



SERVICE

AN RCA FAMILY PUBLICATION

YEAR-END STATEMENT
(See page 8)



JANUARY, 1960

RCA SERVICE COMPANY



SERVICE

Vol. 16 No. 1
January, 1960

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.

As the Fabulous Fifties close and the untried Sixties begin, RCA Service Company salutes its "Man of the New Year," Anthony L. Conrad, who assumed the Presidency on January 1. We wish him success in what promises to be one of the greatest decades in the history of the electronic industry.



On the Up and Up

Appointment of Donald H. Kunsman as Vice President and General Manager, RCA Electronic Data Processing Division, was announced as effective January 1, 1960, by T. A. Smith, Executive Vice President, Industrial Electronic Products.

Mr. Kunsman, who has been President of the RCA Service Company since September, 1958, will direct RCA's growing activity in the field of electronic data processing, including the operation of Computer Service Centers in the New York financial district, in the company's offices at Cherry Hill, and elsewhere.

* * *

A native of Superior, Wis., Mr. Kunsman attended Superior State Teachers College and Northwestern University. For 16 years prior to joining RCA, he had been associated with Montgomery Ward & Company, where his last position was assistant to the mail order vice president.

* * *

He joined the RCA Service Company in 1949 and served in a number of capacities, including those of assistant to the president, budget manager, treasurer and controller, and vice president, before his elevation to the presidency in 1958.

He was elected a Vice President of the RCA Service Company in 1953 to head Consumer Products Division activities. He held this position until July, 1957, when he was named Vice President and Operations Manager with responsibility for all sales and services.

Mr. Kunsman succeeds E. Dorsey Foster, who has been named Vice President, Plans and Programs, Industrial Electronic Products.

* * *

Service Company is fortunate in that a "Service Man" was chosen to head the dynamic new EDP industry with which it is so closely associated.

The warmest wishes of every member of the Service Company go with Mr. Kunsman . . . for continued health and harmony in his new appointment.

A. L. Conrad named President, RCA Service Company

Anthony L. Conrad has been appointed President of the RCA Service Company, as announced by C. M. Odorizzi, Group Executive Vice President, Radio Corporation of America.

Mr. Conrad, who has been Vice President of the Company's Government Services department since July 15, 1957, succeeds Donald H. Kunsman, who was appointed Vice President and General Manager, RCA Electronic Data Processing Division. The appointments were effective January 1.

A graduate of Lafayette College with a degree in Physics, Mr. Conrad first became a licensed radio amateur at 14. After his graduation from Lafayette he undertook graduate work at Harvard and served as an officer in the Army Signal Corps during World War II.

Joining the RCA Service Company in 1946, he first served as Manager of the Company's television service branch at Albany, N. Y., moving to the home office in 1947, where he served successively as Manager of Technical Employment, Manager of Systems Engineering and Manager of Government Technical Operations.

With the establishment of the RCA Missile Test Project to provide instrumentation for the Air Force Missile Test Center, in 1953, Mr. Conrad was assigned as Project Man-



President A. L. Conrad

S. D. HELLER IS APPOINTED TO GOVERNMENT SERVICE POST

Stephen D. Heller succeeds Mr. Conrad as head of Government Services. His association with RCA dates back to 1940. After wartime service with the Signal Corps, Mr. Heller rejoined the Company, working his way from technician through a succession of increasingly responsible managerial posts.

In 1953 he served as Operations Manager, later as Vice President in charge of Service Company's Missile Test Project at Cape Canaveral, where his outstanding performance won the RCA Victor Award of Merit.

Named Vice President, BMEWS Service in January, 1958, he has for the last two years been in charge of the Company's role in the planning, installation and operating services of the Ballistic Missile Early Warning System in the Far North.

ager. During that year he received the RCA Victor Award of Merit for distinguished service.

Under his guidance as Vice President in charge, the RCA Missile Test Project planned and implemented the expansion of electronic and optical instrumentation on the Atlantic Missile Range.

Mr. Conrad was appointed Vice President, Government Services, in 1957. In that position he has directed the Company's world-wide field service operations involving contracts with the Air Force, Army, Navy, and U. S. Government civilian agencies, including the RCA Missile Test Project, the installation of Atlas Launch Control and Exercise Equipment and the Ballistic Missile Early Warning System Services Project.

He is a member of the American Rocket Society, the Association of the U. S. Army and the National Security Industrial Association. He has lectured frequently and written numerous articles on the subject of missile test range instrumentation.

