SERVICE

AN RCA FAMILY PUBLICATION

Patrolling our southern Borders . . .

JULY, 1961

RCA SERVICE COMPANY

RCA SERVICE

Vol. 17 No. 4

July, 1961

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

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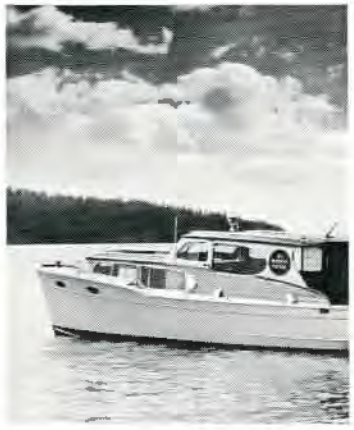
The Cover

The **Anthony L. Oneto** is shown cruising in Biscayne Bay, Miami, Florida. Not a pleasure craft, she is employed by one of the most active of our governmental agencies—the United States Border Patrol, a division of the Immigration and Naturalization Service of the Department of Justice.

Men of the Border Patrol use land, sea and aircraft—and sometimes Shank's Mare—to maintain the security of our national boundaries. How radio—and Service Company—have assisted in the surveillance of southern coastal borders is related on page 9.



An Extra Boost . . .

Uncle Sam has provided a better fuel to give your long-range savings an extra boost.

If you've been buying Series E Savings Bonds through the "save as you earn" Payroll Savings Plan, your savings will be propelled upward with a double thrust because the bonds you hold and those you buy from now on will earn more for you.

The E Bonds you now buy will pay 3¾% interest, compounded semi-annually when held to maturity. The old rate was 3¼%. And they'll mature in 7 years and 9 months—14 months sooner than before. Redemption values will be higher, especially in the earlier years.

SAVE EACH 2 WEEKS	AND YOU WILL HAVE		
	In 3 Years	In 5 Years	In 7 Years & 9 Months
$ 3.75	$ 303	$ 525	$ 863
6.25	506	877	1,441
7.50	608	1,052	1,728
12.50	1,013	1,754	2,883
15.00	1,216	2,105	3,459
18.75	1,521	2,633	4,327
37.50	3,042	5,267	8,654

Your old E Bonds—any bought before June 1, 1959—will pay ½% more than before in future yields to maturity. You don't have to do anything to get the higher rate on old bonds—just hold on to them.

And don't forget the enduring virtues of Savings Bonds, old or new. They are a risk-free investment—the principal is absolutely safe. The return is guaranteed over a period of years. They are not subject to market fluctuation and are protected against loss, theft or destruction.

So if you're not already buying E Bonds through payroll savings, why not cut yourself in on the extra money they're now earning, plus their absolute safety, and be ready for goals you have set—a home, college education for your children, extra retirement income or the things you need for better living.

Company Affairs

Realigned. To increase operating flexibility, RCA Service Company recently completed major changes in the structure of several of its departments.

Government Services. The five top executive personnel now reporting to Division Vice President S. D. Heller are:

J. F. Murray, Jr., Division Vice President, Field Projects; H. Reese, Jr., Manager, Nuclear and Scientific Services; W. F. Tait, Manager, Marketing; L. R. Yoh, Manager, Contracting and Administration; and W. J. Zaun, Division Vice President, Field Engineering Operations.

* * *

In his capacity of Acting Manager, Major Projects, Mr. Heller also has the following projects reporting to him: Missile Range Programs, the BMEWS Service, the White Alice, and the Titan Projects, managed by Division Vice President E. A. Speakman, and Managers W. F. Given, F. D. Chiei, Jr., and C. T. Powers.

* * *

Mr. Zaun's section is divided into five areas. The European and Far East areas continue to be managed by P. P. Melroy and S. J. Antosy.

Newly formed Eastern, Central and Western areas are headed by Managers C. L. Basney, E. D. Van Duyne, and H. P. Laessle respectively.

Also named in the new Field Engineering Operations organization: E. A. Johnson, Coordinator, Manpower Planning, and W. J. Maull, Manager, Field Administration.

* * *

Reporting to J. F. Murray, Jr., Field Projects' Vice President, are Managers W. F. Bischof, Redstone Pictorial Services; J. J. Connors, Communications Services; E. W. Denzler, III, Comlognet Project; H. W. Johnson, Support Engineering and Facilities; E. L. Klein, Aerospace Services; and T. F. Whitney, Radar Services.

