



SERVICE

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REORGANIZATION
(see pages 3, 10)



Government and Commercial Services

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RCA SERVICE COMPANY



SERVICE

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THE COVER

October is a momentous month in the RCA Service calendar for 1959—a month of realignment in the structure of the organization, as well as in the men who will lead on to ever greater achievement in Government and Commercial Services. Our cover this month represents these changes, amid a radiation of growth and opportunity.



SERVICE TALK

Nice Guys

O'Neal's Drug Store of St. John's, Antigua (the RCA dealer on that island) forwarded a clipping from the local news concerning some nice Service Company guys from the Missile Test Project. It read: "A simple ceremony was held at the Holberton Hospital at which the RCA personnel at Coolidge presented a cheque of \$310.00 (U. S.) to the people of Antigua for the purchase of an oxygen tent. It was a voluntary gift and resulted from the service rendered by Dr. W. Joseph of St. John's to the men of the RCA. The presentation was made to Dr. Joseph in the presence of His Honour the Administrator, and the Minister of Public Works and Communications, acting for the Minister of Social Services who was unavoidably absent. The Minister replied suitably."

Strikes us that the newspaper editor is a bit of all right, too—giving four words to the Minister's speech of acceptance and a full story to this act of spontaneous charity. Just one thing worries us; how, or what, is the Minister of Social Services doing?

For the Marine Corps

An \$11,000,000 production contract was recently awarded to RCA by the U. S. Navy Bureau of Ships for a new transportable search radar, to be used by the Marine Corps in amphibious assault operations.

Designed by the RCA Missile and Surface Radar Division (Moorestown, N. J.) the UPS-1 radar breaks down into nine watertight packages, each of which can be carried up a beach by two men. Assembly can be accomplished by a six-man team in 15 minutes, and the equipment warmed up and operating in another 15.

Weighing half as much as previous types, and with twice the detection range, the new UPS-1 provides a quick means of searching the skies for aircraft or other objects.

For the U. S. Air Force, and the Navy

A research and development subcontract from Boeing Airplane Company, Seattle, Washington, gives RCA responsibility in the Minuteman launch-control system. Minuteman is the Air Force's new three-stage solid-fuel intercontinental ballistic missile weapon system.

For the U. S. Navy Bureau of Ships, RCA has contracted to design a radically new type of air conditioning system for submarines which, employing thermo-electric principles, will refrigerate without compressors, motors or other moving parts.



President D. H. Kunsman has announced major changes in the operational structure of the RCA Service Company

RCA Service Company Operations Realigned

Conrad and Pfister to head two major Service divisions

Service Company's President, D. H. Kunsman, has announced the consolidation of existing service divisions in a move reflecting the trends of burgeoning growth in both industrial and defense electronics.

Operating for a number of years with three major service departments, namely, Consumer Products, Technical Products and Government Service, the new organization now divides into Commercial and Government Services, with Consumer and Technical Products combined in the structural alignment.

In making the announcement, Mr. Kunsman pointed out the tendency on the part of the public generally to think of the Service Company function as one of home service—the installation and servicing of television sets and home appliances. This is no longer a completely accurate view.

"While a substantial portion of our business is in these consumer products," he explained, "a greater portion of the service volume is now in industrial and military electronics, which have shown tremendous growth in the past few years."

The two major service organizations will be headed by G. W. Pfister, Vice President, Commercial Services, and A. L. Conrad, Vice President, Government Services.

Mr. Kunsman also announced the election of two new vice presidents in Government Services—Joseph F. Murray, former Manager of Personnel, who was named to head Field Operations, and W. J. Zaun, in charge of New Projects.



A. L. Conrad



G. W. Pfister

Jesse Lippincott, Jr., who has been Manager, Consumer Products Personnel, was named Manager, Personnel, succeeding Mr. Murray.

Other members of Mr. Kunsman's executive staff are: D. R. Creato, Vice President, Law and Industry Services; E. H. Griffiths, Treasurer; Harold Metz, Vice President, Technical Education Programs; and Sigmund Schotz, Assistant to the President.

The revised organization includes the creation of a third and recently announced activity—Electronic Data Processing Service, which will handle the installation and servicing of RCA's new line of electronic data processing equipment.

With G. W. Pfister as its acting Vice President, EDP Service's four top administrative managers are: J. E. Steoger, Manager, Field Operations; B. K. Gesner, Manager, Administration; J. J. Lawler, Manager, Engineering; B. Aaront, Manager, Field Support Engineering.

... SUCCEEDING LIKE SUCCESS ...

With the "Newsmaker" line stealing the industry's headlines, and Color TV continuing to win its way into the homes of an increasingly enthusiastic public, RCA has fine-tuned and pre-set a bright picture for the 1959-60 TV-Radio-Stereo season.

According to P. J. Casella, Executive Vice President, Consumer Products, back-orders on "Newsmakers" were so great that it was necessary to cut the usual two-week plant vacation period to meet the demand.

"July's TV shipments were more than 65 per cent ahead of last year's," he said, "and transistor radios were more than 60 per cent ahead of the same month in 1958. Stereo sales are also running ahead of expectations.

"While we were extremely optimistic in planning production of our new line of all home instruments, we never expected such overwhelming distributor and dealer enthusiasm to our many innovations," Mr. Casella stated.

He added that factory inventories of Sportable and Tote-Able TV receivers and new transistor radios, announced last spring, are non-existent. This merchandise, he said, is being shipped as fast as it comes off the production line.

More Sets, More Service

Meanwhile D. H. Kunsman, President of the RCA Service Company, echoed the success story in Color TV service, advising the independent serviceman to ride with the wave of mounting public enthusiasm.

