OCTOBER, 1962

RCA SERVICE COMPANY

RCA SERVICE

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THE COVER

The "Ida L" is a 15-year-old dragger out of Cape May, N.J., skippered by Captain James R. Loper. She fishes commercially off New Jersey, Long Island and Virginia with a crew of two plus the captain.

Of her RCA Radar N3B installation Captain Loper says: "The N3B gives us more fishing time in all kinds of weather. We depend a heck of a lot on it, especially with all the steamer congestion in the Bay area. This radar sure is sensitive. The other night we spotted something coming toward us at ½ mile and we shut down real fast. Then we saw our target glide right over us—a flock of geese!"

These "electronic friends" of the commercial fishermen—sold as well as serviced by the RCA Service Company—are comparatively new to the "party boat" business. For which story see page 3.

ENTREPRENEUR

General David Sarnoff was guest of honor at the 70th anniversary party of the Educational Alliance. He spoke of his early years at this down-town settlement house to which he was taken as a 9-year-old immigrant.

"And here, in this neighborhood," said the chairman of the board of RCA, "I first learned about price-fixing, package deals and monopolies."

* * *

Sarnoff was a newsboy, buying 100 copies off the press for 50 cents and selling them, as did the others, for a penny each. Price-fixing.

He disposed of his unsold morning papers by offering a free copy to anyone who bought an afternoon paper from him. Package deal.

* * *

Then four men organized the Metropolitan News Company. Because they bought large quantities they had prior access to the newspapers, and distributed them at cost plus 50 cents per hundred.

Sarnoff fought this trust by developing his own route, and delivering papers at half the distribution fee charged by Metropolitan News—25 cents instead of 50 cents.

In due course the men who ran Metropolitan sent for the 10-year-old Sarnoff and warned him that this price-cutting wouldn't do. "Intimidation," he remembered.

* * *

They proposed buying the boy's route for $25. He refused. $30? Again, no. Not even $100. Sarnoff finally proposed a counter deal: "I'll give you my route for nothing." In return, he wanted only the right to board their trucks at the newspaper plant and buy 300 copies at cost. He'd re-sell them to newsboys at a 50 cent premium.

Metropolitan News made the deal with him. And thus, at the age of 10, David Sarnoff successfully stood up to the combine and survived as an entrepreneur in the new land.

Party Boats Given Big Assist by Marine Electronics

"I couldn't work without it," Captain Charles Eble said. "If I didn't have it, I'd just stay home."

Captain Eble is the skipper of the Doris Mae III, a party fishing boat operating out of Barnegat Light on Long Beach Island, New Jersey.

He was speaking of the RCA Portagraph Recording Fish Finder and Depth Sounder installed on his craft. It provides a permanent chart of underwater conditions, and is helpful in finding good fishing grounds day after day.

Good Business. The Doris Mae III was one of the first to start the present trend in electronically-equipped party boats. Other pioneering captains in the area also proved that electronic aids are worth their weight in the gold of bigger hauls and increased customers, who start deserting the craft that doesn't have them.

Today, all along the Jersey shore virtually every party boat offers some type of electronic equipment as an added inducement for better fishing and greater safety at sea.

All kinds of electronic aids—from radar to radiotelephones, and from fishfinders to direction finders—are sold by Communication Products, a division of Service Company's Commercial Services. These equipments assist the fishermen in gaining faster passage to and from the fishing grounds, and in providing safer, more efficient operations at greatly reduced costs.

Good Practice. Fishfinders aren't the only electronic business builders. To attract the safety conscious customer, Captain Al Dulinski installed a powerful RCA CR-107A Radar aboard his 65-foot deep-sea fishing yacht—the "Big Jim II," operating out of Cape May.

This electronic "eye" pierces the fog and provides a long range look at what's going on up to 32 miles away.

Captain Al says that the big radar antenna on top of the wheelhouse "sure helps business. We get a lot of morning fog, and fishermen look for a boat equipped with radar."

He uses it, too, as a homing device to get him to the fishing grounds fast. There's a wreck just loaded with fish, he says, exactly 1¾ miles from a radar buoy. He "homes in" on the buoy, goes past it, and when he sees the 1¾ mile marker on the scope, he knows that he's "smack over that wreck."

PARTY BOAT DORIS MAE III—(Upper left) Captain Eble endorses her RCA Portagraph fish-finding gear. (Upper right) Expectant fishermen head for the fishing grounds. (Lower) Back to port at eventide.

All of which is in the new traditions of the sea—and in the old tradition of RCA Radiomarine, known to seamen for fine quality of product and service since 1927.

Much of the service on electronic gear for small pleasure craft is handled by the dealers from whom purchased. Beyond, however, Radiomarine service extends to the installation and maintenance of electronic equipment abuard vessels of many types—from commercial fishing boats and merchant craft to luxury liners like the SS United States which is serviced through the New York Radiomarine Service Port. The bustling ship traffic in this port sends technicians out each morning servicing all types of craft, from tankers to freighters to luxury liners and tugs.

Radiomarine service personnel operate from both coastal and inland ports, under the direction of Field Managers.

In foreign ports, ships with RCA maintenance contracts are assured efficient attention from associated companies and agencies overseas.

Take Care!

