

SERVICE

AN RCA FAMILY PUBLICATION



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The Cover

Karl Kurz, who provided the Alaskan snow scenes for our Christmas cover, tells us that there was less snowfall in Anchorage last year than there was in Cherry Hill. He should know. He was there as the White Alice Project's Personnel Manager; is now Administrator, Government Services Manpower Planning & Proposals.

The large pic is of Portage Glacier, about forty miles from Anchorage. The photos of an Anchorage residential area were taken at 12th and "L" Streets. In the larger you can see Cook Inlet and Mt. Susitna in the background. Silhouetted against the sky, the mount resembles a woman in repose, and is known as the Sleeping Lady. The dog-sled shot was taken at the annual Big Lake races.

For more of life as it is lived in Anchorage, turn to page 6.



Bettmann Archive

To the members of the RCA Service Family . . .

Best wishes to all of you at Christmas, and my sincere thanks for your contribution to our Company's progress in the year 1961.

We may all, I think, look back with satisfaction on our collective accomplishment.

We have helped to launch an astronaut, reached the operational stage at BMEWS Site II, started work at the Titan T-5 launch complex, and successfully completed our first year of White Alice operation.

In the second year of our EDPS department's operation, we have more than doubled the number of Electronic Data Processing "sites" installed and maintained. We have provided more Color TV service to more homes than in any year of our history. And we have prepared and are ready for an extensive assimilation of activities in both Technical Products and Educational services.

Looking ahead to the future, I believe that we have many reasons to be optimistic.

We know that the science of electronics, coming into its own in our time, offers unequalled opportunity. The Corporation of which we are a part is dedicated to creating many of the new technological concepts by which the world—and we—are advancing. Let us be quick to recognize and make productive, profitable use of the opportunities coming our way in the promising year ahead.

Again, I wish you a very pleasant holiday season, and a healthy, prosperous New Year.

Sincerely,

A. L. CONRAD
President, RCA Service Company

Corporate Affairs

The Regime. The election of Dr. Elmer W. Engstrom as President of RCA was announced December 1 by Chairman of the Board David Sarnoff.

Dr. Engstrom, who has been Senior Executive Vice President of RCA since 1955, succeeds John L. Burns, whose resignation as President and a Director of RCA and a Director of subsidiary companies was accepted by the Board. Mr. Burns, President of RCA since March 1, 1957, will continue to serve the company on special assignments from Chairman Sarnoff. Mr. Burns said his decision to relinquish the Presidency was based on personal reasons.

In Dr. Engstrom's 31 years as an employe of RCA, he has advanced step-by-step through progressively more important executive assignments. In doing so, he has demonstrated an unusual blend of business, administrative and scientific abilities. Under his supervision, several major divisions of RCA have registered consistently outstanding performance and have made their greatest contributions to corporate profits.

General Sarnoff will continue as Chairman of the Board and Chief Executive Officer of RCA, the position he now holds. Dr. Engstrom will have supervision of all company operations and will report to the Chairman.

* * *

Policy Reiterated. In the presence of President Kennedy and Secretary of Labor Arthur Goldberg, John L. Burns signed a joint statement for RCA with Vice President Lyndon Johnson, Chairman of the President's Committee on Equal Employment Opportunity, setting out RCA's "Plan for Progress" in the field of non-discriminatory employment policies.

The Plan summarizes RCA's long-standing policy of offering equal employment and advancement opportunities to all job applicants and company employes. It reviews specific employment practices, points out that these have resulted in the effective integration of minority groups throughout the RCA organization, and notes that many minority group employes have attracted attention because of their outstanding accomplishments.

Among other measures, the RCA

Plan provides for comprehensive plans by each operating division and subsidiary company to increase employment and career opportunities for Negroes and other minority groups; a concerted effort during hiring campaigns to increase representation from these groups, especially at the higher skill levels; increased contacts with Negro and other organizations in the development of qualified job candi-

lion dollar agreements, one for the sale of electronic data processing systems and the other for the exchange of patent licenses for the same equipment, were signed by RCA and International Computers and Tabulators Limited of England.

I.C.T., which has offices in 51 countries, has placed an initial order for the purchase of 50 RCA EDP systems, with an option to purchase 50 or more



AT THE WHITE HOUSE—President Kennedy speaks to presidents of eight major American companies on non-discrimination in employment. John L. Burns is second from right.

dates; and a program to stimulate training and upgrading of Negro and other minority group employes.

