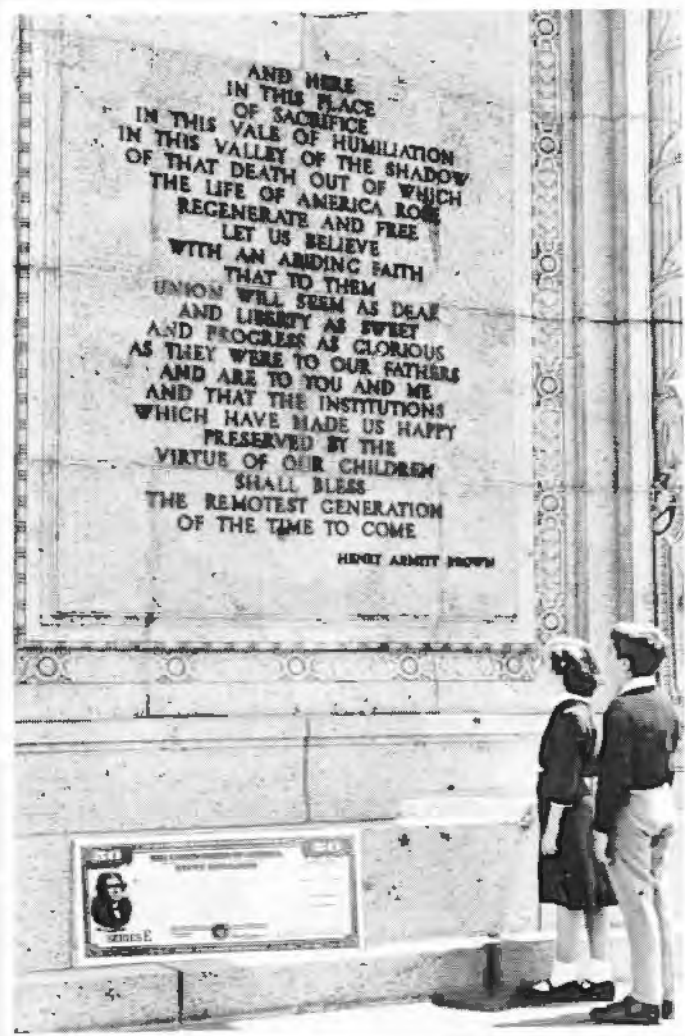




SERVICE

AN RCA FAMILY PUBLICATION

New Line Preview
(see pages 6-7)



JUNE, 1960

RCA SERVICE COMPANY



SERVICE

Vol. 16 No. 5
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Published for the employes
of the RCA Service Company
—a division of the Radio
Corporation of America—
with home offices at Cherry
Hill, Del. Twp., New Jersey

Editor
J. GRUBE

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

THE COVER

The words engraved upon the memorial stone of the Great National Shrine at Valley Forge were written by Henry Armit Brown, famous Philadelphia lawyer and orator (1844-79). He was much in demand as a public speaker at various centennials held during the 1870's. Five volumes of his discourses were published, including his "Oration at the 100th Anniversary of the Battle at Valley Forge."

*"Let us believe
With an abiding faith
That to them
Union will seem as dear
And Liberty as sweet
And Progress as glorious
As they were to our Fathers
And are to you and me . . ."*

BUY AMERICA ☆ BUY BONDS

Of This and That

Room of Tomorrow

As a leading manufacturer of hotel and motel TV receivers, RCA has been selected to participate in the 1961 "Room of Tomorrow"—a project which forecasts the trend of hotel and motel guest room interiors.

Sponsored by a group of manufacturers to show product and technical advances in a setting of the future, the 1961 "Room of Tomorrow" will make its debut on November 14 at the National Hotel Exposition in New York.

Air Force Contract

RCA is at work on an Air Force contract for a new Dynamic Accuracy Test System (DATS) that will determine the pre-flight operational readiness of fighter-interceptor Aircraft and Weapon Control Systems. The value of the initial contract is \$2.3 million.

Graduates

A class of 239 students, 34 per cent of whom are veterans, was graduated by RCA Institutes in May. The class included students from Greece, Germany, India, British West Indies, Italy, Brazil and Vietnam.

In High Gear

Forty advanced RCA television tape recorders have been shipped to broadcasting stations, networks, government agencies and overseas users, with 100 more machines on order. Shown publicly for the first time at the 1959 NAB convention, this versatile machine is now a vital aid not only to U. S. broadcasters, but to stations in Japan, Australia, England, Canada and other countries.