Cherry Hill's Dr. Paul T. Milnamow discusses the prevalent all-American slump and suggests ways to correct it.

Is the price we pay for "easy living" too high? We've progressively discarded many of the hardships of life as our grandfathers lived it—but in doing so we're faced with having lost their vim, and a lot of their vigor, too.

Why? Because our forebears in their pursuits depended upon the regular use of the muscles of their bodies while we, in a sedentary, almost push-button existence, fail to get the daily exercise so necessary to PHYSICAL FITNESS.

We can, however, improve muscle tone and coordination if we consciously (and conscientiously) fit "everyday" exercises into our activities until they become habit.

We can, for instance, climb two or three flights of stairs instead of using elevators . . . an excellent exercise. We can breathe deeply . . . another good conditioner.

We can pull our abdomens in, stand upright while dressing, do our home chores briskly with our backs held straight. We can let our cars stand while we walk to do errands or visit friends. The long way there.

We can supplement our daily habits with recreational exercise—golfing, swimming, bicycling, dancing, group or personal calisthenics.

And we can teach the good habits of physical fitness to our children—48 per cent of whom, on a national scale, fail to pass basic physical fitness tests.

Take the word of Nobel Prize winning scientist Dr. Albert Szent-Gyorgi, who wrote: "Human happiness and efficiency are dependent to a great extent on the good working order of our muscles, and no end of suffering is due to their disfunction."

PREDICTION

Production of power by direct conversion from light and heat energy will become a fourth great area of business for the electronics industry, according to Dr. Elmer W. Engstrom, President of RCA.

A power revolution, he said, is contained in current research toward sident mobile generators employing solar cells, chemical fuel cells, thermoelectric and thermionic devices to convert light and heat directly to electrical energy.

Dr. Engstrom predicted that development of the new power devices in economical form "can create new applications for electricity, and new markets for electronics."

He pointed out that millions of people in the developing nations of Asia, Africa, and Latin America now live beyond the reach of power lines and cannot afford present conventional motor generators. By means of mobile electronic puwer packages, electricity could be introduced swiftly into countless villages.

PAYOFF

Service Company has realized a saving of $6,300 this year as the result of a suggestion submitted by Miss Margaret Johler, secretary, Technical Products Field Operations, Central Region.

She suggested a change in the field's procedure of reporting Casual Direct Labor expense to Payroll in Cherry Hill by individual telegram or TWX covering each casual employe. Miss Johler brought out that one report, mailed by air at the end of each week, would serve Payroll requirements and save a considerable amuunt of time and expense.

Marge—a 40-year employe known to a great many Tech Products people—

MARGE JOHLER, successful suggestor, won a big 3-figure award check.

is richer now by a suggestion award check in the amount of $630. Congratulations, Marge!

LONG SERVICE

September, 1962

20 years:

C. E. CROFT, *Tech. Prod., Radiomarine*
S. Z. DOMZALSKI, *Finance, R.E. Facilities*
A. KUNZE, *Tech. Prod., T&I*
R. C. TITCOMB, *Tech. Prod., T&I*

15 years:

F. J. BECKEL, *Gov't Serv., Field Engr.*
J. D. CAPRAROLA, *Finance, EAM Op.*
C. H. CHILSON, *Consumer Prod., TV*
W. R. COLE, *Gov't Serv., MTP*
F. X. DIAMOND, *Consumer Prod., TV, East. Reg.*
E. C. DUNCAN, *Consumer Prod., TV*
V. E. EDMUNDS, *Consumer Prod., TV*
L. J. FLEMING, *Tech. Prod., Mobile*
R. C. GARDNER, *Consumer Prod., TV*
J. C. GRIDLEY, *Consumer Prod., TV*
E. M. GRUNDER, *Consumer Prod., TV*
P. T. HOLLINGSHEAD, *Consumer Prod., TV*
E. A. LATZY, *Consumer Prod., TV*
R. LEWIS, *Consumer Prod., TV*
J. R. McCARTHY, *Consumer Prod., TV*
P. J. McGOVERN, *Consumer Prod., TV*
B. B. MILLER, *Consumer Prod., TV, N.E. Reg.*
E. J. MORAN, *Consumer Prod., TV*
R. MOWERY, *Tech. Prod., Mideast Reg.*
H. E. NIELSON, *Consumer Prod., TV*
B. PECHENIK, *RCA Institutes*
J. V. RUDOLPH, *Consumer Prod., TV*
J. W. STARKEY, *Consumer Prod., TV*
J. E. STUDT, *Tech. Prod., T&I*
S. J. TEUTUL, *Consumer Prod., TV*
H. J. WATSON, *Consumer Prod., TV*
L. R. WATSON, *Tech. Prod., T&I*
W. F. WIEGHORST, *Consumer Prod., TV*

October, 1962

20 years:

R. E. COBLE, *Tech. Prod., T&I*
K. C. PAGE, *Tech. Prod., T&I*

15 years:

J. E. AIKMAN, *Consumer Prod., TV*
F. C. BOTT, *Gov't Serv., BMEWS*
J. E. BURNS, *Consumer Prod., TV*
W. W. COOK, *Consumer Prod., Oper. Admin.*
H. A. COTTAM, *Consumer Prod., TV*
J. R. CURRY, *Consumer Prod., TV*
J. A. DECOTA, *Consumer Prod., TV*
J. H. DIX, *Tech. Prod., Radiomarine*
J. G. FOY, *Gov't Serv., BMEWS*
J. O. GOBEN, *Tech. Prod., Mobile*
C. C. GRIFFIN, *Restaurant*
J. J. HRIPTO, *Gov't Serv., MTP*
C. K. HULTEEN, *Consumer Prod., TV*
W. E. JONES, *Gov't Serv., MTP*
W. F. McCLELLAN, *Consumer Prod., TV*
E. G. McCLOSKEY, *Tech. Prod., Mobile*
F. P. McGINN, *Consumer Prod., TV*
B. J. MULVILLE, *Consumer Prod., TV*
H. NAKLICKI, *Consumer Prod., TV*
J. J. O'BRIEN, *Gov't Serv., BMEWS*
C. H. OERTEL, *Consumer Prod., TV*
E. W. PAPE, *Consumer Prod., TV*
R. R. PATROVICH, *Consumer Prod., TV*
W. J. SIDDALL, *Gov't Serv., Field Proj.*
J. E. SLOCUM, *Consumer Prod., TV*
D. K. THORNE, *Personnel*
E. C. WILEY, *Tech. Prod., Engr. Qual. Trng.*
E. T. WILLIAMS, *Finance, Acct.*
J. F. ZENDER, *Gov't Serv., MTP*

Broadcast & Communications

FIRST OF ITS TYPE

One of the most powerful TV broadcasting anteuna systems ever built was shipped recently by RCA to WSBT-TV, South Bend, Ind.—the nation's oldest UHF station. It will be put into service on Channel 22.

The 114-foot cylinder weighs 13½ tons and is capable of five million watts of effective radiated power which it spouts from 232 oblong slots, producing a shaped TV signal over the station's coverage area.

Prior to shipment, the new antenna was tested at the division's test site at Gihbsboro, N. J. (see pic). During tests the turntable was rotated while test signals from a signal generator were recorded. The recordings indicated the broadcast pattern that the antenna will radiate when in use.

TESTED at RCA's facility at Gibbsboro, N. J., this powerful TV broadcasting antenna was shipped to WSBT-TV, South Bend, Ind.

Missile and Surface Radar

PACIFIC RANGE SHIP

RCA has been selected as electronic system contractor for an instrumented ship, to be used for tracking duty on the Pacific Missile Range.

This contract, for slightly less than $2 million, was made by Boland Machine & Mfg. Co., Inc., New Orleans, prime contractor for the conversion project. It will bring a World War II Victory Ship out of the mothball fleet and make her an important part of the nation's missile and space effort.

RCA will handle the design, supply, supervision uf installatiun, and performance checkout of all the electronics in the ship's system.

Under separate previous contracts, RCA is to supply an FPS-16 type precision tracking radar, a radar data processing computer especially designed for precision tracking of missiles and space vehicles, and associated equipment.

The entire outfitting job is being done for the U. S. Naval Bureau of Ships. Wheu completed the ship will take her station on the Pacific Missile Range where she will be available for precision missile tracking, orbital determination and other missions in support of range operations.

Electronic Data Processing

301 APPLICATIONS

Westinghouse. Paperwork processing involved in the Westinghouse Electric International Company's worldwide marketing of products, ranging from light bulbs to atomic power plants, will be performed by an RCA 301 computer system.

To be installed in the company's New York headquarters early in '63, the RCA 301 will process data in six major areas—accounts receivable, distributor compensation, inventory control, billing and costing, payroll and sales reporting.

Eventually, the computer will utilize such advanced techniques as linear programming and mathematical models.

Horizon Land Corp. In the first extensive use of an EDP system for land iuventory and allocation of sites, an RCA 301 will contrul real estate developments and building plot sales involving a quarter of a million acres in three Southwestern states.

The 301 system will be installed at the Tucson, Arizona, home office of the Horizon Land Corporation, which controls more than 250,000 acres in Arizona, New Mexico and Texas. The corporation sells building sites and plans and constructs communities from master plans designed to include commercial, residential, industrial and recreatioual areas.

Applied Research

LUNAR LORE

A research installation composed of two large lunar models and a mobile motion picture camera is being built by RCA-Camden, to provide the nation's astronauts witb the scientific information they will need in making their approach to the moon when lunar flights are attempted. The equipment, being developed for NASA, will provide a highly accurate and detailed picture on film of what it will be like to orbit the moon from as far as 200 miles away and approach its surface to within 10,000 feet.

Called a "Lunar Orbit and Landing Approach Simulator," the device will be installed at NASA's Langley Research Center, Hampton, Va. The system is scheduled for completion in late December, 1962.

Prepared. Scientists at the Langley Research Center will utilize the facility to study the methods and techniques that an astronaut can employ in bringing a spacecraft out of lunar orbit and making braking descents during his approach for a landing on the moon's surface.

In addition, the research installation will serve as a center fnr the study of instrument displays and other equipment necessary for making these maneuvers in the vicinity of the moon.