* * *

At the Rocket Show. One of the crowd-captivating features of the RCA exhibit at the American Rocket Society Show in New York was an array of "Lunar Rovers"—a set of three strange mechanical devices designed to prove methods of locomotion that may be successful on the moon.

Under development by DEP's Astro Electronics Division, the Rovers are animal-like mechanisms that, in actual operation, would carry electronic sensing and measuring gadgets for lunar exploration. They are designed to move about, regardless of conditions on the moon's surface, and to transmit findings back to earth.

Multi-Million \$\$\$. Two multi-mil-

lion dollar agreements, one for the sale of electronic data processing systems and the other for the exchange of patent licenses for the same equipment, were signed by RCA and International Computers and Tabulators Limited of England.

A similar international agreement between RCA and Compagnie des Machines Bull of France was signed early this fall. The combined orders of the English and French firms call for the acquisition of a minimum of 100, and options for 100 or more additional RCA computers.

* * *

Speedier. RCA has announced an advanced RCA 301 electronic data processing system with nearly a nine-fold increase in magnetic tape speed and a core memory unit with twice the capacity of the present 301 system.

Tape stations previously available with RCA 301 equipment had an information rate of 7,500 characters per second, while the new magnetic tape

Company Affairs

units will increase this speed capability to a rate of approximately 66,000 characters per second.

The new data processor has a high speed memory with a capacity of 40,000 alphanumeric characters. The two other available basic units for the RCA 301 have high speed memory capacity of 10,000 and 20,000 characters.

These new developments substantially multiply the work power, capacity and range of the 301 system. A company starting with a basic 301 system can increase the system's production capabilities with swift equipment changes or modifications and with no costly reprogramming involved. Operators, programmers and systems personnel do not have to be retained in new concepts and techniques.

Cost of the RCA 301 systems range from a minimum rental of less than \$3,000 to \$25,000 a month, depending upon the capabilities of the system and the special equipment required to do the job.

* * *

Teaching Tool. A new closed circuit TV system, capable of providing televised instruction simultaneously to 2,000 Air Force officers grouped at 165 viewing locations, has begun operation on the Air University campus at Maxwell Air Force Base near Montgomery, Alabama.

Installed by RCA, the system marks the first use by the armed forces of RCA's "compact" TV tape recorder, a new machine designed especially for educational purposes.

The tape recorder is teamed with other professional equipment to provide a system capable of feeding live, film, tape or "off-air" programs, or a mixture of these sources, to the student groups.

In a Mobile Unit. Station WHA-TV, Madison, Wisconsin, is the nation's first educational broadcaster to install the new "compact" TV tape recorder in a mobile unit, enabling the station to enrich its programming with on-the-scene tape recordings. Using the van-carried recorder, crews from WHA-TV are able to move their cameras into school rooms, public buildings and to remote points throughout the state for informative and instructional TV fare.

Designated the TR-11, the compact recorder was designed by RCA especially for TV use in schools and colleges, the armed forces, medical establishments and industry.

Growth

A New Department. Changing times in the vast field of education, and the development of new methods to meet growing teacher shortages and mounting classroom needs, led to the recent formation of a new Service Company activity known as RCA Educational Services.

The new department was formed to provide a focus for educational operations, and to bring to bear all of the Company's efforts on the many opportunities in the diverse fields of education and training.

With Division Vice President Harold Metz at its helm, RCA Educational Services combines the long-established RCA Institutes organization with the new and dynamic Educational Operations department—organized to project modern training concepts into at least four major educational areas.

Its Functions. Educational Operations, with E. W. Lareau as its Manager, proposes to market its training techniques and devices to industry and government, and to formal education, home education, and religious education systems. It will continue and expand its EDP programming service to schools and colleges, as well as its existing courses for adult education.

Four sections of clearly defined endeavor report to Mr. Lareau. Broadly,



EDUCATIONAL SERVICES V.P. Metz with Educational Operations Mgr. Lareau.

their functions (some, of course, projected) are:

Educational Methods (A. D. Miller, Manager)—The creation and development of visually-aided high school courses in Physics, Chemistry, Biology, Geometry, Trigonometry, General Science, and others.

