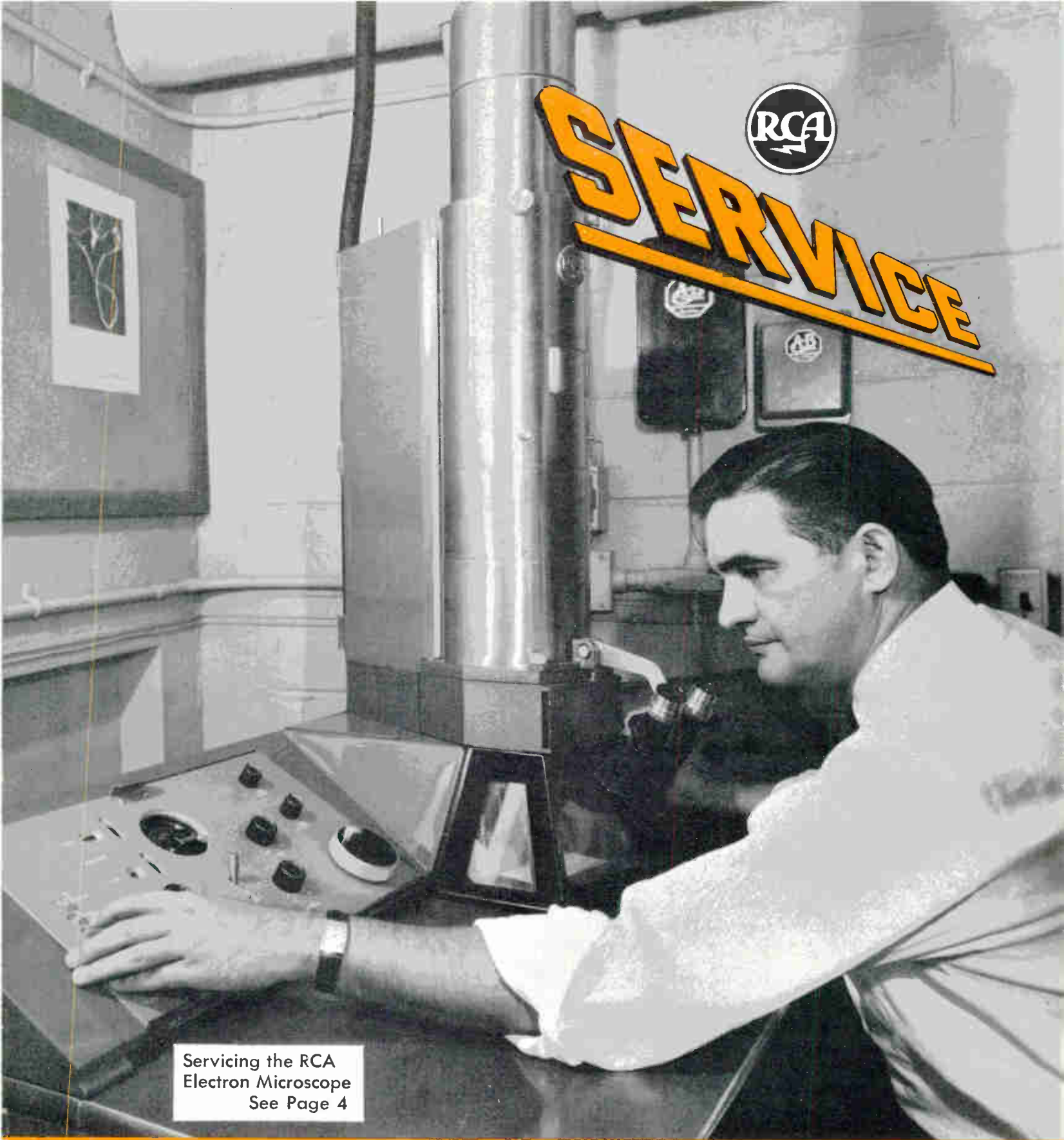




SERVICE



Servicing the RCA
Electron Microscope
See Page 4

NOVEMBER, 1956

RCA SERVICE COMPANY, Inc.



SERVICE

Vol. 13, No. 7 November, 1956

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The

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Cover



RCA Electron Microscope servicing specialist Al Komer has the exacting task of keeping the powerful tool of scientific research adjusted to very exacting standards

RCA Executives Laud TV

A great deal of credit is due those branches that won the President's Cup in the campaign just ended.

The informal presentation ceremonies were impressive and inspiring. In a serious heart-to-heart talk, Mr. Folsom praised the winning branches and managers for their outstanding performance. He told the managers they exemplify his conception of the finest traditions of the Service Company.