In his new position, Mr. Conrad directs all of RCA's Government Services; Commercial Services, including Electronic Data Processing, Technical Products and Consumer Products services; and Technical Education programs.

News Across the Board . . .



Announcement has been made of the appointment of George W. Chane to the position of Vice President, Finance and Administration, Radio Corporation of America.

Mr. Chane will be responsible for four staff organizations: Treasurer, Controller, Personnel and Management Engineering. He will report to RCA President John L. Burns.

* * *

A new plant for the manufacture of RCA industrial electronic products will be constructed on a site two miles north of Washington, Pennsylvania, along the Washington-Canonsburg road.

Among the products to be manufactured there are two-way radios and components for RCA's all-transistor electronic data processing systems.

Plans call for immediate construction of an administration and engineering building of 50,000 square feet on a 50-acre tract. Construction is expected to take about nine months.

* * *

RCA Communications, Inc., has added the 46th country to its global telex network by establishing customer-to-customer teleprinter service between Israel and the U. S.

The new radio communications service enables subscribers in both countries for the first time to engage in private two-way transatlantic teleprinter conversations.

* * *

The new 13-story glass and aluminum office building at 1725 K Street, N.W., Washington, D. C., was named the RCA Building following the sign-



Leonard S. Holstad

ing of a lease by RCA which will be a major tenant. Occupancy will be taken about March 1.

RCA will consolidate most of its Washington operations in this building, occupying half of the street floor, and the entire second, third and fourth floors. Approximately 275 RCA employees will be located there.

An RCA 501 Electronic Systems Center will occupy the lobby floor, providing data processing service for government agencies and business clients.

The floors above will house several RCA divisions and corporate officers, including RCA Vice President Pinckney B. Reed and George Y. Wheeler, II, Staff Vice President. Also in the building will be the Government Sales Department of the RCA Defense Electronic Products, RCA Laboratories, Astro-Electronics Products Division, Broadcast and TV equipment Division, Communications Products Division, the Electron Tube Division, Semiconductor Division and RCA International Division.

* * *

"Atomic Radiation (Part II)"—A 110-page companion volume to the widely used text "Atomic Radiation" was recently published by RCA Service Company. It covers the practical aspects of radiation protection, discussing such subjects as monitoring techniques and instruments, radiation exposure control, decontamination, radioactive material transport and waste disposal.

Copies are available from RCA Service Company, Government Services (210-1), Camden 8, N. J., at \$2.65 per copy, postpaid.

* * *

Leonard S. Holstad, new Vice President of Electronic Data Processing Service, was co-author of the first airline finance and accounting system for U. S. airlines, which was adopted by the Civil Aeronautics Board in January, 1942, and a past president of both the international and domestic airline industry financial organizations.

He joined RCA in 1958 as Director of Management Engineering Studies. Previously, he had been controller of National Telefilm Associates, New York City, and treasurer and controller of Northwest Airlines, Inc., St. Paul, Minn.



RCA Institutes Staff and Faculty at banquet celebrating the school's fiftieth anniversary, September, 1959.

RCA Institutes to Establish School in Los Angeles

RCA Institutes, one of the nation's leading schools devoted exclusively to electronics, will open a new permanent school in Los Angeles to train technicians for the rapidly growing electronics industry in California.

The new school will open next March 1, in the Pacific Electric Railway Building in downtown Los Angeles. Mr. Irwin A. Shane, former Director of the New York Television Workshop, was appointed Director of the Los Angeles school.

George F. Maedel, RCA Institutes President, said that the Los Angeles school is being established in response to numerous inquiries for trained electronics technicians and engineers received from many of the 461 electronics companies in the area. "These inquiries and findings of studies we have made," he said, "have convinced us of the critical need for a high-calibre school of electronic technology, on the technical institute-level, in the Los Angeles area."

RCA Institutes, which celebrated its Golden Anniversary in 1959, is one of the oldest services of the Radio Corporation of America. It was organized in 1909 in New York City as the United Wireless School, and later was

known as the Marconi Institute before becoming a part of the Radio Corporation of America in 1919.

Today, RCA Institutes not only ranks as one of the leading technical schools devoted exclusively to electronics, Mr. Maedel said, but is also recognized by the electronics industry as one of its most valuable sources of qualified personnel.

Two courses—Television and General Electronics, and Radio and Television Servicing—will be offered in the Los Angeles school beginning March 1. A college-level course in Advanced Electronics Technology will be offered in Los Angeles beginning with the Fall Term on September 6, 1960.

Mr. Shane announced that training programs designed to meet the needs of individual electronics companies also will be available, utilizing RCA Institutes' technical facilities.