Educational Programs (J. S. Winston, Manager)—Specifically designed courses, seminars and programs—complete with teaching tools—for the extensive government education and training field, both military and non-military.

Similar tailor-made training programs for use by industry in the areas of skill training, sales training, orientation, executive development, office training, etc.

Also considered; programmed teaching and related devices for home study (for example, in the speaking of foreign languages, in supplemental "job" knowledge, in the tutoring of special subjects)—and for the field of religious instruction.

Educational Data Processing (J. A. Jobes, Manager)—The programming of student maintenance records and scheduling, for high schools and other institutions of learning.

Instructional Services. (D. L. Rosen, Manager)—One segment, Adult Education, conducts courses under the approval of the New Jersey State Board of Education. The other, Vocational Training, is working closely with several State Development Commissions under the Area Redevelopment Act, to introduce the study of electronics to the unemployed, and under-employed, in the economically distressed areas of our country.

Educational Operations recently named W. E. MacLachlan as its Marketing Manager; and J. J. Nye, Administrator.

Its Philosophy. The management of the new department believes that the sale of services and materials is equally as important as the sale of equipment. Their "package" approach to educational markets will also serve to help expand the application of RCA equipment such as Projectors, Tape Recorders, Sound Systems, Electronic Trainers, Overhead Slides, Records, and other products.

Experience. The training concepts

outlined are not so unusual as may at first appear.

Through the Training Center, for example, this group has made use of the RCA 501 as a teaching machine for instructing computer console operators. They have developed an Auto-Text (a teaching machine in book form) for teaching computer training courses. They have assisted in the development of a program in training operators in assembly of traveling-wave tubes for the Tube Division in Harrison.

Educational Operations is engaged in the preparation of proposals for devising programs for teaching machines to be used in the Computer Console Exercises Program for American Airlines; Civilian Defense Education and Driver Safety Education for the Commonwealth of Pennsylvania; Basic Electronics for the U. S. Navy; and Medical Education for the U. S. Air Force.

They have submitted proposals for the instruction of blue-print reading to the Highway Department of the State of Pennsylvania, and for Mathematics for Electronics to the RCA Institutes.

Combined Charities

Big-hearted employees at Cherry Hill (the home offices of both the Service Company and the Electronic Data Processing Division) contributed a tidy \$27,030 in the local United Fund Drive, surpassing the goal set for the location.

In addition to employe contributions, Service Company's President A. L. Conrad presented the Corporation's check in the amount of \$112,600 to the Fund's Camden County Chairman for the Cherry Hill and Camden RCA facilities.



A. L. CONRAD presents Red Feather check to Fund's Chairman. DEP's Admin. Mgr. Massoth at right.

Retirement Plan Revised

To meet changing conditions affecting your needs, the management of RCA is again revising the Retirement Plan, to assure that it is maintained as one of the most modern in the industry today.

All of the changes, to become effective January 1, 1962, will be compiled in a new booklet for employes to be issued shortly. Some of the highlights are:

The minimum benefit is increased to \$2.40 per month for each year of Credited Plan Service prior to January 1, 1963, and to \$2.50 per month after that date.

Pensions for service prior to December 1, 1944—which were completely paid for by RCA—will also be recom-



CHEF ELLIS ARRINGTON, retired, with Personnel Mgr. Lippincott, Food Serv. Mgr. Perkins, Mrs. Arrington and daughter.

puted to the benefit of the employe.

The supplemental Early Retirement benefit for employes who retire as early as age 60 with 15 or more years of Credited Plan Service is increased from a flat \$50 to:

Years of Credited Service	Monthly Supplemental Benefit
15 years but less than 20 years	\$55
20 years but less than 25 years	60
25 years but less than 30 years	65
30 years but less than 35 years	70
35 years or more	75

Members who retire early with the consent of the Company will receive the same amount of life insurance that would normally have been continued if they had retired at age 65. Members with at least 15 years of Credited Plan Service may retire as early as age 60 without the consent of the Company and have 40% of their life insurance continued after retirement.

The basic Hospital-Surgical Plan is extended free to employes who re-

tire with 15 or more years of Credited Plan Service. He may insure his dependents by contributing \$2.35 per month.