Spanning Mountain and Jungle

Brazil's remarkable new capital city, Brasilia, is linked with the rest of the world by an RCA high-capacity microwave telecommunications system.

Constructed in territory that is among the least explored and most impenetrable in the world, the system is composed of microwave radio relay stations carrying 120 channels for telephone and telegraph service over routes totaling 810 miles. The stations will be mostly unmanned, but serviced periodically.

Under the contract providing for the installation of the radio equipment, accessories and power plants, RCA will also train Brazilian technicians, and operate the system for six months after its inauguration.

On servicing "the best TV Receivers ever produced" by RCA

Pre-production planning is resulting in "cap S" Serviceability in Color and Black-and-white TV.

The peak of high quality reached by this year's new TV sets is a guarantee of practical serviceability, A. L. Conrad told distributors and dealers at recent "SPP" meetings.

The Service Company President described the 1960-61 line as "the best TV receivers ever produced," and discussed several factors that are contributing to the easier and more effective service of both color and black-and-white sets.

He believes that vigorous pre-production tests are basic in the effectiveness of eventual servicing, and said that the new line was field-tested under every conceivable condition—in strong and weak signal areas, in cities, rural sections and in mountain country. They out-performed and proved more reliable than any previous set.

RCA's Security Sealed Circuits, used in both color and black-and-white receivers, was another factor discussed as important to improved serviceability, proved "by comprehensive survey and exhaustive field tests, to be the most reliable and easiest to service."

In Color TV, Mr. Conrad outlined the product evolution which continues to result in decreasing service costs to color set owners:



The Cunningham, a complete home entertainment center, will be made available in the Fall.



A. L. Conrad

"During the last two years, many improvements have been made in the design and performance features of RCA color receivers—engineering improvements, longer-life picture and other tubes, better tuners, simplified chassis design, trouble-free Security Sealed Circuits, rigid quality inspection, better components.

"As these receivers reached a high degree of reliability and engineering perfection, the customer's cost of service and maintenance has steadily declined. These reductions have been made several times since the first sets were introduced in 1954—despite increasing labor, parts and general operating expenses."

Training programs, carried on by independent servicing association groups, RCA Victor distributors, dealers, and Service Company, were included in Mr. Conrad's review as a major influence on servicing costs.

RCA alone spent more than a million dollars in training, test equipment and test equipment development during the first two years of color TV. "This has been money well spent," Mr. Conrad explained, "as it has resulted in better-trained men in our own organization as well as among those independent servicemen upon whom the industry relies."

RCA Service Company has conducted 2700 clinics in major color TV markets, which have been attended by 130,000 dealer, distributor and independent servicing personnel. Similar programs are conducted for training in black-and-white TV servicing.

ATOMIC ENERGY SERVICES DEPARTMENT FORMED

Establishment of the first nationwide organization to meet the growing needs for installation and servicing of nuclear and radiation equipment has been announced by Service Company's President A. L. Conrad.

While SCo has been active in the field for some time, the new department, known as Atomic Energy Services, has been expanded to a nationwide basis to provide a wide range of services.

A major activity is providing warranty and non-warranty maintenance for manufacturers of nuclear equipment. Others include installation, maintenance, inspection and instrumentation of equipment, systems and field engineering, training and technical publication preparation.

Manager of Atomic Energy Services is Harry Reese, Jr., who has several years' experience in government and industrial nuclear engineering, research, and manufacturing.

Four regional nuclear and radiation service offices have already been opened. They are: Northeast region, New York, N. Y., Eugene Stulak, Manager—East Central region, Cam-

den, N. J., William Todd, Manager—Western region, Los Angeles, Cal., Leo Soderholm, Manager—Northwest region, San Francisco, Cal., Donald C. Blair, Manager.

Service centers in the Midwest and South will be announced later.

ARRC and the 501

"The conversion to an electronic data processing system by Air Reserve Records Center . . . corrects many shortcomings . . ." according to "The Air Reservist," an official publication of Continental Air Command.