Speaking before the National Alliance of Television and Electronic Service Associations, he said that the future of the electronic servicing industry is brighter today than at any time in history.

Mr. Kunsman pointed to the entrance of a major set maker in the color TV business as "evidence of a servicing business potential which lies in the months and years ahead.

"To the servicing industry this means that customers in ever-increasing numbers will be looking to the independent serviceman to install and service these color sets," he said.

Though the future is bright, Mr. Kunsman stated that the serviceman's share of it depends wholly upon his preparation now, and he urged them to waste no time in taking advantage of the training opportunities available to them.

He said that the RCA Service Company's broad program of color television servicing clinics and workshops is being stepped up, in anticipation of the ever-increasing demand for service in the color TV field.

These clinics and workshops are conducted in all of the major TV markets, in cooperation with RCA Victor distributors.

Mr. Kunsman also extended an "open invitation" to independent technicians to "call on RCA Service Company branch personnel for help on any special problem relating to color TV servicing."

1. Now it's a fine wood living room table



2. But simply fold back the top—



ANOTHER WAY
RCA SERVES YOU
THROUGH
ELECTRONICS

3. Bring up the TV screen—



4. And now it's a fine performing TV console



**This
RCA Victor
TV Set
Rises
Out of
a Table**





J. E. Steoger (left) and G. B. Whitten co-managed the new Management Training Program designed for Electronic Data Processing Service.

Curtain Going Up on EDP Service Training

The Electronic Data Processing industry, riding hell-bent for leather, has created a definite and continuing need for qualified men in its related Service field.

Among them are the EDP service supervisors—men who must be informed on RCA policy and Service Company operation, in addition to their basic knowledge of the complex EDP system.

Stationed with a technical force at an EDP site, the supervisor is responsible for assisting in the installation of the System and subsequent preventive maintenance and service.

He must also concern himself with management administration of the personnel unit as a Service Company operation.

Such men are not born, they're made—and a comprehensive training program is their "induction."

A Collaboration

The first EDP Service program for such training was recently spearheaded by J. E. Steoger, new EDP Service Manager of Field Operations, and G. B. Whitten, former Personnel Manager, Cherry Hill & Technical Products Service.

They were assisted by the operating management of the various SCO administrative departments, as well as by members of the EDP staff of the Industrial Electronic Products Division.

Organization of the material resulted in an all-inclusive

program. Following a review of RCA and the evolution of data processing, the lecture series as planned covered a wide variety of pertinent instruction in areas of finance, engineering, product planning, real estate, personnel policies, and many other subjects of management administration.

Instructors were recruited from Service Company's administrative staffs and from among IEP's specialists in data processing, to present the material they had contributed.

Premiere Performance

Arrangements were then made to present the program in its entirety to supervisory personnel and others associated with the New York Life Insurance Company, home of an RCA Bizmac system.

Sessions were held twice a week for six weeks, at the Prince George Hotel in New York City, where the lecturing "teams" presented their stories of the EDP product and its supporting Service activity.

Future Bookings

Critical evaluation of the program and the trainees' response to it has led to plans for its possible use in 1960 by EDP Service, who would bring field personnel into Cherry Hill for intensive training periods.

Consideration is also being given to a somewhat similar management training program for field managers and supervisors of the Technical Products Service activities.

FROM NEAR AND FAR—(Government Services Photos)



RADOME at RCA-Moorestown, to be used for testing BMEWS equipment, is 140 feet in diameter, atop a 3-story building.



SAGE-MARQUETTE employees had a ball at the Bar-B-Q. Majil Savitski won the radio, presented in his absence by Tom Whitney to brother James.



AT TAEGU, Dale Scott (center) teaches communications to Army Signal Corps Officers of the Second Republic of Korea.



15-YEAR-MAN H. J. Bowes, MTP Programming Manager, gets pin from (right) Vice President McLaren and (left) Commun. Engr. Manager T. J. Tully.



IN PUERTO RICO, GS Vice President Conrad (right) visits Eugene Wilford, MTP Instrumentation Manager at Mayaguez.



RCA-V.P. G. W. CHANE, Finance & Management Engineering, spoke at MTP's Management Club. Also present (l. to r.): H. L. Letts, E. H. Griffiths, A. L. Conrad, J. W. Falkenstein, Mr. Chane, K. M. McLaren, C. E. Sharp.

Why I Want to be a Scientist

I am eleven years old now and for many months one of my greatest wishes is that I could have an opportunity to become a Scientist. I am in the 5th grade of the Woodbury Heights School and all of my classmates know that as soon as school is over, I go to my lab that I built in my cellar and try to experiment.

I watch all of the television shows on science and when the bookmobile comes to our town, I take out all of the books that I can find that are about the wonders of electricity and chemicals. I draw many pictures of all types of rockets. I have an electricity set and have tried to do many experiments with it. I invite my friends to watch these.

I like to study all about plants and vegetables. There are many plants in the United States that lots of people are not familiar with. I hope to educate myself about all of these plants.

We have a creek near our house and in my spare time, I wander there and become acquainted with the snappers, turtles, crayfish, snakes, and fish. I keep goldfish in three aquariums and raise them from the time they hatch. You must give the little fish a chance to survive and keep them separate from the older fish.

Last Christmas, I received a microscope and have been very interested in looking at many miracles that you can only watch under a microscope. When I receive any money for an allowance, I spend it on the things that help me with my experiments. One day while I was shopping with my mother, I took 20c of my allowance money to spend. There were many things that I could have bought like candy, caps for a gun, etc., but I bought 20c worth of seaweed for my goldfish. My mother did not realize that I received pleasure from this purchase. I have three brothers and they were kidding me about this, but only one who really hopes to be a Scientist can appreciate this.