A new program, similar to Major Medical Insurance, will be established for retired employes with 15 or more years of Credited Plan Service. It will pay 75% of all hospital, surgical, and in-hospital physician's charges in excess of \$100 that are not covered by the basic Hospital-Surgical plan. The maximum lifetime, family benefit is \$3,000.

RCA Service Awards

NOVEMBER

Name	Section	Years
F. W. Blau	5509	15
W. J. Brey	1130	15
W. Burr	1621	15
S. Czernuch	2380	15
D. E. Duford	1631	15
A. Gianfelice	Institutes	20
J. S. Gruszkos	1716	15
T. E. Hahn	1690	15
G. H. Hicks, Jr.	3121	15
H. W. Johnson	3171	15
R. E. Johnson	5514	15
D. L. Koch	5504	15
D. L. Krebs	3130	20
E. W. Lowery	1731	15
A. A. Maiatico	3636	15
J. A. May	3121	15
T. McAllister	Institutes	15
J. M. McLaughlin	1796	15
V. T. Mickshun	2641	15
T. L. Mitarnowski	1955	15
J. M. Snajkowski	1602	15
F. V. Tarkington	3124	15
A. P. Wark	3801	15

DECEMBER

S. E. Bartelson	7120	25
T. H. Buraczanski	1686	15
L. J. Campanella	1618	15
J. A. Dickey	1971	15
J. A. Eckenrode	3001	15
G. A. Freeman	2331	15
D. M. Hicks	5501	15
C. W. Kaelin	1871	15
E. I. Kilkenny	2640	15
F. J. LaVenia	5505	15
W. T. McKnett	3116	20
C. R. Miller	2645	15
E. Mook	Institutes	15
C. L. Roehm	2337	25
J. Sembrowich	1683	15
H. Silverstein	Institutes	15
L. C. Smith	3118	15
W. W. Werner	3633	15

Government Services

A Tour for Cheechakos*

The busy All-American city of Anchorage, largest in Alaska, is situated on a bluff overlooking Knik Arm, a branch of Cook Inlet and famous for its 30 to 35 foot tides. The rugged Chugach Range is to the east, with peaks rising to over 8,000 feet and, to the west and north, the vast waters of Cook Inlet.

This is the headquarters of Service Company's White Alice Project—involving some 510 Government Services men and women who operate and maintain the "White Alice" Long Lines Communication System for the U. S. Air Force.

Modern, progressive and urban, Anchorage has doubled its population within the last five years; now has close to 83,000 people within a ten-mile radius. Its climate is like that of the Great Lakes states. January temperatures average 12°F, and in July, 57°F.

It is "headquarters" for 50% of Alaska's corporations, and about half of the state's bank deposits are made in the city's three national banks.

The city is also a transportation center; the focal point for the Alaska Railroad, the aviation industry, trucking and other distribution facilities.

Here, too, are many of the Federal Government activities, including Elmendorf Air Force Base and Fort Richardson.

It's a crossroads for the major international airlines flying the trans-polar route between Europe and the Far East. The petroleum industry, too, centers its Alaskan explorations here, and fish canneries operate in season in the region.

Community Life. There are more than 50 churches in the Anchorage area, of almost every denomination. The Loussac Public Library has over 46,000 volumes, and is one of the most handsome buildings in town. The Alaska Native Service Hospital and the Providence Hospital will soon be augmented by a new 165-bed General Hospital and a 225-bed Mental Hospital, both now a-building.

Anchorage is served by two daily newspapers; has two TV stations with a third being built, one FM and four AM radio stations.

An excellent school system consists of 17 Elementary Schools, 3 Junior High and 2 High Schools. The University of Alaska in Fairbanks has an affiliated Community College at one of the Anchorage High Schools (night courses) as well as an extension at

Elmendorf AF Base. The Alaska Methodist University (non-sectarian) opened in Anchorage last year, is a fully accredited Liberal Arts school.

Cost of Living. Compared with Seattle, Washington, the necessities of life in Anchorage are somewhat higher, with food and shelter highest. The cost of an average, completely modern home ranges from \$12,000 to \$18,000 in some areas; between \$20,000 and \$35,000 in others. Rentals range from \$100 to \$275 per month, depending upon accommodations. Apartments at the "1200 L" and Mt. McKinley Apartment Buildings are from \$149 to \$200 per month. First-class hotel and motel accommodations are generally available, except in the tourist months of summer.