"Essentially, the new (RCA 501) electronic data processing system streamlines personnel assignments, eliminates over-control of spaces and avoids multiple manning. It also provides a more reliable statistical source and permits expeditious assignment of personnel. These and other advantages are envisioned, such as:

- Minimum delay in locating a vacancy.
- Manning within closest geographical distance.
- Faster action on changes in position.
- Effective aid to selective assignment.
- Accurate and current information on status of manning.
- Assurance of greatest possible accuracy in alignment based on awarded skills.
- Numbered Air Reserve Centers and CONAC air forces will be relieved of considerable administrative detail.

it reaches skyward to 100 feet, identified at the 75-foot level with the famous RCA monogram.

Flood-lighted at night, the tower has attracted a lot of attention. According to Branch Manager W. J. Averman, it's creating additional business, too, in RCA Mobile Radio and in the installation of 50-foot-or-more towers for Color TV set owners in the Toledo area, who depend upon reception from Detroit, 60 miles away.

Mr. Averman reports that the branch also gets Detroit's UHF Educational TV station, which would indicate branch interest in another field of TV tower sales.

New Personnel Assignments

Changes in Service Company Personnel, effective June 1st, included the promotion of G. B. Whitten, Jr., who was named Commercial Services Personnel Manager. W. T. A. Baxter, succeeding Mr. Whitten, is Consumer Products Service Personnel Manager.

R. B. Niles, who was Personnel Manager of the Atlas Service Project (West Coast), moved to the Missile Test Project (Florida) as Personnel Manager. J. M. Hyndman, from MTP, is now in Cherry Hill to administrate National Employment and Organization Development. J. C. Murphy transferred to Dayton as a Government Services Marketing Representative.

up from the ranks

When C. H. Murphrey was made Field Manager, Northeastern Region, the Sales Manager's baton at Collingdale Branch was passed to able Journeyman C. A. Redden.

"Al," former much-decorated twice-wounded member of the wartime Rangers, has many "firsts and bests" to his credit.

He's been top D/S Tech since he started at the old Bryn Mawr Branch in 1948.

He won two "Man of the Hour" awards for the old Mid-Eastern District and, last year, received Collingdale's 1959 trophy for "Best Sales Performance."

Collingdale Branch people say that Al throws every bit of his weight behind every sale. He's 6'-2" and weighs 230 pounds. As Sales Manager, he'll now share his know-how with the Contract Salesmen reporting to him.

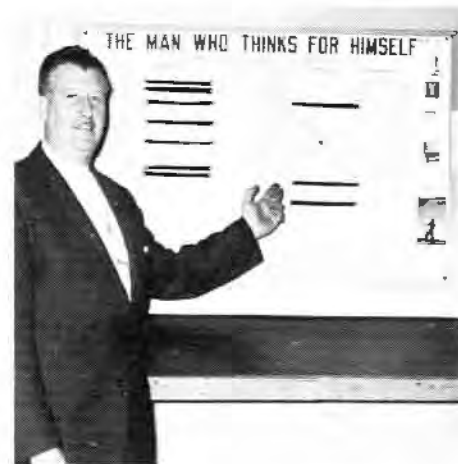
A Landmark for Toledo



On the roof of the Toledo Branch

Like Paris and its "Eiffel," a section of Toledo, Ohio, has its landmark in a tower, too.

Installed by Toledo techs on the roof of the Service Company branch there,



Collingdale's Al Redden

RCA's 86,000 employees spotlighted at Annual Meeting

Shareholders meet seven typical RCA workers, presented by NBC star Dave Garroway.

The spotlight was turned on RCA's 86,000 employes by President John L. Burns at the company's 41st Annual Meeting to highlight the vital contributions they are making to the company's successful operation.

Addressing more than 1,600 stockholders on May 3 in one of NBC's largest studios in New York, Mr. Burns said: "We are proud of our RCA people. Their quality shows in all the things they do and the way in which they do them—in the imagination of our scientists, the ingenuity of our engineers, the precision of our skilled workers, the enthusiasm of our sales people."

Seven employes—from as far north as Thule, Greenland, 2,600 miles from New York, and as far south as Brazil's new capital city of Brasilia, 4,500 miles away—were selected to typify the global and occupational diversity of RCA's people.

As color pictures of the representative seven—four men and three women—were projected on an 11-by-16 foot screen, Dave Garroway, star of NBC's "Today" show, told the audience about the personal life and type of work each person did.

After the Garroway presentation, each of the employes was greeted by Mr. Burns, and RCA Chairman David Sarnoff, as he or she stepped to the platform.

The seven honored guests were:

Sidney Sternberg, Chief Engineer of the RCA Astro-Electronic Products Division, Princeton, N. J., who supervised the development of the TIROS weather satellite.

