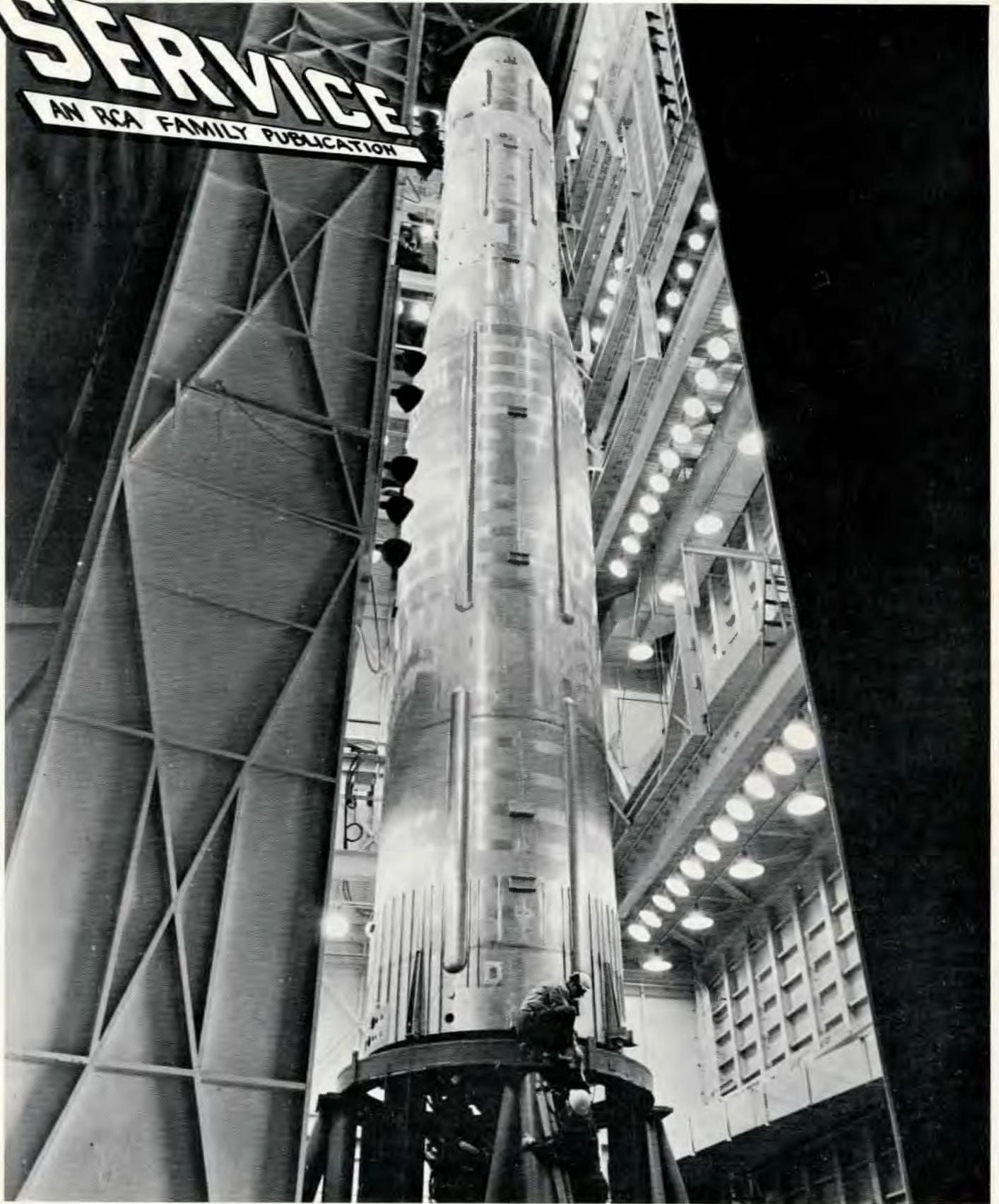


SERVICE

AN RCA FAMILY PUBLICATION



(The Titan—United States Air Force)



RCA SERVICE COMPANY

MARCH, 1961



SERVICE

Vol. 17

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Published for the employes of the RCA Service Company—a division of the Radio Corporation of America—with home offices at Cherry Hill, Del. Twp., New Jersey

Editor
J. GRUBE

Personnel Dept., Bldg. 201-1
Cherry Hill, Del. Twp., Camden 8, N. J.

The Cover

The USAF Titan is shown in the vehicle test laboratory at the Martin plant in Denver, Colorado. Ninety-eight feet tall, it develops 300,000 pounds of thrust in its first stage, and 80,000 pounds in its second stage. Government Services of the RCA Service Company will install, test, and provide equipment maintenance for the Titan, at Beale Air Force Base, Marysville, California. See page 6.