My older brother enjoys his chemistry set and we have a lot of fun experimenting. Someday, it might be possible that we will discover some element that will help the rest of the world to live better.

I am very anxious to learn all I can about Science now. I plan to make a career from this knowledge. All of my neighbors tell my mother that I would make a good student of Science. I would like to have much more equipment and it is possible that before long I can find a job and save the money to enable me to secure this added equipment.

I am sending you some sketches that I have made and I hope you will examine them. The President of the Board of Education came to see my mother one day and told her how pleased he was with the work that I was doing



Bobby Voldish would like to "help the rest of the world to live better."

in Science and the drawings that I have made and the teacher has placed on the bulletin board for everyone to see. My mother was very happy to have him come and tell her that it was nice to see a 5th grade boy so anxious to be a Scientist. He told my mother that she should encourage me to continue. My mother knows that I am going to try real hard to become a Scientist.

About the Author

Bobby Voldish is the second born of four sons of the A. S. Voldish family. He is also winner of the third prize in the National Chemcraft College Scholarship Contest for "little league scientists." His prize-winning essay is reproduced on this page.

Bobby's father, Manager, Tech Writers (Radar Group) at BMEWS-Riverton, is happily proud of his son's accomplishment, and wishes that industry generally would encourage the very young to develop their potential talents, in preparation for productivity in the years ahead. Of his other sons, Mr. Voldish says the Number 1 boy is interested in archeology, Number 3 boy in baseball, and Number 4 in candy.

The annual Chemcraft Contest, sponsored by The Porter Chemical Company, Hagerstown, Maryland, is open to boys and girls up to and including thirteen years of age. Contest details are offered free by the company to youngsters writing in for them.

Service Company Personalities

G. H. BORTH, one-time Radio Technician in the U. S. Coast Guard (1943-46), is a graduate in Advanced Technology from RCA Institutes, Class of '49.

His success story led, within the short span of seven years, to the managership of a Government Service Systems Engineering facility.

For a short six months after graduation, he was employed as a Junior Engineer by a local firm, from which he resigned to become a Civil Service Instructor at Ft. Monmouth, New Jersey.

At the end of three years (1953), he joined RCA Service as an Instructor in electronics, assigned by the Government Service Division to a teaching post at TAS, Fort Bliss, Texas. He remained in the position for two years; was then made Military Project Planning Engineer (in 1955).

One year later he was named Manager of the GS facility at National City, California. As Manager, he directs the facility in the handling of all engineering activities, studies, technical writing and drafting in relation to U. S. Navy and Air Force contracts.

P. H. BRUNE is one of eight Region Managers in Consumer Products Service who have jurisdiction over the development and overall operation of District activities. Mr. Brune operates out of Dallas, for the Southwest Region.

His bent electronic began with four years in the Navy and service in the Pacific area as Chief Aviation Electronic Technician's Mate. This led to a job as an electrician with Trans-World Airways, then to Montgomery Ward as an Appliance Service Manager, and eventually (1947) to RCA Service Company as a TV Technician.

He had been Installation and Service Supervisor at both the Chicago and Kansas City Branches (1949-52), when he stepped up once again—to Ft. Worth Branch Manager.

In 1955 Mr. Brune was appointed Memphis District Manager and, one year later, was tapped for the Southwest Region managership.

He confesses to a weakness for western movies. He likes to square dance, too.



Gordon H. Borth



Harold W. Timmerman



Pat H. Brune



Daniel R. Creato

H. W. TIMMERMAN is an Administrator of Appliance Quality, concerned with the over-all surveillance of appliances manufactured and distributed under the RCA Whirlpool Trademark Agreement.

The complete activity extends from materials through workmanship, engineering practices, and final product performance.

Mr. Timmerman came to RCA Service from General Electric's Refrigeration Division where, for six years, he had been employed as a Field Service Engineer. Previously in the Test and Inspection end of Engineering in their Locomotive, Air Conditioning and Turbine Divisions, his employment was interrupted by military service.

A Lieutenant (JG) with the U. S. Navy, Mr. Timmerman served as Deck Officer aboard a Rescue Salvage Ship in the Pacific area, i. e., Hawaii, Guam, Okinawa, Japan.

His first assignment with RCA Service, in 1952, was Administrator of Air Conditioner Field Service. He was promoted to his present post in 1955.

D. R. CREATO, Vice President of Law and Industry Services, came to Service Company in 1948 from RCA's Corporate Staff, with whom he had been associated for 13 years.

He provides leadership in matters pertaining to law or to industry, co-ordinating the company's legal activities with RCA policies, and participating in the formulation of good public and community relationships.

His job encompasses many fields of counsel and guidance: in the interpretation of significant court decisions; in the conduct of litigation; in matters of contracts, leases, sales promotion, trademark, copyright, and the governmental regulations of the many agencies which bear on Service Company operations.

He maintains close liaison with the leaders of the independent service industry and their national associations, and develops the policies and practices which govern the company's relationship within the service industry.

He is a member of county, state and American Bar associations; President of the Board of a state hospital; President of his home-town Zoning Board, among many other personal affiliations.

Congratulations to ...



the new Personnel Manager, Jesse Lippincott, Jr.