On this occasion too, Mr. Folsom likened the Service Company to the Marine Corps, which has an enviable reputation for being courageous, hard hitting, and completely devoted to duty. The Corps can always be counted on to do a job when it needs to be done. It's a well known fact that Mr. Folsom has great admiration for the Marine Corps and it is a great tribute to RCA Service technicians to be put on the same pedestal.

Mr. Folsom compared our technicians to those of the telephone company. After many years of faithful service and close adherence to high standards and ideals, telephone company repairmen have gained an excellent reputation. No housewife has any reluctance to admit them into her home because they are neat and courteous gentlemen who always conduct themselves properly. Service Company technicians, Mr. Folsom said, are rapidly gaining the same excellent reputation.

At the same ceremony, Mr. Odorizzi pointed out the Service Company plays an important part in gaining public acceptance for RCA products. He expressed the sincere hope that the Service Company would always turn in the kind of a job of which the Corporation could be proud and thereby merit the confidence and praise expressed by Mr. Folsom.

Hitting upon his favorite slogan, "The customer is our boss," Mr. Odorizzi said that RCA's reputation with the customer is at stake on every job we do. If our customers are displeased, they can cause us to lose our jobs by not buying our products and services and telling their friends about their dissatisfaction.

He called attention to the tremendous opportunity the Service Company has to favorably impress customers and gain friends and good will for the Corporation. This opportunity, he said, is also a grave responsibility.

Since the Service Company is the only branch of the Corporation that has direct contact with the public, customers judge RCA by the appearance of our technicians, how they conduct themselves, the kind of job they do, and by the way our telephone clerks talk to them on the telephone.

In discussing color television, Mr. Odorizzi stressed the importance of the role played by our technicians and the splendid opportunity which this gives them to be helpful and distinguish themselves. All customers appreciate good service, he said, and it is heart-warming to read their letters complimenting the good work of our branches and technicians.

If we can measure up to the high ideals and standards which Mr. Folsom and Mr. Odorizzi ascribe to us, more complimentary letters and few letters of complaint will be received from customers.

Branches In President's Cup

Mr. F. C. Cahill

Dear Sir:

I saw a survey of your factory service in this morning's Herald Tribune and I wish to add my expressions of your fine service. I have three RCA television sets in my apartment - one a new Allison console, and my wife's mother also has a new console. All of our sets have been covered by your service contract since 1950 and we have never had any cause for complaint.

I wish to commend Mrs. N. Kyle, one of your supervisors, for her fine work in sending your men on time and when I want them. I do not know her personally but her courtesy, etc., does deserve commendation.

Two of your service men - Kraji and Dearie - if the spelling is correct - are outstanding workers - also for their knowledge of electronics and courtesy.

I do not want to forget one of your managers - Mr. Miller - for his fine work.

I am only writing this to congratulate you for your fine work in picking such excellent people.

As you can imagine, my wife and I are TV fans so we should be able to know good service.

Sincerely yours,

Letters like the one above are received daily at the home office, an indication of the good customer relations created by RCA television technicians all over the nation.

Public confidence in the nation's television service technicians is one of the most important factors in the tremendous growth of the television industry, Frank M. Folsom, President of the Radio Corporation of America, declared this month in presenting the "President's Cup" to winners of RCA's national competition for achievement of TV customer satisfaction.

The trophy, awarded annually by Mr. Folsom, was presented to four television service branches of the RCA Service Company and one independent distributor of RCA consumer products. The winning distributor was Louis E. Randle, President, Associated Distributors, Inc., of Indianapolis, Ind.

Recipients of the Service Company TV branch awards were the Managers: W. R. Seuren, Dallas, Texas; R. C. Bryson, Fort Wayne, Ind.; R. P. Malone, Chattanooga, Tenn.; and H. G. Minnick, South Portland, Me.†

The four managers, who accepted the trophies on behalf of their staffs, were introduced to Mr. Folsom at his office in the RCA Building, Radio City, New York, by E. C. Cahill, RCA Service Company President, and Vice President D. H. Kunsman, Consumer Products Service Department. It was pointed out that these winners were selected for maintaining a high degree of customer satisfaction and boosting the operating efficiency at each branch. The winning distributor, selected in competition with seven regional victors, was judged best in such factors as speed and efficiency in handling customers' calls and in training servicemen for RCA Victor dealers.



President Frank M. Folsom

"There can be no doubt that one of the most important contributions to the tremendous growth of television in the past ten years has been the high quality of work being performed every day by the nation's television service technicians," Mr. Folsom said.