A registrar's office to accept applications for enrollment in the first two courses is now open at the Los Angeles school.

WHERE IN TIME ARE THE GOOD OLD DAYS?



A discreet check of a few oldtimers reveals that nobody remembers anybody in these photos except Izzy Narr, and there's no point in identifying just one of the beauties who graced the floats on the day of the big Parade.

But there's many a Service pioneer among us who remembers this and other events of the days of Auld Lang Syne. For Service is no newcomer to RCA.

Actually, Service Company had its beginning in the Service Department of the Victor Talking Machine Company, in the field service activities of RCA from the days of its founding, through the "Radiola" period of the 1920's, and in the installation and service activities of another onetime RCA subsidiary, RCA Photophone, Inc.

In the Thirties we were the Installation and Service Department of RCA Manufacturing Company, Inc., the subsidiary in which all of RCA's manufacturing activities were once consolidated.

In the Forties and in most of the Fifties, we were RCA Service Company, Inc., a subsidiary of the Radio Corporation of America.

Now, as an RCA Division, RCA Service Company begins a phenomenal new decade in its history. Never has the challenge, the promise, and the opportunity been greater in all of the diversified and far-flung activity of the Service function.

And even the most seasoned Service veteran will agree that the "good old days" are just ahead.



Book-size Speakers provide Wall-to-Wall Stereo

Now any room—regardless of size—can become a stereo theatre through RCA's new ensembles.

RCA's new stereo system, providing wall-to-wall reproduction at a minimum price and without bulky speaker cabinets, will be available early this year in thirteen models.

The multi-channel concept in portable console and console models, consists of a single master cabinet and a pair of book-size auxiliary speaker systems that can be inconspicuously placed anywhere in the room.

The new system is made possible by the fact that only the mid and high range frequencies are directional, therefore requiring only one large speaker system for low frequencies, located in the master cabinet. The small speakers can be located anywhere in the room as long as they are separated.

Starting at \$25 a pair, the new wall-to-wall speakers are small enough to fit into bookshelves or alongside lamps on end tables.

They are styled to complement living room decor and were especially designed by RCA Victor engineers to reproduce the high and mid-range frequencies. The speakers have connecting cables which allow placement up

to 25 feet apart in the room for optimum stereo effect.

P. J. Casella, Executive Vice President, RCA Consumer Products, who announced the new stereo instruments to distributors, pointed out that any room—regardless of size—can become a stereo theatre through the new ensembles.

"This means that Dad can have his wide-separation Stereo reproduction without upsetting Mother's furniture arrangement," he said, "and for little more than the cost of a single unit."

In addition, each of the eight console models give the listener the option of obtaining stereo reproduction in three different ways—single cabinet stereo, wide separation two channel stereo through the use of either one optional auxiliary speaker unit, or multi-channel stereo through the two optional "Total Sound" speakers.

Double, swing-out speakers, which can be removed and placed elsewhere in the room to produce three separate stereo sound sources are featured on two new portable "Victrola" phonographs which have been added to the 1960 line of stereo instruments.



The Mark 32, a transitional-styled console, is included in the 1960 line of multi-channel stereo "Victrola" phonographs.

Alone, the Mark 32 will produce two-channel stereo. With the addition of two small auxiliary speakers, wall-to-wall stereo is achieved.

All-new and Pocket-size



All American ITP2

Two tiny radios, engineered and assembled with the precision of a fine watch, marked RCA Victor's entry into the miniature radio field.

They have been appropriately named "All American" because they are made in America, by American craftsmen, with American components.

Both sets have the approximate dimensions of a pack of king-size cigarettes, and weigh less than nine ounces.

The non-breakable "Impac" cases, guaranteed for five years of normal use against chipping, cracking or breaking, are available in solid and two-tone colors.

The sets carry a 90-day factory service warranty on labor and parts.

The compact chassis uses RCA Victor's Security Sealed Circuit, giving longer life, greater durability and better performance.

Economical Operation

Both models have six transistors and two diodes and are powered with a 4-volt mercury cell which will give up to two and one-half times more battery life than many similar sets available today.

The ITP1 (retail guide price \$34.95) is available in champagne white, Bermuda turquoise and white, charcoal and white. The deluxe ITP2 (retail guide price \$39.95) is available in champagne white and in charcoal, with gold-colored and satin aluminum trim.

RCA Sales Up 17% and Profits 29% in 1959

RCA Chairman forecasts ten major developments
"likely to affect all of us" in next ten years.

