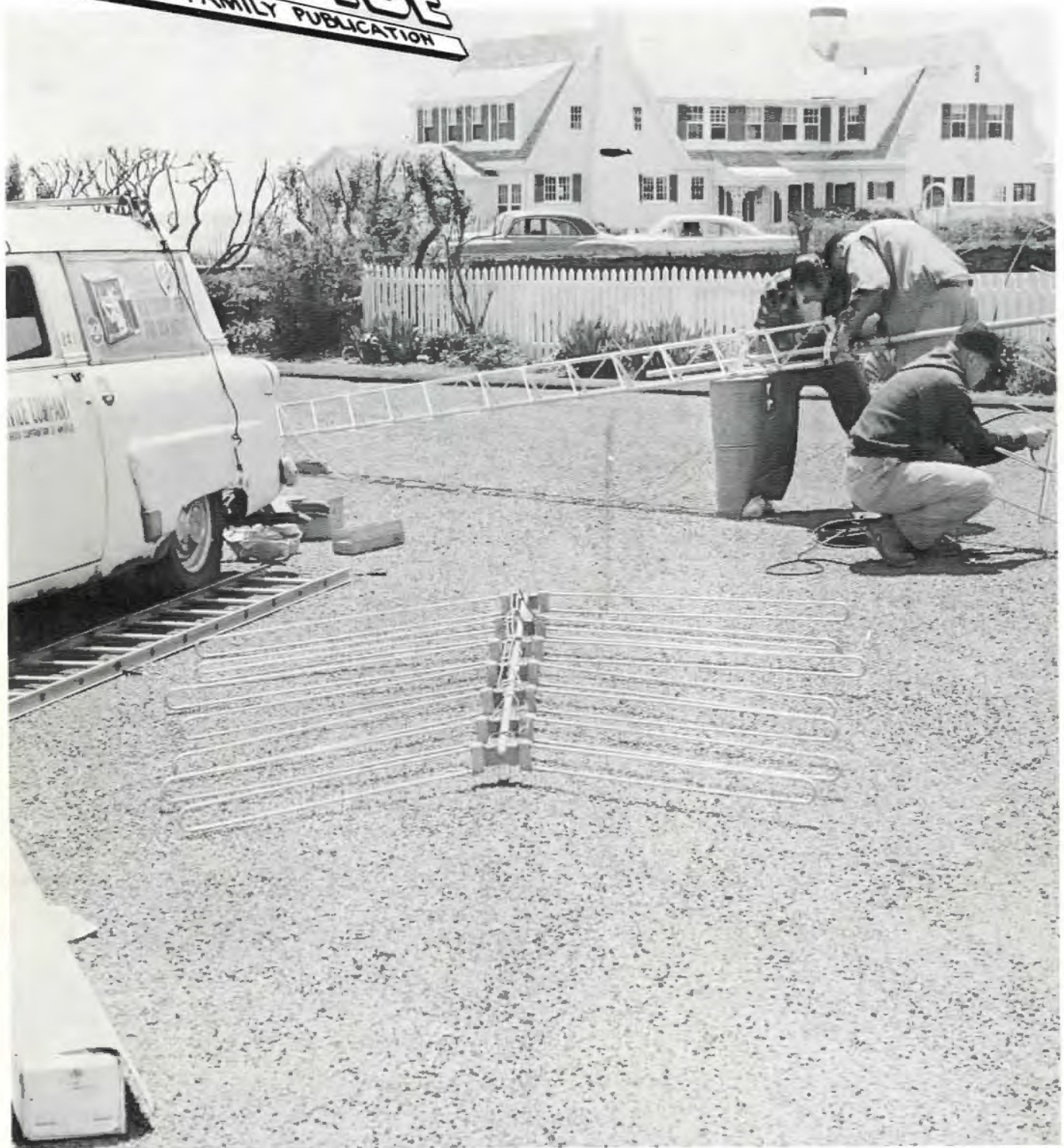


SERVICE

AN RCA FAMILY PUBLICATION



New Products Feature
page 10



Color TV at Hyannis Port

SEPTEMBER, 1961



RCA SERVICE COMPANY



SERVICE

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The Cover

RCA Service Company's Fall River Branch was recently called upon to install a new RCA Victor remote control color set in the summer White House—the home of President John F. Kennedy and family at Hyannis Port, Massachusetts.

Consumer Products Branch Manager H. L. Porter, Tech Ray Cook, and Northeastern Region Antennaplex Specialist H. S. MacDonald, report that the results of the installation were excellent, assuring the Kennedy household of many hours of viewing pleasure in "Living Color."



Extra Curricular

The participation of a group of Service Company employees at Cherry Hill, who recently concluded their Junior Achievement activities for the current year, is typical of the work of many public spirited people throughout RCA who consistently aid in community-sponsored drives.

The Junior Achievement movement seeks to supplement the studies of High School students with actual business training under the direction of advisors from local industries.

Volunteering their interest and time, Service Company employees have sponsored such "JA companies" each year for the past several years.

The students are guided in the procedures of chartering a company. They elect its officers, sell its stock; develop, manufacture and sell its product.

They maintain its financial, production, and sales records, and conduct its Board of Directors and Stockholders meetings.

The Levon Specialty Company (advised by L. DeVito, J. A. Dickey and H. J. Carroll) was capitalized at \$126 through the sale of 252 shares of stock. At liquidation, all outstanding liabilities were paid and a 28% stock dividend declared.