"The public's confidence in RCA Victor products can be attributed in no small measure to the substantial investment that progressive distributors, such as your organization, have made in training and encouraging television service technicians in their areas," Mr. Folsom added as he presented the trophy to Mr. Randle.

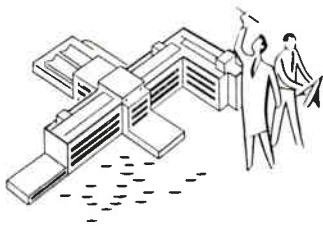
Mr. Folsom recalled the results of the latest nationwide survey made by Elmo Roper, market research expert, for RCA. These findings, he said, disclosed a remarkable and heartening vote of confidence by the public in the services, attitudes and prices of the nation's television service technicians.

"The nation's confidence in the men who install and maintain television receivers is justified by the long hours of continual training that these men spend every month in keeping up with the latest developments in the industry," he asserted.

Noting that service technicians played an important role in the public's acceptance, with confidence, of black-and-white television, he commented:

"Now, with color receivers being sold in rapidly-increasing quantities, we must be certain that this excellent record is maintained, and we are counting on these men to play the same role in instilling public confidence in color television. The thousands of servicemen who have prepared themselves in advance to install and maintain the new color receivers assure the public that there will be no shortage of qualified personnel to service their new color sets."

Mr. Cahill pointed out that the RCA Service Company is continuously supplying the servicing industry—distributors, dealers and independent firms—with the results of its experience in installing and maintaining color receivers.



in aid of research

Servicing RCA's

Super-Eye

Scientists of the Atlantic Refining Company are using the most powerful electron microscope developed by the Radio Corporation of America to speed and broaden research on petroleum products, according to a recent announcement by Dr. Hugh W. Field, Vice President and General Manager of Atlantic's Research and Development Department, and Ralph A. Teare, Manager, RCA Industrial Products.

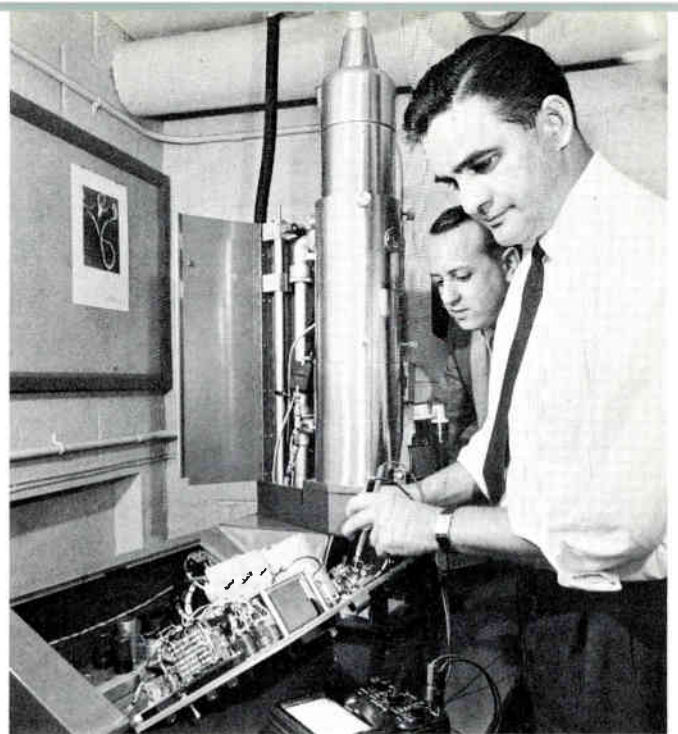
The RCA electron microscope (EMU-3)—so powerful that under its magnification a dime would be enlarged to a diameter of more than three miles—has been installed in Atlantic's Philadelphia, Pa., Research Laboratories. It is being utilized in the research and new-product development of lubricating greases, waxes, and catalysts, according to Dr. Field.

"Lubricating grease consists of a suspension of metal soap fibers in a lubricating oil," he explained. "The soap fibers, distributed uniformly throughout the oil, hold the oil between them, mainly by capillary attraction. By viewing the soap fibers through the electron microscope, Atlantic's scientists are working on the correlation of soap structures with the physical properties and performance of finished greases. This information helps to establish quality standards leading to the development of new and improved greases.

"Grease technology is being extended importantly by electron microscope study of the effects of processing variables, such as composition, temperature, and degree of mechanical work, on the structure and quality of greases. Examination of soap fibers in grease at the high resolution and magnification provided by the electron microscope provides new insight on the effects of these variables in grease manufacture and performance.

