

SERVICE

AN RCA FAMILY PUBLICATION



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RCA SERVICE COMPANY

DECEMBER, 1962



SERVICE

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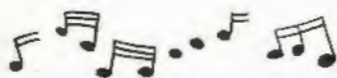


THE COVER

Perhaps it was the strains of "God Rest Ye Merry" wafting from behind the closed doors of the Training Room as the all-male chorus from Personnel held an impromptu noon-day practice.

Or perhaps it was the obvious good nature of Professor Ludwig Von Drake—appealing little NBC-TV star of "Walt Disney's Wonderful World of Color." RCA-sponsored, of course.

Or it may have been a wish to set the stage for jollity during the Holiday Season. In any event, we give you the "Professor," with cordial greetings, and a hope for "Joy to the World" in the years to come.



ON THE ESSENCE OF SUCCESS

(Reprinted from News and Views, Alexandria Facility)

One of the most startling facts revealed by research in personnel is that a great majority of failures in business, the professions, and the vocations, are not occasioned by a lack of knowledge concerning the skills involved.

The vast majority of so-called "failures" are in reality human failures.

The record shows that people are failures because they are lazy, irresponsible, disloyal, dishonest, have poor general judgment, are immoral or intemperate, have poor personalities, or are chronic complainers.

It seems that before a man can be a good manager, a good engineer, a good technician, or a good draftsman, he must first be a good man.

The good man is gracious. He does not try to impress others.

Good men are not defeated by the yappings of little men. When you climb out of a rut you must expect some bumps. It is how the bumps affect you that determines your calibre.

Little men are flattened by bumps and never get over them. Good men are molded, shaped and tempered by them and stand just a little bit taller for each bump they overcome.

The good man puts first things first, and people are always first.

The Golden Rule is still the best basis for a successful career and a happy life:

DO UNTO OTHERS

AS YOU WOULD HAVE OTHERS

DO UNTO YOU.

By: EUGENE ELLIOTT, Administrator
Area Personnel, Systems Engineering
Government Services

RCA SERVICE COMPANY
A DIVISION OF RADIO CORPORATION OF AMERICA
CHERRY HILL, DELAWARE TOWNSHIP
CAMDEN 8, NEW JERSEY

A. L. CONRAD
PRESIDENT



December 25, 1962

To the RCA Service Company Family:

Warm good wishes for a very Merry Christmas and a happy, prosperous New Year!

The members of my staff all join me in thanking you for your wholehearted support in 1962. Both individual and broad company responsibilities have again been met with outstanding devotion and intelligence throughout the year. The result of these loyal efforts has been a successful year in 1962 and an excellent outlook for 1963.

My best wishes at Christmas time, therefore, go to all Service Company men and women whether they be at home or abroad. May we as a family always be dedicated to the service of our many respected customers and persist in our tradition of goodwill one to another.

Sincerely,

A handwritten signature in cursive script that reads "A. L. Conrad".

Take Care!



From his dispensary at Cherry Hill, Dr. Paul T. Milnamow offers these words to the wise . . . the winter-wise, that is. All others, residing in more favorable climates, are free to read and gloat.

What does winter mean to you? Ice-skating, skiing, sleigh riding? Cozy evenings at home, with snacks, a hot drink, and that snug feeling of warmth as you look out on a blanket of white?

Or colds, sniffles, sneezes and shivers? A fall on your front steps? Digging your car out of drifts? A frozen radiator? If so, then it's time to take stock of your living habits. Make plans to take winter in stride and enjoy it!

To prevent colds and flu: Get enough rest and relaxation. Eat a well-balanced diet. Exercise properly, every day. Dress correctly for all kinds of weather. Keep your feet dry. Keep away from people with colds, and be considerate of others if you have a cold.

If cold or flu overtake you: Go to bed at once. Drink plenty of liquids — 12 to 16 glasses a day — tea, milk, water, fruit juices. Keep your germs away from others by muffling your sneezes and coughs. See your doctor at once if you have a fever, or if anything out of the ordinary occurs.

Heart attacks brought on by shoveling snow claim many lives every winter. Most of us don't like to shovel snow, but it won't hurt us if our hearts are sound and we take it easy. Stop to rest from time to time, especially if the snow is wet and heavy, or if you have to pile it high or toss it far. Use a short-handled shovel.

Watch your step when you walk on ice or hard-packed snow, and don't hurry. If you should slip, don't fight to stand up. Relax and roll with the fall, as football players do, using the fleshy part of your shoulder to cushion the impact. Don't try to break the fall with your hands. Your wrists or collarbone can snap easily under the weight of your falling body.