Also, F. G. Atlee, Jr., Coordinator of Manpower Planning, and T. L. Davis, Projects Administration.

Commercial Services. Division Vice President G. W. Pfister consolidated Commercial Services Field Support activities by pooling the Material Control, Office Systems, Facilities, Fleet and Commercial Administration sections of the Consumer Products, Technical Products and Electronic Data Processing Services.

He appointed A. W. Pedrick to the newly-created position of Manager of the combined groups.

Mr. Pedrick was formerly the Field Support Services Manager of Consumer Products Service.

* * *

As announced by Division Vice President L. G. Borgeson, Consumer Products Service: R. F. Adams, the former Appliance Service Manager, is now Manager of Consumer Products Administration.

S. E. Baker, who was TV and Radio Service Manager, is now Manager of Product Services Coordination.

Central Region Manager W. L. Davis was transferred to Cherry Hill as Commercial Products Sales Manager.

* * *

Consumer Products Service's eight Regions were reduced to six.

Southwestern Region branches were added to those of the Southern Region. And, with the exception of Denver, which became a part of the Western Region, branches in the former West Central Region were absorbed by Central Region.

* * *

The following Consumer Products Service district offices were discontinued: Seattle, St. Paul/Minneapolis, Memphis, Washington, D. C., Pittsburgh, and Hartford.

Personnel. Recent announcements listed G. F. Floridis as Administrator, Labor Relations, and F. F. Ford as Manager, Personnel Administration.

G. B. Whitten, Jr., continues as Manager of Commercial Services Personnel, and J. Siegel as Manager of Government Services Personnel.

All four men report directly to J. Lippincott, Jr., Manager, Personnel.

Personnel's Floridis . . . and Consumer Products Service's Pedrick.

Mr. Floridis was RCA Corporate Staff Employment Manager.

Mr. Ford was Service Company's Wage/Salary and Compensation Manager.

* * *

Appointed to BMEWS Service Project Personnel as Manager: W. T. A. Baxter, who was Consumer Products Service Personnel Manager.

* * *

J. M. Hyndman, former Organization Development and Employment Manager, was named Consumer and Technical Products Services Personnel Manager. He is succeeded by J. E. Keefe, who was transferred from RCA-Woodbridge.

C. B. Harding, who was Cherry Hill and Technical Products Services Personnel Manager, is now Manager of Administrative Services.

Corporate Affairs

At the 42nd Annual Meeting of RCA Shareholders. President John L. Burns announced the highest first-quarter sales in RCA's history, and a slight decline in earnings. The lower earnings, he said, reflect RCA's continuing heavy investment in electronic data processing, believed to be at the peak period of its costs. It is expected that such costs will decline appreciably beginning next year.

Mr. Burns also disclosed that RCA scientists have developed a new concept for a TV-equipped lunar exploration vehicle nicknamed "The Moon-Crawler."

Weighing perhaps 3,000 pounds, the vehicle would be unmanned; would be capable of moving about on the moon in response to radio instructions from the earth. It would be outfitted with a TV "eye" to scan the lunar landscape, a claw for picking up samples of surface dust and rock, antennas for communication with earth-bound bases. Launching could be accomplished by a Saturn rocket, and on its approach to the moon the vehicle could be slowed by remote control. Space scientists say that it could be operational well within five years.

At a Meeting of the American Physical Society. RCA scientists described a new radio frequency technique that may be used to propel space vehicles on long interplanetary voyages.

The new technique employs ultra-high radio frequencies to accelerate charged particles—electrons and ions—to high velocity.

The basic "fuel" is plasma—a mixture of ions and electrons generated by successive electrical discharges from a pool of mercury, and released into a cylindrical chamber. Radio frequency power is applied to the chamber, producing an electrical field that is strongest near the plasma source and decreases rapidly with increasing distance along the chamber. The charged particles in the plasma are accelerated swiftly from the stronger toward the weaker field by electrical interaction—somewhat in the manner of balls gathering speed as they roll down a steep grade. The result is a thrust that acts on the chamber and can be used to propel an object in space.

The RCA scientists said that the new technique promises a method of propulsion in space that may avoid some difficulties inherent in other proposed techniques. They pointed out that the new experimental method does not require an applied magnetic field to accelerate the plasma, so that there is no need for the added weight of magnets.