RCA's sales for 1959 increased 17% over 1958, and profits after taxes increased 29%, RCA Chairman David Sarnoff reported in a Year-End Statement to the company's 163,000 shareholders.

Business volume reached an all-time high of about \$1,375,000. Profits after taxes rose to some \$40,000,000.

At the year-end RCA had 86,800 employes, including 6,800 in foreign subsidiaries—an increase of 11% over 1958.



Looking Ahead

"In the electronics industry," General Sarnoff said, "we look for a rise in business from the present \$14 billion to \$16 billion in 1960, and to \$25 billion in 1965.

"As a pioneer and leader in this industry, RCA expects a continued increase in its own sales and profits in 1960 and a virtual doubling of its volume in the next five years, as it expands existing activities and takes advantage of new growth opportunities."

General Sarnoff predicted that electronics' notable achievements of the Fifties will be eclipsed by events of the "dynamic decade" ahead. He forecast ten major developments "likely to affect all of us before the end of the next ten years" (see box, page 9).

Color TV and Other Consumer Products

The RCA Chairman said that sales of color TV sets climbed steadily during the year and have been running at a rate of 30% ahead of the previous year.

"During 1959, for the first time, RCA crossed the break-even line and began to earn a profit on the sale of color sets," he said. "As the sales volume continues to increase, so will the profits.

"Sales of black-and-white receivers increased over 1958, with portable models setting the pace," he said. "Our new thin Sportable and Toteable sets more than doubled RCA's sales of portables. Of all the TV sets sold by the industry this year, nearly 40% were portables.

"RCA sold more radios in 1959 than in any other year of its history. Transistor portable models led the way. Late in the year, RCA introduced two nine-ounce, shirt-pocket portables that promised to widen the market still further in 1960.

"In recorded music . . . one out of every five stereo L.P.'s bought in dealer stores was on the RCA Victor label."

Weather Satellite

General Sarnoff reported that RCA has developed a weather satellite, designed to take pictures of cloud patterns over a large portion of the earth.

"Besides the nation's first space-borne TV pick-up, storage and transmission equipment, the satellite contains miniature video tape recorders, solar cell and rechargeable battery power supplies, and an imposing array of control and communications equipment," he said. "Scheduled for launching in the near future, it heralds the ultimate devel-

RCA Building, New York, is the executive headquarters of RCA and the home of NBC.

opment of a global weather study and forecasting service based on satellite observation."

Ballistic Missile Early Warning System

BMEWS, the radar alarm project in the Far North on which RCA is prime contractor to the Air Force, is "moving ahead right on schedule," General Sarnoff said.

"Construction at one of the three sites is about 90% completed, and at another is 50% finished," he said. "They are equipped with mammoth radar antennas, each half again as long as a football field and rugged enough to withstand arctic gales. The radars are designed to detect the approach of enemy missiles so that information about them can be relayed swiftly to the North American Defense Command which can order retaliatory action."

Electronic Computers

During the Sixties, General Sarnoff said, more and more office procedures and factory operations will be handled automatically.

"The small businessman of the future will have a direct line to a computer center," he said, "just as he now has a wire to the telephone office. The center will receive his accounts in coded form, keep his books on magnetic tape instead of ledgers, and print out his bills, checks and tax forms at high speed, double-checked for accuracy."

National Broadcasting Company

General Sarnoff said that, in 1959, NBC presented a program schedule which set the standard for balance and diversity. It doubled the volume of its educational programming, gained new recognition for leadership in the coverage of news and public affairs, presented the most extensive sports calendar on TV, and led all networks in dollars gained in gross billings over 1958.

Communications

In pointing out the increasing scope of all kinds of communications systems, General Sarnoff said that RCA is participating with Western Union in two multi-million dollar communications projects for the U. S. Government. Further, RCA's Canadian subsidiary began work on a 1,200-mile microwave system for the Canadian National Railways which will open up greatly improved telephone facilities in Western Canada and Alaska. RCA microwave systems are also being installed in Colombia, Brazil, Cuba, Chile, Pakistan and other foreign countries.

Communications on a world-wide scale was amply demonstrated by the activities of RCA Communications, Inc., who carried an all-time high of nearly 9 million messages during 1959.