Recreation. Lakes, streams and rivers, abounding with sport fish, are easily accessible by train, bus or car from Anchorage, as are the hunting grounds for the black and brown bear, giant moose, mountain sheep, caribou, or Fall hunting for duck, goose, grouse and spruce hen.

There are two theatres in Anchorage, a golf course, swimming pool, public beaches, camping and picnic grounds, bowling alleys, skating rinks, tennis courts, and ball parks for 3 Softball Leagues, 1 Baseball League and numerous little and pony leagues.

There are several fine ski areas, including Girdwood Ski Center at Mt. Alyeska where the 1963 North American ski championships will be held.

Service Company in Anchorage. In the same spirit which typified the early-day sourdoughs, Alaskans continue to lend a helping hand whenever and wherever it's needed. Service Company people, following in the tradition, have undertaken many worthwhile projects through the RCA Civic Club. They've also joined the Lions, Rotary, American Legion, VFW, the Red Cross. They're active in the affairs of the Chamber of Commerce, the Community Chest, Community College, the Military Affairs Committee, and other civic groups. Consequently, by extending an "Alaskan-sized Helping Hand", they've become closely identified with Alaska—so much so that one long-time resident opined: "RCA must stand for R C Alaska!"



AMERICA THE BEAUTIFUL—This is Resurrection Canyon, near Anchorage, Alaska, in September.

* (newcomers)

Anchorage—All American City



First Methodist Church



RCA, at 7th Avenue and E Street



Providence Hospital in Anchorage, medical center of Alaska



Modern 14-story Apartment Building



Grant Hall, Alaska Methodist University



West Anchorage High School, 2600 Student Body



Swimming at Lake Spenard



*Scrappy northern fish in many streams and lakes
(Northern Consolidated Airlines Photo)*



Anchorage City Hall



*The Anchorage area offers the finest ski conditions
(Matti Nitch Photo)*



Typical home in Anchor Park



A gracious home in West Turnagain

Commercial Services

New Activities

Sweeping changes in the structure of the RCA Industrial Electronic Products organization have given new and broad responsibilities to the RCA Service Company for several of the IEP product lines and functions.

According to the directive, issued early in November, Service Company will direct the engineering and marketing of Mobile Communications and Audio-Visual products, the marketing of RCA Radiomarine products, and will assume full responsibility for the Graphic Products line.

In a simultaneous announcement, Service Company's President A. L. Conrad designated overall authority for the new functions to Commercial Services Division Vice President G. W. Pfister.

Reporting to him are Marketing Managers A. Fischer (for Mobile Communications), D. F. Hahn (for Radiomarine), and A. J. Platt (for Audio-Visual).

E. M. Hinsdale was named Manager of Mobile Communications and Audio-Visual Engineering; F. P. Barnes, Manager of Mobile Communications Projects; and S. E. Arnett, Manager of Graphic Products.

Production for Mobile Communications, RCA Radiomarine, and Audio-Visual Products are the responsibility of the Broadcast and Communications Division, formerly IEP.

Technical Products

New Assignments. The new Mobile Communications Marketing Manager, Abraham Fischer, who steps out of Technical Products Service, was their Manager of Sales and Merchandising.

He has had extensive experience in the area of Mobile Communications, dating back to 1951. He was, in that year, a salesman in the RCA Mobile Communications Equipment organization; subsequently progressed to Manager of Commercial Operations, and Sales Manager of the West Central Region. He transferred to Tech Products Service in 1955 as Manager of Mobile/Microwave Service Sales; shortly thereafter was promoted to the sales managership.

G. W. Tunnell, who replaces Mr. Fischer in the Technical Products

Service setup, was Broadcast & Systems Service Sales Manager. Now, as Sales & Merchandising Manager, he is responsible for the sales and merchandising of all Tech Products installation and service activities.



MOVING UP—Sales Manager Tunnell (left) and Marketing Manager Fischer.

Mr. Tunnell, who came to RCA in 1940, had various assignments in the manufacturing, engineering and administration of the Test & Measuring equipment business and, after the War, in Broadcast equipment marketing. He was, from 1956 to 1958, Electronic Instruments Marketing Manager, transferring then to Service Company as Manager of Broadcast & Industrial Communications Service Sales.