Computer Applications. An RCA 501 system, activated at the Air Force Accounting and Finance Center at Denver, Colo., processes as many as 1,000,000 allotment and retired pay accounts a month. It has the capacity to turn out 18,000 checks an hour. Further, the 501 will maintain updated central accounting and financial records based on data from Air Force facilities in the U. S. and 72 other countries. It also will summarize and consolidate vast amounts of information for reports to the Bureau of the Budget, Department of Defense, Treasury Department, and other government agencies.

An RCA 301 system, ordered by the national Swedish cattle breeders' association, will be used to maintain detailed breed-line records of dairy cattle—recording milk and meat production of each animal on the association's roster. Utilizing these records, the system can select the most productive animals for breeding purposes—the newest technique in Sweden's pioneering breed improvement program.

An RCA 501, put into operation by the RCA Electron Tube Division, is making decisions on the quality assurance of approximately 300 different types of receiving tubes which, if handled by punched-card equipment, would have involved over two million cards. The system will also be used for production and inventory control, order handling, billing, receivables accounting, sales and cost analysis, and market forecasting.

In Defense. RCA has been awarded the Saturn Ground Computer System by the National Aeronautics and Space Administration (NASA). The heart of the system to be used is the RCA-110 Computer, manufactured at RCA's Natick, Mass., plant. The system will be used initially to handle data from approximately 850 channels at a rate of 3,000 signals per second, and control rocket-borne equipment in Saturn pre-launch operations.

At RCA's Moorestown, N. J., facility, the huge tracking radar (a BMEWS prototype) will be used to detect and track satellites under a new U. S. Air Force study contract. In preliminary tests, the radar facility has been used to track celestial bodies, including the moon, satellites orbiting the earth, and missile and rocket launchings from Cape Canaveral and Wallops Island.

New in the Shipbuilding Industry. When placed on a ship's deck, the recently introduced RCA "angle sensor" measures an ocean-going vessel's angle of list with a degree of accuracy never before possible. Approximately the size of a portable TV set, the sensor brings new speed and precision to such critical operations as aligning vessels with floating dry docks, foundation alignment during construction, and inclining experiments on new hulls.

Scholarships. The RCA Sales Corporation has announced that it will grant 12 scholarships to RCA Victor dealers for attendance at the Institute of Management, sponsored by NARDA. RCA is the first TV manufacturer to award dealer scholarships to the special school, which will be held this year at the American University, Washington, D. C.

ETV. Six California state colleges will be equipped with closed circuit TV systems, with full-scale operations planned for the fall term. The campus networks will carry studio-originated lectures and demonstrations to classrooms, as well as provide vocational training in TV broadcasting.

Government Services

At Canaveral, 5 May

Communications. One link of a communications system—described as the most scientifically advanced in the world and set up to support Project Mercury—was used by Navy Commander Alan B. Shepard on his historic voyage into space.

The system, composed of sixteen tracking stations around the world, with a control center at Cape Canaveral and a data computing center at the Goddard Space Flight Center, was established by the National Aeronautic and Space Administration (NASA) at Beltsville, Md., outside of Washington, D. C.

Through the combined efforts of tracking stations and the Space Flight Center, continuous voice communication was maintained between the Mercury control center at Canaveral and the astronaut.

RCA Service Company maintains and operates the Mercury control center's instrumentation and communications at Canaveral. This service is performed as part of Service Company's role in handling the instrumentation and communications on the Atlantic Missile Range, under subcontract to Pan American World Airways, which operates the range for the USAF. The Western Electric Company was in charge of installing the worldwide network of tracking stations to support the operations center.

An RCA Service Company engineer —Charles A. Davidson—served as the "switchboard operator" in the first voice communications between America and outer space. Monitoring several radio channels to Commander Shepard within the capsule, it was Davidson's duty to pick the best to feed into the operations room.

Photography. On film—both movie and still pictures, and in both black-and-white and color—there is now a record of the Mercury Mission, from pre-launch preparations through the flight, and to the post-recovery session of the astronaut with physicians, psychologists, project Mercury officials and the press.

Performing the photography services for NASA were 130 cameramen employed by the RCA Service Company as part of its mission to track missiles and rockets on the Atlantic missile range and record their performance by radar, telemetry, and optical instruments.

The pictorial program will produce for NASA not only a complete documentary film of the Mercury program, but also pictures and movies for public view plus sequential and metric photos for engineering study.

Ricki Ann Aguirre *(second from right)* and other Fur Queen contenders.