The Novelteens Company (advised by J. A. May, H. Schwartz and F. Loudy) sold 200 shares of stock at \$.50 per share, and was capitalized at \$100. Through careful production control and a successful sales program, supported by a worthwhile commission and bonus arrangement, the company succeeded in liquidating the inventory of the products it produced, and declared a substantial dividend to all stockholders.

It is difficult to determine whether the Advisors or the Advised were more pleased with results.

Certainly the major objective of explaining the rudiments of the capitalistic system, its principles, its policies, and its rewards, was most favorably accomplished.

Corporate Affairs

Research

Camp Site on the Moon. RCA scientists have developed plans for establishing—through remotely-controlled electronic equipment—a well-stocked Moon Camp complete with food, water and power before the first man takes off on a lunar flight.

Their plans were disclosed by RCA Chairman of the Board David Sarnoff, in an address to the National Press Club.

A combination of a Saturn rocket and ground control devices, he said, should make it possible to put a roving vehicle on the moon's surface and to conduct a survey for the most appropriate area for a manned landing. This would be based on such factors as terrain, illumination, temperature and other environmental characteristics.

Then, through a series of subsequent Saturn shots, the camp could be established by sending up the necessary equipment and supplies, including a moon-crawling tractor for assembly purposes. The entire operation could be checked out by instrumentation controlled from the ground before committing men to lunar flight.

The success of this plan would prepare the way for exploration of the nearest planets, establish a pattern for the construction of other advance bases, and lay an effective foundation for the use of the moon as a launching platform for space craft.

* * *

For the Birds. In a commencement address at California Institute of Technology, RCA President John L. Burns said that nowhere is the interdependence of the sciences more meaningful than in the field of bionics.

"In simplest definition," Mr. Burns said, "bionics aims at studying living creatures, such as birds, in the hope of duplicating by electronic techniques their marvelous mechanisms of communications and control. I am just waiting for some television comedian to say 'Electronics is for the birds.' He will probably never know what a profound statement he made.

"Evidence now at hand suggests that in flight the bat finds his way by bouncing ultrasonic waves off solid objects; the pigeon homes on the magnetic lines of the earth; a bird flies thousands of miles from the tree



A fountain plays in the courtyard of the EDP manufacturing facility at Palm Beach Gardens.

branch in your backyard, and returns to the same branch, through stellar navigation. The eye and brain of the hungry frog filter out all discordant information except the movements of the fly his palate craves—a superb example of image recognition and interpretation.

"If we could only translate this characteristic into a mathematical formula—and then into hardware—we could endow an earth satellite with a similarly adaptable 'eye' that would select the precise information it was sent aloft to obtain.

"We have yet to catch up with the bat, much less the human being whose system of communications, controls and computation far surpasses the current efforts of science to copy it. The major thrust of the electronics industry is directed toward this very area of communications, controls and computation. It is the fastest growing segment of the fastest growing industry in the world today; yet it is still in its rudimentary stage."

* * *

Electronic Data Processing

Palm Beach Gardens. Barely six months after ground-breaking, the EDP manufacturing facility in the Palm Beach, Florida, area started its production of RCA 301 computers.

The first 301 system produced there (and completed two months ahead of schedule, in time for the dedication of the facility itself) was turned over to the Chase Manhattan Bank who has ten 301 and three 501 systems on order.

EDP at Palm Beach Gardens employs about five hundred administrative, engineering, assembly and other personnel—a figure that is expected to double in the months ahead.

They work in a beautifully but functionally designed complex of one-story buildings, situated on a 115-acre tract. Practical use has been made of the locale's trees and ponds. A lake which appears to flow under the administration building and into an inner court, serves the utilitarian purpose of replacing the usual fire tower. Covered porches provide shaded walkways to and from the various buildings, as well as protection from the Florida sun and rain.

RCA, though new to the Palm Beach area, employs some 3,700 people throughout Florida at an annual payroll of more than \$22 million. And RCA purchases in the state approximate \$2.5 million in materials, components and services from Florida businessmen.

* * *

Added. A new printer, capable of printing 1,000 lines per minute, enables

the RCA 301 to process tremendous volumes of paperwork at a pace never before achieved. It prints with either 120 or 160 characters per line. With six lines to the inch, it can pour out fifteen feet of copy every sixty seconds.

Utopia. The vacationing businessman of the 1970's will take off with his golf clubs, fishing tackle and a computer console slightly larger than a portable radio, according to RCA President John L. Burns.

By plugging into a standard telephone outlet and dialing a code number, the business executive will be put in instant contact with his company's master data processing system. This will enable him to handle his daily work routine as if he were in his own office.

Except for the size of the equipment—and indoctrinization of executives in its uses—there is no component of this system which is not in actual operation or advanced development today.

Defense Electronic Products

Continuing Growth. Two new divisions, added to the Defense Electronic Products organization, will effectively concentrate RCA capabilities and skills in major defense areas, improve service, and enhance possibilities for future growth.

One is the Major Defense Systems Division, Moorestown, N. J., to be managed by D. Brainerd Holmes.

The other: the Aerospace Communications and Controls Division, in Camden, N. J. and Burlington, Mass., to be managed by Irving Kessler.