Faithful detail. Basic components of the device are two moon models and a camera system. One model will be a 20-foot diameter plexiglas lunar globe, its map surface faithfully drawn by the U. S. Army Map Service using detailed photos and even the Soviet Union's Lunik TV pictures of the moon's far

ABOARD the American Mariner, Messrs. Burrell and Hofmann get 10-year pins from DAMP Ship Mgr. Hiles (at left).

side. The other model will be a segment of a moon model 90 feet in diameter with a highly detailed bas-relief map.

The lunar simulator is one of RCA's many programs contributing to our progress toward the moon. These include the TV payload for the Ranger lunar explorers which, in advance of manned flight, will take the most detailed pictures of the lunar surface ever seen.

"Damp" Program

PACIFIC MISSION

From a position some 1800 miles west-northwest of Honolulu, the American Mariner was programmed to trace the last two of Schirra's six orbits of the earth and flash the data back to NASA's Goddard Space Flight Center in Greenbelt, Md. There, computers digested the data and calculated the precise spot where the capsule would come down. This information, in turn, was passed on within seconds to the fleets assigned to pick Schirra from the sea.

NASA decided the *Mariner* could best perform the difficult task of tracking and reporting the flight of the Mercury capsule over the broad expanse of the Pacific, where land-based radar stations are not available. RCA, which has the responsibility of maintaining and operating the complex electronics equipment, flew additional tracking engineers to Midway, where the *Mariner* picked them up on her way to a position near Wake Island.

Field Projects

HIGH SEA

The 10-year pin presentation to RCAS employes J. R. Burrell, Jr., and W. D. Hofmann is among the more unique of many such RCA long-service ceremonies.

The *American Mariner*, to which employes Burrell and Hofmann are assigned, was enroute to its designated station in the Pacific for the MA-8 man-in-space shot. At the time the presentation was made, the ship was passing north of the French Frigate Shoals, with Midway Island the next stop on the ship's itinerary.

Mr. Burrell, who joined the RCA Victor Division in 1952, is currently assigned as a clerk to the *Mariner's* Supply Section. Mr. Hofmann, who was originally a Theatre Service Engineer, is now working in the ship's Recording Section.

DAMP Ship Manager J. T. Hiles made the presentation. Observing the ceremony were Leaders R. J. McAdams (Supply) and E. W. Holdridge (Recording), along with Fred Ise, Shipboard Instrumentation Manager.

Major Projects—MTP

ROYAL VISIT

MTP's much-traveled Globetrotter Van, currently set up at the Kagnew Station in Ethiopia, was visited by the Emperor Haile Selassie and his son, the Crown Prince of Ethiopia.

EMPEROR Selassie and son visit MTP's Globetrotter Van, in Ethiopia.

DOWN-RANGE Disc Jockeys Blalock (left) and Morefield, off-duty from MTP jobs.

The van is used in support of a geodetic satellite program, and is airlifted between Ethiopia, South Africa, and Chile according to need.

Operated by a 5-man crew, the unit consists of the van and a portable 20-foot parabolic antenna.

In the pic below, Emperor Selassie watches the operation with Ed Munger, Acting Leader of the Van (*left*), and Colonel Newman, Commanding Officer of the Kagnew Station U. S. Army base (*right*).

NEWS AND MUSIC

RCA technicians John Blalock and Billy Morefield (see pic above) are part-time disc jockeys on the most remote island tracking station of the Atlantic Missile Range . . . waiting for the second hand on the clock to tell them they're on the air.

They regularly take a turn at operating Ascension Island's Volcano Radio, set up in 1958 by RCA and other contractor personnel who found the island so remote that even short wave reception was not consistently good.

The unique radio station, kept in operation by volunteers among island personnel during their off-duty hours, offers news, music and pre-recorded variety shows.

Ascension is a barren volcanic island located in the South Atlantic between South America and Africa.

AT PATRICK AFB

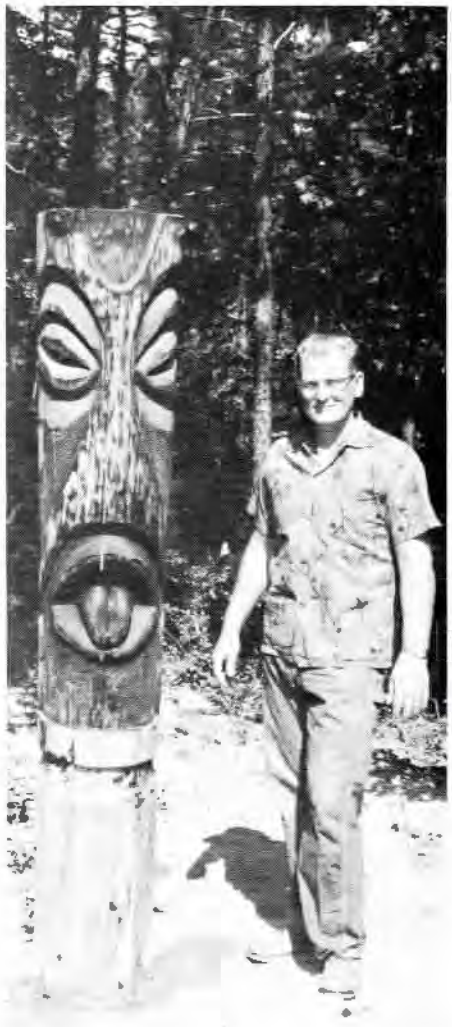
Congressman V. L. Anfuso (D., N.Y.) was a recent guest of honor at (and received honorary membership in) MTP's Management Club.

