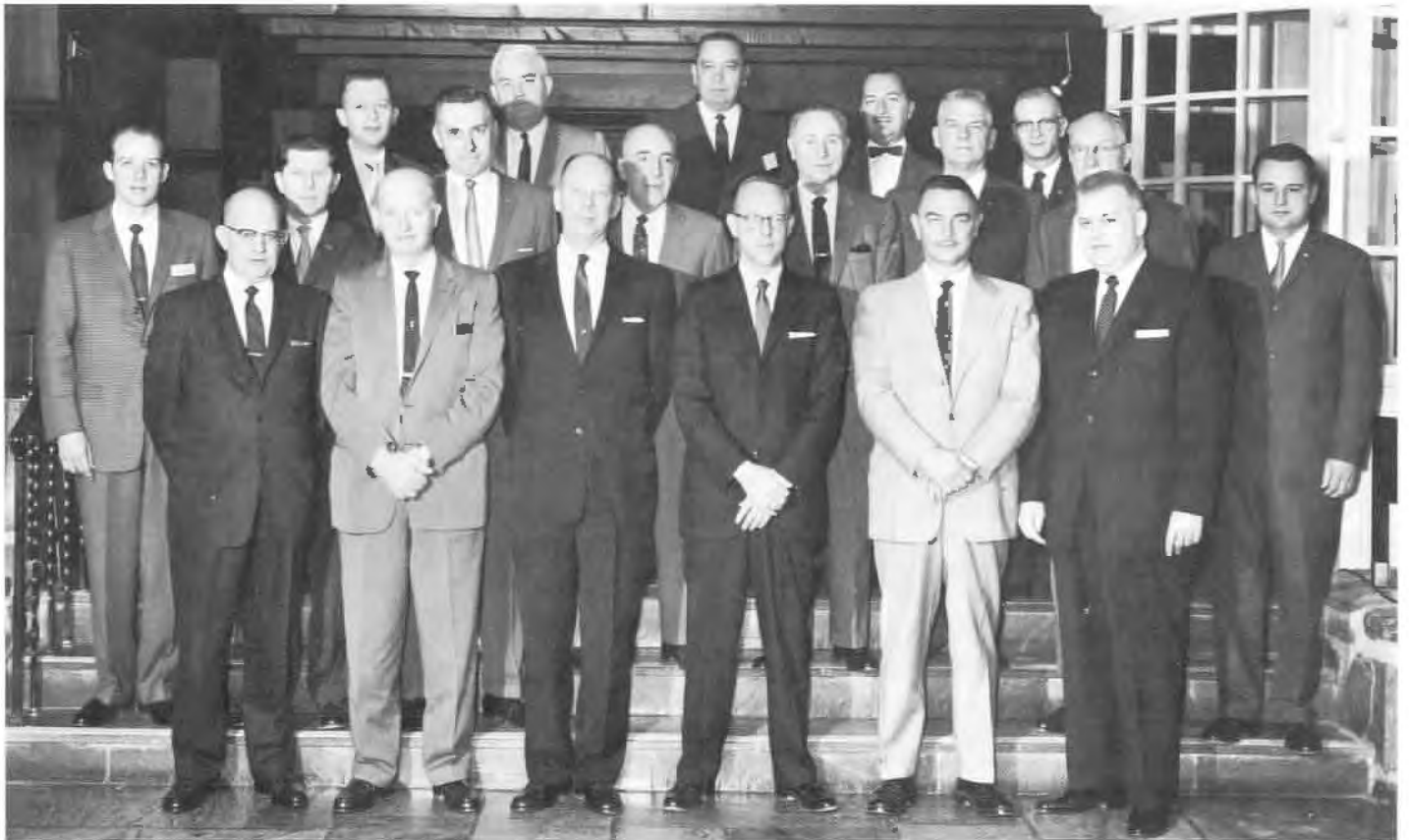
(Top row, l. to r.): C. T. Beishline, Atlanta; Service Managers H. E. Frisbie, East Central Region, and H. M. Madison, Western Region, and B. D. Bachin, Northeastern Region; C. C. Nagel, Kansas City.