Electronic Research and Development

"Electronic developments touch and revitalize almost every other business and industry," the RCA Chairman

GENERAL SARNOFF PREDICTS:

1. Super computers—smarter, smaller and speedier—will take over more and more office and factory chores.
2. Global television in full color, relayed by orbiting satellites, will provide the home viewer with a thrilling window on the world.
3. Electronic systems without any moving parts will heat and cool the home more efficiently.
4. New homes and apartments will come fully equipped with electronic sight-and-sound systems for communications and entertainment.
5. Electronic safety devices for highways and automobiles will take much of the danger out of driving.
6. Accurate long-range weather forecasts will be made possible by satellites' electronic observation of cloud formations.
7. Electronic aids to medicine will bring an avalanche of improvements in preventive medicine, diagnosis and treatment.
8. Classes of 100,000 students or more under one instructor will become commonplace with educational TV and other electronic tools.
9. Our national security will be immeasurably enhanced by advances in electronics and atomic, including the development of an effective anti-missile missile able to seek out and destroy enemy ICBM's.
10. Improved basic circuitry will throw a new light on possible advanced systems for defense and space exploration, as well as for consumer and industrial markets.

said. "Already they have made significant contributions to communications, to navigation and transportation, to manufacturing and merchandising, to advertising and sales, to news and information, to education and entertainment, and to a number of other activities on land, at sea and in the air.

"The products of electronic research and development have revolutionized the means of modern warfare and defense, and their potentialities for peaceful use in every walk of life are even greater. Coupled with research under way in the fields of atomic and solar energy, they promise a continued growth of the economy and a rising standard of living for all mankind."

News of the Month in Pictures . . . Government Services



Get-together at Tucson honored E. K. Harrison (left), assigned to Field Support Engineering, and W. F. Andres, new 684th ACWRON Engineering Manager.



Marketing Administration Manager J. Kingan received a cash award after Princeton Patent Dept. filed a Technical Note describing his proposed multiple circuit design for electronic trainers.



(Official U. S. Navy Photograph) NAESU Field Engineer D. Lachman (right), a Wahiawa, Hawaii resident, returns from an operational flight in a TV-2D piloted by USN Lt. Commander R. A. Dadisman.



J. L. Bryce (left), transferred to White Sands, gets goodwill gift from fifty Service Co. friends attending dinner. Manager M. W. Tilden, Field Support Engineering, presided.

MTP HONORS SEVEN 25-YEAR CLUB MEMBERS



J. A. Cafaro, Reliability Programs Manager, served as Vice Chairman, Registration Committee, at the 6th National Symposium on Reliability & Quality Control, Washington, D. C.



MTP Staff and 25-Year Club Members (seated, l. to r.): C. T. Power, H. N. Morris, L. L. Young (1927), S. E. Leonard (1915), H. B. Lyons (1926). (Standing, l. to r.): J. M. Hyndman, W. R. Brown

(1926), A. Terpilowski (1925), W. P. Hemaley (1933), F. B. Stock (1919), L. F. Dodson, Vice President K. M. McLaren, J. F. Thompson, D. R. Hill.

Portland TV Branch Equips \$6,000,000 Sheraton Hotel

City's newest luxury hotel gets RCA Master-Tenna System for guest-room TV

Living is gracious at the Sheraton Hotel in Portland, Oregon—one of the first of the new buildings to locate in the city's planned 30-block Lloyd Center area.

Its guests are enjoying the comforts of year-round room air-conditioning, a multiplicity of specialty dining features, a heated swimming pool, free front door parking, beautiful decor, and guest room "Picture Perfect" television.

The hotel's RCA Master-Tenna system was installed by Service Company's Portland, Oregon, branch who also has the 282 black-and-white and 1 color TV set under a 3-year service contract.

Big and Growing Bigger Business

The Portland-Sheraton joins hundreds of others who are using the RCA Victor Plan of single source service as a means to greater profit, greater customer satisfaction.

Among them are the famous names of hostelry: the Waldorf-Astoria in New York, the Chalfonte-Haddon Hall in Atlantic City, the Beverly-Hilton and the Hollywood-Roosevelt on the West Coast, the Sheraton-Blackstone in Chicago, the Sheratons in Cleveland, Dallas, Philadelphia.

Modern luxury motels, too numerous to list, have also contracted for responsible, reliable RCA Factory Service on a low-cost budgeted basis.

Lease or Buy

Receivers, antenna systems, installations and maintenance service are available from RCA either on an outright purchase or leasing arrangement. In some instances, the complete TV receiving system—from master antenna, to sets, to service—may be leased for as little as 14½ cents a day per room.

The sets, specially engineered for commercial use, have volume-limiter control, alcohol and burn resistant cabinets, tamper-proof backs.

The Master-Tenna custom installation provides for VHF and UHF reception on VHF receivers; closed-circuit presentations; color and black-and-white reception; reduced interference; clear pick-up with a special yagi antenna.