As Others See Us—

This message, directed to his Collingdale, Pa., Branch by Consumers Products Branch Manager Miles H. Overholt, has a meaningful application for all RCA Service Company people.

There have been many articles written lately about "Corporate Image"—that is, the mental picture consumers have of a company. Certainly in our own minds, for example, we have an entirely different picture of the Cadillac Company than we do of the Acme Storm Window Company.

Major industries in this country spend millions annually to create the proper "Corporate Image," even though there is little contact between them and the man who buys the product of their manufacture.

This is not so in our business. We are completely unique in that *you*—an RCA technician, night salesman or phone clerk—come into direct contact with the customer many times during the year. To the public, *you* are RCA.

If you answer the telephone disinterestedly, then RCA is disinterested. If, in the customer's home, your appearance is sloppy, then to the customer RCA is sloppy. If you do a poor job of repairing the set, then it follows that RCA is a poor company to do business with.

During the past week, two letters were received from two customers who, supposedly, received identical service from our Branch. Read them, and see what sort of "Corporate Image" was established:

- (1) "My TV performed poorly all year, even with your factory overhaul, your contract and your service workers, who are unwilling, hateful, nasty, and ill-mannered. I am glad the contract expired."
- (2) "I want to express my gratitude for the untiring interest you have shown in trying to secure for me the finest of TV service. It goes to show that it pays to do business with a reliable company. My father never bought anything but what was then 'Victor.' There is nothing like the old reliable, do you think?"

It is easy to see that, in the first case, years of consumer acceptance was completely destroyed and, of course, we lost a customer. The second customer, who had her image of RCA confirmed, will undoubtedly help to fill our pay checks for a long time to come.

You bear a great responsibility. In one very real sense, the entire corporation looks to and relies upon you to maintain and strengthen RCA's "Corporate Image." Be proud to carry a fine public opinion of RCA on your shoulders, and be worthy of it.

M. H. O.

Corporate Affairs

THE ANNUAL REPORT

An Era of Discovery

In a Year-End Statement to RCA's 170,000 shareholders, Brig. General David Sarnoff declared that fundamental advances in research and technological innovation in 1960 "insured that the decade will soar even higher than the optimists of 1959 claimed and the pessimists of 1960 now disclaim."

He cited the nation's record spending for research and development, the first practical uses of outer space, and the accelerating pace of product innovation as developments which are "far more important than the temporary softness of the economy."

"I share the viewpoint of many economists," he said, "that this softness will continue through the first half of 1961 and that an upturn will occur in the second half of the year. But the month-in, month-out fluctuations of the economic index must not obscure the underlying dynamism of research and technology. This is the enduring reality which guarantees economic growth in the years ahead."

Reporting on RCA's business, he made these major points: that four out of every five dollars of the company's record 1960 sales came from products researched and developed after World War II; that in the past five years, RCA has applied substantial resources to color television, semiconductors and computers, and these have "strengthened our base for increased profits in the near future"; that 1960 color TV sales were up 30 per cent over the previous year, and RCA's profit on color receivers was measured in seven figures; that during 1960, RCA invested more money than ever before in developmental work for the products of the future, and in 1961 the company again will invest heavily; that "the products of research—those in being now and those yet to come—will double RCA's sales volume before the '60's end."

Research and the Conquest of Space.

The RCA Chairman said that nowhere is the quickening cadence of research "more impressively exemplified than



RCA CHAIRMAN DAVID SARNOFF: "... more product innovations . . . more scientific contributions . . ."

in outer space." Out of the advances made during 1960, through the RCA-built Tiros and other satellite systems, he said, the nation now has "the technical capability of achieving goals previously regarded as fantasy."

Research and Consumer Products.

With the upsurge of research, said General Sarnoff, industries compete constantly to create new needs, expand their markets, and increase production. He mentioned the emergence of color TV as an example.

"In 1960," he said, "when industry sales of consumer durables eased off and black-and-white TV dropped 7 per cent, color television showed the sharpest rise of any major consumer product on the market—up 30 per cent over 1959. Scarcely six years away from the test tubes, color television achieved the status of a more than \$100 million-a-year business. RCA's own profit for 1960 on color receiver sales was measured in seven figures."

Research and the Product Cycle.

Because of the inevitable time gap between research and product intro-

duction, said General Sarnoff, the impact of 1960's achievement and those of earlier years will come in the mid-Sixties.

"The explosive expansion of research was not ignited until the mid-1950's," he emphasized. "Half of the \$85 billion spent on research and development in the United States since Pearl Harbor has been spent in just the last four years.

"The normal laboratory-to-market-place cycle is about seven years, so we can reasonably look for new developments to become a dominant factor in the mid-Sixties. The flow of new products and processes will accelerate sharply, just as research itself has accelerated. There will be heavy capital investment for 'tooling up' in many industries—not more of the old, but of new and revolutionary kinds of equipment, much of it electronic.