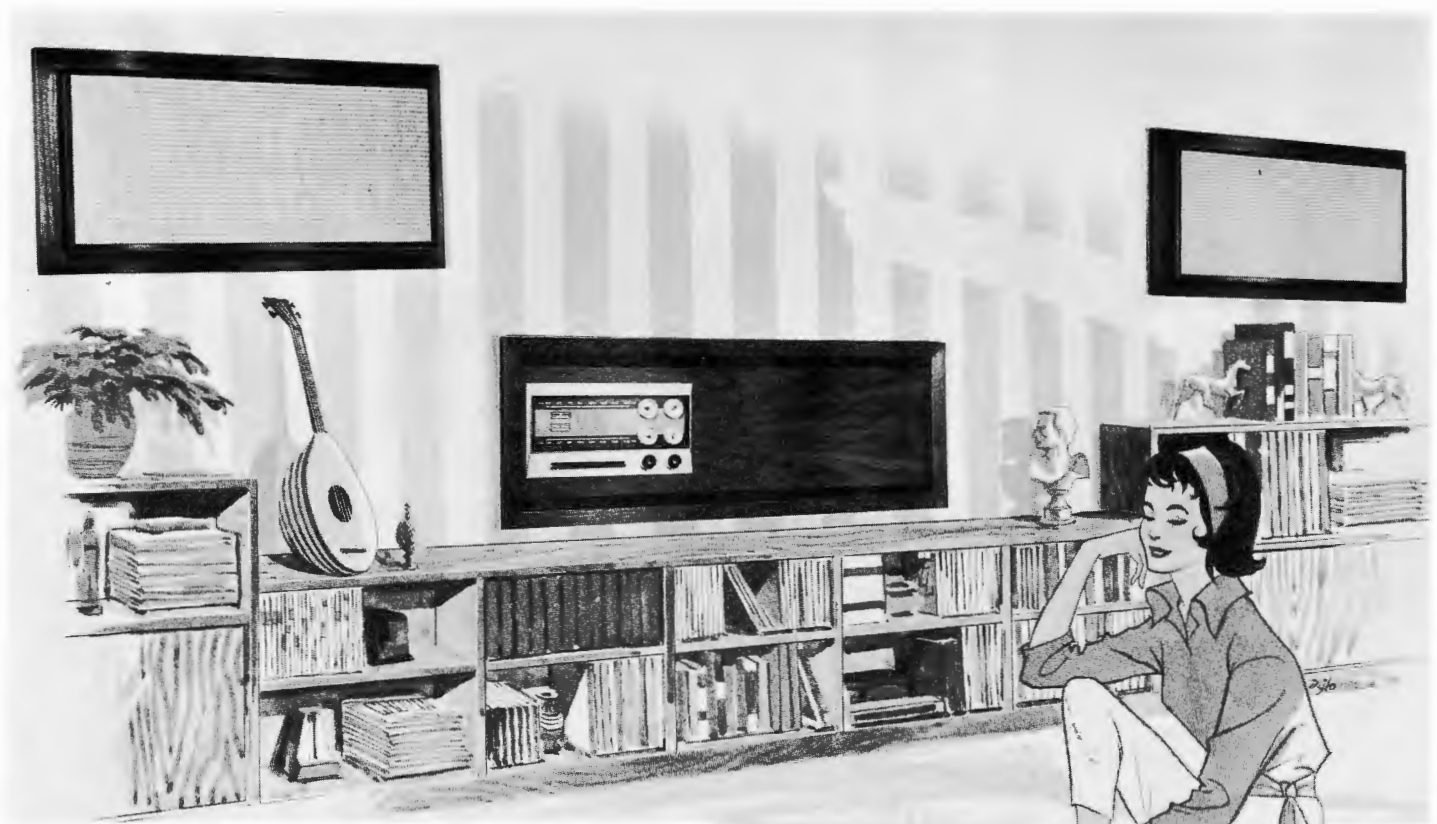
THEATRE & INDUSTRIAL—January 11th Program



January 25th—Field Managers and Supervisors at the second Technical Products Training Program



February 8th—Field Managers and Supervisors attending the third Tech Products Management Training Programs



For the "Home of the Sixties"

Builders in all parts of the country are altering their plans for 1960 homes after seeing RCA's new line of built-in sets at the National Home Builders Show in Chicago. Many of them are going to call upon the "single-source reliability" of RCA Service for installation and planned maintenance on these multiple set projects.