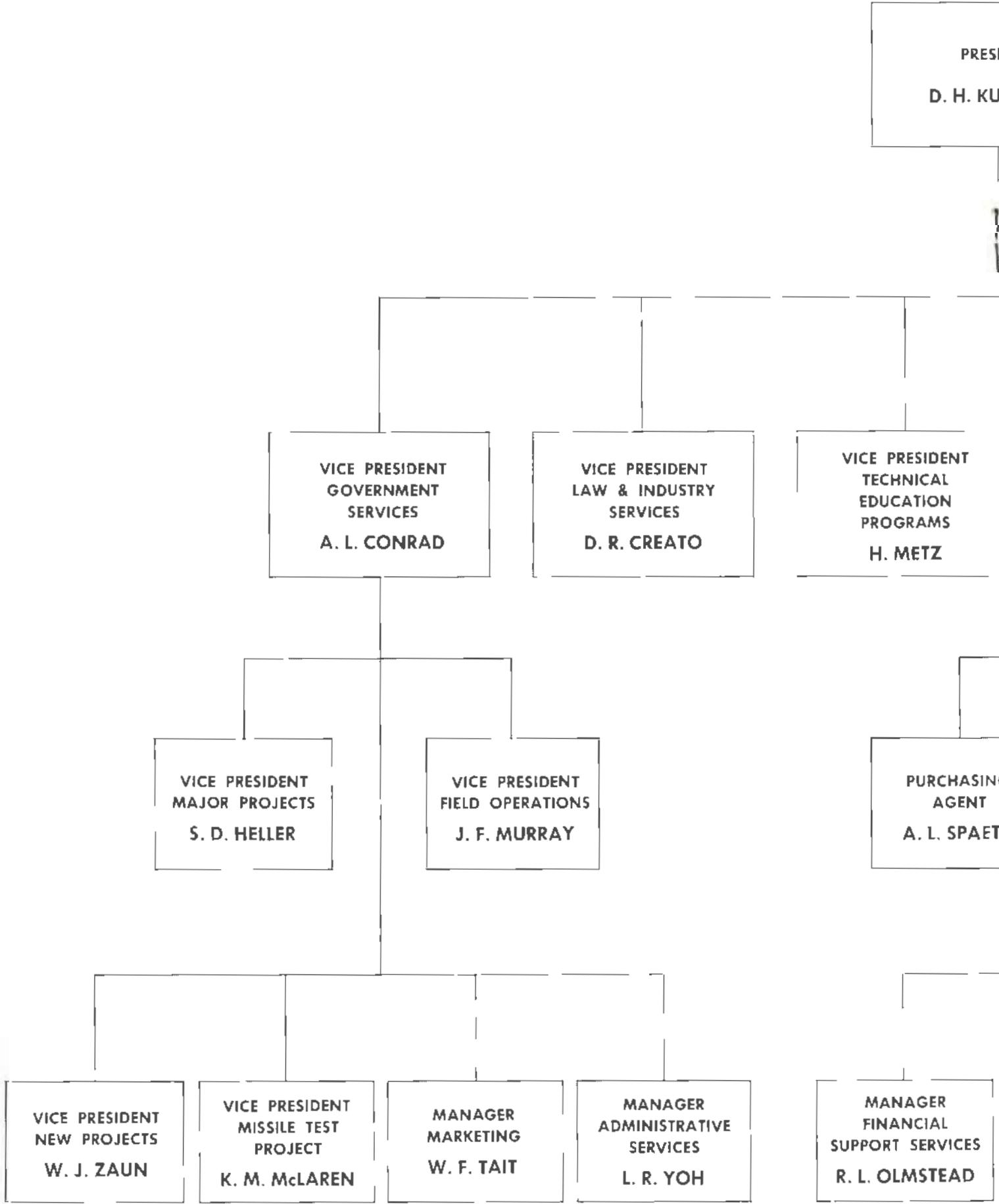
the new Vice President, J. F. Murray
Government Services, Field Operations



the new Vice President, W. J. Zaun
Government Services, New Projects



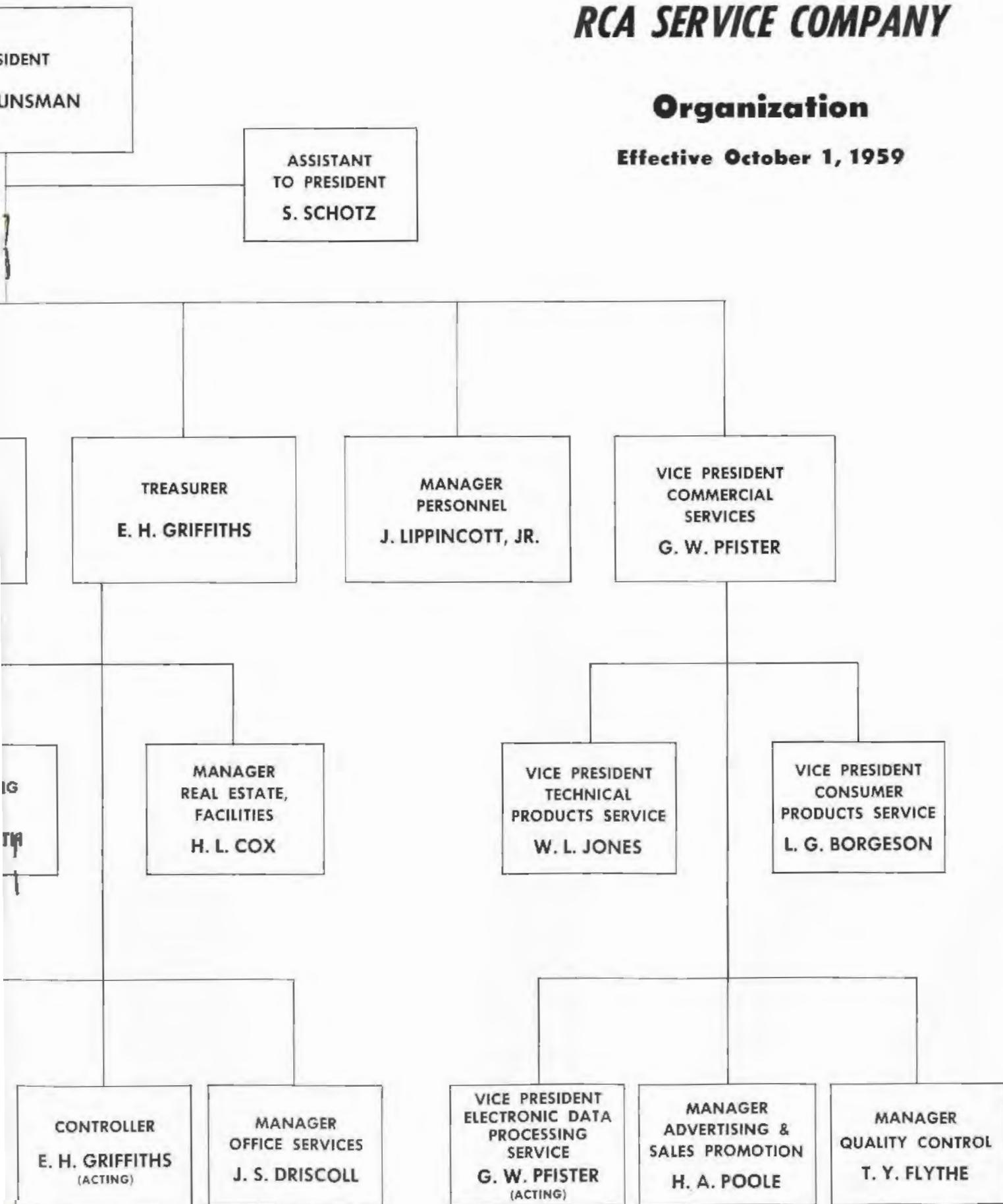
Vice President S. D. Heller
Government Services, Major Projects