"Atlantic's research technologists hope also to evaluate performance characteristics by direct microscopic examination of soap fibers. Ordinarily, performance characteristics are obtained by analyzing grease samples after long periods of operation in actual bearings. The electron microscope should materially shorten the time required for such evaluation and lead eventually to improved quality of product. New developments in the fields of waxes and catalysts are being hastened similarly by the application of electron microscopy to research studies of these materials."

Mr. Teare said: "The RCA EMU-3 electron microscope installed by the Atlantic Refining Company is the



Al Komer (r.) checks out Atlantic's EMU-3 with Alfred Blatz, electron microscopist for the refining company

most powerful type so far developed. It permits viewing of specimens smaller than one ten-millionth of an inch and provides direct magnification of 30,000 times. Photographs of the specimens, taken by an automatic camera housed within the microscope, are so sharply detailed that they can be enlarged to more than 300,000 times the size of the specimen."

The Atlantic installation is one of several area electron microscopes that Service Company Installation and Service Specialist A. J. Komer handles.

Completing 12 years with the Company last month, Al divides his time between 'scopes and Industrial TV for M. E. Wheaton's Philadelphia Technical Products District.

Holding an electrical engineering degree from the Drexel Institute of Technology, Al's interest in electronics was whetted when he supervised the installation of an RCA Industrial Sound System for the Aluminum Company of America's Burlington, N. J., plant during World War II. Shortly after that job, he left Alcoa and joined RCA.

Despite long experience diagnosing any possible ills of the complex microscope, the highly-regarded specialist surprised himself one day.

Answering an emergency service request, Al was told upon arrival that a 'scope had developed a vacuum leak since a hissing sound could be heard in the vicinity of the microscope's column.

Turning on the vacuum system, Al put his hand on the column manifold bellows for support in leaning forward to hear better. The hissing stopped. When he removed his hand, the hissing began again. Then he realized that he had literally put his finger on the point of the leak, a pinhole in the manifold.

The executive researcher in charge of the laboratory immediately commented that this was indeed snappy service—the RCA service engineer arrives and immediately puts his finger on the source of trouble!



G. W. Hand (l.) receives congratulations from Comm. Serv. Mgr. C. R. Odden on achieving 20 RCA years



T. Griffin's 20-yr. pin is admired by Tech Oper. Mgr. C. E. Johnson (2nd from right) while M. Klenzing, S. Oechsle and J. Milewski wait to offer congratulations



SCO Treas. & Controller G. W. Pfister (l.) awards R. L. Coshland a 15-yr. pin while G. B. Whitten & P. E. Carter observe

Saluting...

SERVICE CAREERS



Technical Products Service Department Field Engineer T. H. Hines (l.) gets his 20-yr. service pin from Cleveland Dist. Mgr. H. E. Frisbie. Hines' son, John, looks on



Service Company Purchasing Agent A. L. Spauth (r.) concludes 15-yr. pin service ceremony for Buyer K. D. Kochersperger (seen at left)



Tech Prod Cleveland District Supervisor A. D. Miller (l.) is awarded his 15-year RCA service pin by Dist. Mgr. H. E. Frisbie. He formerly was Canton, Ohio FE



On occasion of his 20th year with RCA, Thomas Foster gets his 20-yr. pin from TP Oper. Mgr. C.E. Johnson (r.) as B. Cohen (l.) & S. Gibsen look on



M. T. Stites (center) is congratulated by Central Region Serv. Mgr. R. F. Adams (r.) and TV & Serv. Mgr. S. E. Baker on completing 15 RCA years



Office Services Manager James S. Driscoll (l.) is presented with his 20-yr. pin by G. W. Pfister, RCA Service Company Treasurer and Controller



Television Commercial Service Administrator Clint E. Walter (l.) has his RCA 15-yr. pin affixed by Commercial Service Manager Conrad R. Odden

The Field Reports - - - A Branch/District Roundup



Frankfurt, Germany—Air Force Colonel Charles A. Clark, Jr., Commander, 6900 Security Wing, presents the "Air Force Scroll of Appreciation" to Govt. Field Engineer Elmond E. Decker for the FE's splendid service to the unit



San Diego—Included at a two-day meeting of West Coast Govt. Serv. Dept. Group Leaders and engineers are: (l. to r.) S. J. McKown, Group Mgr., Long Beach; R. J. Porter, Eng., Puget Sound Shipyard; J. A. McIntyre, West Coast Army/Navy Mgr.; R. R. Warner, Eng., Long Beach Shipyard; D. D. Smith, Group Leader, Yokosuka, Japan, and E. P. Robinson, Group Leader, Ft. Huachuca