"The advances coming in every sector of science—and especially in the young science of electronics—presage a new era of discovery that can give an unprecedented lift to our economy."

ASTRO ELECTRONICS

Weather by Tiros

Satellite Tiros II has achieved a major "first" in space with a new and simple system that enables ground observers to shift its tilt in space by remote control, for improved TV picture coverage of clouds around the earth.

The new system results from studies by RCA and government scientists of an unexpected gradual shift in the attitude of the first Tiros satellite under the influence of the magnetic field surrounding the earth. These magnetic forces caused Tiros I to tilt gradually away from the predicted position of its axis in space.

In Tiros II, the forces are being harnessed by a technique in which a controllable magnetic field is generated around the satellite itself by a coil of wires around the lower sides of the vehicle. Interacting with the earth's magnetic field, this gives ground observers an invisible "hand" with which to tilt the satellite on command in order to obtain a more advantageous angle for the sensors and the solar power supply.

Both the Tiros I and Tiros II satellite-and-ground systems were designed and built by RCA for the National Aeronautics and Space Administration.

Forthwith, a chain of communications satellites to flash up-to-the-minute weather forecast information to countries around the world was proposed by RCA scientists to supplement information-gathering weather satellites such as the experimental Tiros II.

DEFENSE

After a Four-Year Study

RCA was awarded a multi-million dollar contract for the development of a complete communication sub-system for the Dyna-Soar test program, after the Air Force Aeronautical Systems Center at Wright Patterson Air Force Base in Dayton evaluated proposals from ten companies.

The Dyna-Soar Program involves the overall objective of demonstrating piloted hypersonic boost glide flight at speeds exceeding that of earth orbital velocity. Boeing Airplane Company is

the prime contractor for the vehicle.

DEP's Airborne Systems Division in Camden will handle the project which will involve the development of a tracking network for Dyna-Soar utilizing data link communication techniques. The contract culminates four years of study of Dyna-Soar communication requirements.

COMMUNICATIONS

Versatile Two-Way

In the highly-competitive world of personal salesmanship, two-way mobile radio communication is fast becoming a decisive factor.

In Orlando, Fla., for example, Coleman and Fox, Inc., real estate brokers, dramatized the installation of its two-way system by sending a flag pole sitter up its 80-foot antenna. The sitter remained aloft nearly two weeks and the resulting publicity helped sell some sixty new homes. More conventionally, the system is used to transmit listings to salesmen on house inspection tours with clients, to clear mortgage questions and to avoid duplicate deals.

And in Robbins, N. C., when grain in the hen houses runs low, the Routh Poultry Company operates a mobile two-way system to speed feed to the farm. Routh's radio-equipped service truck ranges over a 3-county area,



TIROS II—forerunner of a global system

called from Corporation releases and other sources of RCA news.

RCA Information

calling back orders, reports, and emergency messages. A similarly-equipped feed truck is always on the road, and other vehicles are dispatched from home base.

Typical of insurance men using two-way radio is Benjamin Feldman, special agent for N. Y. Life. He reports that the system has enabled him to make a larger number of new calls, make immediate appointments for customer physical examinations and provide faster service in processing claims.

COMPUTERS

Expansion

Manufacture. In the past, RCA has supplied components for computer manufacturers to use in building their own memory systems. Now RCA becomes the first company in the country to offer a full array of computer elements, ranging from transistors and other semiconductor devices to complete memory systems, tailored to fit the specific needs of the customer.

RCA's entry into the production of custom-designed computer memory systems has led to the addition of 20,000 square feet of floor space to the division's Needham, Mass. plant.

The "memory cycle time" of the RCA memory system—the time taken to put information into the memory or take it out—ranges from 5 millionths to 20 millionths of a second, which is five to twenty thousand times faster than the human nerve network.

Sales. RCA's EDP Division has opened a sales office in the State Tower Building in Syracuse to service the upstate New York area—the latest in a spreading nation-wide network of offices concerned with the sale of RCA's 301, 501 and 601 electronic data processing systems.

Education

Classroom TV

A major advance in the distribution of educational television signals to classrooms has been announced by Division Vice President L. G. Borgeson, Consumer Products Service.

The development—known as an RCA Bi-Directional Distribution System—makes it possible to send TV signals in two directions simultaneously over the same cable arrangement.

"This represents a basic advantage over conventional distribution systems," Mr. Borgeson explained, "since



L. G. BORGESON . . . ETV flexibility

it permits closed-circuit material to be introduced into the system from any classroom, while enabling reception of off-the-air TV signals. This means that one part of a school can receive closed-circuit programming at the same time that another part is receiving off-the-air telecasts.