DEP's two major functions consequently now have three divisions each—i.e., (1) Missile and Surface Radar, comprised of the Moorestown Missile and Surface Radar Division, the West Coast Missile and Surface Radar Division, and the new Major Defense Systems Division—and (2) Communications and Aerospace, including the Surface Communications Division, the Astro Electronic Products Division, and the new Aerospace Communications and Controls Division.

The Third. As the new Tiros III arched into orbit from Cape Canaveral, Florida, its nearly identical predecessor, Tiros II—launched from the same spot last November 23 with a planned operating life of three months—was still transmitting televised cloud pictures to earth after more than seven months in space.

With the arrival in space of the new satellite, the National Aeronautics and Space Administration plans to discontinue operation of the older Tiros II in order to concentrate full attention on the weather program planned for Tiros III.

The newest weather satellite was built for NASA's Goddard Space Flight Center by the same RCA engineering team that provided the Tiros I and II satellites and their associated ground systems.

Where the first two models carried one wide-angle television camera for large-area viewing and one narrow-angle unit for detailed cloud study, the new Tiros carries two wide-angle cameras. It also differs from its predecessors in carrying a new experimental infrared sensing system, developed by Professor Vernon Suomi of the University of Wisconsin, to measure the heat radiation coming earthward from the sun, and the amounts absorbed and reflected by the earth and the atmosphere.

All three of the Tiros satellites have been constructed at the Princeton, N. J. Space Center of DEP's Astro-Electronics Division.

The Saint. A group of RCA scientist/administrators, responsible for the development, construction and testing of a space vehicle capable of rendezvous and inspection of satellites, will headquarter at RCA's Burlington, Mass. defense facility.

Known as the Saint Feasibility Program, the project is under the management of the U. S. Air Force Space Systems Division. The contract for the initial portion of the program is in excess of \$30 million, and covers feasibility demonstration of the concept and hardware.

The Saint Program Group will manage the efforts of all participating RCA Defense Divisions as well as the large number of subcontractors who will take part in the long-range program.

Entering Phase Two. Development of the micromodule concept has entered its second phase with the selection (by the U. S. Signal Corps and RCA) of two manufacturers to devise alternate methods for assembling micromodules.

Phase One required that RCA establish the feasibility of the micromodule



concept as part of a program sponsored by the Signal Corps to produce small, lightweight, reliable communications and data processing systems for battlefield use.

Phase Two requires that a production capability be fully developed on an industry-wide basis.

The companies selected to help achieve this second goal are P. R. Mallory of Indianapolis, Ind., and Paktron of Alexandria, Virginia.

Expected to be the first practical answer to the use of microminiature techniques in the development of such advanced electronic devices as desk top computers, miniature two-way communications systems, far more sophisticated airborne and outer space equipment, micromodules are tiny stacks of thin, ceramic squares having one or more electronic components mounted on them.

Broadcasting

Stereo. Five radio stations preparing to enter the stereo broadcasting service (namely WQXR-FM New York, WDTM Detroit, KLSN Seattle, KIXL Dallas, WUPY Lynn, Mass.) were shipped the first pre-production units of RCA's new FM stereo generator. Now RCA's Camden, N. J. plant is being geared for volume production of generators for shipment beginning in October.

The backlog of orders for the new generator, which can be used with any standard RCA FM transmitter, indicates a high degree of interest among broadcasters in the new radio medium.

The generator is part of a complete studio-transmitter equipment package designed and built by RCA in anticipation of the FCC ruling authorizing stereophonic broadcasting as of last June 1.

Fully transistorized, the studio equipment includes the BC-7 control console, the RT-21 professional audio tape recorder, new stereo pickups and stereo turntable preamplifiers.

Government Services

SUPPORT ENGINEERING & FACILITIES

Technical Publications. The largest single equipment technical manual ever produced by RCA was recently completed by Service Company's Technical Publications group at Cherry Hill, for the Missile and Surface Radar Division at Moorestown, New Jersey.

On the subject of the AN/FPS-16 Instrumentation Radar and written to Navy specifications, the 5,209-page manual consists of nine volumes of instructions and supporting diagrams.

The 1,000 copies ordered required 32 tons of paper to print and, complete in their binders and ready for delivery, represent a shipment of 1½ carload.

The Technical Publications group at Cherry Hill, under the jurisdiction of J. R. Jackson, Manager, devotes its time exclusively to assistance programs for various Government agencies and other divisions of RCA.

Frequently, as many as 100 projects, large and small and ranging in performance periods from a few weeks to several years, are being written, illustrated, and produced at one and the same time. The needs and problems of a Frankford Arsenal Division Chief, an RCA-DEP Engineering Project Manager, and an RCA International customer in Africa are all given equal

consideration within the busy, rigid schedule of production.

The group, a part of Support Engineering and Facilities, is one of several maintained by Government Services in the documentation field. In terms of overall size and stature, the RCA Service Company (with a total of 369 technical publications personnel) is among the largest in the technical publications business.

Data Programs and Services. Constantly increasing demands for microfilming services—from the government, industry, and the corporation itself—have been met by Data Programs and Services by the recent installation of the newest in microreproduction equipment.

The timely new service has been successfully integrated with the group's long-established technical support services of data processing, documentation, quality, and production control.

The study phase of the program, from the installation of the equipment through to its satisfactory operational status, was completed in less than three months, and incorporates all of the significant advances made in recent years in both microfilming equipment and technology.