Providence—Branch Manager Frank Cole is proud of this photograph representing a branch milestone. Technicians Howie Porter (l.) and Ralph Cameron had the pleasant task of delivering the one hundredth modification last month



Camp Hanford, Wash.—Lt. Col. J. R. Rucker, Sig. Off., presents Govt. FE Ray Cathcart with RCA Field Service Citation



Hollywood—Branch Telephone Clerk Mozelle Mackey gets award from ex-Sales Mgr. (now Seattle Br. Mgr.) Ray Sokolowski. Mgr. pointed to Miss Mackey's "pleasant telephone attitude" accounting for sale of most Advanced Renewal Policies



Louisville—Technician Phil Allen rounded out three years with RCA Service Company by winning customer compliment on his capable manner



Govt. FE Harry Desposito mans the mike at KX6BS while two callers await contact with W6ZSC, Los Angeles

of morale and commendations

THE LONG LINE HOME

Harry J. Desposito and John S. Marsh, RCA BuShips engineers (Govt. Service Dept.), have returned to the United States after participating in the recent H-bomb tests in the Bikini Atolls. This was the third in the series of Bikini tests that Harry has participated in as a field engineer, while John was making his first trip to the arena of blinding fireballs.

Attached to a Navy task force for duty, their job was to aid in overcoming all obstacles and problems occurring from the use of shipborne electronic equipments. Both were "on call" 24 hours a day, both worked on a great range of problems during a variety of working hours, and both men earned commendations from the Navy Chief of Staff for the jobs turned in.

Working alongside Navy technicians in the 20-ship task force, Harry saw to it that communications channels linking the ships were allotted, interference reduced, and equipment kept in shape. And since radar was the "eyes" of the fleet, John was charged with the equally great responsibility to see that this equipment exhibited top performance.

In addition to the hard-earned praise contained in the commendations, the contribution by Harry toward the improvement of task force members' morale was noted. Although it wasn't officially part of his assignment, the enterprising FE was the sparkplug behind the establishment of a morale-boosting ham radio station that gave servicemen contact with at least 35 states, plus the Canal Zone and Guam, during the six months of duty. More than one "expectant father" was happily informed of his new offspring on the day of arrival, via ham radio "Bikini."

It all began when Harry noted long faces among crewmen as he went from ship to ship as Communication's FE.

Questioning developed that loneliness, domestic problems and expectant fathers presented a tough problem.

Harry suggested a ham station on the Bikini Atoll would return smiling faces to the task force and his plan merited a conference with several flag officers.

Harry's enthusiasm and thirty-two years as a ham (now W6LCE) infected others and interest picked up.

The Resident Commissioner of the Marshall Islands was contacted and within two weeks, licenses KX6BQ was assigned to Eniwetok, KX6BP to Parry Island and KX6BS to Bikini.

A transmitter and receiver was loaned by a carrier's captain and housing, in the shape of a 10' by 10' "transportainer," was gleaned from a SeeBee conference. A dispatch to the fleet turned up seven more licensed amateurs willing to help man the station. Two days later the first CQ was sent and contact was made with W6ZSC in Los Angeles, Calif. A schedule was set up and 15 phone patches were handled.

The six weeks that station KX6BS was on the air, an average of 35 phone patches were handled each day. And, needless to add, smiling faces returned and morale improved.

At a conference evaluating the results of the H-bomb tests, the ham stations came in for favorable comment, so much so that if and when new tests are held . . . plans call for installation of three 1-kw transmitters at the very start of the operation. So it's easy to see that Harry's thoughtfulness, influence, and drive will be remembered and perpetuated in that remote area.



On Bikini Atoll, in the Marshall Islands, the thatching of the KX6BS "transportainer" with palm fronds solved the air conditioning problem



at Binghamton Branch . . . electronic door openers

OPEN SESAME!

Ali Baba, of *Arabian Nights* fame, used to have an exclusive on opening doors—but the Service Company's branches now have moved in on his territory with RCA's automatic Garage Door Operator.

In one branch, Binghamton, N. Y., they sold three of the units to convenience-minded customers within a week of the program's inauguration.

If you've ruined a suit or dress standing in a downpour struggling to get your garage door open, you're a good customer for a device that:

1. Opens your overhead garage door and snaps the light on . . . at a touch.
2. Closes the door and shuts off the light.
3. Stops immediately if anything gets in its path.
4. Instantly switches to reverse, to rise again when signaled.