"Moreover, the system can feed television signals to a receiver in a classroom, while doubling as a closed-circuit TV system by permitting closed-circuit signals to be fed into any other classroom for distribution throughout the school area."

A further advantage, Mr. Borgeson said, is that the system can handle the transmission of audio and DC signals in such a manner that they can be used for two-way communications be-

tween the classroom and an instructor at another location. This permits questions and answers from student to instructor in conjunction with closed-circuit programming.

Ring-In Woes

Jack W. Friedman, the dean of computer programming at RCA Institutes in New York, has a novel introduction to courses in digital computer programming now being taught to well over one hundred students.

He describes how he would program one of man's basic problems—"How to Get to Work on Time"—emphasizing the necessity of feeding all pertinent facts to a computer before expecting it to make accurate reports.

The "flow chart" of such a program, Mr. Friedman explained, would begin with a box representing the initial jangle of the alarm clock, then others for each following step—bathrobe, slippers, bathing, dressing, breakfast, newspaper, trip to station, ride to the city, walk to the office.

Programmed with this information, a computer could take into consideration all the variables and project a timetable for getting to work on time.

"A completely useless computer program, of course," Mr. Friedman said, "but it illustrates how a computer must be armed with facts to meet any possible contingency. No soap on the wash basin? The computer must be ready to cope with this, allowing for delay of perhaps four minutes. Walk to the station or be driven? Again the computer must be prepared, in this case perhaps to balance out the soap delay. Train late? The computer must know the possibilities. Actually, such a situation could be programmed with as few as 100 bits of data and instructions or with many hundreds of bits."

Sixty-three Scholarships

RCA has awarded sixty-three undergraduate scholarships for the current academic year to assist students preparing for careers in science, industry, the arts, and teaching. The list includes thirty-one RCA Scholarships, thirty RCA Science Teacher Scholarships, and two RCA Institutes Scholarships.

These scholarships are a part of RCA's program of aid to education which each year helps more than eighty young men and women further their education at more than fifty American colleges and universities.

At the Institutes

Pappas Restaurant in New York City recently hosted a group of RCA educators and staff members who share the distinction of long RCA-service.

Most of the guests received awards, but top honors went to C. Edward Tomson and Frederic Merrill, both of whom have achieved twenty years. Pictured below are (*standing, l. to r.*): Sr. Instructor P. Stein, Registrar C. E. Tomson, President Maedel, N. Y. Res. School Director H. Fezer, Tech. Program Admin. W. Horizny.

Seated at left are (*front to back*): F. Merrill, S. P. Harris, R. Blitzer, D. Boller, Dean Hubbell, B. Grob. Center: S. Gould, W. Brecher, M. Sherry, P. J. Clinton, T. Bilyk. Right: Controller S. L. Odell, A. Weinrich, M. Conforte.



RCA EDUCATORS receive their long service awards

Government

Air Force Titan ICBM

Under a multimillion dollar contract awarded by the Martin Company, Government Services is installing and checking out the Air Force Titan ICBM and ground equipment at Beale Air Force Base, Marysville, Calif.

Titan is the nation's largest Intercontinental Ballistic Missile; the Martin Company is prime contractor for the design and fabrication of the airframe and assembly for the test of the complete weapon system.

Supporting. Service Company teams assigned to the program will, in addition to the installation and testing of certain Titan equipment, perform maintenance and support services for other contractors. They will also assist Martin in the "turnkey" phase—the period when a complex is turned over to the Air Force.

Full Service Company responsibility at the complex extends from transport, emplacement, mounting and connecting of specified equipment to performance of electronic, electrical and mechanical systems testing.

