



SERVICE

AN RCA FAMILY PUBLICATION

About White Alice
(pages 12-13)



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RCA SERVICE COMPANY



SERVICE

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THE COVER

Call it "AFALLS" or "White Alice," the management and operation of the Air Force Alaskan Long Lines Communication System is one of Service Company's newest and most extensive projects in defense of the Free World. Government Services "White Alice" management and personnel, represented by the two photographs on our cover, have supplied the "story of a System," appearing on page 12 of this issue. In the lower photograph, technicians K. F. Fulford, E. A. Averill, and E. J. Duffy transfer at Nome, Alaska, to a chartered plane for transport to the Northeast Cape. White Alice Project Managers, in the upper photo, are fully identified by chart on page 13.

Of This and That

Blue Bloods . . .

When the American Red Cross Bloodmobile visited Cherry Hill recently, it found 101 of Service Company's best—ready, willing, and waiting to contribute of themselves for the good of the many.

Most of them had contributed previously. Some were contributing final pints, to become gallon-club members. And although less than half of Cherry Hill's personnel are Service Company employees, they contributed two-thirds of the total quota required of the location.

There is no way of crediting Service Company with the participation of employees in the field who are donating to local blood drives.

But to all Service Company blood donors, wherever they may be, heartiest thanks from those who will benefit—because you gave.

Your Heritage . . .

"Our American heritage of personal freedom and human dignity has provided more blessings and advantages to more people than any system of government in the history of mankind.

"Only by exercising the responsibilities of personal, participating citizenship can we strengthen the freedoms which are the fountainhead of our national strength, achieve the great goals and purposes of our free society and demonstrate to ourselves and the world that the way of free men is best.

"Our campaign this year will . . . encourage all Americans not only to study the issues and to register and vote, but also to contribute to and participate in the political party of their choice."

(From a statement issued by Brig. General David Saroff, Chairman of the Boards of RCA and the American Heritage Foundation)

A Peach from Georgia . . .

"The gentlemen who service my color TV are the finest I've ever come in contact with. They are all courteous, efficient and pleasant. From the young lady who takes the calls to the serviceman who makes the calls . . . all have been wonderful to do business with. RCA Service Company can be very proud of the men who represent them in Savannah."

In Service it's COURTESY... there, and on the way there...

Consumer Products Service technicians, who make an estimated 50,000 house-calls per week, know the value of Service Company's creed of courtesy and the part it plays in promoting good customer relations.

They know that ready acceptance into the home is based on public confidence, built by courtesy over the years and carefully nurtured as one of the Company's most important assets.

Similarly, courtesy-on-the-road is required of the tech-behind-the-wheel. Plus the safety factor of protecting life and limb, his own and others, the courteous driver contributes materially to the Company reputation.

Service Company's fleet of trucks, traveling 1,450,000 miles per month, averages 35 accidents per month. This figure includes even the smallest accident and, fortunately, no fatalities to date. But it is also a figure on which Service Company can—and is determined to—improve.

All that can be done by Service Company to protect its servicemen in transit and to minimize the accidental chance. The fleet, valued at \$5,280,000, is self-insured on accident/collision. It is significant that only \$3,675 was paid out in such claims last year.

The average age of the RCA Service truck is three years. They're obsoleted at seven years, and many dollars are spent annually for preventive maintenance. It is doubtful if many privately-owned cars get the kind of care given the fleet under this program: complete lubrication every 2,000 miles; oil changed; tires, brakes, battery, transmission, rear axle, steering box, engine, hydraulic lines and hoses, radiator, pump and fan belt checked.

At 6,000 miles each truck is given a minor tuneup. Transmission, carburetion, front end and rear are checked, tires rotated, air and gas filters and battery terminals cleaned, brakes and clutch adjusted, other parts replaced.

A major tuneup is given at the end of every 12,000 miles. Transmission and rear end are drained and refilled, and front wheel bearings are repacked. Techs check their own vehicles periodically, too, reporting on the condition of the body, lights, horn, brakes, ladder racks and lashings, tools, etc.

The fleet is painted a light green so that its vehicles may be more easily seen at night. This is another precautionary measure in the interest of added SAFETY for those Service techs who work in the after-dark hours.

Consumer Products Service branches, good industrial citizens of the communities in which they operate, have all fleet repairs made locally. The national bill—\$965,397



Scores: (Above) Chief Tech W. T. Exline, N.E. Phila. branch, never had an accident. (Below) Oak Park, Ill., branch*, with an excellent record in 1959, holds safety meeting.

in 1959—covered repairs, gas, oil, and lubrication. Further in the civic interest, it is not unusual for the Service truck to carry the "Drive Carefully—School's Open" banner, and the exploitation of other all-out community drives.

But no vehicle or truck, after all, is better than the man who drives it. Drivers of the Service fleet are kept more than ordinarily safety-conscious by branch safety meetings, held regularly by local branch safety boards.

Meanwhile, Management continues to look long at SAFETY practices, which may pay off in operational profit.