The new line includes built-in stereo high fidelity "Victrola" and AM-FM radio instruments, recently added to the built-in "Mural TV" receivers introduced several months ago—all designed for recessed mounting in walls and room dividers. With no loss of valuable floor or wall space, the "Built-ins" completely transform a living or recreation room into a trim, uncluttered, distinctive home entertainment center.

One of the first builders to include built-in stereo in the price of his new homes is developer Robert Lusk, who is building a large number of ranch style homes near Tucson, Arizona. The homes are in the \$14,000 to \$17,000 price bracket.

Builders in Connecticut, Texas, Pennsylvania and several cities in Florida will include either built-in stereo or television in major home-building projects this year.

Two models of the built-in stereo units are being shipped to RCA Victor distributors and builder representatives throughout the United States.

The BK-1 "Victrola" phonograph unit, with a dual amplifier, produces 18 watts of maximum music power.

RCA Victor Built-in Stereo-Orthophonic High Fidelity "Victrola"®

The BK-2 is a deluxe version with an AM-FM tuner added to the "Victrola" phonograph. It has push button controls and a dual amplifier which produces 58 watts of maximum music power.

Both record changers are housed in cabinets which slide out for easy loading of records. Both are available in four speeds. Panoramic speaker systems, designed for recess mounting, have matching frames.

Everything the builder needs to install the units quickly is shipped together, including the master unit, speakers, mounting brackets, cables, baffles and frames, hardware and detailed instructions for wall openings in installation.

Front ventilation permits installation in any wall opening or enclosure, making rear air vents unnecessary.

Matching speakers also are available for remote placements in the kitchen, bedroom or other rooms, to provide high fidelity sound throughout the home.

1960 Plymouth and DeSoto feature "Victrola" Accessory

RCA Victor's first Auto "Victrola" provides 2 hours of selected music

A new-type automatic record player which will provide motorists with up to two hours of continued entertainment has been successfully developed for automobile use under all driving conditions.

Available as an accessory in the 1960 Plymouth and DeSoto automobiles, the RCA Victor Auto "Victrola" is designed to play fourteen standard 45 rpm records through the car radio speaker.

It is the first automatic automobile record player to use readily-available standard phonograph records.

Road Tested

Designed and developed exclusively for the Chrysler Corporation, the auto "Victrola" was thoroughly tested by RCA for nearly two years.

Testing over hundreds of miles, under extreme road conditions, prove that the auto record player runs as smoothly as the new Plymouth or DeSoto themselves—over bumps, around curves, or when starting or stopping.

How It's Done

The 45 rpm record player-changer is inverted and the balanced tone arm is located below the record. The changer unloads the records as they are played and neatly stacks them inside the compact case which doubles as a storage compartment.

The record player unit is plugged into a built-in jack



Linda Smith, Consumer Products Personnel, demonstrates the new in-car record player.

on the 1960 Plymouth and DeSoto auto radio. Volume and tone adjustments are made by means of radio control.