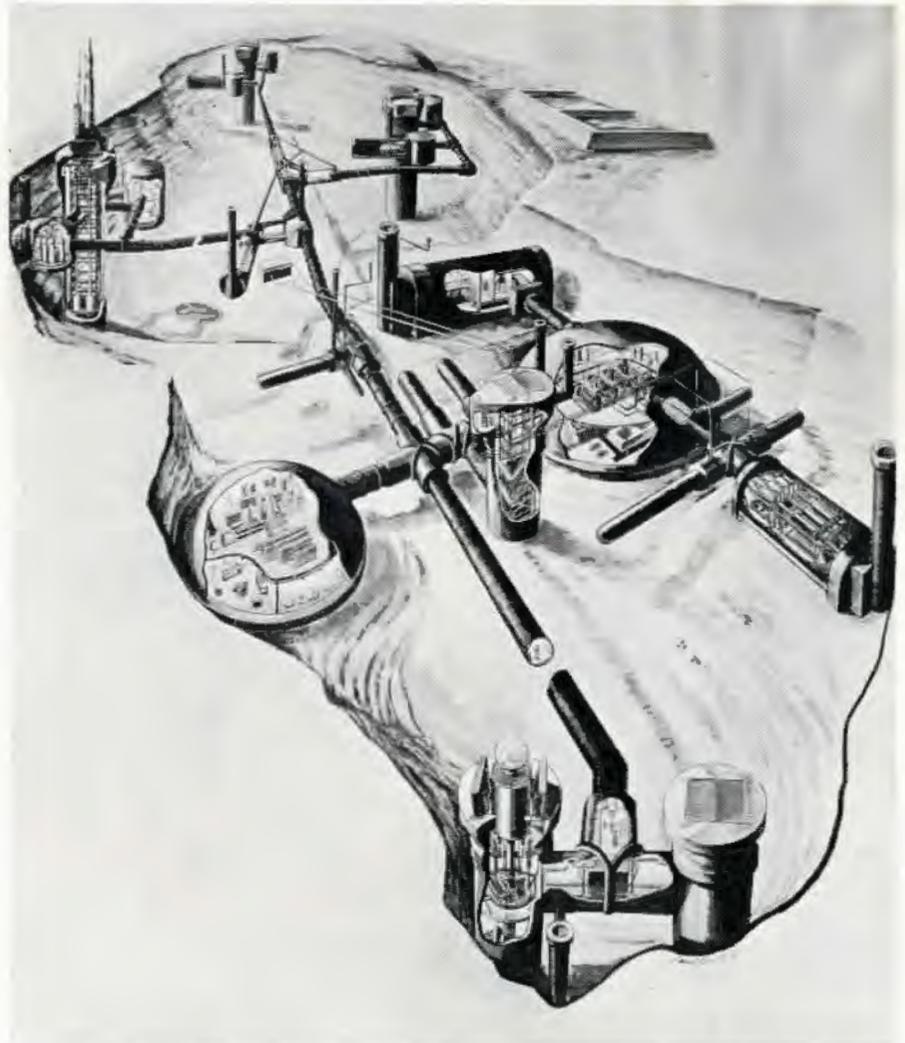
The Air Force will operate three Titan complexes at Beale, each consisting of three launchers and all necessary support facilities—a total of nine launch-ready Titans to be operated at the base.

Subterranean. The base will be "hard"—which means that all operations, count-down and launch-control equipment will be located underground. Such bases are capable of withstanding the effects of near misses by nuclear weapons and of swinging immediately into action for retaliatory attack.

The Air Force has assigned one Titan squadron to Beale, and scheduled single squadrons for Ellsworth AFB, South Dakota; Mountainhome AFB, Idaho; and Larson AFB, Washington.

Two Titan squadrons will be stationed at each of the following five bases—Lowry AFB, Colorado; Davis-Monthan AFB, Arizona; McConnell AFB, Kansas; Little Rock AFB, Arkansas; Griffis AFB, New York.

Service Company is operating under the direction of Martin-Denver, who serves the Air Force as integrating



AN ARTIST'S CONCEPTION of an operational base for the ICBM TITAN

contractor for the bases. In a coordinating function, they integrate the efforts of highly specialized personnel from diversified industry, who work in and around the Titan complexes during the construction and the equipment and complex checkout phases of the program.

C. T. Powers has been designated to head the Titan Project as Manager for Service Company, reporting to Division Vice President Heller. He was formerly Manager, Atlas Service Project and before that Manager, Range Operations, Missile Test Project.

Currently with Mr. Powers on Titan assignment are A. L. Baker as Manager, Finance and Contracts (formerly Manager, Interdivisional Business Transactions, Cherry Hill); and J. E.

McCullough, Manager, Support Services (previously Manager, Support Operations, BMEWS).

Also P. Leger, Manager, Engineering and Operations (who was Manager, Site Operations, BMEWS-Thule); A. S. Giardina, Manager, Project Programming and Liaison (former Manager, Contracts Administration, Atlas); K. V. Post, Manager, Quality Assurance (former Atlas Quality Assurance Manager); and F. H. Barge, Personnel Manager.

Marketing

Managers and field representatives of Government Services Marketing were called by Manager W. F. Tait to a two-day briefing at Cherry Hill, February 10th and 11th. They were presented

with a three-ply program which comprehensively covered sales potentials, regional sales goals for 1961, and the why-and-how of attaining the additional growth.

Dubbed "Operation Bullseye," the program clearly identified and focussed upon major new business requirements. Each marketing manager in turn treated upon the specific objectives to be reached within his bounds, and conducted open discussion of possible problem areas.

An impressive Marketing aid program of national advertising and sales promotion planned for the coming year was well received.

At session's end, field representatives carried away a valuable handbook on "Operation Bullseye," containing a complete wrap-up of information from "Military Marketing: Where to Go, Whom to See," to thirty or more pages of analysis and evaluation on military customers and their prime defense contractors.