Special deluxe installations extend the service to include a versatile radio system. An example, Montreal's Queen Elizabeth Hotel, was equipped for "All Call" fire alarm for 1250 rooms, 6 TV channels, closed circuit TV, 6 radio channels, an "All Call" paging with sets on or off.

A fixed monthly rate covers all costs . . . no capital investment! No money down! No extra charges!



TV Technician Al Simonson checks out the amplifier at the Portland-Sheraton Hotel, Portland, Oregon



Guest-room sets are specially engineered for commercial use: have tamper-proof backs.

BMEWS-Riverton Spearheads Community Blood Drive



First pledge, made by Cinnaminson Mayor C. R. Durborow, was witnessed by (l. to r.) BMEWS Personnel Manager J. M. Vinicombe, Palmyra Mayor H. F. Marshall, Personnel Service Manager W. L. Snyder, Riverton Mayor J. H. Thompson.



Donor J. Drnek (first in lineup) gave blood on the first day of his job with Tech Publications. Others (l. to r.) are J. Quinn, J. W. Mueller, F. R. Owsiany and W. D. Oldt, all from D.E.P. Finance.



O & S Research man A. Wright gets preliminary blood pressure check. Waiting for their turns are (l. to r.) D. B. Brewer, RCA; E. R. Sanders, O & S; T. S. Garrison, Hoegaanes Sponge Iron Company; L. Blore, RCA.

Called one of the most successful industry-sponsored projects in Burlington County, the recent Red Cross Bloodmobile visit to the BMEWS location in Riverton, N. J., was a notable achievement.

RCA employes and representatives of the area's industry, professional groups, and residents participated in the drive.

The 134 pints of blood contributed was above the blood drive aim: 125 pints in each of 32 annual visits, or a total of 4,500 pints of blood each year in the county.



The BMEWS cafeteria, made available by RCA for the Drive, resembled a field hospital. It was equipped to handle eight donors every fifteen minutes.



Community spirited donors (l. to r.) R. C. Youngblood, high school teacher; H. Bleam, Simonds Abrasives Co.; H. S. Lippincott, Philco; T. F. Connell, Riverton Olds Community; Mrs. M. D. Fort, Township Clerk; F. V. Kasper, Lippincott Boat Works.



Among the donors: Dr. M. O. Gullingsrud, RCA's Manager of Medical Services. With him are Red Cross nurse J. Hudasky and Dr. J. T. Bauer, Chairman of the county program.

Boning Up on TV Tape Recording

Service Co's Broadcast Engineers prepare for broader use of tape in both monochrome and color TV

Hottest item in the broadcast industry today is RCA's TV tape recorder—now advanced to the point of color TV tape interchangeability—a promising boon to the networks, the broadcast industry generally, to medical and scientific television and educational TV.

Its rack-mounted design fits in anywhere in any station . . . along one wall, across a corner . . . or into a mobile unit where all space is at a premium.

Without protruding doors or panels to open up and take up space, it is conveniently operated from the front and easily serviced from the rear.

Service Nucleus

Know-how in the specific servicing requirements for TV Tape equipment was recently hypo'd by an intensive three-week course conducted by Broadcast Engineering, Quality, & Training Administrator R. S. Koerner.

Selected for the special training and brought into Cherry Hill for the purpose were: Los Angeles Field Manager H. W. Dover, and TV Broadcast Engineers E. S. Clark, M. L. Payne and John Cimba—from Oklahoma City, Chicago, and Pennsauken, N. J.

The course included several days spent at the Camden, N. J., broadcast equipment laboratories where it was possible to fine-comb the intricacies of advanced models, both monochrome and color.

The four Tech Products men will eventually disseminate the thorough instruction they received to field engineers in their respective territories.

Ground Work

Meanwhile RCA has announced its intention to establish a TV tape engineering and application center in Los Angeles.

The new facility will provide customer service ranging from engineering assistance to application planning, and the supplying of components.

Through the Center, West Coast TV broadcasters and those engaged in film recording with tape will have a source of technical guidance and supply close at hand.

The Trend

The trend toward wider use of tape in TV broadcasting has been further verified by Termini Video Tape Service of New York, who recently acquired two mobile RCA units. They report that approximately 85% of their work is now in tape recording, versus 15% in film.



(l. to r.) Manager E. Stanko (Tech Products Engineering, Quality & Training), M. L. Payne (Chicago) and H. W. Dover (Los Angeles) inspect the RCA TV tape recorder.