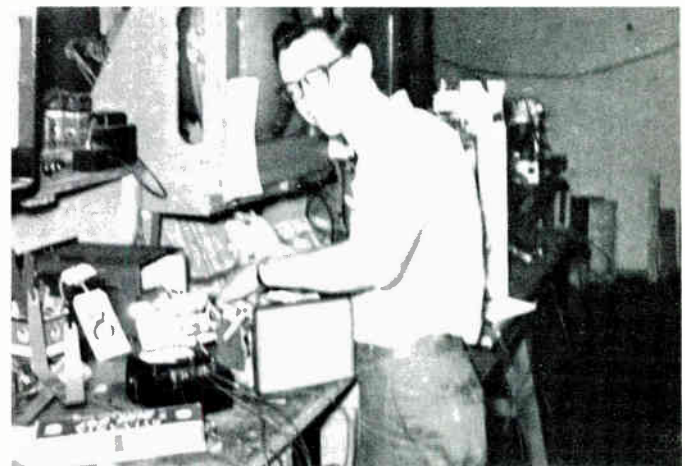
For training purposes, extra techs aided this install. Binghamton Sales Coord. George Parounagian (r.) sold three installs in 1st week of program. Others (l. to r.) are: Tony Iannone, P. Woodsinger, A. Urda, D. Hull & R. Hall

FOTO FEATURES



At recent Detroit managers' training program are (l. to r.): E. Wludyka, Detroit E.; R. Ahlgrim, Bronson; W. Ray, Detroit W.; A. Will, Detroit W.; C. Payne, Lansing; W. Sanders, E. Central Reg. Sales Coord.; & S. Tyra, Saginaw. Seated (left to right) are: J. Dillon, Pontiac; E. Stamp, E. Central Reg. Trn. Administrator; and R. Janzow, Special Projects Engineer

During a hotel convention at Los Angeles, RCA's Master Antenna System display attracted a model from an adjoining booth and W. Reg. Off. Sales Coord. Marv Hackett conscientiously presented her with System's brochure



South Philadelphia Branch Technician Charles Just handles appliance repairs weekdays—and announces (WTEL) Sundays



Service Company President E. C. Cahill (center) accepts the National Safety Council's highest award from council representative H. H. Verdier (r.) as Pers. Mgr. J. F. Murray looks on

SCO Repeats Win of Safety Award

The RCA Service Company, Inc., was awarded the National Safety Council's top honor, the "Award of Honor," in a ceremony held last month in President E. C. Cahill's Cherry Hill office.

The coveted award came to the Service Company in recognition of safe operations by all departments in 1955 and was presented to Mr. Cahill by safety council representative Harry H. Verdier.

In accepting the award on behalf of the Company's employes, the top executive noted that it was earned by faithful observance of safe operating practices by both field and home office personnel.

Ned H. Dearborn, president of the National Safety Council, in his letter of congratulations to President Cahill, explained that the Service Company qualified for the honor by reducing both its injury frequency and injury severity rates.

Closed Circuit Passes 50,000 Hours

More than 50,000 hours of closed-circuit field engineering services have been provided by the RCA Service Company, Inc., since the establishment of its closed-circuit television activity in November, 1954, it was announced last month by Vice President W. L. Jones, Technical Products Service Department.

Mr. Jones said the 50,000 hours, covering 33 major telecasts supervised by RCA field engineers, demonstrates that large screen closed-circuit TV is now an accepted medium of business communications. Notable among many such telecasts handled by RCA was the program heralding successful discovery of the Salk Anti-Polio Vaccine and the recent General Motors Technical Center dedication.

'700 Series' Manual Published

Publication of an illustrated reference book on the set-up and servicing of the new RCA Victor 700 series color television receivers was announced late last month by E. C. Cahill, President, RCA Service Company, Inc.

The new book, "The 700 Series Color Television Receivers," is illustrated with 148 photographs and diagrams. It is designed principally for on-the-job reference use by dealer and independent servicemen who have attended the color TV clinics and workshops sponsored throughout the nation by the RCA Victor Television Division and its authorized distributors.

"Publication of this manual on the new color sets is another part of our continuing program to help all servicemen become familiar with the installation and maintenance of color television receivers," Mr. Cahill said. "The extensive experience in color receiver servicing gained by RCA Service Company technicians and engineers has been utilized in preparing this book, which can be helpful to the entire service industry."

Completely indexed for quick reference, the book contains a circuit-by-circuit description of the two types of chassis in the 700 series receivers, an illustrated description of set-up procedure and a section stressing practical methods enabling the serviceman to quickly analyze, localize and correct any malfunctioning.