In the picture above, Documentation Services Manager J. P. Bossong inspects



With new Microfilm Camera: (Above, l. to r.) J. P. Bossong, J. A. Cafaro, T. A. Murray. (Below) Mr. Bossong and Carol Deal with new reader-printer.



the microfilm camera with (center) J. A. Cafaro, Manager of Data Programs and Services, and (right) Technician T. A. Murray.

The camera, a Recordak C-4, is capable of resolving better than 120 lines in an area of 1 mm at a reduction ratio of 30 to 1.

In the lower picture, Manager Bossong reviews the newly installed microfilm reader-printer with Keypunch Operator Carol Deal. Pertinent data on the drawing is extracted and key-punched onto an "aperture card" on which the film frame is later mounted.

BMEWS

Site III. An RCA program under British direction is now in progress to train British electronic engineers for eventual operation of the Fylingdales Moor site.

Several hundred engineers and technicians will be required to operate the big radar station—one of three elec-



With mammoth Manual: Tech Publications Mgr. J. R. Jackson (seated), Tech Writers Mgr. R. S. Rudman (right), and Leader A. L. Winters.

Commercial Services

tronic sentries in the Far North to provide warning in the event of ICBM or IRBM attack, and to spark massive retaliation by bombers and missiles. These men will be employes of RCA (Great Britain) Ltd., Sunbury-on-Thames, Middlesex.

The technicians for the job will be trained at the Sunbury-on-Thames plant in a school now being set up and scheduled to begin operation in a few months. The "faculty" for the school—the men who will do the instruction—is now being trained at Service Company's Riverton, N. J. headquarters for BMEWS Service, under the tutelage of Russell E. Nichols.

They are studying a wide variety of electronics' subjects in order to teach some forty courses, ranging in duration from one to seven months, on their return to Sunbury.

As their study progresses, they are integrated with RCA's American instructors, and they take their turn at teaching not only their own British colleagues, but also American technicians who are preparing for service at the BMEWS sites in Greenland and Alaska.

The Fylingdales site is scheduled to go "on the air" in late 1962 or early 1963.

WHITE ALICE

William M. Swezey, widely known Alaska Electronics Engineer, has been named to head the Operations and Engineering Support post on the White Alice Project.

His duties cover all phases of communications and electronic engineering at the many sites throughout Alaska now manned by RCA personnel under contract with the U. S. Air Force.

A native of New York State, Swezey first went to Alaska in 1956, assigned to the Alaska Air Command as a contract field engineer, from which he advanced to technical advisor to the Deputy Chief of Staff for the Directorate of Communications.

He left Alaska briefly in 1959 for Rome, New York, where he was Senior Systems Engineer at GEELIA for the Spain-UK-Morocco Project.

Returning to Alaska in 1960, he joined Communications Engineering and Trans-Alaska Telephone, directing and supervising the engineering for the 17 telephone exchanges throughout the state as well as the microwave and multi-channel VHF radio systems operated by the two companies.

TECHNICAL PRODUCTS SERVICE

The N.S. Savannah. When the world's first nuclear-powered cargo-passenger ship leaves the Camden, N. J. yards of the New York Shipbuilding Corporation, navigation and communications of the vessel will be aided by the new automatically stabilized "true view" RCA True Motion Radar and 150 Watt "Ship-to-Shore" Radiotelephone.

Radiomarine Service, under the direction of H. G. Wright, Philadelphia Field Manager, supervised the installation of the ship's RCA 10 and 3.2 C.M. Radars and 20 Channel Radiotelephone (as well as other marine electronic equipment aboard) and will complete its assignment with the final testing of the True Motion feature.

True Motion Radar duplicates the navigation scene as it appears from the ship's pilot house and eliminates most of the plotting required with conventional radar. For the first time, the marine navigator is provided with a forward-view picture of his own ship moving "up" on the radar screen.

The cathode-ray tube face becomes a chart where all moving objects, including one's own ship, move at their own rates while fixed objects remain stationary.

This contrasts with relative-motion radar, where one's own position remains fixed in the center of the screen and the sweep rotates around this point, painting a map of "targets" in the range area. Fixed objects also move because of the movement of one's own ship.

The usual practice in True Motion Radar is to north-stabilize the picture. Under this arrangement, the top of the picture is always at north and all

images depicted move according to their true course.

Thus, if a ship is moving due south, 180 degrees, the blip is actually moving down on the screen. Objects seen on the left of the scope are actually "out the right window" of the pilot house and those on the right are actually on the left. This makes some mental inversion necessary for proper navigation.

To achieve the forward or true-to-life view, the RCA unit's picture is stabilized and the cathode-ray tube assembly is automatically rotated so that the movement of the ship's own blip is always up.

This means that zero on the azimuth scale around the tube is always north, and the scale reading at the top of the scope is the vessel's true heading.

In True Motion Radar, the moving targets have tails or trails, caused by the long persistence of phosphor on the tube face, which indicate heading.

When the ship's image reaches the three-quarters radius point on the screen, the picture is automatically reset so that the blip reappears near the bottom of the screen.

EDPS

The Management Game. The role of automation at executive levels was aptly illustrated by the EDP Center and Systems Planning Operation, who recently hosted a typical demonstration for visitors from the American Book Publishers Council.

Thirty trade book publishing executives participated in playing the RCA Management Planning Game, in teams of five members each. Given starting information and various economic facts, each team tried to run a theoretical



The N.S. Savannah, world's first nuclear-powered cargo-passenger ship, and (at right) her RCA True Motion Radar.