(l. to r.) Instructor R. S. Koerner with Engineers E. S. Clark (Oklahoma City) and J. Cimba (Pennsauken, N. J.), at the I.E.P. laboratories in Camden.

Service Company Personalities

A. FISCHER, Manager of Tech Products Sales and Merchandising, has an RCA background of twenty thorough years in product manufacture and sales.

He's been a solderer and assembler, a condenser model maker, a production supervisor, a microphone and speaker repairman. He's worked as an expeditor in Production Control, and as Dispatch Chief in the Crystal Lab.

All of which led to his goal in Sales. He was, in 1947 and for three years, a Commercial Engineer in Broadcast Equipment Marketing, and a Sales Analyst and Supervisor of Sales Promotion.

He transferred to Mobile Communications Equipment in 1951 as a salesman. By 1953 he had progressed to Manager of Commercial Operations and, two years later, to Sales Manager of the West Central Region.

Mr. Fischer came to Service Company in 1955 as Manager of Mobile/Microwave Service Sales. Ten months later he was promoted to his present position, in which he is responsible for the sales and merchandising of all Tech Products installation and service.

R. L. SHOEMAKER, Consumer Products' Manager of Commercial Service, directs the group activities of Commercial Field Service (RVT), Technical Publications, and Consumer Relations.

These groups provide warranty administration and quality information, field training, and the technical literature necessary to the servicing of the three product lines, and are responsible for prompt and effective response to customer complaints.

A one-time Electronics Technician's Mate 3C in the U. S. Navy (who saw service in the Philippines), Mr. Shoemaker came to Service Company as an Installation and Service technician in 1947. He installed TV antennas for a short six months, then became a Service dispatcher.

His next promotion was to set the pattern for the next several years. He was made Manager of the Allentown, Pa., branch in 1948 and, until 1956, served in succession as Branch Manager at Reading, Chestnut Hill, Collingdale, all in Pennsylvania, and at Camden, New Jersey.

He was, for a short time, Manager of Commercial Service Field Administration before his promotion, in 1957, to his present position.



Abraham Fischer



Joseph Siegel



Rolland L. Shoemaker



Thomas Y. Flythe

J. SIEGEL, a former Instructor of Business Administration at Miami University (Ohio), was appointed Personnel Manager, Government Services, effective October 15, 1959.

His Service Company affiliation began in 1950 as an employment interviewer, active in the field-recruiting of engineers for Government Services.

He transferred, after two years, to Consumer Products' Eastern TV area where, as Personnel Administrator, he assisted the Area's Manager and five District Managers in personnel policies and practices affecting 80 television service branches.

In 1956 he returned to Government Services as Manager, Employment & Salary Administration, for the Missile Test Project at Patrick Air Force Base—a function serving 3200 employees.

Named Manager of Personnel there (in 1956), he was responsible for administering all RCA personnel programs and for coordination with Pan American and Air Force personnel.

T. Y. FLYTHE, as Manager of Quality Control, supervises the coordination of extensive quality data received from the field, devises statistical and quality check formats and procedures for maximum ease and accuracy in interpretation, and provides objective information re quality matters to the management of both Product Divisions and Service Company.

His group further provides quality surveillance of the Whirlpool product line, in accordance with the trademark agreement between the two companies.

A veteran of 33 years, Mr. Flythe's first sixteen years were spent as an RCA Radio Tester, an RCA Photophone Shop Inspector, an RCA Manufacturing Company technical writer, and an RCA Service Company Government Field Engineer.

His experience in Consumer Products service dates from 1942, ranging from Product Service Supervisor to Field Supervisor (1947). In Quality, he was a Quality Control Field Service engineer (1950); Administrator, Technical Products Field Quality (1953); then Quality Control Manager (1958).

— A Page from the Family Album —

TV Branch chooses its Top Techs for 1959



L. Mazzucca (left) won the "Most Valuable Technician" Award, presented by Branch Manager M. H. Overholt.



Branch Service Manager C. Williamson (right) presented the "Best Technical Performance" award to J. Pirato.



A. Redden (left) received the "Best Sales Performance" trophy and congratulations from Branch Sales Manager C. Murphrey.



Happy bowling league champions from the San Francisco CP Branch are (l. to r.): Jack Wong, Carl Saunders, Al Goldstein, Bill Adair, Jack Cummins, Joe Videtich.



Dolls dressed by RCA executive office employes and the proceeds of a Doll raffle were donated to Bellevue Hospital, E. M. Tuft, RCA Personnel V. P., officiated at the drawing.