LONG SERVICE

November, 1962

20 years:

- H. W. PROSSER, Tech. Prod., T&I
- E. O. SWEIGER, Tech. Prod. T&I

15 years:

- G. R. ASKEW, Consumer Prod., TV
- J. P. BOSSONG, Gov't Serv., Field Proj.
- J. L. CALLAHAN, Consumer Prod., TV
- C. J. CARTER, JR., Consumer Prod., TV
- R. W. CURLESS, Consumer Prod., TV
- V. L. DAVENPORT, Consumer Prod., TV
- W. F. DEWEES, Consumer Prod., TV
- H. DONSKY, Consumer Prod., TV
- A. S. EDWARDS, Consumer Prod., TV
- H. R. EDWARDS, Consumer Prod., TV
- E. A. ELWOOD, Tech. Prod., Mobile Com.
- S. R. FAIRBANKS, Consumer Prod., Kine Plant
- E. K. GERLACH, Gov't Serv., Field Proj.
- C. I. GILES, Consumer Prod., TV
- R. F. HAMMERMANN, Consumer Prod., TV
- A. B. HARTMANN, Consumer Prod., TV
- B. HERMAN, Consumer Prod., TV
- R. J. KEBER, Consumer Prod., TV
- R. L. KOHN, Consumer Prod., TV
- G. A. KRAUSE, Consumer Prod., TV
- J. L. LARSEN, Consumer Prod., TV
- F. LOUDY, Finance Admin.
- T. J. MALINOWSKI, Gov't Serv., Field Engr.
- J. P. MARCHETTI, Gov't Serv., BMEWS
- G. H. MARR, Consumer Prod., TV
- G. McGINTY, RCAI
- R. F. McMILLAN, Consumer Prod., TV
- J. M. MEYSEMBOURG, Consumer Prod., TV
- A. A. MOREIRA, JR., Consumer Prod., TV
- M. J. MORGAN, JR., Gov't Serv., Field Proj.
- K. A. MULROONEY, Consumer Prod., TV
- N. I. NELSON, Consumer Prod., TV
- S. A. PRESTON, Consumer Prod., TV
- W. E. ROBERTSON, Consumer Prod., TV
- W. T. SAVA, Consumer Prod., TV
- R. H. SHERMAN, Tech. Prod., T&I
- T. J. STEVENSON, Consumer Prod., TV
- J. J. SULLIVAN, Consumer Prod., TV
- M. L. TURNER, Consumer Prod., TV
- E. J. WILKIE, Consumer Prod., TV
- C. L. WOLF, Consumer Prod., TV

DECEMBER, 1962

20 years:

- C. E. JAMES, Tech. Prod., T&I
- J. E. STEOGER, Tech. Prod., Operations
- C. VITELLO, RCAI

15 years:

- E. BILLMAN, Consumer Prod., TV
- L. J. BLACK, Consumer Prod., TV, Region
- G. B. BLATT, Consumer Prod., TV
- P. J. BODZIOK, Consumer Prod., TV
- M. C. BOYDA, Consumer Prod., TV
- F. N. BUTLER, Consumer Prod., TV
- J. R. DOUGHERTY, Consumer Prod., TV
- A. EDMONSON, Consumer Prod., TV
- W. T. EXLINE, Consumer Prod., TV
- R. J. FRANZ, Tech. Prod., Mobile Com.
- W. L. GARDELLA, Consumer Prod., TV
- R. J. GLEASON, Consumer Prod., TV
- R. S. GRIER, Gov't Serv., MTP
- J. R. HANSEN, Consumer Prod., TV
- A. R. HICKMAN, Consumer Prod., TV
- J. M. JAMES, Gov't Serv., Field Proj.
- W. M. KOWAL, Consumer Prod., TV
- W. LENZ, JR., Gov't Serv., BMEWS
- A. McCORMICK, Consumer Prod., TV
- W. M. McDANIEL, Gov't Serv., Contracting
- W. J. McDOUGAL, Consumer Prod., TV
- A. PETRICK, Consumer Prod., TV
- L. W. PRITCHARD, Consumer Prod., TV
- D. E. REED, Consumer Prod., TV
- J. F. ST. JAMES, Consumer Prod., TV
- W. A. YOUNG, Consumer Prod., TV

CENTURY CLUB PINS

Tech Writer A. A. Lawson and Illustrator H. D. Rey, both of the Alexandria Systems Engineering facility, recently split a \$670 suggestion award as a result of their joint development of a way to make black-and-white composite proofs of color separation plates.

Their method requires a vacuum or



SUGGESTION WINNERS A. Lawson (left) and Hugh Rey, at Government Services' Alexandria facility, with the system they de-

vised to produce black-and-white proofs of color plates. The idea will save approximately \$6700 annually.

pressure frame, an arc lamp, and access to an ammonia process reproduction machine.