EDP Service

A Navy/Industry Team. R. M. Byrd, D. E. Harmon and R. P. Totten—typical of the EDPS men who are assigned to governmental sites—are working at the Naval Propellant Plant in Indian Head, Maryland, where an RCA 501 computer and an IEC data gathering unit are greatly increasing the speed of rocket motor development.

The system is the only one of its kind in which a computer complex accepts information directly from a rocket motor in the firing bay and concurrently performs analysis of the motor's firing characteristics.

During a firing, the computer checks conditions in pressure, temperature and thrust every 6/1000 of a second and sends warning signals of unusual conditions through the data gathering system on which the firing officer can terminate the test if he considers it necessary. The computer also can be instructed to shut off the test automatically, should a critical point be reached.

The tests take place in bays facing out on a wide area of the Potomac River. Boats are warned away during a firing, which is witnessed by the plant's rocket motor and propellant experts in a dirt-covered blockhouse some 200 feet from the bay.

The blockhouse, built of shatter-proof materials, houses both the data gathering unit and the computer, plus the closed circuit television receivers on which the actual firing is monitored.

High-speed movies, television and still cameras are set at strategic points in the bay to record the firing.

The motors are positioned on a cradle in the rear of the bay in preparation for firing and, when fired, their hundreds of thousands of pounds of thrust send a great tongue of flame as much as 150 feet back over the river's edge.

Attached to the motor are strain and pressure gauges, electronic thermometers (thermo-couples) and accelerator indicators and water nozzles that can be made to send heavy streams of water on the motor at the termination of the test.

The Naval Propellant Plant also features an automatic data recording system designed and produced at RCA's Natick, Mass., industrial computer plant. This system collects data from the firings of small charges of solid state fuels, and feeds it to the RCA 501 computer which evaluates the performance of the fuels. Where this evaluation took 40 to 80 man-hours to complete previously the electronic equipment performs the task in less than a minute.

The RCA 501 performs many other functions other than assessing propellant and motor tests. It is used in calculating missile trajectory data, heat transfer, burning rates and other complex engineering problems.

When the firing officer commands the computer to process a firing through the data acquisition system, however, the computer automatically interrupts its current activities, storing the information it has developed on magnetic tape, and turns to its new task.

It checks out the firing equipment and if everything is working properly, signals the firing officer—who cannot proceed with the firing before the signal to do so is relayed to him.

The test over, the computer will go back to the work that was interrupted, without any intervention by human mind or hand.

* * *

Payrollers. The function of Service Company's 501 computer, its capacity and programming, were ably described for twenty members of the Payroll Management Society of Greater Philadelphia, who visited Cherry Hill as guests of members P. G. Kelly, Manager of Payroll Operations, and J. H. Gauer, Manager of Payroll Accounting Operations.

The six-year-old Society, founded by Service Company's Assistant Treasurer Philip Ackerman, limits its membership to responsible Payroll Management people, and represents many firms in the Delaware Valley area.

Convened in Service Company's computer rooms, the meeting was opened by Mr. Ackerman; progressed through featured talks by J. L. Klep-



Assistant Treasurer Ackerman (left) and Program Systems Administrator Swartz greet the visiting Payroll Management Society of Greater Philadelphia.

ping (Manager, Electronic Business Systems Planning), M. E. Gracey (Manager, Data Processing Operations), and F. E. Swartz (Program Systems Administrator—Payroll).

Frederick J. Beyea, EDPS Sales Representative, described the various types of services available at RCA Computer Service Centers in New York, Washington, Chicago, San Francisco and Cherry Hill.

A tour of Service Company's Payroll Department concluded the visit, where the group was instructed in the operation of the various payroll functions,—i.e., Records and Reports, Banking, Commercial and Government Services Timekeeping, and Payroll Accounting.

* * *

Fall Guy? Prominent management consultant Felix Kaufman said that too frequently the computer becomes a "convenient fall guy" when a company's electronic data processing system fails to produce hoped-for results immediately.

Addressing the Fall meeting of the RCA 501 Users Association, he emphasized that intelligent control procedures are as vital as the selection of "hardware" and the overall system concept.