Division Vice President S. D. Heller was the featured speaker at the keynote luncheon. He addressed the assemblage on the subject of "How Management Looks at Marketing."

A Ribbon for Alice

Major General C. F. Necrason, Commander of the Alaskan Air Command, did the honors at a ribbon cutting

ceremony dedicating Service Company headquarters in Anchorage, Alaska.

Located at Seventh Avenue and E Street, the building houses Service Company's "White Alice" management and operations staff, as well as the Air Force AACCS (Alaskan Airways and Air Communications Services) and ICSAL (Integrated Communication System Alaskan Long Lines) staff personnel.

Among the distinguished guests greeted by F. D. Chieff, General Manager of the White Alice Project, were: Military Aide L. Landry, representing Governor Egan; S. D. Heller, Division Vice President, Government Services; and the Honorable G. Byer, Mayor of Anchorage.

Reference Book

Publication of a new reference book explaining the many uses of electronics in modern military equipment and systems has been announced by Division Vice President Heller.

Entitled "Digest of Military Electronics," it is written in simple language and explains terminology often heard, but usually difficult to understand. Its purpose is to give the layman and the technical man alike a general speaking acquaintance with the many ways in which modern electronic systems serve the U. S. Armed Forces.

Mr. Heller said that "the practice of giving special names and short titles to electronic equipment and systems is widespread in most Government activities and is becoming so in civilian fields. RADAR, LORAN, SONAR, ILS, BMEWS are but a few examples. Often



AT ANCHORAGE—Lt. Col. R. E. Larson, Mayor Byer, Maj. Gen. C. F. Necrason, Division Vice President Heller, Mr. Bramstedt (TV-KENI), Planning and Rel. Manager Sturdivant

these terms acquire definitive meanings and obtain the status of words in official and unofficial spoken and written language.

"Military electronics," he continued, "has become a multi-billion dollar business. With best estimates indicating that 14% of the total U. S. defense budget is being spent for electronic equipment and services, it behooves every American, particularly those in industry and Government, to have a general familiarity with these modern military electronic wonders."

The 210-page book presents these special names in alphabetical order, and explains briefly and simply the purpose and function of each.

It is available for \$3.95 postpaid from RCA Service Company, Bldg. 210, Camden 8, New Jersey.

Field Operations

Division Vice President J. F. Murray recently returned from planning conferences with European Field Operations Manager Paul P. Melroy, involving Service Company activities at the depot repair and calibration facility, Chateauroux, France; and in the Mutual Aid Pact program, Madrid, Spain. With headquarters in Wiesbaden, Germany, Government Services Field Operations provide technical assistance and other services to various U. S. military programs throughout Europe.



DIVISION VICE PRESIDENT MURRAY at Chateauroux (upper left, with Manager Brush and wife); at Madrid (right, with European Manager Melroy); at Wiesbaden (lower left, with Group Executive Vice President Odorizzi). (Lower right, Mrs. Melroy seated second from right and Wiesbaden contingent.)

Commercial Services

TECH PRODUCTS SERVICE

New Jersey's New Network

New Jersey is the nation's first state to equip its entire fleet of state police vehicles with two-way transistorized radios, and at the same time is reducing its communications network costs nearly one-third.

The five-year contract with RCA includes installation and maintenance of the equipment by the RCA Service Company at 41 base stations and in 424 vehicles, at an overall monthly rental of \$13,240. This is more than \$5,000 per month less than the previous rate.