A sheet of photo-sensitized acetate film is placed on the frame. Two color separation plates, placed in registration over the film, are exposed to the arc lamp. The procedure is repeated, two plates at a time, until only one composite master remains.

In addition to considerable cost reduction in photography, plate making and press running, continuous editing and close registration are possible while processing, with relatively low initial expenses for equipment and materials.

Corporate News

SCHOLARSHIPS, 1964

If your son or daughter will be completing high school and entering college in 1964 and would like to compete for an RCA Merit Scholarship, your child should make arrangements with the high school principal to take the National Merit Scholarship Qualifying Test (NMSQT) in March of 1963.

All children of regular employes of RCA and its Divisions and Subsidiaries in the United States, who have completed at least two years' continuous company service by March 1, 1964, are eligible to compete for these scholarships. Children of retired or deceased RCA employes are also eligible.

RCA awards up to fifteen four-year college scholarships each year. The National Merit Scholarship Corporation administers the program, and chooses the winners from among the finalists. The amount of each RCA Merit Scholarship is based upon the individual winners' financial needs as determined by the N.M.S.C.

FORCES AT WORK

Carefully planned and executed cost reduction and control are absolute necessities for a company operating in today's highly competitive business climate, quoting Howard L. Letts, RCA's Vice President and Controller.

He told the National Conference of the Financial Executives Institute that "there are forces at work today that make a vigorous, continuing cost reduction and control effort a daily necessity, not only for the electronics industry, but for almost every manu-



RCA CONTROLLER, Vice President Letts . . . "aware of increased pressures . . ."

facturing concern if it is to survive and prosper.

"We are all keenly aware, for instance, of the increased pressures of competition in our business life today from both domestic and foreign sources.

"As a result, the ever-present downward pressure on prices, coupled with the upward pressures of costs, have created a situation that has been aptly labeled 'the squeeze on profits.'

"If we add for good measure a liberal sprinkling of excess capacity, plus a large measure of new product development and marketing costs, we have the major ingredients that make an excellent spawning ground for cost reduction and control programs."

APPOINTMENTS

William H. Enders was appointed Manager, Marketing, RCA Laboratories, Princeton, transferring from Defense Electronic Products in Burlington, Mass. He will supervise market research and development, and government contract negotiations.

Arnold K. Weber and **Edwin S. McCollister** were promoted, respectively, to Division V.P. and General Manager, and Division V.P. Business Planning and Marketing, RCA Electronic Data Processing.

Mr. Weber will be responsible for the over-all direction of EDP activities. Mr. McCollister will continue to be responsible for all of EDP's marketing activities, including sales and product planning.

Dr. Harry J. Watters was appointed DEP's Chief Defense Engineer, Defense

Engineering. Dr. Watters was formerly assistant to the President of the Polaroid Corporation. He has been a member of the National Academy of Science - National Research Council Committee on Radiation Instruments.

William F. Owens has been named Philadelphia Branch Manager, EDP. He has had more than fourteen years' experience in computers and data processing, both in the commercial field and while serving under the Department of Defense.

SUN PUMPED

Announced by RCA: A new "sun-pumped" laser, the first man-made device capable of using sunlight directly without converting it to another energy medium such as electricity or heat.

Lasers comprise a new family of electronic components which convert the many frequencies of ordinary light to a narrow, highly directional and extremely powerful beam of only one frequency. Such light is said to be "coherent" and may one day be used to carry communications, perform delicate eye and brain surgery, drill or machine refractory metals, and track interplanetary space probes.

The apparatus used in the sun-pumping experiment included a 12-inch hemispherical mirror for focusing the sunlight, a laser employing a calcium-fluoride crystal and a spectrometer for detecting the laser's output. During the experiment, the laser was kept in a bath of liquid neon and emitted continuous radiation at the infrared wavelength of 2.36 microns when exposed to about 50 watts of radiant power from the sun.

PROJECT FIRE

RCA has been awarded a \$1.3 million dollar subcontract from Republic Aviation Corporation for a data acquisition and communications subsystem for Project Fire.

The prime objective of Project Fire is to obtain data on re-entry heating and on the gaseous cloud around re-entering spacecraft. At present, ground-based test facilities do not provide adequate simulation for investigating the environment of high speed re-entry.

RCA's data acquisition and com-

CORPORATE NEWS

munications subsystem will transmit information back to earth from hundreds of sensors which will measure, among other things, the extremely rapid heat changes of the skin of the vehicle. The equipment will be built to withstand forces of more than 85 times that of gravity as the re-entering spacecraft plunges through the atmosphere at speeds in excess of those for lunar return missions—about 25,000 miles per hour. During the re-entry blackout, the RCA system will store all information being gathered by the sensors and transmit it to the ground after the ion sheath has been passed.