Attending from the Center: Brig. Gen. H. J. Sands, Jr.; Col. J. H. Hanby; NASA's G. A. Michaud. From Service Company: Div. V.P. Speakman; MTP Mgr. Clark; Mainland Instrumentation Op. Mgr. Jack Simpson who is President of the Club.

GEEIA ENGINEER P. E. Hartofil gets 15-year pin from W. J. Zaun, Div. V.P., Field Engr. Operations. Left, C. L. Basney, Mgr. Eastern Area. Right, W. W. Edwards, Field Contracts.

AT MANAGEMENT CLUB luncheon: MTP/RCAS Manager G. D. Clark, Congressman V. L. Anfuso (D., N.Y.), Colonel J. H. Hamby, Air Force Contracting Officer for the Atlantic Missile Range.

WORKING temporarily at NASA's Bermuda station, Gov't Systems Service Tech A. W. Simmons.



TAHITIAN RAIN GOD in Cherry Hill was carved by Tech Publications writer Carl Gustavsen.

LETTER to the Editor . . .

WHITE ALICE's Don Schirmer in Baghdad, 1958, and Mid-East trainees.

"After reading the August issue, I couldn't resist writing to you and sending the enclosed pictures. On page three, the article 'Cento Managers from Mid-East train at Cherry Hill,' was of particular interest to me.

"In 1958 I was a pilot flying on ICA contract nr 154, which was for the initial layout and survey of the 3,000 mile Network described in this article. This was done under the auspices of the Baghdad Pact Organization. There were two representatives from each host country in the Pact. At the beginning of the survey, a school was conducted to familiarize the various representatives with our system of aerial survey, and micro-wave principles. I instructed the Electronics phase of our system.

"When in each of the host countries, I would work with the two representatives that we had trained. During this time I became very well acquainted with them.

"I was pleased and a bit surprised, therefore, to see several old friends in the picture on page three. I am sending you a couple of pictures that were taken during the time we were conducting the classes in Baghdad, Iraq. I guess this would come under the heading of 'Small world.'

"If you have the opportunity, would you kindly relay my regards to Messrs. Saljouchi and Herishci (from Iran) and Rizwi and Alam (from Pakistan).

"For ynur information, I am now with RCA Service Company on the White Alice System."

(signed) Donald K. Schirmer
Site Supervisor
Bethel, Alaska

Consumer Products Service

ETV BREAKTHROUGH

Bourbon County made educational history in Kentucky as the first complete county-wide system in the state to install educational TV throughout the full system.

It was the first such installation, too, for the Service Company's ETV Receivers & Distribution Systems Sales Section.

Fourteen separate TV systems were installed in the county school system; work was begun early in September.

C. C. Brawley, the Section's Cincinnati sales representative, directed the installation with Carl Morgan and Dave Fothergill, both also of Cincinnati, as the technicians on the job.

The installations are pointed to ultra high frequency channels over which the educational television is beamed.

Initial installation was made at the Bourbon County High School where the 115 teachers in the school system gathered to view a three-day television workshop on the teaching method. Conducted entirely on television, the workshop included instructions by Mr. Brawley on the operation of the television sets themselves.

The workshop programming was beamed from a plane flying at 10,000 feet over Purdue University, where the educational television facilities to be used in the county school will originate.

James Melton, superintendent of the county school system, and other school officials are enthusiastic concerning the prospects of new avenues to be opened in local education through the use of their TV classrooms.

Mr. Brawley and his peers are of course equally enthusiastic—from the standpoint of the scope of the installations which, for the first time covers an entire county system.

In the picture below, TV Service Techs Morgan and Fothergill pull their RCA Service truck up in front of the Bourbon County High School where they began the installation of the fourteen individual systems required.

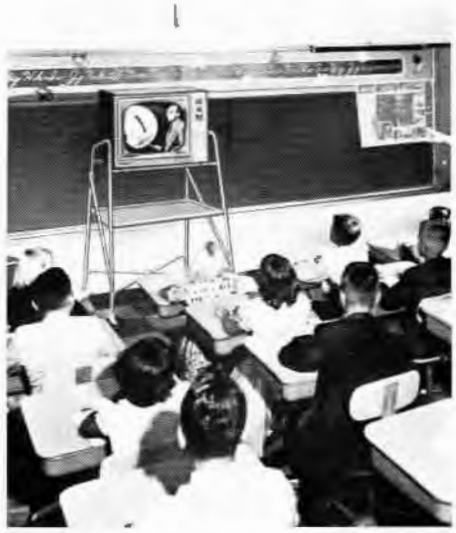
AS SPECIFIED

Two new Educational Television receiver models, incorporating the suggestions of many educators throughout the country, have been announced by RCA.

"An overwhelming response by educators to a survey we conducted recently provided us with excellent guidelines on the features that teachers require of TV receivers in classroom use," Sales Manager R. W. Redecker said. "As a result," he continued, "our ETV line has been designed to incorporate educator-oriented features."

Both ETV receivers contain these teacher-specified features:

AN RCA SERVICE TRUCK parked before the Bourbon County (Kentucky) High School marks the start of an Educational TV installation throughout the county's school system. Techs Morgan and Fothergill, from Cincinnati branch, were on the job.