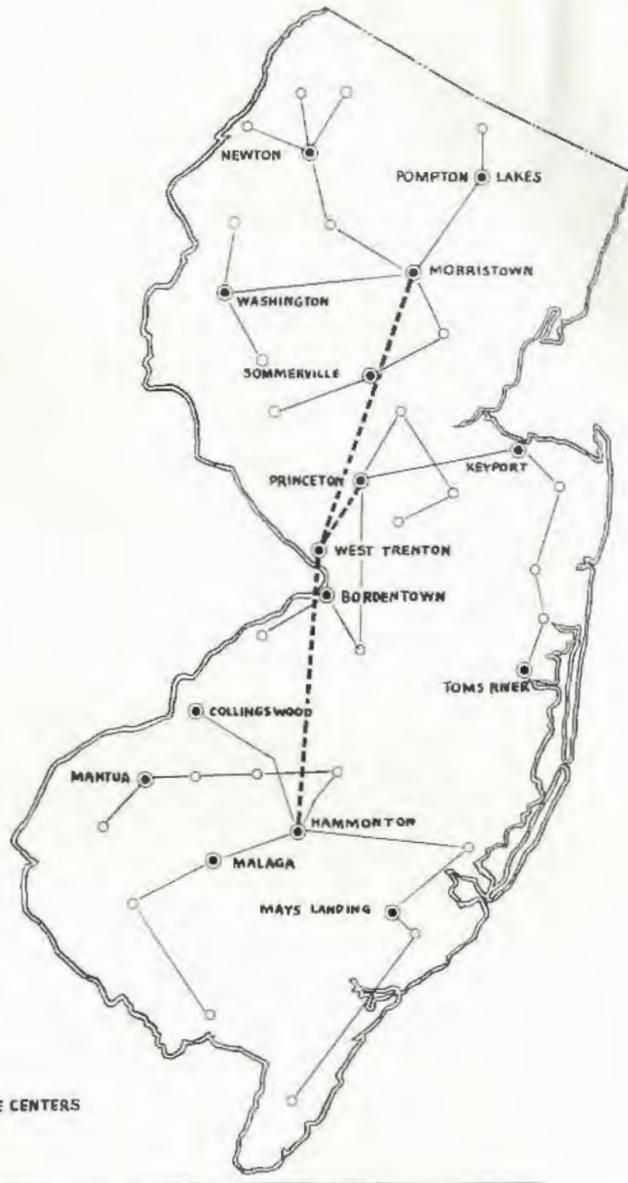
Blanketing New Jersey. The extensive network extends from headquarters in Trenton to Morristown, covering 14 base stations in the north (Troop B); to Princeton, covering 13 stations in the center of the state (Troop C); and to Hammonton, reaching 13 stations in South Jersey (Troop A).

The Tech Products Mobile/Microwave field office in New York City is handling the installation and servicing of the equipment in the Troop B area. Troops A and C are serviced out of the Philadelphia M/M field office. The entire project is being coordinated by Jack Parsons, Home Office Mobile & Microwave Service Operations, during the installation phase of the change-over program.

Basic mobile equipment for the system is the RCA LD-150, a compact two-way radio which uses a combination of tubes and transistors.

Tech Products field technicians began servicing the existing equipment in early December, pending delivery of the all new RCA LD equipment and its installation, so that no interruption of communication service occurred. Virtually all of the mobile equipment was installed by the end of January. All mobile and base station installations are scheduled for completion by March 1st.

Prompt Maintenance. To assure continuity of communications, Technical Products is providing service from fifteen service locations throughout the state, on a 24-hour per day, 7-days-per-week basis.



IN NEW JERSEY: 424 vehicles, 41 base stations, and 15 service locations

New Jersey's new system will have direct contact with sixteen other state and municipal systems. For civil defense as well as police purposes, it will link the State Police with Pennsylvania, New York, Delaware, the New Jersey Turnpike Authority, the Garden State Parkway and all of New Jersey's largest cities.

Recently, the city of Newark, N. J. became the nation's first major municipality to equip its vehicles with two-way transistorized mobile radios under an RCA agreement—another "first" for the Garden State.

Michigan's Consumers Power

Consumers Power Company, a public utility serving the lower peninsula of Michigan, has entered into a 10-year leasing arrangement with RCA covering its 2-way radio system of 45 base stations and some 1200 mobile units.

The contract calls for the installation of new RCA 2-way equipment upon amortization of existing equipment, and maintenance; all of which is being handled by Tech Products' Mobile/Microwave group.

Soon after the letter of intent was received in late September, the M/M

Operations group set up a new field office in Jackson ("home" of Consumers Power), managed by M/M Field Supervisor Daniel Sadowski. All existing business in Michigan was then centralized in Jackson, for closer coordination and despatch.

New technical personnel was recruited and training programs were in full swing by mid-October. Technical training was conducted by R. M. Dombrosky (M/M Engineering, Quality and Training Administrator)—Commercial training of the new personnel was supervised by Administrator R. G. Wilson.

The first districts of service were taken over in the first week of November, followed by more service loading at two-week intervals. Full responsibility for the network was in hand by the end of December.



IN MICHIGAN: (l. to r.) Instructor Dombrosky, Sup. Sadowski and Techs Schultz, Schnotala, Koert, Walker, Admin. Wilson, Tech Jenkins

EDP SERVICE

Chicago Center

As the nation's second largest mercantile center with hundreds of thousands of personnel doing paperwork, Chicago stands to benefit substantially from the new RCA Electronic Data Processing Center now located in the Morton Salt Building, 110 North Wacker Drive.

It is designed to provide service to two types of customers: the small firm desiring the benefits of data processing

without the capital investment required for its own equipment, and the larger firm needing additional capacity to supplement its own system.

A Team. EDP Service technicians, trained in applying the system's full capacity to individual customer accounting requirements, are operating the center around the clock. In addition to an experienced management group, the staff includes programmers, systems analysts, operators and maintenance personnel.