The spacecraft, which will look like a scaled-down model of the Apollo capsule, will be launched by an Atlas booster and a second stage powered by an Antares solid-propellant rocket motor. Two payloads will be flown in this program sometime late in 1963.

MERGER

RCA Defense Electronic Products (DEP) has made the following organizational changes:

1. Merger of the Major Systems Division (MSD), established originally to manage the Ballistic Missile Early Warning System (BMEWS) project now nearing completion, with the Missile Surface and Radar Division (M&SRD).

2. The Systems Engineering Evaluation and Research Organization (SEER) formerly the Systems Engineering group within Major Systems Division, will now report to Dr. Harry J. Watters, Chief Defense Engineer of DEP.

John H. Sidebottom, heretofore Vice President and General Manager of Major Systems Division, has been appointed to the same position in charge of the combined divisions, which will continue to be known as the Missile & Surface Radar Division.

S. N. Lev, formerly Vice President and General Manager of M&SRD, has been appointed Division Vice President, Defense Manufacturing and Program Management, a new position created to coordinate these activities in all five of the divisions comprising DEP.

VERSATILE 301

Thermostat Manufacturer. Standard-Thomson Corporation, one of the nation's largest producers of thermostats for the automotive industry, has signed a lease agreement for the installation

of an RCA 301 system at the firm's Waltham, Mass., headquarters. The company also produces metallic bellows and assemblies for home appliance and industrial use, heat exchanges and valves for the aircraft and aerospace industries.

They expect the RCA 301 to bring about a 25% reduction in their present data processing costs, and handle a far greater work load than the computer it will replace.

Advertising Agency. The J. Walter Thompson Company plans to use a dual purpose RCA 301 for business data processing and to develop advanced techniques in the fields of market research and media analysis. The installation, sometime during 1963, will mark the first use of such a computer in the advertising field.

The system will have a processor with 40,000 core memory storage positions, card handling equipment, an on-line printer, and six high-speed magnetic tape units for the storage of information.

Foreign Orders. Compagnie des Machines Bull of France, and International Computers and Tabulators, Limited, of England, have raised their original basic commitments for RCA 301 systems from 100 to 151.

Machines Bull also placed an order for some \$5 million worth of RCA 301 components and peripheral equipment with a view toward commencing production of RCA-designed computer systems in France.

Gov't Services — Field Projects

100 MILLION WORDS

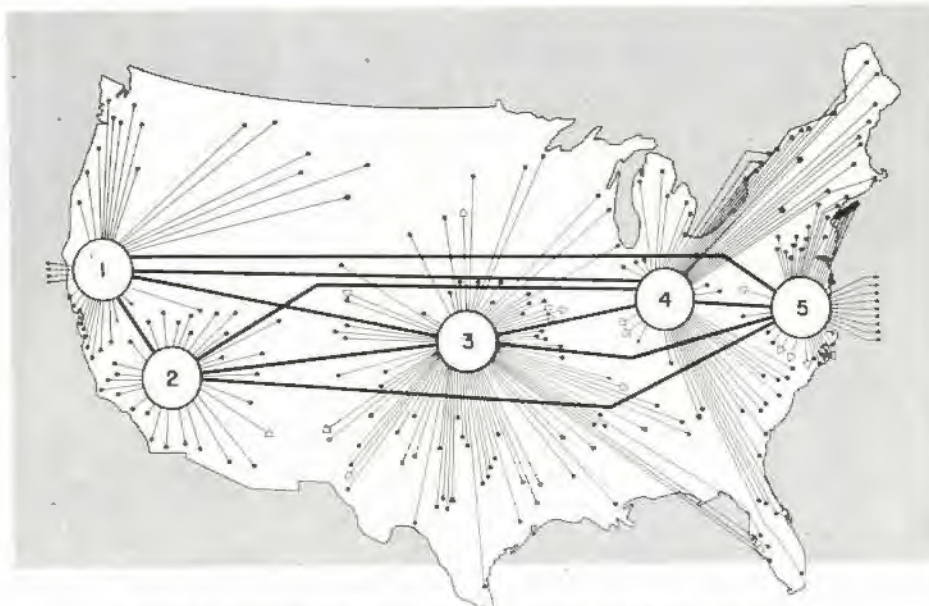
The U. S. Air Force's Combat Logistics Network (COMLOGNET) is designed by RCA to be the world's fastest and most extensive message and circuit switching system. It will, when placed in full service, be capable of sending and receiving, automatically, one hundred million words daily.

Fanning across the continent, the network will include five main switching centers: at Norton Air Force Base near San Bernardino, California; McClellan AFB, Sacramento; Gentile AFB, Dayton; Tinker AFB, Oklahoma City; and Andrews AFB, Washington, D. C.