JUST what the teachers ordered—Model 23-ETV-12M classroom receiver.

Larger picture tube, 23-inches overall diagonal (282-square inches of viewable picture); a glareproof bonded safety glass, with a surface that diffuses glare and reflections away from the viewer; tamperproof back; heavy duty power cord; sturdy metal cabinet, and a powerful "New Vista" tuner.

Optional features for both receivers are UHF reception and a specially designed tip-proof stand, adjustable to angle the receiver up to 15 degrees for best viewing, with wheel locks for added safety.

"The RCA Service Company has a total capability in the educational television field," Mr. Redecker said. "We can provide the ETV receivers and accessory equipment, and in addition can install a master antenna system and provide maintenance service for both the equipment and system from RCA Factory Service branches in most metropolitan areas."

EUROPE, ANYONE?

Big news in the area of contests is Consumer Products Service's "Jet Up and Go" competition, announced by Field Operations Manager R. C. Gray at the beginning of the last quarter.

Based on specific improvements in quality of service, productivity, expense control and sales, the "Jet" contest offers one 16-day all-expense Jet Plan tour of Europe and one 8-day ditto for the Branch Managers who place first and second, in the judgment of the Contest Board, in the national roundup of eight divisional winners.

The remaining six divisional winners get identical prizes—a one-week tour on which the winner can spend up to $500 of RCA's money. He selects the places he wants to go, the things he wants to see.

Further, a very substantial sum of money has been earmarked for prize awards to the supervisors at the eight branches that top their contest divisions. Eligible supervisors include the Branch Service Manager, Field Service Manager, Office Manager (or Chief Clerk) and Sales Manager.

Actually the "Jet Up and Go" Contest originated with RCA's Group Executive Vice President C. M. Odorizzi who, at the Branch Managers Meeting in Hollywood, Florida, last February, suggested a campaign designed to encourage maximum efficiency and productivity in Branch operations—namely, an exciting vacation in Europe. "The rules are demanding," he wrote recently to all Branch Managers from Rome, "but two Branch Managers will rise to the forefront to earn these top awards. If you put into practice the supervisory skills and techniques that make for superior Branch operations, you can be one of these fortunate winners."

The Grand Prize itinerary lists three days in London, including a visit to the Shakespeare Country and reserved seats to a London hit show; and equally exciting days in Paris, Rome, Madrid and Lisbon.

STATUS SYMBOL

According to R. W. Redecker, Manager, Sales & Merchandising, the RCA Room Status Board (see pic below) is being customized through the building block principle of module construction. "This," he said, "permits us to adapt it to the individual hotel or motel's needs, with savings for the customer."

The RCA Room Status Board provides the hotel motel management and operations personnel with current information on the status of each room—rooms occupied, those vacated but not ready, those vacated and ready for occupancy, and rooms on which there are reservations.

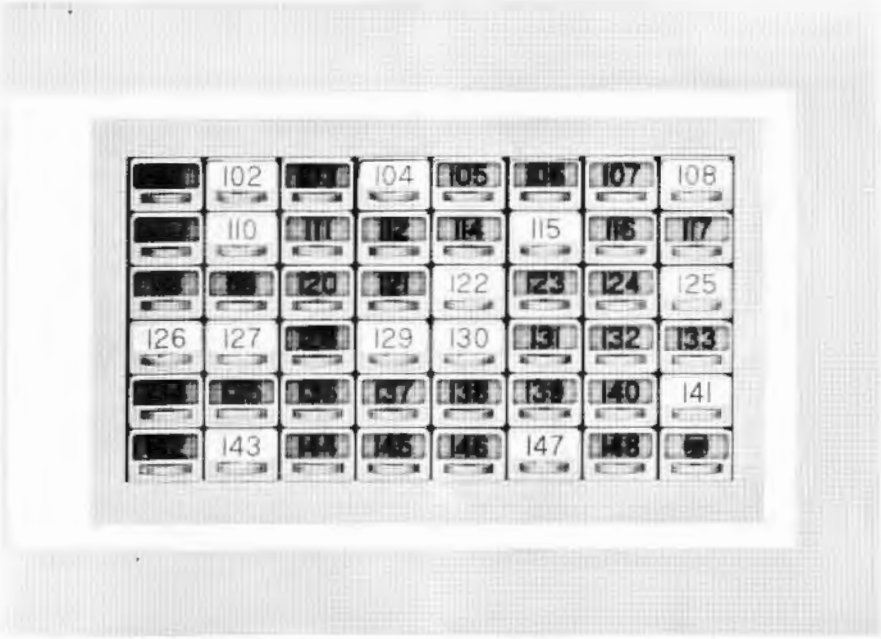
The information is fed into the status board from strategic locations throughout the hotel or motel network.

Since each room status unit is independent, a status board can be customized to the exact requirements of a hotel or motel. The individual units permit economical initial construction, and simplify future expansion of the Board as required.

A LIFE SAVED

Chester Dobrolski, a Bushwick Branch TV technician, is an expert skin-diver who spends much of his leisure time in making underwater topography charts and writing articles for leading outdoor and underwater magazines and periodicals.

This past summer, in the pursuit of his hobby, he was able to save the life of a drowning person. He will receive the Merit Award of the Long Island Dolphins—a prominent skindiving organization, of which he is a member.