RCA SERVICE COMPANY

Organization

Effective October 1, 1959



to find:—Answers in Missilronics



MIT's Jones



Wesleyan's Eichhorn



U. of Florida's Meacham



U. of Florida's Kleinschmidt

Professors from Purdue . . .

- J. H. ABBOTT, assistant professor, Department of Mathematics and Statistics
- V. L. ANDERSON, former assistant professor and director of the Statistical Laboratory
- W. R. FULLER, executive assistant to the head of the Department of Mathematics and Statistics
- D. GREENSPAN, assistant professor, Department of Mathematics and Statistics
- R. E. HARRISON, instructor, School of Engineering
- J. B. LEWIS, instructor, Electrical Engineering
- L. D. PYLE, acting head, Statistical & Computing Laboratory
- P. H. RANDOLPH, assistant professor, Industrial Engineering

From University of Arizona . . .

- R. E. WILD, assistant professor, Mathematics

From Florida State University . . .

- J. L. BAGG, instructor, Mathematics and Statistics

Formerly from Ithaca College . . .

- W. P. SWIFT, former chairman, Psychology Department

For new missiles such as Minuteman, Mercury, Midas and others . . . what new data-acquisition techniques will be required?

What requirements for data-processing will occur in the years 1963 and 1964?

What new systems of acquiring and processing data will be required—a new infra-red system, for example?

What role should data-processing play in the programming of missile tests in the future?

How can data-processing be made to speed up the programming—or countdown—of missiles?

The answers to these questions, and others like them were sought by a team of professors from Purdue University, employed by RCA Service Company to spend the summer in research on the Atlantic Missile Range.

Headed by Dr. Thomas F. Jones, Jr., formerly of Massachusetts Institute of Technology, they studied data-processing techniques in a program worked out by RCA engineers with Purdue University and its president, Dr. Frederick Hovde.

They and other scientists recruited from the country's colleges and universities, worked in the laboratories and other buildings at Cape Canaveral and Patrick Air Force Base on some of the more complex problems of range instrumentation—the tracking of missiles in flight and the processing of the data recorded about their performance.

For the Years Ahead

The general idea behind RCA's "summer school for scientists" was to assist the company's engineers in solving current problems on the range, in devising new methods of processing the missile data, and in planning for operations on the range in the years ahead.

Specialists in their fields—electrical engineering, higher mathematics, astronomy and the like—they were assigned to tasks for which their particular experience made them especially qualified.

Dr. Heinrich K. Eichhorn, for example, was assigned to the field of astrometrics in regard to foreign satellites—the study of all available data on Russia's Sputniks, and developing techniques for the calculation of their dimensions and performance. He received his Ph.D. in astronomy at the University of Vienna in 1949, served there until 1956, was assistant professor at Georgetown University, and this year goes to Wesleyan as associate professor of astronomy.

Data, Manpower, Machinery

Dr. Robert C. Meacham, associate professor of mathematics at Florida U., was assigned to the task of improving the utilization of data coming from the missile blockhouse, from radars, from observers, from the missile itself.

Dr. Arthur C. Kleinschmidt, associate professor of industrial engineering at Florida U., helped to predetermine Service Company needs in both manpower and machinery for the probable missile programs of 1960.

OH, THAT PAMPHLET!

Now RCA and NBC employes can own one of RCA's most glamorous products, on easy payroll deduction installments.

Of all the ways to spend money, this was the best yet. Color TV at \$2.75 a week—no carrying charge—no interest.

The young-married, near-married, and friends got together to discuss the ups and downs, referring often to the pamphlet enclosed with pay checks.

Seems an easy way to buy it, they said. (It's the easiest.) What's the full price, they wondered. (Same as cash. No carrying charge.)

Would it work with rabbit ears? (Yes, if your black and white signal is strong. Even better, though, with the Color 'Ceptor Antenna, on which there's a special "5th Anniversary" offer.)

Beautiful cabinet, one said. Let's phone Mr. Gray. Nuh-uh, said another. He's had fifty thousand calls by now. I'd rather stop at the Family store . . .