Through these centers, data and messages will be interchanged between 350 Air Force bases, depots and stations. Connecting links to scores of manufacturers and suppliers are planned.

The Air Force's need for an extremely swift message and data network stemmed from the advent of missiles, rockets and space vehicles. To a far greater extent than conventional aircraft, the new generation of military weapons—with their complex mechanisms—entail a vastly increased amount of procurement, inventory and other types of communications traffic.

The Air Force turned to the Western Union Telegraph Company as a leader in the communications field. In turn, RCA was chosen by Western Union to



RCA is providing high-speed communications switching equipment for five COMLOGNET centers across the nation.



MTP LENSMAN S. L. Atkinson was elected President, Florida Professional Photographers, Inc.

Mr. Holmes joined the Service Company in 1947 as a technician in Consumer Products Service. He transferred to Government Services in 1955, serving on Air Force support contracts until assignment to Ft. Monmouth in 1961.

Missile Range Programs

MTP HOBBIES

Prexy. S. Lane Atkinson, Jr., a Group Leader in MTP's Range Operations Planning, was elected President of Florida Professional Photographers, Inc. The society of some 200 professional lensmen is a state-wide organization.

Mr. Atkinson is also Treasurer of the Atlantic Missile Range Chapter of the Society of Photo-optical Instrumenta-

tion Engineers, and Industrial Photography Councilman for the state of Florida to the Professional Photographers of America.

Dock-side. John Hardos, Section Administrator in MTP's Range Photography Section, recently directed activities at the 5th Annual Nipper Sailing Regatta, one of five major sailing events co-sponsored by the RCA/MTP Yacht Club. The Club, whose regattas attract entries from all over the Southern states, conducts an Optimist Class Pram fleet of 8-foot sail boats for children of its members. Known as the "Nippers," the fleet carries the Nipper dog insignia on each of its sails.

Hardos is serving his second term as Secretary and Treasurer of the Florida Sailing Association of fifty-eight yacht

design, manufacture and install the equipment at the five switching centers.

Recently, part of the new AF Datacom Net Communication system installed at Norton AFB, was tested via Telestar Satellite. In the test, which lasted less than one minute, a 1,100 word message was sent from Norton to New York by Western Union — relayed to Andover, Maine; then by Telestar to Goonhilly Downs, England, and returned by Telestar to Norton.

This test is significant particularly in that RCA EDPD had the responsibility for the design and manufacture of the equipment, and Service Company provided technical support in the installation and test.

The automatic switching center at Gentile AFB is presently being installed, and the remaining three sites are in process. Western Union will lease the completed system to the Air Force Logistic Command, to keep track of the millions of items in their supply account. Eventually, it will handle aircraft movements, air traffic control, and etcetera.

Field Engineering

ACCOLADE

In the pic at right, J. H. Holmes (left) of the Signal Corps contract at Ft. Monmouth, receives a Service pin on completion of his fifteenth year with RCA. W. D. Russell, Manager of Signal Corps Contracts, made the presentation. On hand to offer their congratulations: Mr. Simon Owen and Mr. Algerton Ruzgis of the U. S. Army Signal Research and Development Laboratories, Ft. Monmouth.



15-YEAR MAN J. H. HOLMES (left) is congratulated by Manager W. D. Russell, Signal Corps Contracts, and Messrs. Owen and Ruzgis of the Army's Ft. Monmouth Labs.



ALASKAN GOVERNOR William Egan (right) visits Yakutat Site with White Alice Project Manager Fred Chiei.



RCA/MTP YACHT CLUB held its 5th Annual Nipper Sailing Regatta. Range Photography Adm. John Hardos officiated.

COMMERCIAL SERVICES

clubs. He also edits "Squalls," the Association's monthly publication.

WHITE ALICE

Quotes. Alfred M. Gruenther, President, American Red Cross, on a visit to Anchorage: "My visit is something I shall always remember. The people there are very very friendly. . . ."

Commander R. K. Stacer, U. S. Navy, Public Information Officer, on the visit of the Joint Chiefs of Staff Inspection Team: "The visit to the (RCA) Pillar Mountain Site proved to be the highlight of the tour of Kodiak. . . ."

Also, during a recent management inspection of the White Alice BMEWS Rearward Sites, Governor William Egan accompanied the team for the inspection of the Yakutat Site. He was impressed with the site complexity and congratulated the site personnel on the outstanding job they are performing.

Commercial Services (Tech Products)

PRESTIGE

Newest supertanker in the Atlantic Refining Company's fleet is the 32,300-ton SS. *Atlantic Prestige*, launched in September at the Newport News Shipbuilding and Dry Dock Company.