News From White Alice

The Anchorage Fur Rendezvous. This "Mardi Gras of the North" is a ten-day period of cotton candy, clowns and circus rides, art exhibits, Eskimo dancers, the Eskimo blanket toss, fur auctions, parades, sports car races, hockey games, ski races, kurling matches, dances and the coronation of the Fur Rendezvous Queen.

This year there were fourteen lovely girls contending for the crown. One of the candidates, 17-year-old Ricki Ann Aguirre, was co-sponsored by the White Alice Project. She is the daughter of Security Coordinator Margaret Soden and Al Soden, from Data Processing. Ricki did her sponsors proud, as runner-up in the finals.

Civic Club. White Alice employes and managers, who recently formed the RCA Civic Club for the purpose of participating in worthwhile community activities, turned in donations above quota in their canvass of central city Anchorage for the Cancer drive.

The new organization, with 30 charter members, is already sponsoring a Little League team, and is taking part in the High School Science Fair, Explorer Scouting, the Alaska Eye Bank, and summer activities for under-privileged children.

White Alice Personnel Manager Karl J. Kurz was elected the Club's first President. He appointed committee chairmen, from among Charter members, for Youth Activities, Business

White Alice Civic Club: *(l. to r.)* Vice President Winchell, Corresponding Secretary Farr, President Kurz, Recording Secretary Potosky, Treasurer Pendergrass.

Affairs, Program Arrangements, Public Relations, Education, and Charitable Activities.

"Whatever we decide to undertake," Club President Kurz said, "we will go at it with enthusiasm. That is the Alaskan way and we, at RCA, are now a part of it."

Club members are also participating (by ticket sale and concert hall arrangements) in the Sixth Annual Alaska Festival of Music, in the last two weeks of June.

Famed conductor Robert Shaw directs the program of great music, performed by a community chorus of 250 voices, a symphony orchestra of local and guest musicians, and guest artists of international repute.

For the VIPs. On a recent visit to Anchorage, and at a reception given in their honor, Service Company's President A. L. Conrad and Treasurer E. H. Griffiths were presented with a symbolic "key" to the White Alice Project by Anchorage Mayor George A. Byers—a sealed envelope containing an audit of the facility, just completed by company auditors.

Frostbite Peril. Advocating an ounce of precaution as worth a pound of thawing, Dr. William J. Mills, Jr., gave White Alice employes a factual rundown on a new and effective treatment of frostbite.

Out of extensive experience, the orthopedic surgeon and his colleagues have rejected the old theory of treating freezing injuries with ice water or snow, recommending a more rapid rewarming of the frostbitten member.

Best results, Dr. Mills said, "are obtained by rapid rewarming, next best by slow thawing at room temperature. The worst results are obtained by packing the frozen part in ice or snow, or thawing in ice cold water or in excessive dry heat (fire) at temperatures greater than 120 degrees Fahrenheit."

Standing *(l. to r.)*, White Alice Safety Director Thornton, Project Manager Chiei, Dr. Mills.

Rapid rewarming is accomplished by placing an extremity in a whirlpool or tub-soak with a temperature range of 110 to 118 degrees Fahrenheit, continued for about 20 minutes. The patient is put to bed, and every effort made to maintain sterile conditions. The cold injury is not bandaged; a sheet tent is erected over it. As soon as possible, physiotherapy is begun.

This method, developed by Mills and the other physicians, has produced highly favorable results. Loss of fingers, toes and other extremities, compared with the results of other methods of treatment, has been low and physiotherapy has enabled many victims to regain use of their limbs.

Dr. Mills said that the prophylactic (preventive) approach is obviously the best method, advising satisfactory amounts of warm, loose clothing with adequate hand and foot gear. He added that "an Old-Fashioned is all right at home but alcohol out on the trail in winter is no good. It causes the peripheral small arteries to dilate, permitting body heat to escape."

Anchorage Mayor G. A. Byers *(left)* with E. H. Griffiths and A. L. Conrad.

TRAINING SERVICES

Army. Government Field Service technicians Vernon L. Hanson and William C. Frazier recently participated in a communications course for basic missilemen, in which they assisted Major W. H. Moeller, 47th Artillery Brigade, at the Los Angeles Defense School, Fort MacArthur, California.

The purpose of the course was to familiarize Nike Missilemen with the care, operation and maintenance of communications equipment within the 47th Artillery Brigade and throughout the Nike system. Missilemen also received training in the utilization of test equipment, the Los Angeles Defense Command's private line system, and the communications system used at Nike Hercules guided missile sites.