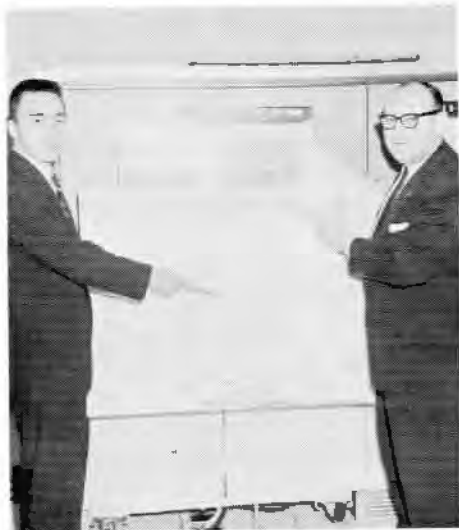
business by using the computer as an aid in market forecasting. Approximately 150 book publishing representatives watched the progress of the play, with results announced on charts for each of the six competing companies.

They came back for more the next day and were given a demonstration of "Subscription Fulfillment"—a packaged program developed by EDPS of modern mailing techniques, file maintenance, label preparation.

Mel Posin, Manager, EDP Center and Systems Planning Operations, directed the project. The game was directed by Ko F. Suzuki, EDP Systems Analyst, and Milton J. Stander, Administrator, Contract Development.

The 48 Club. EDPS personnel, who installed the 501 system in RCA's new EDP Center in San Francisco, have been elected to charter membership in the "48" Club by the Electronic Data Processing Division.

The equipment, which was pre-assembled at Gloucester, N. J., and debugged at Cherry Hill, was installed in the San Francisco location and all routines working within 48 hours, setting an industry record.



A game for executives is directed by Messrs. Suzuki (left) and Stander.

In addition to a lapel pin, emblem of membership, the 48'ers received a letter from EDPD's Vice President and General Manager D. H. Kunsman, who said that the achievement was a good example of what can be accomplished through a close working relationship between EDPD and the Service Company.



Some of the new "48" Club members, with EDPD's Staff Program Admin. Schotz.

Work Simplification. Division Vice President L. S. Holstad was among the 52 EDPS Home Office supervisory and non-supervisory personnel who worked for—and got—Certificates of Completion for a ten-hour course in Work Simplification conducted by Service Company's Management Engineering.

He was awarded the Certificate by R. L. Olmstead, Manager, Financial Support Services, and in turn awarded Certificates to others in the study group.

Work Simplification is essentially a "do-it-yourself" approach to systems analysis, based on the premise that there is always a better way to do a job, and that the best person to improve a job is the person doing the job. It follows a five-step approach to solving problems and making improvements:

1. Pick a job to improve (one with bottlenecks, or that is time-consuming or expensive, etc.).
2. Break it down—make a chart.
3. Question every detail of the job (what? why? where? when? who? how?).
4. Develop a better method.
5. Install the better method.

Stressed, too, was the "organized used of common sense" to find and apply better ways of accomplishing the job.

As a result of the program, more than two dozen projects have been worked on and more are anticipated. One-half of this total have been resolved and the rest are still active.

Mr. Olmstead pointed out that the continuing success of the program depends upon continuing communication between employees and management, awareness of possible areas of

improvement, and the willingness to accept new and improved methods.

"If it were not for yesterday's ingenuity and imagination," he said, "we would not have our jobs today. So, too, are our jobs of tomorrow dependent upon finding better, easier and less expensive ways of doing our work."

More Economical. Service Company has announced the signing of a contract with Dashew Business Machines, Inc. for the maintenance of Dashew's new source recording Printapunch machines and the Dashew embossing and code punching Datatypers.

EDPS personnel throughout the nation will perform preventive maintenance on these Dashew machines, as well as make special service calls when required. They have undergone factory training in the maintenance routines, and are being provided with stocks of spare parts for the Dashew machines.

Dashew management believes that the signing of this contract will provide the growing Dashew customer family with the services of an outstanding national mechanical and electronic service organization, much more economically, and sooner than they could enlarge their present organization. Their decision is based on the premise that Dashew products with built-in reliability, require only occasional service.

The present operating and maintenance personnel of the Dashew Service Bureaus will continue to service regular customers.



Vice President Holstad (right) accepts Work Simplification award from R. L. Olmstead.

Consumer Products Service

Man Overboard. Mrs. J. Lee Robinson of Gastonia, N. C., heard groans coming from the direction of the A. G. Myers' home; looked out of her window, and saw a man swinging helplessly from the top of the fifty-foot television tower.

She 'phoned the house immediately, got the Myers' butler, who as quickly called the Gaston County Life Saving Squad.

For more than 45 minutes, the now unconscious victim swung from the tower while the Life Saving Squad and the Fire Department used a ladder truck in tedious rescue efforts.

He had stopped breathing when the rescuers brought him down from his high perch. Artificial respiration and a resuscitator slowly restored his breath, and he regained consciousness.

He was Willis C. Guyton, he said, a TV technician from Service Company's Charlotte branch.

He had been changing the rotor on the TV antenna atop the Myers' tower when the antenna fell and struck him on the head.

He was taken to the Gaston Memorial Hospital, where X-rays showed no visible broken bones, no apparent serious injury.

It's a story with a happy ending. Guyton was wearing his safety belt.