The 669-foot vessel has a beam of

over 82 feet, a depth of 46 feet, and a speed of 17 knots. Her 33 tanks of cargo oil will have a maximum capacity of 274,000 barrels.

The big ship features the most modern communications and navigation equipment available, including an RCA 500-watt Communications Console, an RCA ship-to-shore Radio-telephone and Monitoring Receiver, and an RCA fixed-loop Direction Finder.

Installation and checkout of the RCA gear was supervised by Service Rep William L. Briglia, from Radiomarine's service port at Norfolk. Service personnel will also ride the ship on its trial trip for final checkout of the communications equipment.

SIMPLEX "BALL OF WAX"

The Simplex Wire and Cable Company, Cambridge, Mass., can control production at its plants across the nation through use of an RCA 301 EDP system linked to a teletypewriter network.

The firm manufactures wire and cable for use by railroads, utilities, and chemical companies, as well as in communications, steel production, and oil drilling.

Its plants are located in Massachusetts, New Hampshire, Long Island, California; its warehouses and sales offices at Chicago, San Francisco, Houston, Pittsburgh, Atlanta, New York, Cleveland, Detroit, Philadelphia.

FOR PIONEERS

The Pioneer TV and Electronic Technicians Society, intended to unite old-time and other TV technicians, was organized about a year ago by a group of six former RCA-NBC TV technicians who were actively connected with the first transmissions of modern television. The Society seeks to further the public welfare of electronic technicians generally, and is open to all who have been technicians for ten years or more.

Those interested in the new organization may communicate with W. Hollander Bohlke, Secretary, 39 Treaty Elm Lane, Haddonfield, N. J. Mr. Bohlke, founder of the Society, is a pioneer whose RCA-history dates back to Service field engineering in the early days of 1928. He is currently associated with Government Services' Field Projects.

Sales. The RCA 301 processes order information from branch offices, producing a production list of orders and a branch office intake report. Reports are broken down by office, salesman, customers, product and inventory.

Manufacturing. Production control by computer involves such factors as machine loading, manpower requirements, material status control, work-in-progress and finished goods inventory. It permits updating the machine load and product labor variance by departments to tie-in with the company's payroll report.

Finance. Payroll reports are printed on a weekly and bi-weekly basis. The 301's printer turns out paychecks, machine load reports, production department variance reports, invoicing on accounts receivable, and profit and loss statements.

The computer system also produces sales and order analysis reports for management guidance.

Key Man. Service Representative at Simplex's headquarters in Cambridge is Lamont E. Evans—a graduate of the V-7 Course at RCA Institutes, who joined RCA as a Computer Technician Trainee less than a year ago. His duties



SUPERTANKER SS. PRESTIGE of the Atlantic Refining fleet, has most modern communications equipment available.

at Simplex involve the performance of preventive maintenance of the computer and associated equipment, as well as repairing such equipment in the case of malfunction.

CHANGES

In the recent organizational realignment, which brought Electronic Data Processing Service Field Operations into the Technical Products Service picture, there were several major changes in job responsibilities as follows:

Announcement was made of the appointment of R. F. Adams to Manager, Technical Products Services.

J. E. Steoger, formerly EDPS Field Operations Manager, was named Technical Products Services Manager of Operations.

Reporting to Mr. Steoger are C. E. Johnson, Field Operations Manager of Technical Products Service; and H. W. Johnson, Field Operations Manager of EDP Service.

EDPS Engineering, with J. J. Lawler as Manager, is now reporting to H. W. Johnson.

Consumer Products Service

NOTHING BUT THE BEST

Big news among hotel men this year is Loew's beautiful Americana — fabulous among the world's luxury hostleries, with bookings already running into 1975 to the tune of about \$65 million.

Located on the east side of New York, at Seventh Avenue between 52nd and 53rd Streets, the 2,000-room Americana has forty-one public rooms; can seat a grand total of 11,290 diners simultaneously, if necessary. Its exposition area is one of the biggest and most completely equipped rooms in the country. Its ten ballrooms have no obstructing pillars.

The spectacular Imperial Ballroom, with a 6-ton crystal chandelier and a stage capable of seating four orchestras, has a private automobile elevator that can transport a visiting dignitary, car and all, directly from the street to the Reception area. Albert Hall, the hotel's exposition room on the ground level, can accommodate fully loaded trucks which drive right into the area from the street via a special truck entrance.

For its guestrooms — designed for comfort and practicality and tastefully decorated with clean-lined contempo-



REGIONAL SALES MANAGERS at the New York meeting (l to r): Jack Arnold (N.J.), Ed Strep (Phila.), Tom Barry (N.Y.)

rary furnishings — the Americana chose 19" RCA Victor "Mural TV" sets, specially equipped with a mobile swivel stand. The sets receive all local channels; also have one channel reserved for closed-circuit reception of special events. They have tamperproof backs, volume limiters, alcohol-and-burn resistant vinyl-finish cabinets, automatic channel equalizers — all of the features that make RCA Victor sets the best buy for hotels and motels.