So much good accrues from man's basic courtesies to his fellow men-on-the-road that it would be well if everybody could adopt COURTESY as a good "live and let-live" creed.

* In the foreground, Oak Park Safety Committee (l to r) W. T. Edwards, J. J. Weglarz, C. G. Pencl, A. M. Mehoves.



Freighter *Mormacpride* boasts newest in electronic gear for communications and automated navigation.



RCAS Senior Tech Ramsten at radio console.



Wheelhouse stands can operate automatically.

Geared from stem to stern by Radiomarine

When the *Mormacpride* slid down the ways, she became the first of eight new Moore-McCormack cargo vessels to be equipped with RCA Radiomarine's latest navigation and steering control equipment . . . the RCA Multiplex Auto-Pilot System.

Installation of her electronic gear, including communications equipment, was supervised by two Radiomarine Service techs—Senior Technician Walter H. Ramsten, who accompanied the vessel on its trial run off the Delaware Capes, and MRI Technician William A. Gallagher. Both men have been associated with the Tech Products Radiomarine Port of Philadelphia since 1941.

The Auto-Pilot Steering System, designed to keep the 9,200-ton *Mormacpride* on course without help from the helmsman, operates at the throw of a switch—in varying weather, over long distances and with greater accuracy than ever before possible.

Heart of the system is the RCA Gyro-Compass, which feeds course and rate information to the two steering stands in the wheelhouse; to three Bearing Repeaters mounted on the bridge wings and atop the pilot house; to three Steering Repeaters located at each of the forward steering stands and at an aft steering station; to the course Recorder which keeps a continuous record of the ship's heading; and to the Radio Direction Finder which determines position from lighthouse and lightship radio beacon signals.

To aid the navigator, the *Mormacpride* also has an RCA Direct-Reading Loran which accurately indicates a vessel's position at sea in any sort of weather and at any time of day or night.

Once the helmsman has his vessel on proper course and the rudder turned to the amidships position, he need only flick a lever to "Auto" and the RCA system takes

over. Either steering stand can be operated through a hand-electric set-up, with the helmsman in control of the wheel. An aft steering stand is operated only by the hand-electric method.

For long distance communications, the *Mormacpride* is equipped with an RCA 500 watt radiotelegraph Console. With three transmitters and two receivers, the Console serves as the ship's radio central. An RCA 150-watt, 20-channel radiotelephone provides push-button communications between ships or from ship to shore points. An RCA portable Lifeboat Radiotelegraph Transmitter-Receiver can be operated without previous radio experience.



Radiomarine Service Techs Ramsten and Gallagher supervised the installation of *Mormacpride's* electronic equipment. Center, the Gyro-Compass. Right, the Course Recorder.



At left, the ship's Third Officer at the Radio Direction Finder and, at right, the RCA Direct-Reading Loran equipment, both in the chart room.

. . . from the **COMMERCIAL SERVICES MAILBAG**



Losers John Jacobson (right) takes the consequences from winner Bob Kizer.

The lost art of pie-throwing was revived at the Second Annual Labor Day "Packnic" for CPS Memphis and Little Rock branches. Little Rock, losers in the "Contract Package" contest, stood to take a pie facial for poor performance from Memphis branch, the winners.

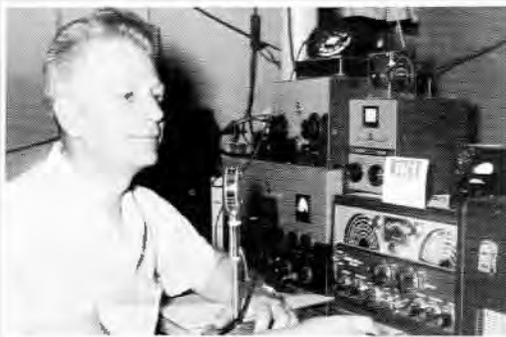
Memphis Branch Manager Paul Brimer and Contract Salesman Bob Kizer officiated, with Little Rock's Manager Joe Glancy and Chief Clerk John Jacobson on the receiving end. Sponsor of the losing branch, Field Sales Manager Pat McCollum, got his (lemon creme) from Memphis District Manager Clarence Ruse.

The winning team in the CPS Training Session for Central and East Central Regions, recently conducted by H.O. managers Helhoski, Grossman and Weber, was composed of (see pic) East Central Region Manager Myron Telep (standing), Sales Manager F. Levenseller (Detroit East), and Sales Coordinators J. Vincenti (South Pittsburgh) and Hugh Lee (Pontiac). Their work project: a six-month sales program on Multiple Outlet sales.



The top team in the Central/East Central Training Session for CPS branches.

Rahway, N. J., CPS branch is proud of TV tech trainee and "ham" radio operator Joseph E. Gomola, who was instrumental in saving the life of a little Venezuelan girl when he picked up a message from amateur op John Raffalli, Maracaibo. A shipment of serum for the treatment of leukemia, lost enroute from Paris, could probably be traced to Idlewild Airport, the message read. Mr. Gomola relayed the plea to a third op in Newark, who contacted the Airport. The 4-station connection was maintained until airport officials located the missing serum, then despatched in haste to Venezuela. All of which is in an old, a thrilling tradition, known to ops the world over.