Mrs. Mary Hainey, a forty-three-year-old grandmother, from the RCA color TV testing line, at Bloomington, Indiana.

Dr. Leon S. Nergaard, an associate laboratory director at the RCA Laboratories, in Princeton, N. J., and winner of the 1959 David Sarnoff Outstanding Achievement Award in Science.

Carol Guthrie, an associate programmer at the company's Computer Center, at Cherry Hill, N. J.

Carlos Perez, an engineer responsible for the aerial survey for the new 800-mile telecommunication microwave



Seven members of the RCA family, representing the Company's 86,000 employes at the 41st Annual Meeting of Stockholders, hold models of the products on which they work. They are greeted by RCA Chairman David Sarnoff (left) and President John L. Burns.

system linking Brasilia, the recently inaugurated capital of Brazil, with the rest of the world.

Joan Burns, group leader at RCA's Semiconductor and Materials Division plant, at Somerville, N. J.

Robert Crosse, who served as construction manager at Thule, Greenland, for one of the radar bases of the Ballistic Missile Early Warning System which RCA is building for the U. S. Air Force.

In his report to the stockholders, President Burns announced that sales of products and services amounted to \$361,200,000 compared with \$321,800,000 in the first quarter of 1959. Net profit after taxes was \$13,000,000 as against \$12,900,000 in the first months of last year. Earnings per common

share were 85 cents, compared with 88 cents in 1959.

President Burns said RCA has moved "wholeheartedly and unreservedly" into the rapidly expanding field of electronic data processing systems—"a new industrial area which alone can double the size of RCA within the next decade." To support the growing investment in computers, other divisions of RCA have had to assume a heavy burden. Mr. Burns said, and "they have done so superbly.

"Let me emphasize that the profits from operating units, other than data processing, are up significantly over last year. And it is because of this increase that we have been able to meet the growing expenses associated with our new venture."

RCA Victor's finest-performing, best-styled, most reliable, easiest to service . . .

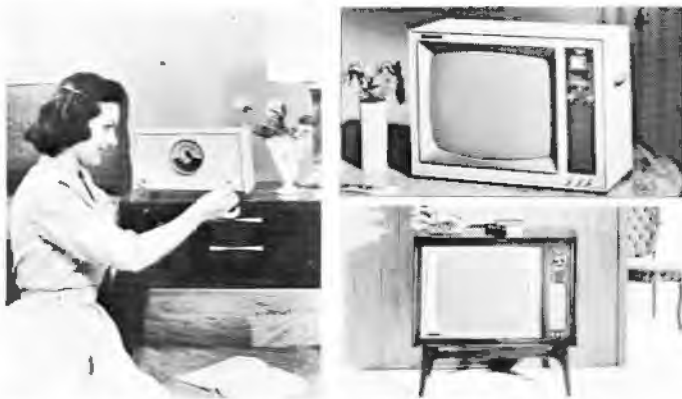
New line has styling and performance features designed to make RCA Victor "The Big One in '61."

RCA Victor drew plaudits from the trade at preview meetings in Las Vegas and Miami Beach, where the superlative new 1960-61 product line was introduced in May.

The sets, even in the low end of the line, are highly styled in a wide variety of fine-furniture designs. Performance, with a new high gain picture amplifier strip and the new Long Range Tuner, is substantially beyond anything ever offered before.

"Living Color"

Highlight of the "Living Color" TV line of fourteen new models is the "Cunningham"—the first complete "home entertainment center" which combines Color TV with AM-FM radio and stereo "Victrola" phonograph; 6-speaker Total Sound system with plug-in jacks for external speakers and tape player-recorder.



The "Consul," new FM-only radio.

Above: the "Dalton" has remote control. Below: the "Edgemont" in Danish Modern.



The "Woodbridge," one of the new combination TV-radio-phonographs, has the "New Vista" TV tuner.

Six of the new color sets have "Wireless Wizard" remote control, providing for channel change and continuous control of tint, color, and volume as well as the exclusive RCA Victor feature of turning all power completely off. These sets also have "Touch-Bar" tuning which permits changing channels by simply touching a tuning bar rather than by rotating a knob.

In addition to the popular contemporary style of design in upright consoles and lowboys, the new color TV line features sets in Danish Modern, Early American, French Provincial, Oriental.