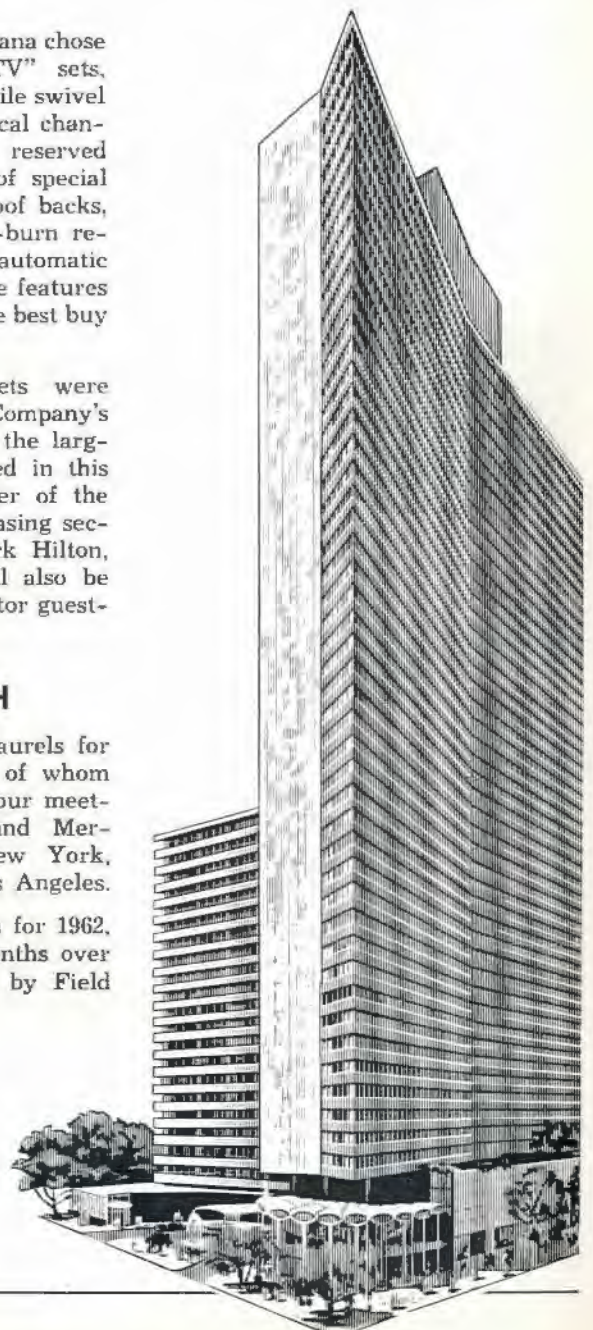
The Americana's TV sets were leased to them by Service Company's Commercial Products Sales; the largest single order ever received in this area. W. R. Seoren, Manager of the Multiple Systems Sales & Leasing section, said that the New York Hilton, now nearing completion, will also be fully equipped with RCA Victor guest-room TV.

LAST QUARTER PITCH

There was no resting on laurels for Branch Sales Managers, all of whom attended one of a series of four meetings conducted by Sales and Merchandising Managers at New York, Cleveland, St. Louis and Los Angeles.

The over-all sales situation for 1962, improved in the first six months over that of 1961, was discussed by Field

Loew's new Americana in New York City has 2000 rooms and 1865 RCA Victor Mural TV sets.



Sales Manager B. L. Grossman who amplified the possibilities of increased black-and-white TV service. He also urged more use of telephone selling, which he described as a "complex, specialized, but rewarding operation."

He was followed by Advertising and Sales Promotion Manager H. A. Poole, who stressed Warranty Service Registrations as a great opportunity, and outlined a program for a successful promotional campaign costing just eight cents per prospect.

Sales Training Manager F. E. Weber emphasized the importance of objective self development, tracing the basic characteristics of successful sales super-



BALTIMORE BRANCH MANAGER Harry Minnick presents 15-year pin and local "Jet-



Up" Cup to TV Tech Walt Poliszuk. A second-place Cup goes to Tech Pat Hart.

vision and their application to the daily job.

Commercial Products Sales were covered by Manager W. L. Davis and W. R. Seuren, who is Manager of Multiple Systems Sales & Leasing.

Stating that Commercial Products Sales is a major project for every branch, they asked for improved knowledge of the product lines—Hotel/Motel, Hospital and Educational TV, plus accessories, stands and associated radio and sound systems.