Tech Joseph E. Gomola helped to find the serum.

Pie-in-the-sky was wished for illustrator R. J. (Russ) England, CPS Technical Publications & Service Clinic, on his retirement, August 31st. And evidently the "gang" who got together for his sendoff at the Ivystone Inn near Cherry Hill were determined to start him off right with several generous slices (see pic). Russ, who has been with RCA Service for the last seventeen years, has a lot to retire to: his work in art in water color, oils, and photography; his music (he's had several selections published); and adding to his already extensive log of travel.



Happy retiree Russ England and wife, with (right) the MC, C. E. Welsher.

C. E. Welsher, Tech Publications Manager, mc'd at Russ's dinner. R. L. Shoemaker, Commercial Service Manager, offered the first of many congratulations.

Government Services . . . News of the Month

Everybody's congratulating Howard P. Laessle on his 25th RCA-year, reached September 30th. He's the Manager, Project Coordination (Pangloss), New Projects Section, who looks a little sheepish when he's termed a pioneer.

Nevertheless he was in on the ground floor of the TV industry—working in the Camden laboratories on early TV Terminal (studio) equipment; at the New York World's Fair where TV was introduced as a public service; and (in 1947) with the Service Company in the installation of pre-production TV receivers in the homes of FCC commissioners and other VIPs. When UHF was introduced in '52, Mr. Laessle was "there" again—working at the experimental station, Bridgeport, Conn., and installing UHF converters in the homes of the area.

And there were the War years: World War I, Electrician 2C (Radio), USS Arkansas; World War II, RCAS Government Services (Navy)—Boston and Philadelphia Navy Yards, Miami, Key West, Norfolk and Pearl Harbor; Korean Conflict, RCAS Government Services (Air Force)—Continental Air Command, Mitchell Field, Long Island, and Air Defense Command, Colorado Springs.

Jack E. Peters, former RCA Resident Engineer for the 197th Airways and Air Communications Service Squadron, Sidi Slimane, Morocco, was awarded first place in the fourth world-wide CQ Single Sideband contest. He made a record 753 contacts and 113 prefixes during one continuous 24-hour period of operation. During Mr. Peters' fifteen months in the area, he made a total of 14,230 single sideband contacts.

Back home again, he's now a Tech Products Mobile/Microwave Field Manager, working out of Cleveland. His "ham" call sign is W8UWT, Berea, Ohio.

On his transfer from the field to Cherry Hill Government Training, Robert J. Kane was presented with the First U. S. Army Certificate of Achievement in recognition of his years of service and many contributions to the accomplishment of the Signal mission. He was cited particularly for his preparation and production of the First Army Signal Maintenance Bulletin which proved of great value and assistance to maintenance personnel in the field.

Friends honored Irwin J. Fredman recently at a banquet marking the start of his study for a doctorate in Computer Information Sciences at the University of Pennsylvania.

Mr. Fredman, a member of the Data Systems and Applications group of Reliability and Technical Support, is the first RCA Service employe to be awarded the highly prized David Sarnoff Fellowship.



Service Company Vice Presidents L. G. Borgeson (left) and W. J. Zaun (right) were among many who congratulated H. P. Laessle at 25-year party.



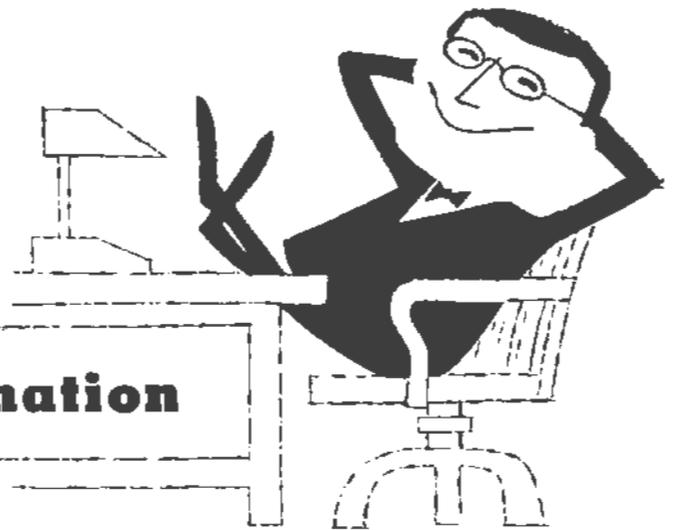
Jack Peters (CN8JF, Sidi Slimane) shows the award he won in world-wide "ham" contest to MATS officer.



Award: From Col. C. A. Stanley, Signal Officer, First U. S. Army, to Field Engineer R. J. Kane. At left, W. D. Russell, Eastern Area Manager.

culled from Corporation releases
and other sources of RCA news . . .

 **Information**



Future earth-girdling satellites should be able to "keep talking" for longer periods with the help of a new pencil tube, designed especially for satellite communications systems by the RCA Electron Tube Division.