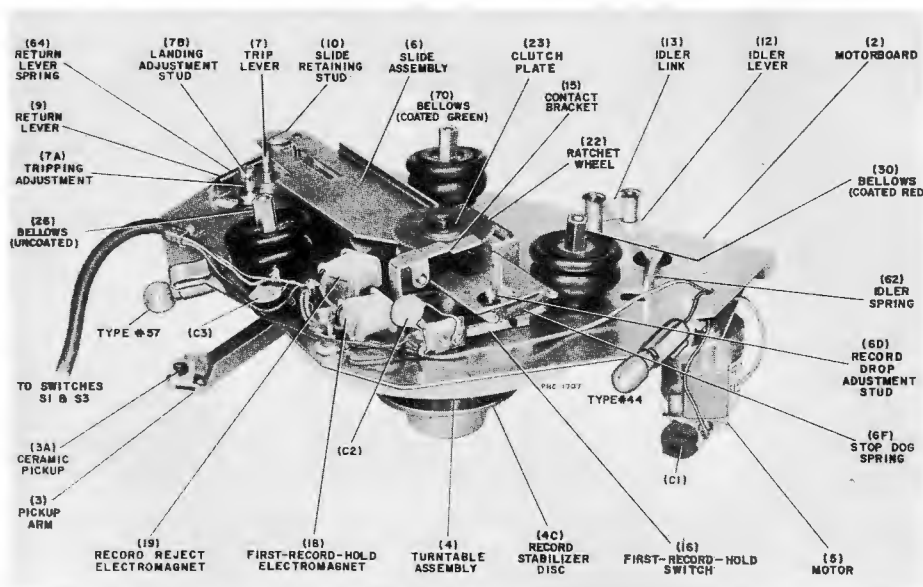
Overall dimensions of the record player are 5 $\frac{3}{8}$ inches high, 8 $\frac{1}{2}$ inches deep and 11 $\frac{5}{8}$ inches wide. It fits neatly below the instrument panel where it is convenient to both the driver and the front seat passenger.

The record changer mechanism is suspended in its mounting case from three coil springs which are enclosed within rubber "balloon" shock absorbers.

A Service Company modification of the RCA Victor Auto "Victrola" is in the product development stage, programmed originally for use in cars already radio equipped.

Equipped with its own amplifier this device could, with a supplementing speaker, be used in any car, old or new. Its distinctive advantages are (1) universal use, (2) simplified installation, with installation time reduced as much as fifty per cent, and (3) no responsibility for the radio operation, since no plug-in is made. Alternately, the speaker of the car radio may be used if desired.

Marketing plans on the modified model have not as yet been finalized.



Service Co. Team conducts Fixit Program for Army Depot Men

Sixty-hour course trains Signal Corps personnel in maintenance of miniature equipment

A two-man Government Services' team—(Lloyd H. and James E. Williams—no relation)—is conducting a comprehensive course in the theory and maintenance of transistorized military equipment for Army Signal Corps personnel throughout the country.

The instruction contract, awarded to RCA Service Company by the U. S. Army Signal Supply Agency, calls for the course to be presented twice at each of five locations.

These locations include the four Signal Depots at Tobyhanna, Pa.; Lexington, Ky.; Decatur, Ill.; Sacramento, Cal.; and the Signal Section of the Fort Worth General Depot.

The course is designed to prepare depot maintenance personnel for the job of repairing the new transistorized electronic equipment which is being introduced into field operations.

The sixty-hour course consists of theory, demonstrations, practical exercises, and trouble-shooting techniques for transistorized equipment repair.

Emphasis is placed on the practical aspects of repairing equipment, including the latest concepts in miniature and modular construction.

New Training Device

An important part of the program has been the use of a newly developed transistor training device. This unique equipment permits students to make rapid setup and connection of a variety of common circuits for study and measurement.

Valuable laboratory time is saved by having all components plug in to a board with inter-connections made internally. Wear and breakage of components and hardware are kept to a minimum and a saving in money results.

Other equipment, designed specifically for the Army course, included instructor's demonstration devices which enable the students to observe the effects of changing circuit values and potentials. These items were designed by W. D. Russell, Manager, Eastern Area, Army Services, and built at our Ft. Monmouth office.

It is intended that the students taking the RCA course will in turn conduct additional training at the establishments to which they report, thus providing Signal Corps personnel with a broad capability for dealing with equipment now being introduced throughout the Army.