Attendance at more than 600 color clinics conducted by the Company over the nation totals more than 84,000 while nearly 7,200 have attended more than 350 workshops.

TESTING A NEW TV FLEET ADDITION



Fleet Operation Adm. Syd W. Natkin checks the air pressure on a Volkswagen truck now being tested under actual field operating conditions at Rahway (N. J.) Br.

In the RCA Service Co.'s Promotion Picture



ARLINGTON—Now Service Manager, Albert J. Slinkman, ex-tech with five years' RCA service, brings a total of 23 years of servicing experience to his new job. Al has serviced various types of sound eqpt., motion picture projectors and even juke boxes. With RCA, he's handled assignments on Antenaplex, closed-circuit television and color TV. He makes his home in Hyattsville, Md.

* * *

NORTH PITTSBURGH—Capping four years as Manager, P. T. Valentine has been promoted to Administrator of Planning, Semiconductor Division, at RCA's new Somerville, N. J. plant. Joining the Service Company as a technician at the Newark Branch in 1947, he was named Service Manager for the Bayonne Branch two years later. During his nine-year servicing career, Parker attended schools at night, studying engineering and business administration.

* * *



ROCKFORD — Richard E. O'Brien (left, with wife), former Madison Branch TV technician, was feted by his fellow employes upon his promotion to Manager. Acclaimed a conscientious worker, Dick joined the Company in November, 1950, at the Milwaukee Branch where he worked for two years. In September, 1952, he transferred to Madison just as that branch opened its doors for business.

* * *

WEST CENTRAL—Bert F. Jordan has held many posts in the old Chicago District before his recent promotion to West Central District Sales Manager. Since coming with RCA in 1952, he's handled assignments as Branch Chief Clerk, District Material Control Coordinator, Branch Office Manager and, most recently, Branch Sales Manager before earning the staff post he now holds. Ardent golfer, he's anxious to work out on new courses.

* * *



LONG BEACH — Making his second appearance in the "Promotion Picture" this year, James A. McIntyre went from Manager, ComServPac Field Engineers (Govt. Serv. Dept.), to Manager, Western Area, Army/Navy Field Engineers in his latest promotion up the RCA ladder. A six-year RCA Service Company employe, Jim's a graduate of Oregon State University and has always held an assignment on the West Coast.

* * *



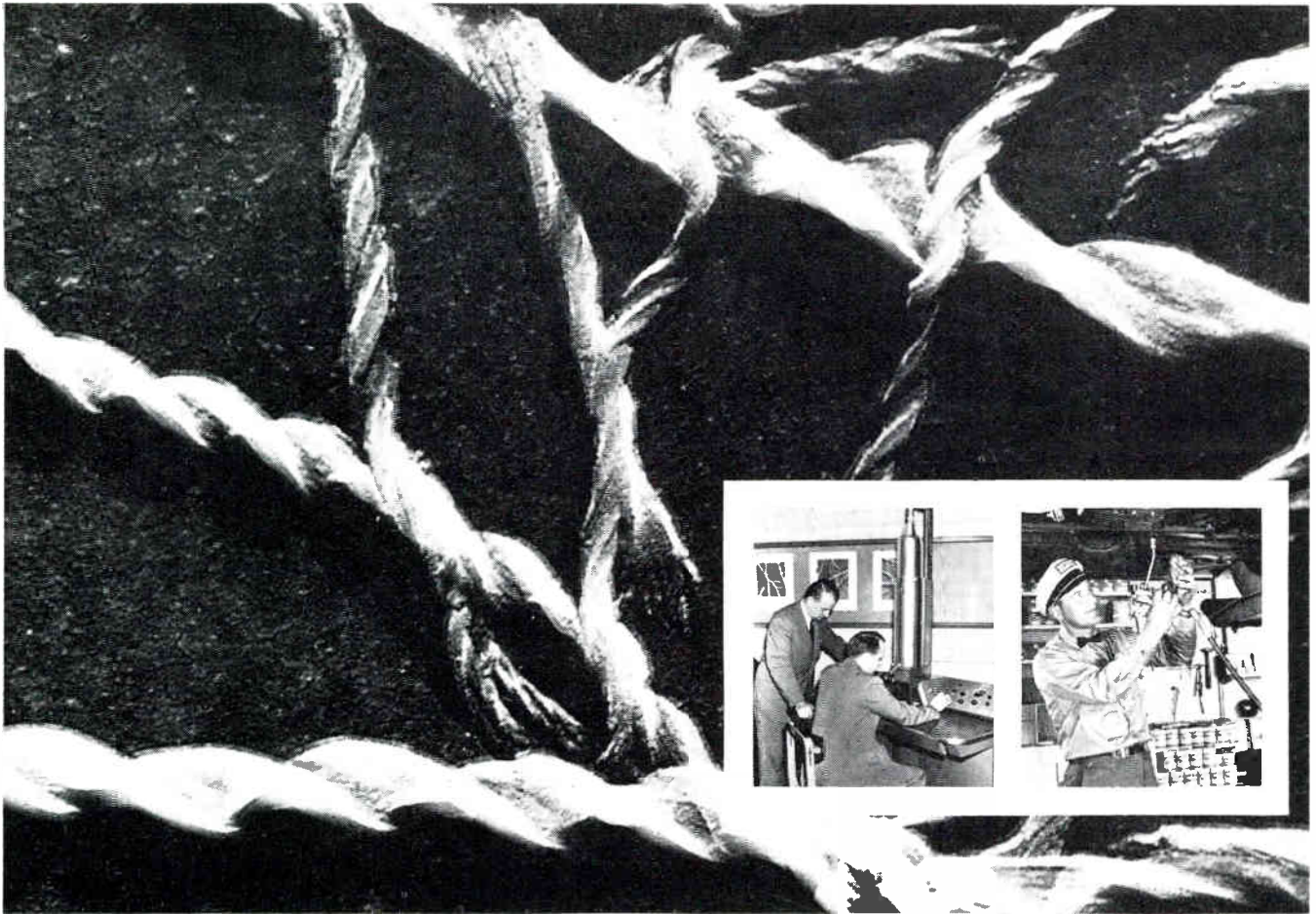
ST. PAUL—Newly appointed Branch Manager G. H. Chilson is a native of St. Paul. An Army veteran of four years, he joined the Company in Chicago as an installation serviceman, September, 1947. Transferred to St. Paul the next year, he made Chief Technician in 1950. When the branch went into appliances, he was named Service Manager, a post he held until taking over his Manager's duties recently.