The new developmental tube incorporates design innovations that are expected to make it capable of operating more than 25,000 hours, an exceptionally long life expectancy for tubes of this type.

Motion picture projectors produced by RCA have been fitted with nylon "shoes" for longer life and gentler film handling. Use of nylon pressure shoes, which hold the film in place and assure proper frame alignment, provides quieter projector operation, considerably less film wear, and an increase of between two and three times in the life of the shoe itself.

For the electronic consumer products industry as a whole, the next fifteen years promise to be a period of unprecedented growth, change and opportunity, according to RCA President John L. Burns.

In an address to NARDA's Institute of Management, Mr. Burns said that "for every three consumers in the market-place today, there will be four by 1975. Our teen-age population—which spends an estimated \$10 billion a year on radios, phonographs, records and other items—will grow twice as

fast during the next fifteen years as will the population as a whole.

"More homes must be built in the coming fifteen-year period than were built in the last thirty years. And more homes, of course, mean more sales of television sets, appliances, other goods, and services."

A \$4,000,000 RCA electronic data processing equipment manufacturing plant in Palm Beach Gardens, Florida, is expected to be in operation by next January. It will supplement office, engineering and manufacturing facilities in Camden, and will employ several hundred employees engaged in the manufacture of the RCA-301 electronic computer system.

The complex of one-story buildings, comprising administrative, engineering, manufacturing and warehousing operations, along with a cafeteria, will be tropical in design. A lake in front of the administration building will appear to flow under the building to a court, and will serve in lieu of water towers. Walkways around the exterior of the buildings will afford protection from the sun and rain. Existing trees will provide shade and beauty. Individually controlled air conditioning units will be spaced across the roofs, obscured on administrative and engineering buildings by concrete beams, in an effect of tropical roof construction.

The need for this plant stems from the wide acceptance won by the RCA

301 system in both business and government. Thus far, more than 100 RCA-301 systems have been ordered.

* * *

A new electronic device which produces electricity directly, without moving parts, from the heat provided by ordinary fuels has been developed by RCA scientists for space vehicles and as a possible low-cost, mass-production power source for a wide range of earth-bound uses that might ultimately include even automobiles and homes.

The experimental device is a major advance in continuing research for economical methods of producing substantial power by direct conversion from solar energy in space and from conventional heat sources, such as burning gasoline and natural gas.

The unit, a tube of the type known as a thermionic energy converter, has been developed at RCA Laboratories as part of a research program under a contract from the Air Force Cambridge (Mass.) Research Center.

* * *

RCA Communications, Inc. has been selected to provide a portion of the global communications network for Project Mercury—the National Aeronautics and Space Administration's effort to put a man in space. Signing of the contract climaxed a year of discussions and planning by NASA and RCA engineers.



Above: Service Company's own "501" Computer, with (l to r) Console Operator John Black, Jr.; Programmer Joseph Simon; and Computer Operations Leader Carl Ceciro. At left: Data Processing Manager J. H. Swiencicki and Computer Operations Manager M. E. Gracey.

RCA Service Company Operates its own "501"

An RCA "501" Electronic Data Processing System leased by Service Company from the Corporation and installed in Building #204 at Cherry Hill, was turned over on August 1st and is already operating with efficiency and speed.

It's a 4-module system (i.e., 64,000 memory capacity) with twelve tape stations, one monitor printer, and one paper tape reader.

Its input/output off-line room is equipped with one 600-lines-per-minute printer, and one 400-cards-per-minute card transcriber, each with tape stations.

Although a part of Financial Support Services, the System will ultimately serve many functions other than Finance; Comprehensive Inventory Control and Contract Sales Solicitation are illustrations. Initially, it is handling general accounting work, automatic billings (accounts receivable), and demand service solicitations (the automatic follow-up of non-contract customers).

Procedures currently being programmed for installation during the year 1961 include Payroll, Inventory, Contract Fulfillment, P&L Statements, Advanced General Accounting, and Accounts Payable.

The Service Company 501 System will eventually operate on three shifts daily, seven days weekly, and will provide service for other divisions of RCA as time is available. The first of such service is the program testing

now being done in support of one of the three BMEWS sites.

The possible applications of the "501" are of course virtually limitless. It is capable of mathematical processing (addition, subtraction, division); data manipulation (identification, availability, etc.); and decision and control functions on critical levels of information (in which the "exception" is pinpointed for particular study, and stripped of its peripheral, and usually voluminous, background detail).

All of this, or any part thereof, is accomplished with a high degree of accuracy, with split-second speed, and with a reduction in traditional requirements such as working area and equipment.

The phenomenal scope of the system's performance may be roughly gauged by these basic (and over-simplified) considerations:

One inch of tape accommodates 333 recorded RCA characters, arranged to form messages such as sentences or groups of information.

The System, reading the tape at 100-inches or 33,300 characters per second, can process a message in one one-thousandth of a second.

One roll of tape measuring approximately 11 inches in diameter and one-inch in depth, and containing one million recorded characters, is equivalent in information to a file cabinet of twenty-two trays of punched cards.