Nice Way to Celebrate

RCA's offer to employes, celebrating phenomenal progress in a short five years, makes Color TV available at a new low to all RCA and NBC employes who have had three or more months of service with the Corporation.

Employes pay as little as \$2.75 with three years to pay. With installation and service, payments vary from a weekly \$2.95 (90-day unlimited service), to \$3.15 (1 year unlimited service), and \$4.35 (3 year unlimited service).



Fifth Anniversary Model, one of two Color TV sets made available to employes at \$2.75 a week.



Color TV enthusiasts from Service Company Personnel Department: (l. to r.) Kathy Marone, Sally O'Pella, Nancy Martin, Nonna Bendorf, Joanne Warren.

Service plans are available, however, only to employes living in areas serviced by the RCA Service Company.

Response to the offer (which is open until October 31) has been tremendous. An avalanche of orders quickly exhausted the supply of the Anniversary Model originally offered, and it was necessary for the Corporation to offer the almost identical Winslow Model as a replacement.

RCA-TV plants, operating at the very limit of capacity, are now producing the Anniversary Model in Oak and the Winslow in Mahogany and Walnut. On this basis, orders confirmed and on hand are expected to be filled before Christmas, with deliveries commencing in October.

Both the Winslow (210-CK-87) and the Fifth Anniversary (210-CK-85) models have the latest Mark Series chassis, simplified "Color-Quick" tuning, Balanced Fidelity FM sound, RCA Security Sealed Circuits—and the sharpest, brightest color picture yet.

"Is Color TV Really Good?"

The old wait for Color TV "to really get good" is over. Five years of truly remarkable advances have resulted in the most perfect RCA Color TV sets ever built—now in the same state of perfection as a refrigerator or a washing machine.

RCA Service Company's President, D. H. Kunsman, says that Color TV is so dependable and reliable that the price of service has dropped from \$149.50 a year to \$69.50.

The colorcast schedule, too, is particularly brilliant this season. Headliners and specials with star-studded casts, plus the regular favorites, make color shows available every day in the week.

THREE DAYS IN THE LIFE OF A REGION SALES MANAGER



CPS Sales Manager R. W. Redecker (left) and Field Sales Manager B. Grossman opened the 3-day meeting at Cherry Hill.



CPS Region Sales Managers got the pitch from the podium, then rotated to group meetings on each subject.



Sales Training Session—(l. to r.) F. E. Weber, W. D. Orend, J. M. Arnold, C. P. McCollum.



Antenaplex Symposium—(l. to r.) D. J. Heil, B. F. Jordan, F. J. Longen, W. W. Burr, R. B. Helhoski.



Warranty Seminar—(l. to r.) J. W. Walters, W. L. Luecke, P. L. Baiwair, M. J. Griffin, B. Grossman.



Advertising Conference—(Clockwise, 7:40) H. A. Poole, G. T. Mitchell, E. R. Nazar, W. G. Ray, V. P. Damiani, A. P. Kannry, E. J. Lacoste, R. W. Redecker.

Government Services Gets New Marketing Manager



William F. Tait

Appointment of William F. Tait as Manager, Marketing, Government Services, was announced in September by A. L. Conrad, Vice President.

Mr. Tait will be responsible for all marketing activities of Government Services which plans, engineers, installs, maintains and operates electronic equipment for the U. S. Armed Forces in the United States and in some forty foreign countries.

For the past two years, Mr. Tait was administrator of field operations for the International Division of the Ford Motor Company.

Previously, he had been Eastern sales representative of the Lockheed Aircraft Corporation; then, sales Manager of Philco's Government Industrial Division.

As Others See Her Royal Highness . . .

Britain's Queen Elizabeth is as lovely as her pictures, and Prince Philip is rugged and sun-tanned, reports Robert W. Bannon, TV Service Technician. Both have a friendly and interested air about them, he said.

Bob should know, for he and Dale Carlson were on hand to help with the TV cameras when the Queen and her entourage recently visited the RCA Color exhibit at the Chicago Museum of Science and Industry.

A week of preparation preceded the royal visit. Equipment was shined and polished. Plans for the positioning of



TV Tech. R. W. Bannon

cameras at the proper height for the Queen were all made in advance.

There was a tense 40-minute wait beyond the scheduled tour. The celebrities arrived, protected by a cordon of police and Canadian Mounties in brilliant red coats. Thousands of spectators lined the sidewalk and crowded into the Museum's parking areas, kept free of cars for the occasion. More thousands entered the Museum and stood along the line of tour, roped off for the Queen's party.

Her Majesty was escorted by Major Lennx Lohr, the Museum's President; Governor William Stratton of Illinois; and Canadian Prime Minister John Diefenbaker and Mrs. Diefenbaker. Prince Philip went through the exhibit with Daniel McMaster, Director of the Museum.



Britain's Queen sees herself on Color TV at the RCA Color Exhibit, Chicago Museum of Science and Industry.

NBC-TV PROGRAM REVIEW

Special programs for the early fall, nearly all of them in color as well as black-and-white, spark a bright new season of TV entertainment for your pleasure:

October 11 and 13—Milton Berle Show with Danny Thomas and Lana Turner. Ford's Startime, starring Jerry Lewis in the Jazz Singer.

October 16 and 18—Pontiac Star Parade with Victor Borge, and the fall premiere of the Equitable Life Insurance Company's new American Heritage series.

Week of October 18—Janet Blair in Strawberry Blonde; a Salute to the Eleanor Roosevelt Cancer Research Institute; "Winterset" on the Hallmark Hall of Fame; Laurence Olivier in "Moon and Sixpence."