HOTEL ROOM STATUS SYSTEM: Light Off—room occupied. Light On—ready for occupancy. Flashing Light—guest checked out. And etcetera.

Mobile Communications

COUNTY NETWORK

Installation of a county-wide communications network — leased from RCA, and installed and maintained by the Service Company — has been announced by the Department of Engineering, Highways and Bridges of the County of Camden, New Jersey.

The equipment will consist of thirty "LD" (low battery drain) transistorized two-way radios and three base stations with facilities for remote control.

Voice transmissions will blanket the 226 square mile country from a 125 foot antenna located at the Highway Department Office in Lindenwold.

The Highway Department is responsible for the maintenance of some 400 miles of highways, and the mobile radio system will integrate the activities of engineering field crews, inspectors and highway maintenance personnel.

L. Wayne McCormick, Director of the County Department, said that the new communications system is a step forward in providing the fastest, most efficient service possible in the maintenance of the county highways.

"It will enable us," he said, "to handle dispatching of men and equipment from our Highway Department Office in Lindenwold, some 20 miles south of Camden, as well as from our Engineering Offices in Camden County Court House and from our Cold Patch Mixing Plant. This multi-dispatching will give us maximum flexibility in handling both routine and emergency assignments."

HIGHWAY TRAFFIC

New Jersey's State Highway Department placed an initial order for 15 RCA vehicle detectors for use in traffic signal actuation and vehicle counting on state highways.

An electronic system known as Ve-Det, the RCA equipment operates from

a wire loop embedded in the pavement and relays a signal to a receiving unit when a vehicle moves over the buried circuit.

The signal can be used to operate traffic lights, count vehicles and for other automatic functions.

The order followed an extended test period during which "periodic checks showed satisfactory performance" at two Ve-Det sites. Installation is inexpensive. No excavation is needed, no concrete is used and there are no traffic obstacles.

Tech Products—Radiomarine

73's

George I. Martin, one of the pioneers in marine communications and navigation equipment, has retired from RCA after 40 years of service.

He began his career as a shipboard radio operator, served in various sales managerial capacities in St. Louis and Houston, was once Superintendent of RCA Institutes in Chicago. At the time of his retirement, he was Radiomarine's regional sales manager in New Orleans, a position he had held since 1955.

GEORGE I. MARTIN, a pioneer in marine communications, retired after 40 RCA-years. Above, seated second from right, Mr. Martin is feted by RCA associates and marine electronic representatives.

EDPS

AT HARVARD

Arnold Lee Christen was selected to participate in the fourth session of the Program for Management Development at the Harvard University Graduate School of Business Administration.

Mr. Christen is District Manager (Camden-Philadelphia) in the Electronic Data Processing Service of RCA Service Company.

The Program for Management Development brings young executives from approximately 28 to 37 years of age, with five to ten years of experience, back into the classroom on a full-time basis for sixteen weeks.

Each participant is sponsored by his company, and a wide range of industrial concerns from this country and abroad are represented, as well as men from the government and military.

At a dinner party held recently for Mr. Martin were (see pic, seated with him at the table): Port Service Manager J. W. Exline; Sales Manager V. K. Lewis; Marketing Manager D. F. Hahn.

Standing (*l. to r.*) Service Rep. C. E. Drake; Marine Service Rep. J. D. James; Hubert Rice of Bibbens & Rice; Joseph Carson, RCA Communications; G. A. Freeman, Gulf Field Manager; Alex Vadas, R. W. Ugel, C. E. Croft, all of Radiomarine Sales; Bob Bibben, Bibben & Rice, Morgan City, La.

Educational Services

OVER HEAD

A new technique in visual aids—color overhead transparencies—is helping to increase student interest and teacher effectiveness in many high school courses.

Theories and concepts that are difficult to grasp become clear when presented step by step through this "building block" technique of overlays. As a result, the subject matter comes alive, and student interest and motivation are heightened.

From RCA. There is a series of transparencies available to educators from RCA for courses in Chemistry, Biology, Physics, Geometry, Trigonometry, Mechanical Drafting, Electricity, and Basic Electronics.

The Chemistry course consists of 45 subject areas, available only as a complete unit. The Biology course of 63 transparencies, and the Physics course of 300, can be obtained as units or in sections.

Mechanical Drafting, having two parts, covers 172 concepts. The Electricity and Basic Electronics course consists of 117 concepts. Plane Geometry contains four major areas of 77 transparencies; Trigonometry includes 56 in three areas.

Other Advantages. The transparencies can be projected in lighted classrooms, enabling students to take notes. Through polarization, some of the transparencies depict action, for added realism. Saving time, they help to cover more course material. Providing professional illustrations, they reduce the time the teacher must spend at chalkboards. Comments may be written on them, and erased from them.

According to E. W. Lareau, Manager of RCA Educational Operations, the appeal to the visual sense enhances the ability to impart ideas.

"Visual aids," he claims, "which are based on this theory have been used by many persons effectively in government, industry and education. RCA overhead transparencies are an extension of this theory."

SEMINAR

An executive development seminar and workshop on decision making in industry was conducted by Educational Services early in October. It was well attended by personnel from various RCA divisions, and from other industries as well.