The off-line printer, and Input/Output Room Operator Harry Sloan.



Service Company's "501" Service and Maintenance Shop, with Computer Equipment Tech Line Bernardi.

To project "501" potentialities still further, multiply this data by the 500 tapes now in Service Company's library, or by the 2,000 tapes which Service Company will have by the end of its conversion to computer applications.

The Data Processing activity of Financial Support Services is headed by Manager J. H. Swiencicki. He is directly assisted by M. E. Gracey, Manager of Computer Operations; L. A. Wormick, Manager of Data Processing Input Operations; and J. W. Meakim, Manager of EAM (Electric Accounting Machines) Operations.

At present the Service Company computer is operating with a skeletal staff pending completion of the conversion phase of 501 applications.

Permanently assigned so far to Service Company "501" Operations are Carl Ceciro (Leader, Computer Operation); John Black, Jr. (Console Operator); and Harry Sloan (Input/Output Room Operator). It is anticipated that the complement will increase to six by year's end.

The suite itself is spacious. In addition to a streamlined lobby, managerial offices, and Console room, there's an off-line room, tape library, and a well-equipped service and maintenance shop. All areas allow for easy expansibility, providing for any substantial growth that may come in the future.

EDP "ROLLBACK"

A system of simple English words has been developed by RCA for its 501 computer, cutting in half the time required to write the instructions that tell a computer what to do and when to do it.

Called the RCA 501 COBOL Narrator (Common Business Oriented Language), the system was created by a committee of computer manufacturers at the request of the Department of Defense, in order to provide a standardized language that would be interchangeable among systems. RCA is the first company to implement the language.

The computer is programmed to accept words that are related to the business involved, such as *payroll file, wage, employe number, tax, etc.*—also some twenty verbs that act as commands, such as *write, read, divide, add, display, move*—and a number of conjunctives that link the verbs to the nouns. The word *if*, for example, tells the machine to make comparisons of data and to execute logical decisions as a result of those comparisons.

The new system permits the user to write an instruction such as "SUBTRACT DEDUCTIONS FROM GROSS, GIVING NET," whereas under the numerical system this would have to be written: "72-010237-00-600000" and two other numbers equally as long.

* * *

The Bureau of Old-Age and Survivors Insurance will install five RCA 501 and seven RCA 301 EDP systems in its payment centers beginning in January, 1961. The centers are located in Baltimore, Birmingham, Chicago, Kansas City, Philadelphia, New York and San Francisco. They maintain the records of claims for benefits and make payments to the more than 14 million men, women and children who receive social security benefit checks each month.

* * *

An RCA 501 now in operation at General Tire & Rubber Company headquarters in Akron, Ohio, is providing daily control of finished goods inventories at the company's three plants and thirty warehouses throughout the U. S. The system correlates daily inventory, billing and shipping reports, and is capable of processing all file operations in a daily average of 2,000 shipments.



TPS Tech Pete Cerruto checks a Newark, N. J., fire engine unit.



TPS Techs Cerruto and Bill O'Brien at the new Mobile Service "drive-in" in Newark.



TPS Bob Kittner at the Service bench.

City of Newark, N. J., contracts for RCA 2-way System

Police cars, fire engines and public works vehicles in Newark, New Jersey, are now equipped with compact, transistorized mobile communications units under a five-year lease agreement between the city and the Radio Corporation of America.

Working as sub-contractor to the RCA Communications Products Department, Service Company has completed installation of the system and, after thorough acceptance trials are made, stands ready to maintain the system for the life of the contract. To facilitate the service, Tech Products has established a new Mobile "drive-in" or repair shop in Newark, near the city's Municipal buildings.

Clear, Far-reaching, Dependable

Tech Products Mobile Service Technicians did the installation. Among those who assisted were Pete Cerruto, leader at the "drive-in," Bob Kittner and Bill O'Brien.

One hundred and thirty-one radios were installed in Newark Police Department cars; one hundred and one sets are in use by the city's Fire Department. There will be twenty in the Water Department, and twenty in the Sanitation Department.

In addition to the mobile units, the system includes four base stations, or control sets, and a pair of auxiliaries.

The RCA LD-150 radio, used in the Newark system, is designed to reduce battery drain partly through the use of transistors in critical receiver circuits where they have proven their value, and partly through a unique standby monitoring system.

Clean, Cool, Easy to Service

The transmitter, receiver, and power supply are housed in a dust-proof steel case, mounted under a vehicle's dash. The compact control unit can be dash-mounted separately, with the main equipment case installed in a car trunk or other suitable location.

A marked increase in the life of components results from employment of a "heat sink" which encircles the equipment case and reduces the LD-150's internal temperature up to 40 per cent.

For ease of maintenance, the LD-150 security sealed printed circuits are clearly numbered in "road map" fashion.

Newark's new two-way radio system will serve not only the daily communications needs of the three vital city departments, but the overall facility will also be available as needed by the Civil Defense Organization.