But the accident would not have even occurred had he not tried to short-cut the prescribed method.

Use a safety belt, yes! But dismantle the antenna. Don't try to maneuver it, one-handed, in mid-air.

Forecasting. A mid-summer conclave of some 47 Regional, District and Sales Managers met recently at Cherry Hill Inn to review national performance for the past six months and to get the word on the next six.

They were met with a "New Frontier" fanfare specifically designed to put them and their constituents into "High Gear for the Rest of the Year," if not for the rest of their lives.

Opened by Field Operations Manager R. C. Gray and Division Vice President L. G. Borgeson, the sessions then continued for three action-packed days in the jurisdiction of Sales and Merchandising Manager R. W. Redecker.

He called upon Field Sales Manager B. Grossman for a presentation of

Black-and-White and Color TV Sales Plans, and upon Whirlpool's J. C. Parker for an analysis of the Appliance market.

Sales Training Manager F. E. Weber engaged his listeners with a valuable discussion of developing the "New Frontiers" within people—a matter of discovering latent talents and encouraging the individual's use of them.

J. R. Gallagher, Manager of Contract Maintenance and Solicitation, spoke on the subject of Direct Mail Services.

Moving on to Commercial Products Sales, Mr. Redecker introduced the recently-installed W. L. Davis, Manager, who with Special Product Sales Manager W. W. Burr, Coordinator A. I. Kothe, and Whirlpool's W. Kirk, delved thoroughly into the bright prospects of the Hotel/Motel and Hospital business of multiple sales.

The facts and figures on Taxes, Accounting for Leases, and Credit were discussed by money-men F. W. Wentker (Consumer Products Sales Administration Manager), W. C. Thomas (Manager, Consumer Products Accounting) and F. Loudy (Credit and Collections Manager), who also conducted a questions and answers period.



Sales and Merchandising Manager R. W. Redecker outlined the main chance for the last half.

Mr. Grossman returned to address the assemblage on available new products, some of which are illustrated on page 10 of this issue.

Service Company's ebullient Manager of Advertising and Sales Promotion who is, of course, H. A. Poole, was well received on the promotion plans and sales aids be presented in support of the overall program for the six months ahead.

To top it all off, Mr. Redecker announced an incentive contest to be known as the New Frontier Contest, for the managerial staffs of all branches, the District Managers, the Regional Sales Managers and the Regional Managers.

The equitably established goals consist of a combination of Net Sales and Gross Margin dollar requirements, permitting a show of all-around managerial ability. Suitable prizes have been established for each class of contenders.

The participant who turns in a high level performance on both Net Sales AND Gross Margin will outscore any who may be outstanding on only one of these two scoring criteria. The regular Profit and Loss Statements will serve as the basis for determining attainments.

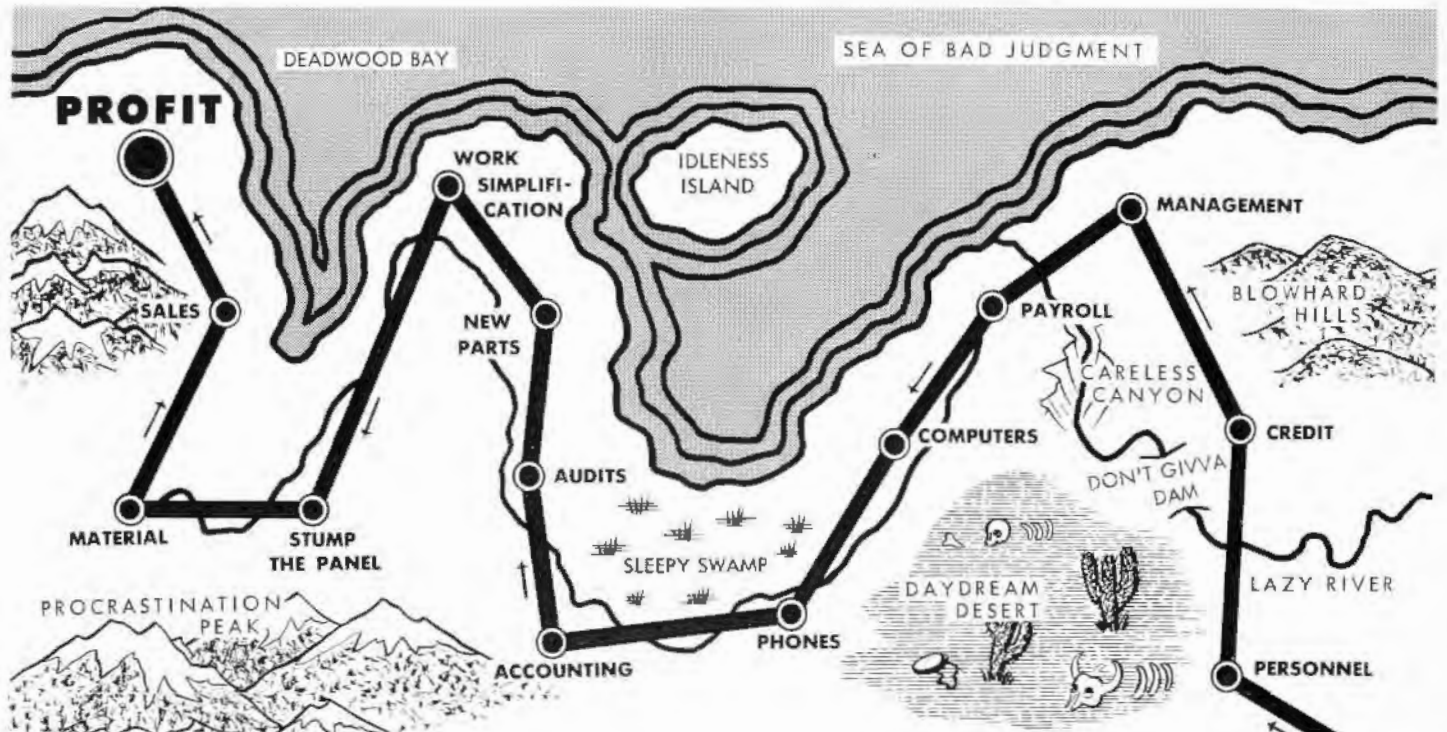
The way things look now, Consumer Products Service may anticipate one of its best half-years to date. For what man, with good reason for missing out on the Grand Prix, could possibly face his wife without bringing home a consolation prize?