"You can do a good job of design and equipment selection," he said, "but the whole operation may well go down the drain if steps haven't been taken to achieve proper control."

"Any firm or governmental agency considering a computer system should

fully coordinate its effort with all activities affected by the data handling process so that data flows smoothly and reliably," Mr. Kaufman said. "Without establishment of proper controls in the conversion to electronic data processing, the end result can be problems magnified by the speed and appetite of the equipment."

The RCA 501 Users Association comprises representatives of some 48 American companies and federal agencies that own or lease RCA-501 EDP systems.

Consumer Products Service

Welcome. M. J. Marohn, former Manager of the Consumer Products Service Branch at Arlington, Virginia, is now happily situated at Cherry Hill, in charge of Consumer Products Accounting.

He was replaced at Arlington by H. S. Ferguson, formerly Manager of the Baltimore branch.

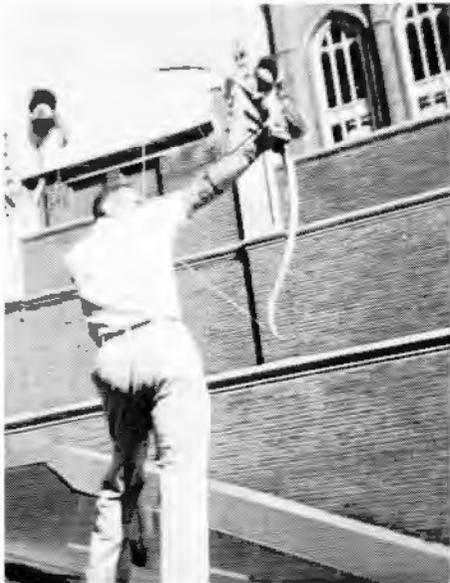
* * *

To Skin a Cat. The unusual ingenuity and know-how of a journeyman at the Cincinnati Branch recently pushed Khrushchev off the front page of the *Post-Times Star*, and earned some valuable publicity for the branch and the Service Company. Branch Manager J. K. Dillon tells the story:

"During the World Series, our Branch had a 50% increase in workload. An installation of Color TV at the Queen City Club was one of several, made mainly for companies who



Capt. Otis Wesche and EDP Service Rep R. P. Totten at the U. S. Naval Propellant Plant in Maryland.



CINCINNATI—Tech McKinney prepares for the World Series.

were unable to get tickets for the game. But at Queen City there was a problem.

"In order to make the installation, it was necessary to install the antenna on a higher building, which required running a line across one of our main downtown streets.

"Before this could be done, the Cincinnati City Council had to pass a special ordinance—and stipulated that only RCA Service Company personnel could do the work.

"Forthwith, Robert McKinney (a 10-year man with our branch) shot an arrow with a string attached from

the roof of 342½ E. Fourth Street to the top of the Queen City Club, 90 feet away. The string was used to pull the antenna cable across the street, avoiding high-voltage trolley lines. Installed on the top of the Broadway Hotel, the antenna improved the club's color TV reception for the World Series."

National Scores. At the end of the second phase of the Consumer Products Service "New Frontier" incentive contest—in which scores are figured on a combination of Net Sales AND Gross Margin—the following branches were reported to be in highest gear: San Francisco, Camden, Detroit Appliance, Bayonne, Denver, Louisville, Worcester, Islip.

For the contest to date, 69 of the 156 competing branches have achieved contest points ranging from 100.0 to 169.4, which means that they are all at least "at quota" on both gross margin and net sales. In addition, 35 branches are nearing the crucial point of 100.0—with scores between 90.3 and 99.2.

Spirited. Collingdale branch recently inaugurated a "Touchdown 1961" sales contest, in support of the CPS National Theme drive of the "New Frontier."

The kickoff was complete with baton twirlers, cheer leaders for each of the two teams in the branch, alleged professional football players, cheering sections, and a Coach in the best Knute Rockne tradition.

Everybody had a lot of fun, enthusiasm ran high and, as a result, sales have increased.

At the end of October, the branch was reported in fifth (close to fourth) place in its division in the nation-wide contest, and is nearing the 100.0 point mark.