Channel Nine, Buenos Aires, is Country's First Private Station

Service Company installs latest RCA Model TT11-AH TV Transmitter and spacious studio equipment for CADETE

Commercial telecasting on Argentina's new TV outlet, Channel Nine in Buenos Aires, was officially begun last summer, marking the inauguration of privately operated TV in the second largest market in the Western Hemisphere.

The new station, associated with NBC, is the first private station in a market of more than 7,000,000 inhabitants. The Argentine Government has operated Channel Seven in Buenos Aires since 1952.

Channel Nine is RCA-equipped throughout. Installation was supervised by RCA Field Service Representative John Cimba, who spent more than five months on the job, coping with the transportation delays and schedule disruptions often common to Service in foreign countries.

Mr. Cimba, who became associated with RCA Service in 1959, is a member of Tech Products Service, Mid-Eastern Region. He is one of twenty-six Field representatives who travel extensively in the interest of Broadcast Installation & Service. On his return from South America, for example, Mr. Cimba left almost immediately for Salonika, Greece, where he assisted an RCA Shows & Exhibits group in their demonstration of Color TV to International Trade Fair visitors.

Argentina's new broadcast plant includes an 11-kw transmitter. The Station's radiated power is 140,000 watts, with a transmitter feeding the signal through a super

gain antenna from atop the Ministry of Public Works building, in downtown Buenos Aires.

Additionally installed were two film chains, two RCA TV tape recorders and microwave facilities for remote pick up and studio to transmitter relay. A completely equipped mobile unit is scheduled for delivery within a few months.

The initial staff of Compania Argentina de Television (CADETE) which operates Channel Nine will comprise more than 300 employees. Many of the station's personnel received assistance from NBC personnel during their training period for TV work.

Channel Nine will operate initially on a six-hour daily schedule—6 p.m. until midnight—with broadcast hours due to be extended. Approximately 50 per cent of the station's programming will be live, and will originate from the five large studios in the Channel Nine Building on Figueroa Alcorta.

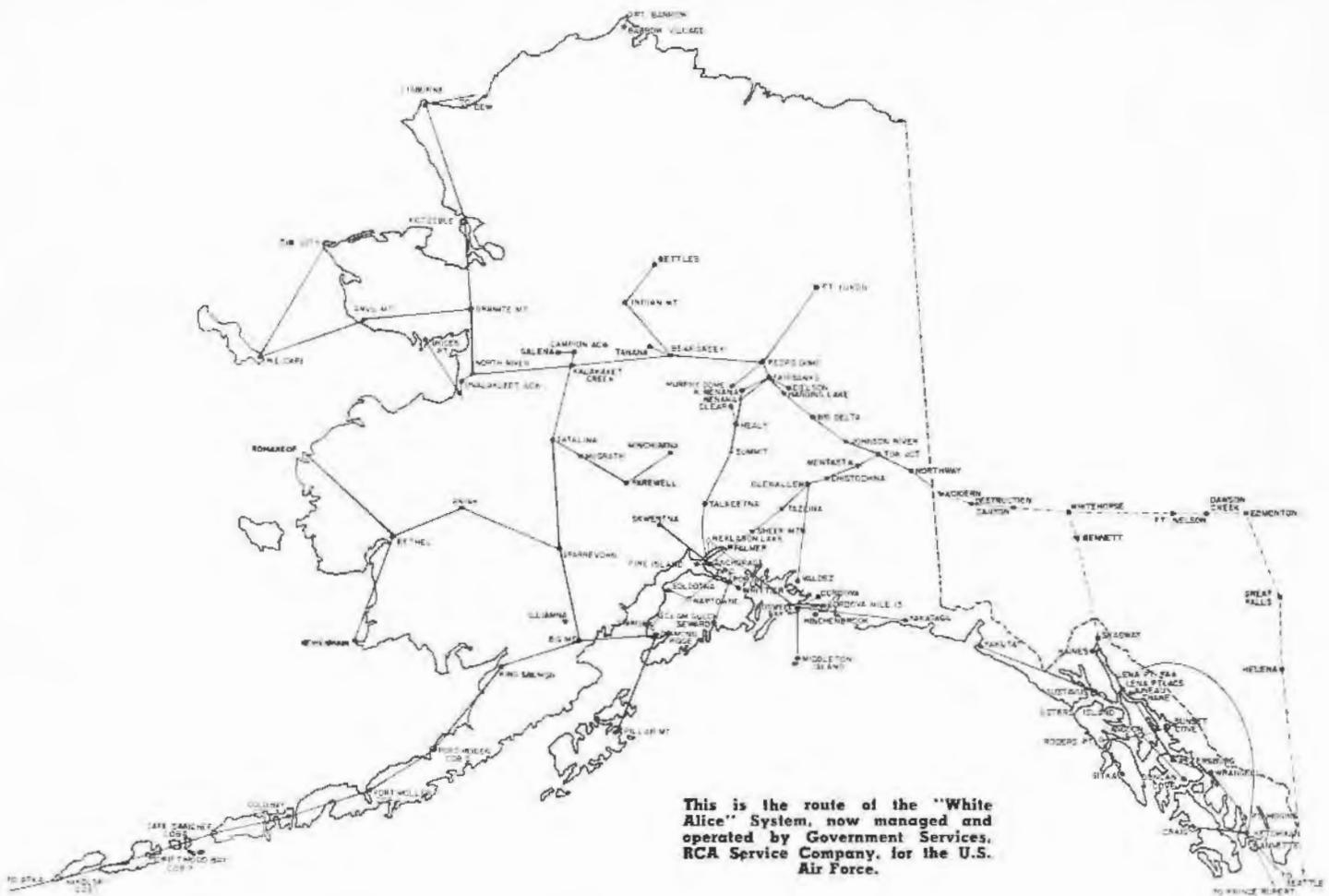
The more than 400,000 TV homes in the Argentine capital will have an opportunity to view the country's top talent in live dramatic, comedy, quiz and variety shows, as well as film offerings, including the best of American syndicated products.