(U. S. Army photo)

Field Technician Hanson instructs basic missilemen on AN TRC 47.

Navy. Government Services Field Engineer Dwight H. Heasty is a 10-year RCA man who has been on the NAESU contract for about 5 years, and whose present job is instructing new NAESU engineers in communications equipment at NAESU headquarters.

The Naval Aviation Engineering Service Unit (NAESU) is the only unit of its kind in the Navy. It has the world-wide responsibility of providing field engineering assistance and instruction to Naval aviation units in the installation, maintenance, repair and operation of all types of aviation systems and equipment.

To accomplish this, NAESU Headquarters administers over 400 civilian engineers, obtained by contracts with various industrial companies.

Working directly under the Bureau of Naval Weapons, the NAESU Commanding Officer supervises the hiring, training, and distribution of the NAESU Field Engineers.

Before being accepted by NAESU as a working engineer, each applicant goes through a critical evaluation program. Those qualified then are given several months of training on various airborne electronics equipment before going out to the fleet.

FAMILY MEETING

At a recent luncheon meeting in Rome, New York, RCA family man-

agers and key people turned out in force to welcome Robert Wartel, Consumer Products Branch Manager, Utica.

Together they represented nearly 400 RCA people located in the area, or reporting to offices there.

Attending from Service Company were: ***Consumer Products Service***—Utica Branch Manager Robert Wartel; Boston District Manager W. F. Campbell. ***Government Services: (Marketing)***—H. J. Mills, Manager, Northeast Region; ***(Reliability Research Projects)***—B. L. Retterer, Manager; ***(GEEIA)***—W. P. McDonald, Manager; ***(BMEWS-Rome)***—J. T. Killip, Planning Liaison Representative; F. A. Meier, Manager, Data Systems and Applications; V. R. Glocheski, Logistic Center Manager; A. P. Wark, Manager, Purchasing; T. J. Hogan, Manager, Logistics Services; J. J. Carfagno, Manager, Material Control; J. H. Leitholf, Manager, Warehousing; R. W. Roberts, Manager, Data Procesing.

From Defense Electronic Products were: R. A. Root, Custom Equipment Representative; C. W. Gordon, DEP District Manager; R. E. Rabe, SurfCom Representative.

At BMEWS Site I: *(l. to r.)* General B. S. Webster, ADC; W. L. Richardson, BMEWS Administration; RCA President J. L. Burns; Government Services Vice President S. D. Heller; Vice President C. R. Denny.

BMEWS NEWS

Alaskan-Style Safety. How to avoid trouble with one of the natural hazards of the Far North was recently issued as a warning to employes at Site II, Clear, Alaska. It reads:

1. All personnel should be warned of the hazard presented by bears in the vicinity of this Station.

2. Many stories are circulating among personnel that these bears are harmless and will not attack humans. This is based on the impression gained last summer and fall when bears were not very hungry. During the early spring these bears are hungry after their winter hibernation and can be mean. Many sows have cubs and therefore may attack without provocation.

3. Personnel should not leave the inhabited areas of this Station for a walk or a hike during the months of April and May. Also, everyone living in the Camp area should be made aware that bears may come into that area looking for food since it is so close to the Garbage Disposal Dump.

4. Actions by personnel, such as teasing, scaring, throwing stones, or otherwise molesting bears or other wild animals, except for personal protection, will be considered violations of the Station Personal Conduct Policy and subject the individual concerned to appropriate action.

At Rome, N. Y.: *(l. to r., standing)* Messrs. Wartel, Killip, Meier, Glocheski, Root, Mills, McDonald, Retterer, Wark. *(Seated)* Gordon, Hogan, Carfagno, Leitholf, Campbell, Roberts, Rabe.

Thule, Greenland. Excerpted from a report by RCA President John L. Burns on his recent trip to BMEWS Site I in Thule:

"It was an awesome experience to stand on the Arctic icecap and survey this BMEWS site, the largest single electronic cumplex ever put together.

"The sheer magnitude of the installation defies belief: radar antennas the size of a football field, an electronic system embracing more than 400 miles of cable and a million-and-a-half components.

"Despite the obstacles of climate and geography, the Thule base was completed on schedule and well within budgetary limits. It stands today as a monument to teamwork: management teamwork among the Air Force, Army Engineers and RCA as the prime contractor; industrial teamwork between RCA and the 2900 independent subcontractors who contributed to the project; company teamwork among the various RCA units who participated in this conspicuously successful enterprise. Some 800 men of the RCA Service Company are doing a superb job of operating and maintaining the Thule site."