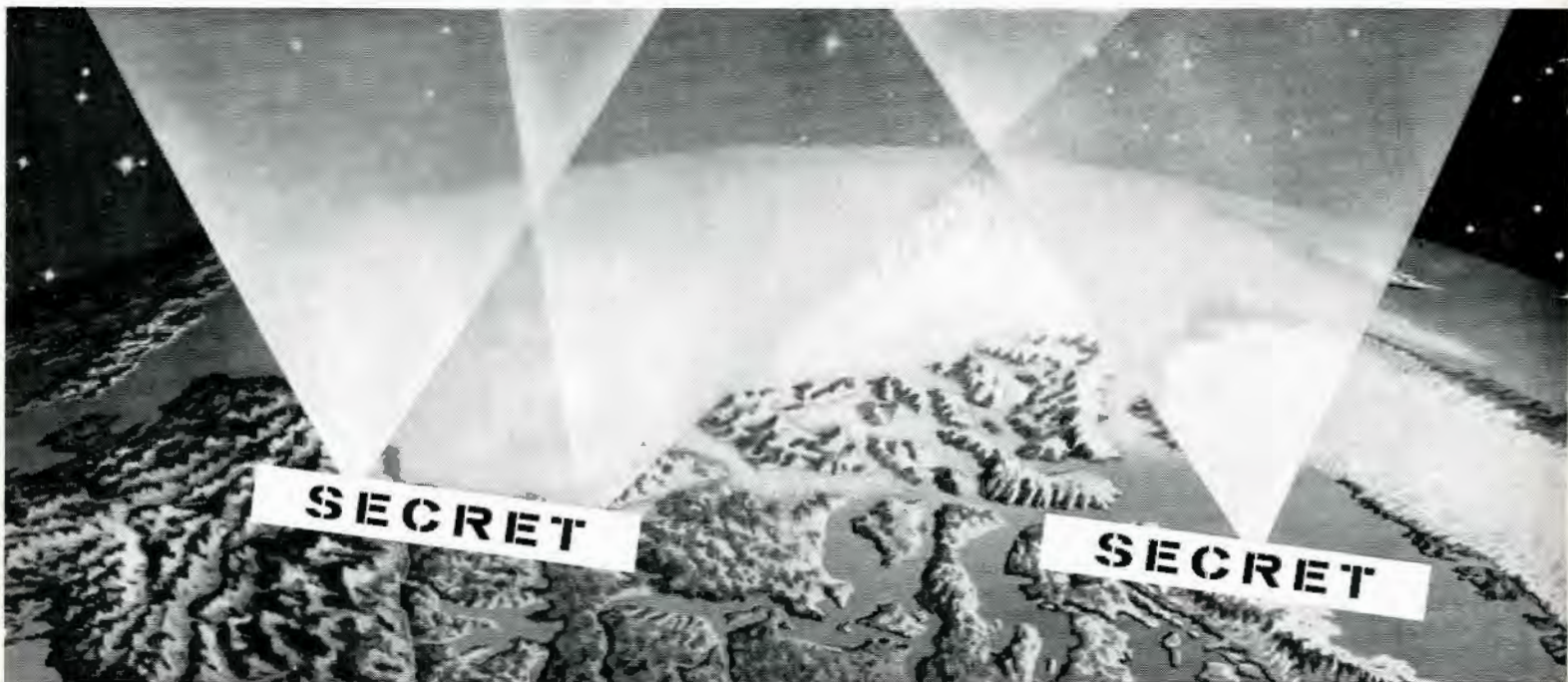


For W. M. Tomlin, Manager, TV & Radio Field Support Engineering, a 15-year pin and congratulations from (right) M. G. Gander, Manager, TV & Radio Engineering.

Preserver of Peace...

*It sees...
thinks...
warns...*

BMEWS



OUR WATCHDOG OF THE FIRMAMENT

BMEWS—Ballistic Missile Early Warning System—is under development to provide a scientific answer to the detection of intercontinental ballistic missiles. In its various functions, it will be one of the electronic wonders of the age. The unblinking eyes of its strategically located radars are being developed to detect an onrushing missile

thousands of miles away. Almost at once electronic computers will determine altitude, course and speed, and set in motion the necessary defense apparatus. RCA acknowledges its tremendous responsibility as prime contractor for the design and construction of BMEWS—so vital to our country's defense and so effective as an instrument for peace.



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RADIO CORPORATION of AMERICA

DEFENSE ELECTRONIC PRODUCTS

CAMDEN, N. J.