At least ten major American advertisers are sponsoring programs.



Argentine technicians work on studio control rack equipment at new Channel Nine Station in Buenos Aires.

The station is fully RCA-equipped, RCA Service-installed, and NBC-associated.



RCA Service Company begins "White Alice" job in Alaska

Under a \$5¼ million U. S. Air Force contract, the RCA Service Company has assumed the management and operation of the Air Force Alaskan Long Lines Communication System, formerly operated by the Federal Electric Company, referred to by the military as the "White Alice" system.

Service Company phased-in in mid-summer, began taking over operational sites September 15, and will have complete responsibility by November 10.

In operation since November, 1956, "White Alice" is a vast network of

radio, microwave, cable and long-line communications connecting principal cities and military outposts in every sector of Alaska.

The system is used for relaying aircraft early-warning and other defense information. It also is interconnected with the Alaskan Communications System which has been operated for many years as a military and commercial service by the U. S. Signal Corps.

In addition, the White Alice Project organization is currently negotiating to undertake the operation of the BMEWS rearward communication system, comprised of numerous attended and unattended remote sites.

F. D. Chiei, Jr., former Government Services Manager of Contracting, heads the organization as Manager, White Alice Project.

The Network Operations Manager is E. C. McCollough, former Manager of Proposals Preparation.

F. R. Cuda, Support Services Man-

ager, was the BMEWS-Rome Manager of Warehousing. C. J. Price, from BMEWS-Thule, is the new project's Network Engineering Manager. H. N. Sturdivant, Coordinator, Operations Planning and Analysis, transferred from Project 480L, Paramus, New Jersey. J. C. Richardson, from Atlas, is the Finance & Contract Administration Manager. W. A. Pykari, EDP Manager, is a former F.E.C. man. K. J. Kurz, Jr., former BMEWS Service Employment & Personnel Records Manager, is now Personnel Manager for the White Alice Project.

The first class of technicians to graduate (September 9) from the RCA Service Training Center at Anchorage, manned the "White Alice" stations at Cape Lisburne, Kotzebue and Tin City on the Bering Sea Coast, and Northeast Cape on the east end of St. Lawrence Island in the Bering Sea. Also, Kalakaket Creek, Anvil Mountain, Granite Mountain and North River in north central Alaska.



White Alice Project Manager Chiei with (left) Lt. Col. H. C. Slusser, GEEIA, and (right) Lt. Col. D. M. Mulcahy, AACCS.

The newly graduated techs were integrated with the experienced personnel, former employes of F.E.C., already at the sites. Through the coordinated efforts of the incumbent contractor and Service Company, many of the operating personnel will remain with the System as RCAS employes.

In Anchorage, Service Company is occupying interim headquarters pending the completion of a permanent headquarters building at Seventh Avenue and E Street. With a total of 25,000 square feet of net usable space, the building will house the RCAS project management staff including Accounting, Purchasing, Payroll and the Project Manager's staff—as well as the Air Force AACS (Alaskan Airways and Air Communications Services) and ICSAL (Integrated Communication System Alaskan Long Lines) staff personnel.

The project responsibility also includes the warehousing, transportation, and equipment maintenance and repair operation, located in government-furnished buildings at Elmendorf Air Force Base.

AT RIGHT—Graduating technicians (l to r) E. Freeman, Hunt, Witthauer, Downing, Baranow, Chriss, Coffee, Garrison, Nikolson, Owen, Berry, Garcia, Waldo, McFarland, Spainhour, Dye, French, Rourke, Pelant, Garrett, L. Freeman, Hinkle, Williams, Sawyer.



Service Company's first "White Alice" check! Messrs. Chiei and Richardson with Joe Wilson.



Cape Lisburne "Crew"—(front) Bull, Jernigan. (Back) Johnson, Parker, Perry, Kuzma, (Site Supervisor), Wright.