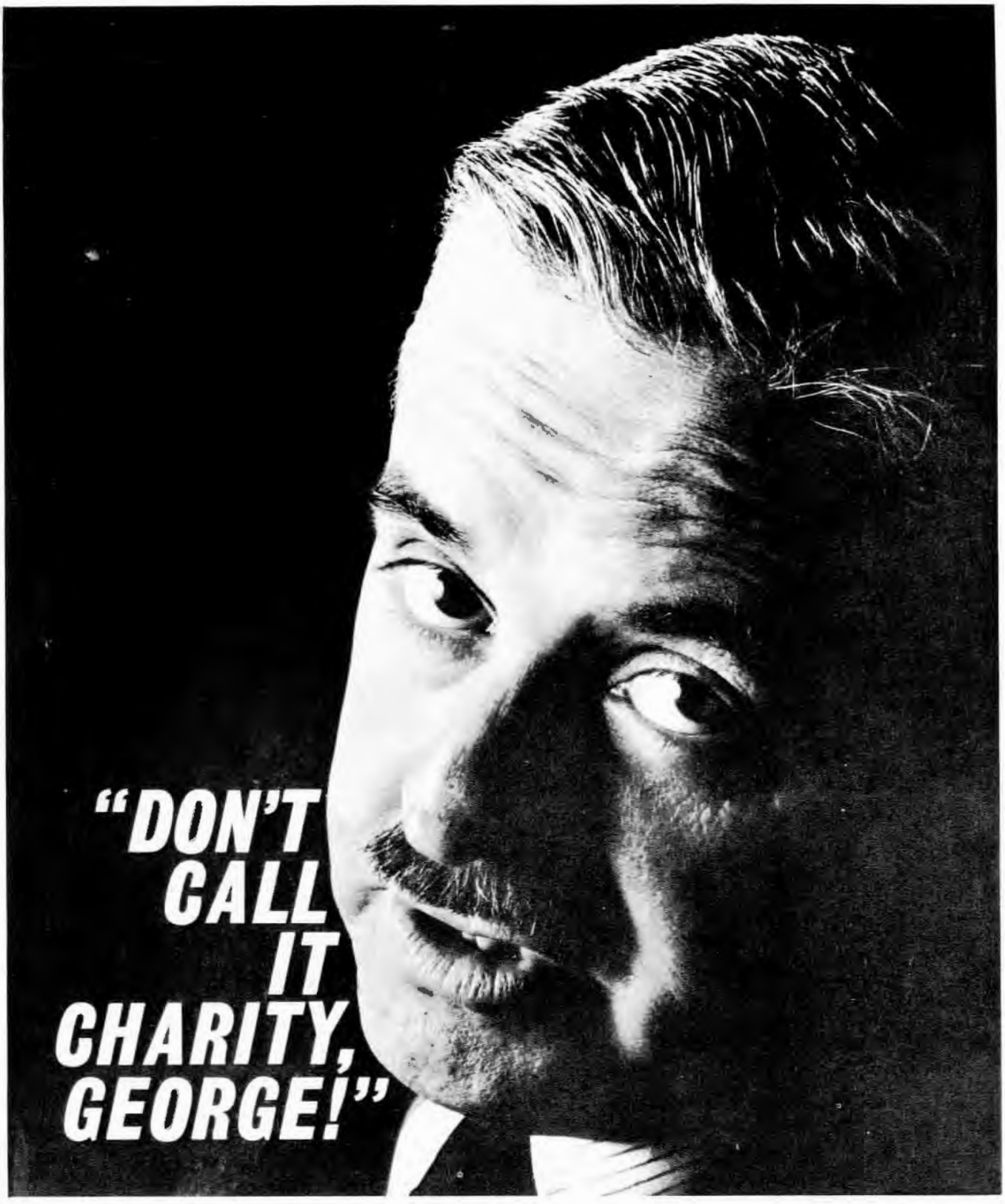
Villanova faculty members presented subjects ranging from How to Be a Better Decision Maker to the latest advances in management science. Emphasis, however, was on the behavioral aspects of decision making and in quantitative techniques utilized in effectively managing a business.

NASHVILLE BRANCH LINE-UP, with awards won in the Atlanta District's Ten-Twenty-Five Club, for best sales and operating performance in the second quarter of 1962.

IZAAK WALTON alias Dallas District Mgr. V. A. Vicksell is one of a happy group of . . .

GET ACQUAINTED dinner was given Bucks County Branch by Auto Boys, RCAV dealer. Host Leon Plavin at center.

. . . Appliance Servicemen who spent four days at Dunrovin Fishing Lodge, Mich., as winners of Casting for Contracts Contest.



"Contributions to the United Fund are really investments! Sure, charity takes the edge off hunger and misery. And that's necessary. But the agencies of the United Fund go way beyond that. They give the help that gets people back on their feet, makes them productive members of the community again. So it makes good sense to give the United Way—as an investment in a stronger, more prosperous community. Besides, that's the American way: to take care of our own, right at home. Our company makes a contribution, urges its employees to join in and makes it convenient through payroll payments. This once-a-year appeal cuts down the confusion of separate drives, too. It's more than a charity, George. It's an investment—and a duty—for your business and mine!" **GIVE THE UNITED WAY**