Commercial Services

EDP SERVICE

NYLIC. Insurance agents and their families, who visited the New York Life Insurance Company's open-house party, saw a bit of history in a significant demonstration of the "old and new" methods of automation.

For the New York Life Insurance Company—who has served its policy owners throughout the Gold Rush, the Civil War, the Johnstown Flood, the San Francisco earthquake and all of the other subsequent crises of our history—has also proved itself to be a leading pioneer in the field of data processing.

More than thirty years ago, to "process" some 160,000 accounts in the New York City area, NYLIC installed what was then Addressograph's most modern equipment (see picture).

With the birth of electronic data processing, NYLIC again selected the most modern equipment available—two of RCA's massive BIZMAC computers, with the many units of auxiliary equipment that must go with such a system. Today, NYLIC has, with the addition of three ultra-modern RCA 503 computers, one of the largest commercial data processing systems in the world.

During the last several years of preparation, installation and operation, Service Company has contributed much to bring NYLIC's system to efficient operation, and to maintain the very high performance demanded by this good customer.

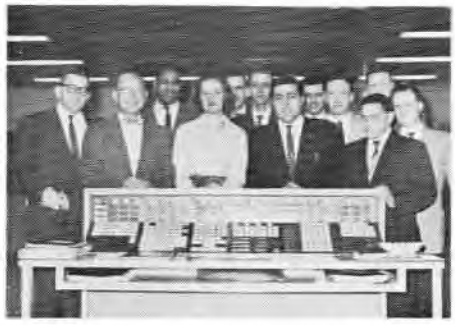
The EDP Service group at NYLIC is headed by Service Manager C. D. Welch—a 20-year man who started with a Theatre Service group in Pittsburgh. Under his tutelage, the service men assigned to NYLIC have installed and do maintain the computer systems, and are available to the company at any hour of the day or night.

Computing, old and new, at the New York Life Insurance Company.

By October of this year, NYLIC will have all of their five million accounts on the RCA system. This means that their "file" will then consist of some 175 reels of magnetic tape instead of millions of cards.

One of the things that will be done electronically is the daily "looking through" of all of these accounts, extracting and processing those "due."

As a result of this processing (which is only one of the functions to be done on a daily cycle), three electro-mechanical printers capable of printing 600 lines of print per minute will be employed most of two eight-hour shifts, five or more days a week, to keep pace with the computers.



RCA Service at NYLIC: Shift Manager J. G. McKinney, left; Service Manager C. D. Welch, second from left.

More of the crew. Shift Manager J. P. Williams is second from right.

NYLIC was among the first of the "blue ribbon" firms to use RCA computers.

Customers now using or planning to use RCA systems include ten of the top 100 industrial corporations, four of the top dozen insurance companies, the largest utility, the largest merchandising organization, the second largest bank, and all of the military services.

Panoramic view of RCA Electronic Data Processing installation at the New York Life Insurance Company offices in New York City.

Technical Products Service

2-Way and the Border Patrol

Because of the increase in the activities of aliens in the Miami and New Orleans sectors, the United States Border Patrol has stepped-up its watch of our coastal boundaries there to a point of constant surveillance.

Their patrols are made by aircraft, surface vessel, land vehicle and, in many cases, on foot. In their work, expedient operational communications are, of course, indispensable.

In the beginning. Radio communication was first used by the Border Patrol in the mid-1930's when equipment and techniques were so unreliable as to be of limited value.

The first vehicular radio sets, made available in 1938-1940, were code-type sets, which made it necessary for a Patrol officer to learn the international Morse code. Further, said officer had to stop his vehicle and erect a collapsible antenna before transmitting a message and, often unable to reach the desired station, had to contact another to relay his message.

Progress. All of this led to exclusive frequency assignments, obtained for the Immigration and Naturalization Service (of which the Border Patrol is a division) in the upper portion of the VHF band.

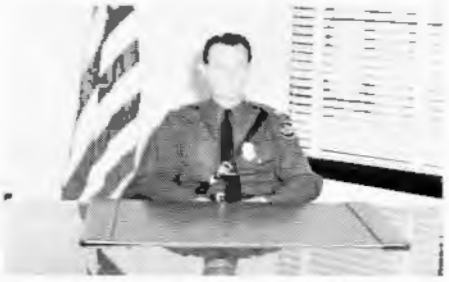
Radio equipment utilizing these frequencies was obtained for vehicular installations, capable of transfer from one location to another and of incorporation into the local radio network without modification.