WHITE ALICE PROJECT

Operation and Maintenance



F. D. CHIEI, JR.
Manager
White Alice Project



H. N. STURDIVANT
Coordinator
Operations Planning
and Analysis



F. R. CUDA
Manager
Support Services



C. J. PRICE
Manager
Network Engineering



E. C. MCCOLLOUGH
Manager
Network Operations



J. C. RICHARDSON
Manager
Finance & Contract
Administration



K. J. KURZ, JR.
Manager
Personnel



W. A. PYKARI
Manager
Electronic Data
Processing

Service Company Personalities

H. M. Madison, Western Region Service Manager, Technical Products Service, was first employed by his father, an electrical contractor, and by the Asa Hudson firm which, in the late '20s, designed and built Beverly Hills residences for motion picture stars.

He came to RCA in 1932 as an Installation Tech; has the distinction of having assisted in the electrical wiring and installation of the first Hi-Fi film sound recording system.

He transferred to "Service" in 1934, working on Theatre Sound Equipment. In 1942 he was assigned to Government Services as a Working Group Leader in the Sonar, Battle Announce and Fire Control Switchboard activity.

In 1945 he was Technical Products Service Field Supervisor, Hollywood, and in 1951 advanced to San Francisco District Manager. Two years later he was named TPS Manager of the West Coast District which at the time combined both the Los Angeles and San Francisco areas. He became TPS Western Region Service Manager in 1957.



Harold M. Madison



Howard W. Johnson

J. J. Lawler, Manager, EDPS Engineering, leads the activity which provides engineering assistance to RCA Electronic Data Processing equipment installation and maintenance.

He was formerly associated with Government Services where, in 1950, he began his RCAS career as a Field Service engineer. During this phase, he was engaged in the installation of radio and radar equipment, and in experimental projects for the Air Force.

Granted an RCA-leave, Mr. Lawler was an Instructor of Electrical Engineering at the University of Massachusetts from September, 1953, until June, 1954. On his return he was made an Engineering Coordinator, continuing in the work for one year.

He entered his present field in 1955 as a computer engineer. In 1957, he was appointed Manager of Engineering Quality and Training, Computing Systems Services. He has been manager of EDPS Engineering for the past year.

He lists his present amateur radio call as K2SKN—his old calls were W10PC and W4FIM.



John J. Lowler



Frank Loudy

H. W. Johnson is Government Services' Manager of Systems Engineering Operations, responsible for the supervision and coordination of the activities of eight Facilities.

It's a long way from his first RCAS job (1946) as a TV tech who installed antennas in Chicago. His first "up" came in 1948 when he was made Branch Manager, CPS Milwaukee branch. Within the same year, he gained experience in RCAS Personnel, starting as a Training Consultant and advancing to Section Supervisor, Personnel Services.

In 1949, Mr Johnson was made CPS Manager of the Lancaster branch, then Manager of the N. E. Philadelphia branch. In 1950, he became CPS District Manager, Columbus.

In the next two years, he worked on special assignments for the Vice President of Consumer Products Service and was Manager, Technical Operations Group.

From a CPS District Manager post (Philadelphia, 1953 and Mideastern District, 1954), he advanced to CPS Manager, Field Support Services (1956) and Manager of Appliance Service (1959).

FRANK LOUDY was once an Assistant Buyer in a Richmond, Virginia, tobacco company.

He is now Manager of Credit & Collection, Service Company Finance, supervising the activities of the section in the establishment of credit limitations and terms of sale, and directing the collection of accounts receivable.

He came to Service Company in 1947 from the Charter Bank in Philadelphia, where he had been Assistant Credit Manager.

His first position in Finance was as Credit & Collection Correspondent, responsible for the control and collection of Consumer Products receivables.

Three of his career years (1942-1945) were spent as a Staff Sergeant, 85th Infantry Division, 328 Field Artillery Battalion—a "job" which took him to Africa, Italy, Switzerland, France, Mexico and Canada.

As an extra-curricular interest, Mr. Loudy is active in a non-profit organization which publishes and distributes religious literature, authored by his father.

—A Page from the Family Album—



Miss Tiros-1960 is Shirley Gilliland, a typist in the Resident School, RCA Institutes, Los Angeles.



Tech Products Analyst Tom Foster (center) receives 25-year pin from T&I Operations Mgr. Toepperwein (right) and Teletypewriter Service Operations Administrator Watson.



Cons. Prods. Serv. Buffalo Br. Appliance Servicemen sold 49 cases of ORBIT soap detergent in three days, and 111 cases in one month.



Consumer Products Branch Manager Ollie Williamson, Sacramento.



Springfield Gardens: CPS Branch Mgr. S. H. Symolon with Christine Boyle (left) and Eleanor McCallan.



Consumer Products Branch Managers (left) L. Russell (S. Portland) and R. Griffiths (Flatbush).



To Iceland from Chateauroux, Government Service techs Stechow, Shimizu, Walters, Dutton, with Lt. Warck.



King Neptune & staff aboard the **American Mariner** (MTP): (l to r) Admiral Harbecker, Barnes Engineering; Wm. Nothnagel, RCAS; Al Touchet, RCA-DEP; "Red" Berry, Mathiason Co.; Admiral Lampman, formerly RCA-DEP.

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