Meanwhile, with "field" results pretty well in the bag, Home Office operators have time to tally up the scores, keep a wary eye on that gross margin performance, and worry about the first six months of 1962.

Road to. A super highway was recently mapped out as the only direct route to profitable Super Vision, by the Office Systems group of Field Support Services, for the Office Supervisors of eighty large Consumer Products Service Branches.

The "tour," originating at Cherry Hill Inn, crossed Lazy River and passed Don't Givva Dam through the green valley of Careless Canyon and Blowhard Hills.

It hugged the shore of the Sea of Bad Judgment to avoid the Desert of Daydreams, and successfully skirted



both Sleepy Swamp and Procrastination Peak in the Mismanagement Mountains. Due north, then, almost but not quite to Deadwood Bay and thence, avoiding further treacherous country, to the Summit of Profit.

To the supervisors, who were not unfamiliar with the route, the course was in actuality a refresher covering the main functions and responsibilities of office supervision.

It also served as an introduction to changes in Branch procedures brought about by the adaptation of the work to Service Company's 501 Electronic Data Processing system.

Department heads described the job of office supervision as encompassing the following essentials:

Personnel: All routine matters relating to clerical personnel—hiring and firing, training, instruction in procedures, advancement, work schedules, and performance reviews.

Credit and Collection, and Accounts Receivable: Coordination and supervision—contacting customers re credit and collection problems, preparation of invoices, adherence to credit limitations, follow-up of receivable accounts, particularly in the delinquent areas, and preparation of the monthly analysis.

Office Management: Participation in policy development, in group performance analysis, and in special assignments.

Payroll: Direction of daily work time data for payroll purposes; the calculation of total work time, wages, extra earnings, etc.; the computation of cost information, and the preparation of cost and estimated P & L reports.

Telephone Handling: Direction of the telephone unit—training, scheduling and dispatching.

Audits: Assistance in the Manager's audit check list, in periodic security checks, in the correction of unauthorized practices, and in the safeguarding of all assets and controllable forms.

Material: Supervision of the maintenance of stock records, the return of material for credit, the preparation of material orders and Usage Reports, and the recording of material for physical inventory.

Sales: Instruction of employees in relevant sales information and in the timely distribution of sales literature.

P & L: Supervision of all income and expense items and the report thereof for management approval. Participation in preliminary budgeting, in analyzing the P & L statement, and in activating improvements as may be disclosed by the P & L report.

A. W. Pedrick, Manager of Field Support Services, spearheaded the Conference, repeating the 5-day program for each of three groups of visiting supervisors.

Guest speaker L. G. Borgeson, Division Vice President of Consumer Prod-

ucts Service, highlighted the dinner meetings with an address in which he emphasized the importance of good financial controls in the field as affecting the overall operational picture.

Credit is given by Office Systems Manager L. J. Campanella to Specialists James Mitchell and Louis Poncet for their astute programming of the Conference material, considered to be among the most successful to date for this particular group.



A. W. Pedrick, beating the drums for profit.

New Products

For Added Pleasure

For those who live out-of-doors during the summer months—and that's everybody who owns a patio, swimming pool, or porch—the new weather-proof Patio Speaker is very good news indeed.

Connected to a hi-fi set within the house (or to radio or TV set) it can supply just the right note to both formal and casual gatherings, and provide "the music you want" when you're not dedicated to togetherness.

The pin-up type hanger bracket permits mounting on an outer wall (for Mr. and Mrs. Suburbia who have a nice collection of ballet and Broadway

show music), or a tree (for the Younger Set and their dance music), or a post (for romantics who will train a moonflower vine up the post and play *Eine Kleine Nachtmusik*).

A dual speaker switch kit is available by means of which the indoor speaker, the outdoor speaker, or both may be selected.

The speaker is supplied at less than \$20.00, with 50 feet of wire hooked up to the hi-fi set and switch installed. The price does not include the mounting of the speaker, or permanent installation of wiring, but arrangements can be made with the serviceman for such services, if desired.

For Added Comfort

Home owners with hot air heating systems can correct the undesirable effects of excessively dry air by the installation of a furnace humidifier, available through Consumer Products Service branches at about \$25.00 installed.

The investment pays off in comfort and economy. Less heat is required for comfort when the air contains the proper amount of moisture. Chronic nose and throat discomforts lessen; hair and skin tones improve.