Black-and-White

Typical of the strong emphasis on styling is "The Bordeaux," a black-and-white set in an authentic French Provincial cabinet which has received the "Good Taste" award for cabinet design from the American Institute of Approval, Inc.

There are two additional Sportabouts in the new black-and-white line, plus seven table models, three consolettes, six consoles, twelve lowboys, one credenza—termed the "best styled line in RCA Victor history—our finest-performing, best-styled, most reliable and easiest-to-service television products ever."

10-Year Plan

Both the Black-and-White and Color lines include cabinets made by the famous furniture manufacturer, Henredon. They represent the first move in RCA's new styling concept, as announced by RCA President John L. Burns at the Las Vegas meeting.

RCA will establish the nation's first advanced styling and engineering centers for TV sets, stereophonic phonographs and other home instruments, to develop new concepts of design and technology for models as far ahead as 1970.

The RCA Advanced Styling Center will be established late this year—the Advanced Engineering Center is already operating at the David Sarnoff Research Center in Princeton, N. J.

Radio

In view of the skyrocketing radio sales curve (RCA's sales of AM-FM radios were up 40 per cent in this year's first quarter), four new models were introduced and plans made to accelerate production well beyond early estimates.

Two of the new sets are AM-FM combination models; the other two are new table models with FM only—the first of this type in RCA's radio line.



These Color TV sets at the Bloomington plant are undergoing a Final Quality Check, including automatic gain control, tint control and noise inverter settings. Note signal source and oscilloscope equipment at upper right and center.

News of the Month in Pictures . . . Government Services



G. Denton Clark, former GS manager at BMEWS-Thule and Clear, Alaska, now heads MTP in Florida.



D. D. Stanford (standing), Manager of RCA Safety and Security at MTP, lectures supervisory personnel on accident prevention.



At Frank W. Council's 35th anniversary party in Alexandria, Va., are (l. to r.): Mrs. Council, Facility Manager D. J. Carpenter, Mr. Council and P. B. Reed, V.P., Wash., D. C.



MTP scientist G. H. Rosenfield was awarded the Talbert Adams trophy for his treatise on Photogrammetry Orientation.

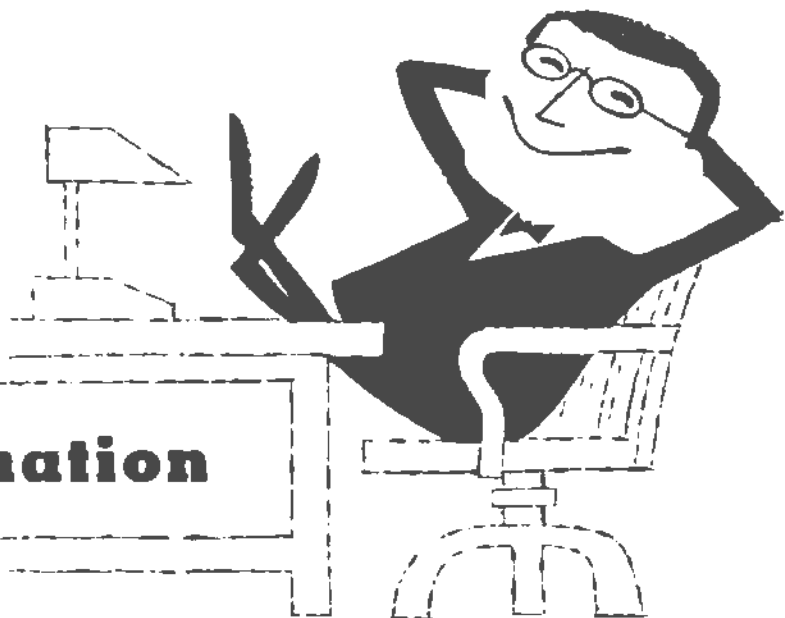


Government Services Field Engineering Managers, who met at the Broadmoor in Colorado Springs, were briefed in plans and objectives for 1960 through 1964 . . . for the Service Company, Government Services, and Field Operations.

culled from Corporation releases
and other sources of RCA news . . .



Information



The greatest quarterly upturn in the six-year history of color TV receiver sales has prompted RCA to initiate plans to double color TV production capacity, with a second color set production line at Bloomington.

First-quarter sales were up more than 10 per cent over the same period of 1959. Inventories of color sets at all points of distribution across the nation are very low, with some models in short supply.