Week of November 1—Lucille and Desi on the Milton Berle Show; Evening with Fred Astaire; NBC Opera's presentation of Fidelio.

Week of November 9—A Louis Jourdan special; Art Carney in the Man in the Dog Suit, Julie Harris in Hallmark's "A Doll's House."

Both Queen Elizabeth and the Prince showed a lively curiosity in all of the exhibits they visited in the short half-hour tour. The RCA Color exhibit was one of the high points of interest, where Her Majesty stepped before the color cameras to "see herself on Color TV," as pleased as any of thousands of tourists who visit the exhibit throughout the year.

Bannon and Carlson, associated with the Museum through Consumer Products Service, Chicago-South Branch, were glad to be among those present. Bannon, in fact, gave up the first day of his vacation to work for a Queen for a day.



TV Tech. D. I. Carlson

THIRTY DISABLED STUDENTS DOING FINE AT RCA INSTITUTES

Approximately thirty severely handicapped people are attending classes regularly at RCA Institutes, who accepts and trains the disabled to become adept in electronic trades.

According to William B. Marsden, the school's Counselor for state students, many disabled students are sponsored by a State rehabilitation program—New York, New Jersey, Virginia and Georgia, within the Institute's experience. Many of them, too Institutes-trained, have already been placed in jobs in the electronic industry and are receiving the prevailing wage.

In the Top Group

Mr. Marsden cites a shining example in the records of muscular-dystrophy patient John Burke O'Melia of New York.

John is training for a career in electronic engineering at the Institute's School of Television and Electronic Technology. He's in the top group of his class, taking his courses—from 1:15 P.M. to 6:15 P.M.—with non-handicapped students. No allowances are made for his disability. He has an almost perfect attendance record.

Originally, John was referred—by the Muscular Dystrophy Association of America and the Institute of Physical Medicine and Rehabilitation—to the New York State Division of Vocational Rehabilitation. The Division felt that his disability was too grave to allow him to carry the college-level load of 49 weeks of heavy technical training.

With Faith in Himself

John then found a job on his own, wiring panels. His employer gave a glowing report of his work, and his skill in wiring was witnessed by a counselor from the Division of Vocational Rehabilitation.

Now in his eighth term at RCA Institutes, John's grades in subjects such as physics, calculus, advanced algebra, electricity and magnetism have been consistently high.

His mother wrote, in part, to MDAA "... you and your organization have accomplished something we could never



John Burke O'Melia works out a wiring problem with instructor Arthur Shaw.

have done by ourselves. Thank you for your wonderful assistance." MDAA feels, however, that much of the credit goes to John himself.

Help for Others

In forwarding John's story to RCA SERVICE, Mr. Marsden said that the information it contains "might materially aid a reader's handicapped friend or relative in his or her rehabilitation."

A representative of the Muscular Dystrophy Association added that many people helped in John Burke O'Melia's career. "If there wasn't any RCA Institutes," she said, "there wouldn't be any story either."

MORE NEWS ABOUT RCA INSTITUTES . . .

For those within commuting distance, the Institutes now offer new one term evening courses in Video Tape, Transistors, Technical Writing, Color Television and Audio Hi-Fi. For information, write to the Registrar, RCA Institutes, 350 West 4th Street, New York 14, N. Y.

There's a new 16 mm film, in sound and color, now available from RCA Institutes to civic groups, high schools and other educational institutions, free of charge except for return postage.

Made to familiarize high school students and others with

the role of the technician in the electronics industry, the film progresses from classroom and laboratory to scenes of installations—including radar, television, micro-wave and computers.

There's a highly interesting and exciting sequence of guided missile launchings at Cape Canaveral, Florida. An authentic count-down and the sounds of firing when the "birds" were sent skyward were recorded on tape and transferred to the sound track.

The film, which runs approximately 22 minutes, is available on loan from the Institute's Registrar.

ONCE . . . and for ALL . . .

Once again in many parts of the country industry and its workers are being asked to dig down deep and GIVE . . .

TO YOUTH SERVICES, such as the homes for orphaned children, the Cerebral Palsy Association, the Association for retarded children, the YW and YMCA, the community centers . . .

TO NATIONAL AGENCIES, such as the Arthritis and Rheumatism Foundation, the Child Welfare League, the Red Cross, the Travelers Aid, the Salvation Army, the National Probation and Parole Association, and others . . .

TO HEALTH SERVICES, represented by local hospitals, Visiting Nurse associations, the indispensable medical research foundations . . .

TO WELFARE SERVICES who, in extending aid to the needy, are also helping to keep Home-Town a good place for all to live in, to grow up in, to work in.

Helter-Skelter

Many a man and woman in industry began to feel that, no matter how worthy the cause, no one could begin to give to all. Some order should be brought out of chaos, some method of giving which would be within the means of every worker.

This was the beginning of "organized charity"—the United Funds, the Community Chests, the Combined Charities who distribute your contribution and mine according to the pro-rated need of each agency registered with them. Whatever its name in your community, the organization is your means of supporting a great many worthy causes through one cash donation or easy payroll deduction.



"It shows up every year at this time — right after he signs his UNITED WAY pledge card!"



He tries so hard, he deserves your help.

We've all heard it said that such an organization costs money—money which might better go directly to the causes supported.

Of course, organization costs money. Full-time workers in charity must also eat. But the ratio of administrative expense is so low (1.9% in the Camden area), the funds raised are so much higher, the causes benefited are so much more adequately supported, that no one in-the-know will argue the point further.

How Much?

Such organization depends, however, on majority support and pre-determined amounts, so that no agency need trim its sails for lack of funds.

A good guide to giving "enough" is the equivalent of one hour's pay per month, if you earn less than \$10,000 a year. And 1 to 3% of your annual salary if you earn \$10,000 or more.