A special text and question book was also developed and published, suited to the needs of the particular students and equipments involved.



Instructors L. H. and J. E. Williams introduce RCA transistor course to the first class at Tobyhanna Signal Depot.
(U. S. Army Photograph)



Lloyd Williams (right) demonstrates the use of the student trainer to Fort Monmouth Signal School students David Treppel (left) and Jacobus Noteboom.
(U. S. Army Photograph)



J. E. Williams (center) holds transmitter unit used in radio helmets. Major C. I. Rosetti (left) demonstrates transmitting helmet; (right) Lt. C. B. Godfrey, receiving helmet.
(U. S. Army Photograph)

25-Year People Honored at Cherry Hill Banquet

Cherry Hill's Quarter-Century Club welcomed 15 new members, at its annual banquet, February 4th—eight of whom were Service Company employees. National membership now totals 3,955 RCA employees.



Head table (l. to r.): Vice President M. F. Bennett, Distribution; President A. L. Conrad, RCA Service Co.; President J. S. Beldon, RCA Sales Corp., principal speaker; Toastmaster J. Lippincott, Jr., Manager, Personnel, RCA Service Co.



Hosts (l. to r.): H. Metz, G. B. Whitten; new member John F. Feasler; Hosts L. G. Borgeson, W. L. Jones; new member Claude J. Garner; Host W. M. Uhler.



Head table (contd.): Personnel Manager P. R. Slaninka, RCA Victor Home Instruments; Executive Vice President P. J. Casella, Consumer Products; Division Vice President D. L. Mills, RCA Victor Home Instruments Operations; Vice President D. R. Creato, RCA Service Co., Law & Industry Services.



New member (clockwise 7:40) Jacob Olsen; Host S. Schotz; new member Lois A. Wormick; Host R. L. Olmstead; new member Edward E. Keys; guest D. H. Kunsman; Host E. H. Griffiths.



Hostesses (l. to r.): Ginny Wordinger, Lillian Zanzow, Emma Seitz, Terry Forebaugh, Helen Hilsin.



Host (clockwise 7:35) W. F. Given; new member Ronald L. Essick; Host S. D. Heller; new member W. M. Tilden; Hosts K. McLaren, W. E. Albright; new member J. J. Bielsis and host J. T. Ashworth (TV/RV Prod. Cont.).

Service Company Personalities

W. W. GILREATH, Tech Products Service Manager, Southwest Region, was once a motion picture projectionist who simultaneously worked for his B. S. in E. E.

The degree accomplished, he became a field engineer (1937) assigned to the installation and servicing of theatre sound equipment, continuing in the activity for the next seven years.

He then transferred to Government Service on a civilian assignment to BuShips, spending a year in the Canal Zone and a year in the Hawaiian Islands.

He returned to Tech Products as a Section Supervisor (1946); advanced within the next four years to Service Manager of the Dallas District.

He was then Dallas District Manager (1954) and, three years later, Service Manager of the Southwestern Region.

Mr. Gilreath's administration of the region's service activity extends to all Tech Product field offices, to the inland rivers of the Radiomarine operation, to Theatre & Industrial installation and maintenance, and to Mobile/Microwave communication.

C. L. SWINNEY started his RCA career thirty years ago, in what was then the Installation and Service Department of RCA Manufacturing Company, Inc.

He'd seen military service in the First World War, and had owned and operated several theatres before his RCA "hitch" began.

As a field engineer, he serviced theatre equipment for a year; then for the next two years was a Technical Inspector.

A decade and more of depression years followed, during which Mr. Swinney returned to and continued in field engineering.

He was then made Tech Products Service Supervisor in 1945, and Service Manager of the Atlanta District in 1950, directing district activities for the next seven years.

Mr. Swinney has been Service Manager of the Southeastern Region for the past three years. He is responsible for the sales, installation, and service activities of all four Tech Product operations.



Walter W. Gilreath



Floyd F. Ford, Jr.