Tube Division, to keep pace with this rising volume of sales, is currently producing more than twice as many color picture tubes as it did at this time last year, and plans a further increase in production during the summer.

Distributors and dealers in many areas are stepping up their promotional activity to stimulate further the rapid increase in consumer interest in color TV.

TV stations across the country are supplementing the regular network colorcasts with a constantly growing volume of color programs, including sports of local origin.

Packard-Bell and Admiral have reported significant increases in their color TV set sales, and several other manufacturers have indicated their intention of entering the field during 1960.

An RCA scientist has predicted ocean travel at speeds exceeding 100 knots within the next decade—via strange vehicles riding above water on "Sea Legs."

Dr. R. C. Seamans, Chief Engineer of the RCA Missile Electronics and Controls Division, said recent developments in automatic control systems for boats now make possible commercial and military use of "hydrofoils."

He said the RCA control systems enable hydrofoil craft (boats that literally rise out of the water on struts) to maintain a constant craft height above a mean water level. At times when wave height is less than hull clearance, or when the wave height is greater, the system enables the craft to follow the waves on a partial contour.

Weather radar, an electronic "seeing eye" for the jet air travel era, has been made readily available to airline and business aircraft operators under a unique leasing plan announced by RCA. The radar units enable the pilot to spot storms up to 150 miles ahead, then steer clear of trouble in the interests of air safety and passenger comfort. Airline companies can obtain the units by direct negotiation with RCA. A companion program for business or executive aircraft will be handled through the facilities of authorized RCA dealers.

RCA has formed a new department to meet the growing needs for magnetic tape recording devices in TV broadcasting, business data processing, remote control telemetering and the nation's space program.

Known as the RCA Electronic Recording Products Department, it will be headed by M. A. Trainer who joined the company in 1930 and who played an important role in the development program leading to the all-electronic television system.

A shortage of "management men who understand change and can adapt themselves effectively to it" was pointed out by RCA President John L. Burns in a recent address at Northeastern University.

He cited the growing impact of science and technology as the first of "four fundamental aspects of business change which have special pertinence for the manager of tomorrow—and for the manner in which his education prepares him for change."

He said the other aspects are the increasing complexity of a business firm's internal operations and of the external environment surrounding it, and the emergence of new analytical tools as a basis for rational decision-making.

Mr. Burns said the great challenge to the manager of the future is to adjust to the changing world imposed by the three C's of Computers, Controls and Communications, "while at the same time never losing sight of the need for working effectively with and through people."

Engineers expect the RCA developmental muvistor small-signal tetrode, available to equipment manufacturers on a limited sampling basis, to extend the muvistor concept far into industrial, military and entertainment fields.

The new tube holds great promise for "muvistorization" of mixers, oscillators, intermediate-frequency amplifiers and low-level video-amplifiers.

It is one-third the size of the conventional radio-frequency amplifier tetrodes, and consumes approximately one-half as much heater power.

Service Company Personalities

R. L. OLMSTEAD, Manager, Financial Support Services, has the distinction of having organized Service Company's first Financial Section.

A 33-year veteran with the Corporation, he came to Service in 1946 as Manager of Finance and subsequently was Manager of Accounting (1950-1952), Manager of Treasury (1952-1957) and, again, Manager of Accounting (1957-1959).

In his present assignment he is responsible for Auditing, Data Processing Operations and Services, Electronic Business Systems Planning, and Management Engineering.

Mr. Olmstead, who started with "Victor" as an accountant in 1927, has other "firsts" to his credit. During World War II he organized the Camden Priorities Section, and personally assisted the V.P. in charge in the negotiation and administration of the V-loan, and in renegotiation of profits with the U. S. Navy.

His most recent "first" is his 1959 bowling score—183—the best at Cherry Hill.

H. S. HARNLY, a Rear Admiral retired from the United States Navy, has had more than thirty years of commissioned service, including Asiatic, European, and Central American tours of duty.

His first association after retirement was with the W. L. Maxson Corporation at Old Forge, Pennsylvania, as Assistant to the Plant Manager.

He came to Service Company in 1958, assigned to Government Services as Plans and Requirements Service Manager for the Ballistic Missile Early Warning System. He was made Supply Manager in 1959.

Mr. Harnly is now BMEWS Service Logistics Manager, heading a department whose responsibilities to the BMEWS function include logistic support, the operation of the Weapons System Storage Site and of the automatic resupply system, utilizing advanced systems of data processing.