Automatic repeater systems were installed which enabled any Patrol car to contact sector headquarters or other Patrol vehicles within the operating area of a sector—a method which has increased areas of radio coverage by approximately 500% during the past five years. (A repeater station operates by repeating a signal received from a car, to either another car or another repeater. In the latter instance, the repeater receiving the signal transmits it beyond.)

Both the Miami and the New Orleans Border Patrol Sectors have extensive communications systems of Fixed Base Stations and Mobile Units, integrated through Repeaters to the control stations. This equipment is scattered throughout a four-state area, at locations ranging from downtown office buildings to isolated sites in jungle-like swamps.

U. S. Border Patrol officer gets a panoramic view from aircraft such as this.

In New Orleans—Chief Patrol Officer Captain Gordon Gray.



In Miami—Chief Patrol Officer Captain Elmo Rainbolt.

Typical of the "highways" to some remote Border Patrol locations.

The Service Job. The equipment was serviced by Border Patrol technicians until last July, when a contract was awarded to the RCA Service Company to furnish maintenance services to these two systems.

The transition had to be made with no interruption in performance—no simple task, since there are twenty-four categories of equipment, with several models in each category.

In Florida—Field Support Leader J. F. Lawler tests patrol car equipment. Mobile Service shop at left.

Most of the equipment is custom designed, and of both AM and FM types. To further complicate matters, the equipment is located at forty points within the two sectors.

Nevertheless, Service Company's "take-over" deadline was met with only fifteen days' advance notice.

Nine service centers were established to handle service requests from the Border Patrol, covered by a full-time telephone answering service. Technical notes and systems familiarization data were prepared and supplied to the eleven technicians assigned to these systems.

Mobile Service Shops were equipped with a stock of parts and special test equipment. Sub-contractors were established to perform tower maintenance, and to handle special installations of equipment in aircraft and vessels.

The Border Patrol's exacting requirements for maintenance service were regularly met by Service Company's Mobile/Microwave group.

Each piece of equipment received a preventive maintenance check-out every two months. Emergency service was performed, as needed, on a 'round the clock basis, and all equipment maintained at an optimum performance level—equal to the manufacturer's rating in all respects.

Consumer Products Service

The Top 5. Six Branch Managers walked off with "Top Five" honors for 1960; were ceremoniously feted by Service Company management in New York City.

Named to the honor roll were Branch Managers M. J. Marohn, Arlington; T. Buraczenski, Bensonhurst; W. R. Seuren, Dallas; H. C. Christian, Denver; R. P. Malone, Richmond; W. M. McCaskill, Charlotte. Ted Buraczenski and Walt Seuren tied for first in their group, calling for duplicate awards.

In addition to handsomely engraved plaques commemorating their achievements, each of the candidates received a $500 U. S. Savings Bond.

All branch managers compete in the yearly contest, now well on its way for 1961.

In the running are those chosen by District Managers and Regional Service Managers to receive quarterly certificates for the best job done during the period. At the end of the year, District and Regional Service Managers name their five leading contestants.

Final selection is made by Consumer Products Service management, after each entry has been judged on the basis of Branch Appraisal Reports, Sales and Profits, Customer Satisfaction, and other facets of exemplary branch operation.

SAN ANTONIO Branch Manager Harris *(right)*, Sales Specialist Hardesty, and 5-figure multiple sales lease.

The Most Courteous. For those who practiced it around the clock, courtesy has paid off materially for the twenty-one branches who took first place honors in the annual Consumer Relations contest. Branch personnel had their choice of men's or ladies' Timex watches.

All personnel in the twenty-one branches that placed in the runner-up spots got RCA gold pen and pencil sets.

The biggest payoff occurred, however, in those Branches which learned that courtesy is the cornerstone on which much plus-business can be built.

THE NATION'S TOP BRANCH MANAGERS, with Vice President Borgeson *(seated, center)*, Field Operations Manager Gray *(far left)*, Sales Manager Redecker *(far right)*.

Those Who Swam. Final scoring for the "Sink or Swim" campaign on black-and-white sales showed these branches in first position and plunging for prizes: N.E. Philadelphia, Boston, Medford, Indianapolis, Reading, Fall River, Nashville, and South Portland.