Antidote. Charles M. Odorizzi, RCA Group Executive Vice President, who

was present at the Center's dedication, gave two illustrations of how electronics can cut the time of handling paperwork and reduce the space needed for filing, namely:

All of the 1,796 pages in the Chicago telephone book, if stored on magnetic tape, could be processed by the RCA 501 in 20 minutes and printed out on paper in three hours.

A pile of paperwork as high as the Wrigley Tower—400 feet tall—with each invoice containing ten items, could be recorded on reels of magnetic tape ten inches in diameter that could be filed in two standard cabinet drawers. The data in these millions of invoices could be processed in only a few hours, compared to weeks by conventional methods.

As a further example of the dire need for data processing in the nation's business world, L. S. Holstad, Division Vice President of Service Company's EDPS activity, noted that (a) the daily volume of shares traded on the New York Stock Exchange had increased from 750,000 in 1940 to 3,342,000 in 1959 and should reach 5,500,000 by 1970, and (b) in banking, the number of checks cleared had increased from eight billion in 1952 to thirteen billion in 1959 and may reach 22 billion in 1970.

The Chicago Center is the fourth in an RCA chain that ultimately will span the nation.



IN CHICAGO: Staff VP Renholm and Division VP Holstad



TAPE VS PAPER: The Wrigley Tower aids Mrs. Brath

Consumer Products Service



NEWARK, N. J.—Bathing beauties R. Hartman, M. Core, M. Philious and K. Gottila kick off the branch Sink or Swim contest



CHICAGO NORTH—Dunked in 2100 gallons of ice-water, Sink or Swimmers R. Kielas, R. Gelb, S. Kubat, R. Kaczynski, A. Schlitz



AKRON—Speedy techs Dennis and Clark installed Colorceptor atop Goodyear Theatre at 10:30 A.M. on Inauguration Day



COLLINGDALE, PA.—Men of the Year Jim Dewees (*Best Technical Performance*), Harry Drescher (*Most Valuable Technician*), Bill Jackson (*Best Sales Performance*)



SOUTH PHILADELPHIA—At the Latin Casino, branch personnel and wives celebrated their "best year in history" and made plans for an even better 1961



SAN FRANCISCO—"It's so much for so little," says tech Ernest Roof. He's consequently tops in contract sales



Service Company's President A. L. Conrad (right) —and Personnel Manager J. Lippincott, Jr.

Congratulations—to new 25-Year Club Members

“. . . Almost completely unknown to the layman even in the mid Forties, electronics is now the country's fifth biggest industry and its fastest growing industry. It has changed and improved the living habits of virtually every American. It has changed and improved the methods of business and industry. It has opened up new fields of activity and exploration that know no bounds, not only on the earth but in outer space as well.

"You who have been associated with this field for twenty-five years or more must derive a great satisfaction from the knowledge that you have played a personal role in this great development—particularly in view of the fact you have done so in its most important years, the formative, developmental years . . ."

(Excerpted from the address made by A. L. Conrad, President of the RCA Service Company, to members of the RCA 25-Year Club, at Cherry Hill, February 2, 1961.)



At the Cherry Hill Banquet: (Seated, l. to r.) Turner Griffin, Thomas Foster, Frances M. Jeffers, Thelma I. Zoll, Lester C. Perkins, George W. Hand. (Standing) Merrill G. Gander, James S. Driscoll, Howard P. Laessle, Lester B. Hart, Eugene D. Van Duyne, Daniel R. Creato, Elbridge F. Gerry



RCA Service Company

1960

DANIEL R. CREATO

BENONI D. DOUGLASS

JAMES S. DRISCOLL

RUSSELL K. FORSYTH

THOMAS FOSTER

MERRILL G. GANDER

ELBRIDGE F. GERRY

TURNER GRIFFIN

GEORGE W. HAND

LESTER B. HART

FRANCES M. JEFFERS

HOWARD P. LAESSLE

CARL C. LUZI

R. EVERETT MCKINSTRY

LESTER C. PERKINS

PAUL SZABO

EUGENE D. VAN DUYNÉ

THELMA I. ZOLL

Awards were presented to Messrs. Szabo and Forsyth at the Cocoa Beach banquet; to Messrs. Luzi and McKinstry at Los Angeles, and to Mr. Douglass at Chicago

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on RCA services in the nuclear field,
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Nuclear and Scientific Services

RCA SERVICE COMPANY

Cherry Hill, Camden 8, N.J.



The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

At left . . . a national advertisement placed by RCA Service Company in the interest of its Nuclear and Scientific Services organization.

This Government Services group is gaining considerable recognition for its management of the "space simulator" project, involving the establishment of design criteria and the system design of the Mark I Aerospace Environmental Chamber for the Arnold Engineering and Development Center, Tullahoma, Tennessee.