If everybody gives in these amounts, the cross-country goals—which seem astronomical in the aggregate—will be easily met . . . providing of course, that Corporate and Community donations also stand firm.

And it should give all of us a good warm glow to know that the little fellow in the picture above is going to say that word—or at least get his chance to.

Our Kinda People . . .



CARL E. WELSHER

. . . Man with a Mission

If you're a ham looking for a friend, you couldn't do better than pick up W 2 Fox Yoke, Haddonfield, N. J.—the 150-watt rig belonging to Tech Publications Manager C. E. Welscher.

Shortly before Christmas last year, he was called by KJ6BV, Johnston Island; a spot about a mile square, some 900 miles southwest of Honolulu.

The op, a young Coast Guard Chief named Dick, had a wife and three small children living near Haddonfield. W 2 Fox Yoke was able to accommodate them by phone patch for the happiest long-distance Yuletide ever.

Some 60 patches later, a real emergency occurred. Dick's 3-year-old son, rushed to the hospital, had encephalitis.

For ten anxious days, at six o'clock every morning, man and wife were united across the miles via W2FY, until the crisis passed and the child began to recover.

"That's what makes ham radio worthwhile," says Carl Welscher, who believes in carrying the banner of Service into his personal life.



JOHN R. ENGEL

. . . Man with a Purpose

Some people have been places and some are going places. Young John R. Engel is a little of both.

He adopted RCA and Drexel Institute Evening College in 1949, soon after high school graduation, with an eye on a career in Mechanical Engineering.

With hard work and three nights a week in school, his job as expediter gave way to a job in the mail room, a job in Blue Prints, and finally a job at a drafting board.

Then everything gave way to a job with Uncle Sam, at Patrick Air Force Base, working on guided missiles as a drafting supervisor.

Back home, John was also back at Drexel and an RCA drafting board. Last June he was graduated from Drexel's Diploma Course in Mechanical Engineering and, in July, "got off the board" to become Engineering Editor, CP Tech Publications.

He's a member of Alpha Sigma Lambda; was on the Dean's List; won the Academic Achievement Award for three years.

"Two more years," John says, "for a BS." Wanta bet?



E. H. CLARKE

. . . Man with a System

Friends and associates are still bug-eyed at the de-bugging skill of one E. H. Clarke, Systems Analyst, who recently racked up a "first" in the complex world of Electronic Data Processing.

One of a group from Finance, assigned to convert Service Company data from IBM to 501, Ed Clarke's program involved the Demand Service Solicitation File of some million-and-a-half customers' names.

His initial program, tested at the Cherry Hill 501 Center, went through the main path without error. On the first try, too!

Ed himself, unimpressed, sees nothing unusual in this truly remarkable achievement. The mop never flops in Ed's hand.

In his 6½ years with Service Company, he's been an office manager (Consumer Products, Dayton, Ohio Branch), a travelling auditor, a district accountant (New England), a branch manager (New Haven), and Administrator of Field Accounts (Credit and Collections, Cherry Hill).

So, it's no surprise to him that a 501 program works perfectly with no ado.

THE WORLD'S MOST COURTEOUS TV BRANCHES:

DETROIT—West
DETROIT—East
DENVER
LITTLE ROCK
SPRINGFIELD, MASS.
OGDEN, UTAH

. . . The Winners in Consumer Products Distinguished Service Award Campaign for the year 1959.



A Page from the Family Album



CHERRY HILL—Service Company Attorney "Will" Osterling, now very much at home in his new CH location.



PROVIDENCE, R. I.—R. A. Chasse is considered a Color TV expert by customers AND fellow technicians.



HOLLYWOOD, CAL.—New Branch Service Manager M. J. Fish is a 10-year-plus man who formerly managed Burbank Service.



DETROIT WEST—DSA'ers (l. to r.) R. E. Wolf, N. Caminidi, P. W. Kugler and horse chased Mr. Complaint out of kick-off meeting.



N. E. PHILADELPHIA—Horticulturist G. R. Askew selected Best All-Round Technician, was given Manager's Award.



BIRMINGHAM, ALA.—Branch turnout honors Suggester O. O. Speck, receiving award from Manager J. T. Holden. The others (l. to r.): T. L. Ransom, W. T. McAnally, W. E. Cleveland, R. E. Dodson, J. P. Hanks, S. L. Tanner, M. J. Brown, B. S. Mitchell, J. C. Burns, D. A. Johnson, W. W. Plant.

There are Two Seas . . .

A Parable by Bruce Barton

There are two seas in Palestine. One is fresh, and fish are in it. Splashes of green adorn its banks. Trees spread their branches over it, and stretch out their thirsty roots to dip of its bealing water. Along its shore the children play.

The River Jordan makes this sea with sparkling waters from the hills. So it laughs in the sunshine. Men build their houses near to it, and birds their nests and every kind of life is happier because it is there.

The River Jordan flows on south into another sea. Here is no splash of fish, no fluttering leaf, no song of birds, no children's laughter. Travelers choose another route unless on urgent business. The air hangs above its waters and neither man nor beast nor fowl will drink. What makes this mighty difference in these neighbor seas? Not the River Jordan. It empties the same good water into both.

This is the difference. The Sea of Galilee receives but does not keep the Jordan. For every drop that flows into it another drop flows out. The giving and receiving go on in equal measure. The other sea is sbrewder, hoarding its income jealously. It will not be tempted into any generous impulse. Every drop it gets, it keeps. The Sea of Galilee gives and lives. This other sea gives nothing. It is named the Dead.

There are two seas in Palestine.

There are two kinds of people in the world.

Which kind are we?

GIVE . . . the United Way . . . to your local Combined Charities Campaign