Charles L. Swinney



James F. Thompson

FLOYD F. FORD, JR., in his position as Administrator, Wage/Salary and Compensation, maintains aggregate uniformity in Service Company compensation practices, and conformance to corporate policy and government regulations.

He administers the merit increase program, collaborates in the development and administration of sales compensation plans, and maintains hourly and salary structures.

Mr. Ford came to RCA Personnel in 1955 from the drug industry, where he'd had extensive experience in wage administration. His Service Company association began in 1957.

He spent the years 1944-46 in the Infantry, in Okinawa and Korea, with a Mortar Squad and in Regimental Headquarters.

Mr. Ford is active as an alumnus in college affairs. He's a member of the Economic Study Group and Class Representative of the College Fund Drive.

He's a Phi Beta Kappa who hopes, early this year, to receive an MBA in Management.

He further serves on the operating board of his church and—in community affairs—is a member of the Junior Chamber of Commerce and a former member of the Philadelphia C.O.C.

J. F. THOMPSON, Manager, Accounting and Contracts, Missile Test Project, maintains close and almost constant negotiating contact with the Air Force in his management of contract fulfillment and related policy compliance.

Prior to joining RCA Service in 1953, he had spent five years in travel through most of Europe and the Middle East as Associate Chief of the "Voice of America," international Broadcasting Division, U. S. Department of State.

He had also been previously employed as Engineer in charge, Equipment Branch, Electronics Division, BuShips, U. S. Navy—and as Manager of Contract Administration and Plant Scheduling for the Submarine Signal Company, a division of Raytheon.

Active in civic affairs, Mr. Thompson is Treasurer and Director of the Brevard County United Appeal, a member of the Board of Trustees of Wuesthoff Memorial Hospital, and on the Board of Directors of the Greater Cocoa Chamber of Commerce.

— A Page from the Family Album —



Worcester, Mass.—Branch office keys change hands. (Left) E. R. Hallberg, new manager, and D. W. Taylor.



Cherry Hill—Government Service girls honor Esther Henney (second from right) on her 30th RCA anniversary.



Bensonhurst, N. Y.—TV techs celebrate turkey-shoot contest. Branch Manager Bura-czenski (second from left).



Cherry Hill—Chef Arrington gets 20-year pin from Personnel Manager J. Lippin-cott, Jr. (At left) C. B. Harding, CH & TPS Personnel Manager (and right) Food Services Manager L. C. Perkins.



Westmont, N. J.—Citation to Raymond Carter (left) for work on TAC project is relayed by J. A. Bossong.



Cherry Hill—Personnel Interviewer Dolores Sternthal (at door) addressed guests of the National Office Management Association.



Denver—D.S.A. Banquet Committeè (l. to r.) J. A. Fusaro, Lorraine Charron, V. Berg-stresser.

ANOTHER WAY RCA
SERVES BUSINESS
THROUGH
ELECTRONICS



Princeton, N. J. Today the area around this historic educational center is one of the country's foremost communities of scientific research.

RCA Electronics helps build a new capital of science at Princeton, N. J.

Explorers once looked for new opportunities beyond the mountains and the oceans. Today, our frontiers are somewhere out in space or deep inside the atom. The modern explorer is the research scientist. He seeks new ideas, new knowledge.

Research has been an important activity at RCA ever since it was founded in 1919. And eighteen years ago many scattered operations were united in the RCA David Sarnoff Research Center, which set the pattern for a new capital of industrial research at Princeton, N. J. Here, RCA provided gifted men with fine facilities—and created a cli-

mate in which research thrives. Since then, many other institutions dedicated to research in a variety of fields have been erected in the area.

From RCA's vision has grown a reservoir of scientists and research men whose achievements put electronics into service on an ever-broadening front, and with such success that RCA means electronics—whether related to international communications, to the clearest performance of television in color or black-and-white, radio and stereophonic music or to national defense and the electronic conquests in space.

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The RCA David Sarnoff Research Center, dedicated in 1942, was one of the first industrial laboratories established in the Princeton area.