KALAMAZOO—Former Saginaw, Michigan, Branch Manager J. D. Standley (left, above) recently took over the Kalamazoo reins as Manager. An ex-Navy man, Jack has been with the Company since 1948 when he started in Detroit later transferred to Pontiac and Flint.

Outgoing Kal. Manager George E. Kunst (right) has been promoted to the post of Manager of the Kansas City Mobile District. A thoroughly seasoned seven-year Service Company careerist, George took over the directorship of Kalamazoo from predecessor S. T. Burek.





How to master the molecule . . . with an RCA Electron Microscope

The rope-like structures above are lithium soap fibres used in making grease. They have been magnified 300,000 times by an RCA Electron Microscope. At Atlantic Refining Company, research scientists use the electron microscope to probe deep into the basic structure of all types of lubricants. By studying the molecular properties of these lubricants through the miracle of electron microscopy, they are able to accelerate development of more efficient grease systems for today's ultra-precision machinery.

The RCA Electron Microscope provides direct magnifications ranging from 1400 to 30,000 times, with useful photographic enlargements up to 300,000 times. Easily

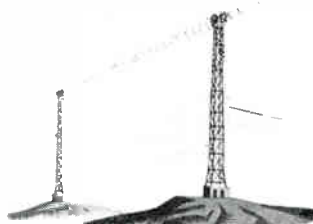
operated by any competent technician, the electron microscope permits deep study of structures heretofore not possible. Its application in industry, government, hospitals and schools is virtually unlimited. From aerosols to zymology and hundreds of subjects between, a new understanding is emerging about the secrets of matter . . . through the RCA Electron Microscope.



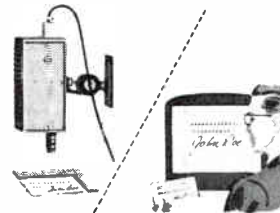
For free booklet on the profitable uses of RCA Electron Microscope, or for information on other RCA electronic products, write Dept. UD-163, Radio Corporation of America, Commercial Electronic Products, Bldg. 15-1, Camden, N. J.



RCA 16mm Projectors are lightweight, compact, simplest to operate. Used for selling, demonstrating, teaching . . . by businesses, schools, churches, hotels, institutions.



RCA Microwave provides point-to-point communication by radio signals. For pipelines, railroads, utilities, government agencies, and other qualified users.



RCA Industrial TV watches processes, protects property, verifies bank signatures. TV cameras go where it's too hot, too dangerous, or impractical for personnel.



RCA Theatre Equipment is increasingly the choice of motion picture exhibitors. The line includes everything for the modern theatre . . . both outdoor and indoor.



RADIO CORPORATION of AMERICA