They said that an effective Commercial Products Program can put substantial gross billings into any branch in a relatively short time, and proceeded with a comprehensive review of ideal branch activity in this respect.

SATISFIED

"I want to commend your office organization," a Hollywood customer wrote to Vice President Pfister, "and also express my gratitude for the swift and positive response to my letter of September 27, which asked for nothing.

"The new RCA washer and dryer was installed ten days later and has been working like a dream . . . there was another arrival at the house, a new baby, and he has been keeping the washer and dryer going almost 24 hours a day. Almost no vibration, absolutely no trouble, and my beautiful wife is as ecstatic over it as she was bitter about its predecessor, and all I hear now are disjointed phrases like 'what a beautiful wash, what fluffy drying'—she sometimes sounds like a TV commercial. It was a powerful temptation to name the baby Whirlpool, but I managed to resist it."

BRANCH NEWS

Chicago South. Newsy note from "1812" advises that the branch has reactivated its "Tech of the Month" contest and announced the winners for October:

In first place, old-timer (13 years) Sy Koval, who won \$10 and his name engraved on the bronze plaque.

In second place, newcomer (a few months) Hank Schiesser who claims "Color ceptors are a good deal for both the customer and me."

In third place, but not last, George Dilcher—a D-S Tech who sold up a storm but didn't top either Sy or Hank, according to Supervisor Dick Wozniak who kept the weekly results posted.

Baltimore. TV Tech Pat Hart recently received the District Sales Cup

—his fine sales and service has led his team to second place in the branch's Jet-Up and Go Contest, and is pressing hard on the leader!

TV Tech Walt Poliszuk was presented with double honors—his 15-year service pin and the District Sales Cup.

The Cup is presented to each Tech who earns over \$50 in commission within a week.

Walt's team is in first place in the local Jet-Up and Go Contest.

PULLING POWER

A probable all-time winner for long-term pulling power is the ad shown below, placed a quarter of a century ago by RCA to advertise its new portable model of the Radiola Super-Heterodyne. The coupon requesting further information was received in Cherry Hill in October of 1962. There's a great big wonderful world waiting for the inquirer!



COUPON clipped from ancient ad was received at RCA-Cherry Hill last month.



CHICAGO SOUTH'S TECH of the Month (for October) is Sy Koval. He is being congratulated by Branch Manager Mario DeCapite, and happily accepting the ten-dollar monthly award.



TECH PROD. ADMINISTRATORS Parsons (left) and Dombrosky (right) trained Syrian Air Force personnel who will install and maintain sixty RCA Mark IV systems. Engr. Manager E. Stanko is fifth from left.



CONSUMER PRODUCTS TRAINING Manager W. W. Cook is celebrating his 15th year with Service Company.



CPS NEW ORLEANS BRANCH Sales Manager Jesse Jones (left) receives a "Best Speech" award in a Dale Carnegie class.



CONSUMER PRODUCTS TRAINING secretary Rose E. Lewis (WA2FGS) traded single blessedness for wedded bliss, in November.



HOLLYWOOD DISTRICT Sales Manager R. A. Boff, Jr. (center) was greeted by Managers R. W. Redecker (right) and W. L. Davis at the...



... **SEMI-ANNUAL SALES MEETING** for all Commercial Products District, Regional, and Sales Managers, at the Cherry Hill Inn, late October.



Lease TV from the "local outfit" with the trusted national name... RCA!

Where can you turn to lease TV for patient entertainment and hospital income? You want the benefits of local handling—installation tailored to your location and maintenance that's johnny-on-the-spot—plus the advantages of solid experience in television and electronics. On both counts, *you can count on RCA!*

You'll benefit from RCA's years of experience in Hospital TV Lease Plans that potentially can run up handsome income for you. You'll get the ultimate in television receivers, engineered by RCA specially for

hospital needs. You'll have the most trusted name in electronics to back your installation all the way.

Nearly everywhere in the United States, RCA Factory Service is listed right in the *local* telephone book. Experts who know your location plan an RCA Master-Tenna® System for finest reception in that particular area. Experienced RCA technicians are nearby and available for installation and service on sets and system.

To lease hospital TV, go local... nationally... with RCA! Send the coupon for consultation with your RCA Hospital Electronics Specialist. No obligation.



**MAIL COUPON
FOR YOUR
HOSPITAL'S
BENEFIT!**

**RCA SERVICE COMPANY, Commercial Product Sales, Dept. K-30
Bldg. 203-3, Cherry Hill Offices, Camden 8, N. J.**

Please have an RCA Hospital Electronics Specialist phone about a consultation appointment.

NAME _____ TITLE _____

HOSPITAL _____ PHONE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



**The Most Trusted Name
in Television**