Further, the proper amount of moisture in the air prevents damage to furniture, textiles and carpeting, and keeps house plants growing well.

The installation of the humidifier is a simple one—and the need is present in most homes for nine months out of the year.

For Added Convenience

The deluxe VHF Indoor Antenna practically eliminates antenna turning and dipole adjusting. It uses a special low loss 12-position combination orientation and attenuation switch.

Decorator designed, too, of good-looking plastic in mahogany, ebony or walnut. The telescoping dipoles are made of polished and lacquered brass.

A steal at \$12.95 installed.

For Added Efficiency

Old Whirlpool washers can be modernized to include an important feature of the newest machines by adding the new type agitator and a lint filter.

The machine will give better washing and rinsing action, is more gentle on fabrics, works efficiently on partial or full loads.

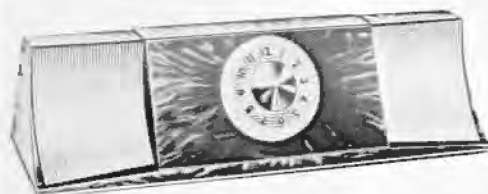
The filter, designed to keep lint off the clothes, also helps to prevent lint from clogging the washer, dispenses detergent evenly, is easy to remove and clean. It may be purchased separately or, at a price advantage, with the new agitator. The modernization increases the machine's trade-in value, too. Prices vary.

Service Company Sells, Installs and Services . . .



Patio Speaker

"Super 6000" Humidifier



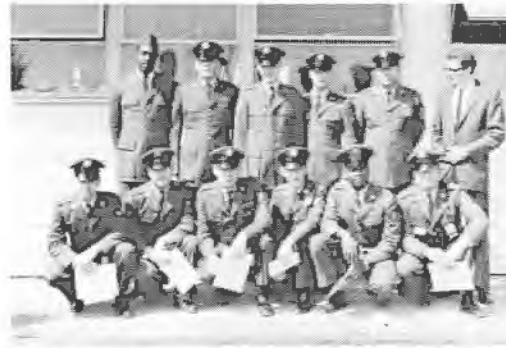
Indoor TV Antenna



Lint Filter/Agitator



RETIRED—Consumer Relations correspondent Frank Atlee, one-time Marconi operator, with Mrs. Atlee, son, and Mgr. F. W. Smalts.



GRADUATES—Of AN/GKA5 Course at Caswell Air Force Station, with GS Field Engr. Ted Fortner of Bangor (Maine) Air Defense Sector.



25 YEARS—TPS Field Op. Mgr. B. D. Bachin (second from left) with (from left) C. E. Johnson, Vice President Jones. A. Fischer.



WINNERS—CPS Northeast Philadelphia branch show "Sink or Swim" contest prizes. Branch Manager Art McCormick is third from left.



SAFETY—N. Richmond (second from right), BMEWSS Safety and Security Mgr., attended national OCDM course in Industry Defense.



SO LONG—CPS get-together for S. E. Baker (standing), on his assignment to Indianapolis as Manager, Product Services Coordination.



CONTEST CHAMPS—From Indianapolis CPS branch (front) Beebe, Williams, Caswell; (back) Fitzwater, DiNapoli, Jolly, Brown.



DOUBLED—Government Services' Chateauroux (France) facility achieved a 100% increase in number of equipments serviced in past year; pose proudly with the twenty-thousandth item completed.

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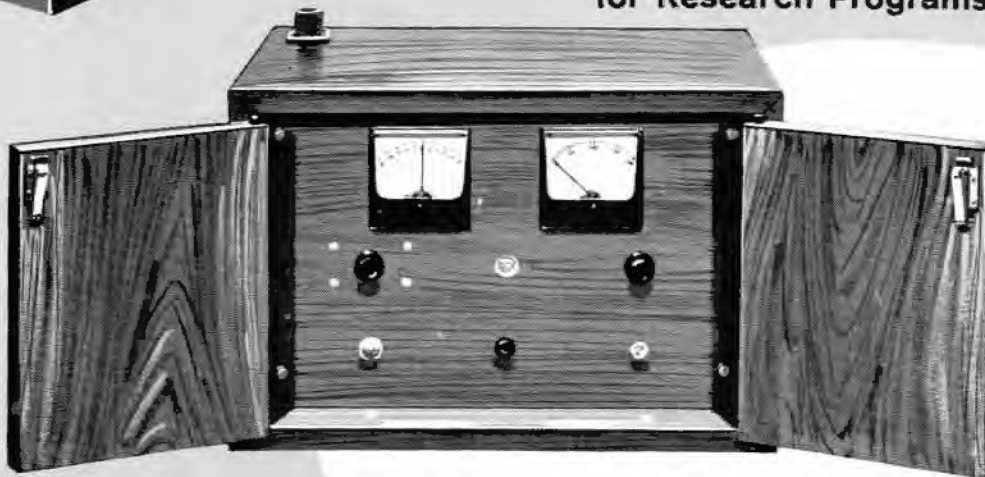
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RCA offers complete flexibility in self-contained air ionization units that produce negative or positive ions. Illustrated unit accommodates entire ward. Convenient room-sized unit (not shown) weighs just 13 pounds, and is attractively housed in solid walnut cabinet, priced from \$150.



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RADIO CORPORATION OF AMERICA

(This Service Company advertisement appears in
HOSPITALS GUIDE—August, 1961)