All personnel in these branches received a 14-piece deluxe Martex set; none of 'em crying towels!

Multiple Sales. Latest of the good news from San Antonio Branch is that the Gunter Hotel in San Antonio recently signed a lease for installation and service of 380 RCA units.

But then, according to Branch Manager J. L. Harris, the news on multiple sales in his area has been excellent ever since the beginning of 1961. If the rest of the year is anything like the first four months, this Branch will have out-written every other Branch in the United States in lease sales.

Mass Culture. A forecast of tremendous expansion in educational TV comes from Edward Stanley, NBC Director of Public Affairs.

Speaking at Marietta (Ohio) College, he called it absurd to the point of folly for us not to have a national network devoted exclusively to education, and pointed out the modest cost as measured against our expenditures for education.

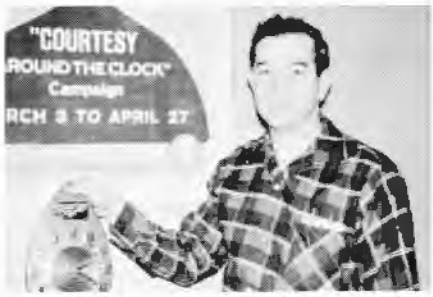
"We have so large a school and college population coming up," Staoley said, "that we don't know where to put them, or where to find teachers to teach the classes.

"Television can be used to meet this problem and with great success. Television makes it possible to multiply the few teachers to whatever degree is required, and to make the great teachers, the master teachers, available to all."

Speaking of those nations which have "massive illiterate populations, and in the Western sense, unsophisticated," he said he knows of no country which can "afford to wait a century while it slowly and laboriously erects an educational system, nor of any which could at this moment make the enormous investment of billions of dollars in capital which the building alone would require.

"These (countries) need communications systems for education, and for the dissemination of news and information. They do not wish to be taught, I think, but they wish to learn and they wish to teach themselves."

Mixed Pix



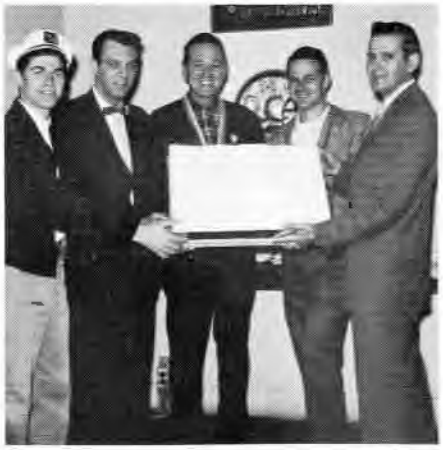
BRONX—Artie Iannone won this CP Branch's "Tech-of-the-Year" trophy.

N.E. PHILA.—Exhibit of employes' fine art, in the (CP) branch office, included the works of Russell Houseworth, Jim Logue, Eleanor Doerr, Dan Hunziker.

20-YEAR PIN for Vice President Borgeson *(right)* from Vice President Pfister.

BALTIMORE—Contest celebrants *(l. to r.)* Keller, the Severns, Mowell, Phipps, Rock, CP Dist. Mgr. and Mrs. Miller.

CHERRY HILL—Training Analyst Becker *(center, standing)* and students *(l. to r.)* Johnson, Haegman and Ward, at the EDP Service Training Center.



PORTLAND, ME.—Showing "Sink or Swim" prize, *(l. to r.)* Dubay, Brett, Heyworth, Merrill, CP Branch Mgr. Russell.

MEDFORD, MASS.—Official photograph of happy winners in the recent Consumer Products "Sink or Swim" campaign.

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- **Equipment Installation, Check-out, and Maintenance**
- **Equipment Repair and Calibration**

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Skilled manpower means investment . . . in recruiting expenses, training and time.

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There are times it makes good business sense to utilize outside capabilities to assist you in reaching your project goal more efficiently and economically. Look to RCA for the cost-controlling, technical excellence you require.

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Anticipating peak loads is difficult . . . variables are involved. Even so, once they're forecasted—how do you cope with them? Overloading skilled manpower can reduce efficiency and endanger reliability within any technical organization.

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RCA SERVICE COMPANY ADS LIKE THESE, appearing in 1961 issues of electronics magazines, feature the specialized technical support services which we provide for the U. S. Armed Forces, governmental agencies, and prime contractors.