For relaxation he depends upon fishing, hunting, and swimming.



R. Lyle Olmstead



Herbert A. Semler



Harold S. Harnly



Wilbur A. Osterling

H. A. SEMLER terminated a 12-year association with Koppers Company, Inc., Pittsburgh, to become Service Company's Controller, effective June 13. He will report to Treasurer E. H. Griffiths in the administration of SCo's financial affairs.

He was an Assistant Treasurer at Koppers and Manager of their Administrative Department, Engineering and Construction Division.

A native of Denver, Colorado, Mr. Semler started his career there as a Certified Public Accountant (1935-41) and continues to hold a Colorado State CPA Certificate.

During the years 1941-48, he served as Supervising Auditor of the RFC, Washington, D. C., including a 2½-year assignment to the Office of the Fiscal Director, Allied Forces Headquarters, in Casserta, Italy; and one year as Director of the Audit Division, RFC Loan Agency, Cleveland.

He's a member of the American Institute of Accountants, the National Association of Accountants, the Pittsburgh Chamber of Commerce, and the Colorado Society of CPA's.

W. A. OSTERLING is Service Company's General Attorney, with definitive responsibility for the legal aspects of all Commercial Services which include Electronic Data Processing Services, Consumer and Technical Products Services and RCA Institutes.

He came to RCA as Legal Counsel in 1942, from the Securities and Exchange Commission in Washington, D. C. His first four RCA-years were spent with the RCA Victor Record Division (1947-51), and the next five with "Home Instruments."

In 1956 he transferred to Tube Division, completing a cycle of product experience which was to prove particularly valuable in his next assignment—RCA Service Company, in February, 1959.

Mr. Osterling had three years of service (1943-1946) in the U. S. Navy as Lieutenant (SG). He's a member of the American Bar Association. He likes the quiet pursuits of reading, music, mountains . . . and the inevitable game of golf.

— A Page from the Family Album —



Cherry Hill—Food Services personnel gather to see Manager "Cy" Perkins get 25-year pin from Service Company President A. L. Conrad.



Cherry Hill—Tech Products Sales & Merchandising Manager A. Fischer (right) gets his 25-year pin from V.P. W. L. Jones. Sales staff on hand (l. to r.) G. W. Tunnell, B. F. Eiben, D. O. Reinerl.



Tampa, Fla.—New TV Branch Manager
H. W. Smith, Jr.



Ann Arbor, Mich.—New TV Branch Manager
D. A. Ricketts



Detroit, Mich.—New TV District Manager
M. DeCapite



Chicago—Tech Products Broadcast Manager J. N. Thayer (right) with West Coast Field Supervisor Jack Franklin.



Camden—Happy members of the Camden TV Service Branch, with prizes they won in the RCA Contract Derby. They had high score in the Philadelphia-Washington district.

Another way RCA
serves business
through
electronics

"Two years ago it became apparent we needed electronic data processing, but our studies indicated that a giant computer was not practical. We wanted a system small enough to fit into our over-all program to streamline accounting procedures, yet potentially large enough to keep up with our expanding operations."

—GEORGE J. BRETT,
Vice President and Controller


NIAGARA MOHAWK
POWER CORPORATION

Mr. George J. Brett, photo left, discusses the RCA 501 with Mr. Harold E. Steiner, Assistant Controller, photo right.

"Two years of study gave us every reason we needed for choosing the RCA 501!"

One reason for Niagara Mohawk's choice was cost savings, both initially and in operation. Another was system flexibility. The RCA 501 not only gives more work for the data processing dollar, its size can always be controlled to fit the size of the job.

The full-function facilities of the RCA 501 can handle a tremendous load of paperwork. Initially, the Niagara Mohawk system will be used primarily for computing monthly utility bills for 1,300,000 customers. The RCA 501 will handle the enormous number of calculations required in a matter of hours.

For further information or to arrange for a visit to the RCA Electronic Data Processing Service Center, write Radio Corporation of America, Electronic Data Processing Division, Camden 2, New Jersey.



At the world's most modern Electronic Data Processing Center in the RCA Cherry Hill plant near Camden, N.J., the RCA 501 may be seen in full-scale operation serving business, industry and government.

RCA 501 Electronic Data Processing System



RADIO CORPORATION of AMERICA

ELECTRONIC DATA PROCESSING DIVISION • CAMDEN 2, N. J.