Dinner Meeting. Among several prizes won by Flint, Michigan, techs in a "Punchboard" sales contest was a steak dinner. Attending were (see pic taken

by Branch Manager W. B. Nelson) (left to right) Regional Manager Myron Telep, District Manager Ted Lane, Tech William Ethier. Standing, Techs Clyde Terrian and Carl Glover, Field Sales Manager Frank Levenseller, Techs Charles Ethier and Art Sykes.

Together. The RCA distributor in the St. Louis area (Interstate Supply



FLINT—A steak dinner was among the prizes.

Company) recently conducted a purposeful meeting for the Service Company branch there, to foster a close working relationship between the two organizations.

The evening's program emphasized the importance of Service to the merchandising of RCA products, and in particular to the merchandising of RCA Color TV.

Bill Costello, District Manager of the RCA Sales Corporation, spoke of the Service Company as one of RCA's most potent weapons in the expanding Color market. Interstate's Sales Manager, Jerry Lewis, thanked the branch for its contribution to the success of Color TV on the market thus far, and asked for continuing "extra effort" to keep and win customer satisfaction. He reaffirmed Color TV's breakthrough by showing the film "The Wonderful World of Color."

The distributor's Sales Manager of Appliances, Jack Michel, solicited Service support in helping to make St. Louis an "RCA Whirlpool market." He, too, showed a convincing film featuring the Space Kitchen as a part of a "winner" Whirlpool line.

District Manager Marty Rubin concluded the program with a promise of full support of the distributor's merchandising programs.



COLLINGDALE—Coach Al Redden, Cheer Leaders Mon-teith and Adams, Quarterback Elko, and All-Pro Moore.

Nation-wide Improved Mail Service

The United States Postal Service has undertaken a program to (1) schedule the Nation's vast mail volume more effectively, (2) end congestion in thousands of post offices and (3) speed mail deliveries.

The bottleneck to better service is in the nation's post offices. Despite new post offices and modernization of old ones, the bulk of more than 65 billion pieces of mail annually, dumped on the post offices after 5 P.M., cannot be handled with maximum efficiency.

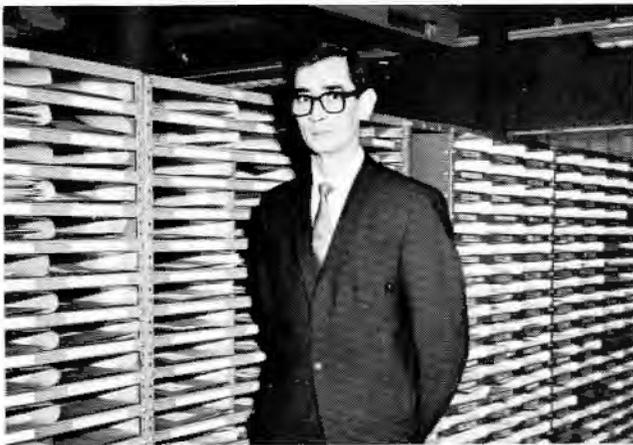
The late mail crush creates a tremendous overload on men and machines. And it doesn't make good sense. No efficient business would handle its work on a "crash" basis every day.

Of the nation's present 65 billion piece mail volume—enough to fill a continuous train of railroad cars from Boston to San Francisco—three-fourths is originated by business and industry.

Postal authorities have therefore appealed to business and industry—and RCA is participating in the program—to avoid dispatching its mail at peak periods if at all possible. Actually, though, the commercial mailroom can't control the situation unless individual workers cooperate by completing paperwork and releasing it for mailing several times during the day.

Cherry Hill's expert on matters postal, who is Mailroom Manager Russell L. Carr, echoes all of these sentiments. His group handles an estimated three million pieces of first class mail annually. He receives most of the outgoing mail in the last pickup.

Ross adds that the Christmas season is a good time for everyone to start cooperating with the nation-wide mailing reform—by mailing Christmas cards early in the month, early in the morning or late at night, and by using *hometown mailing facilities*.



Russ Carr, Manager of the RCA mailroom at Cherry Hill, urges Service Company employees everywhere to avoid last-minute mailings in bulk.



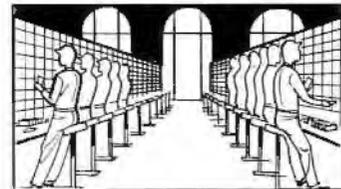
The Problem: Large mailers "dump" mail on post offices after 5 P.M.

The "bottleneck" to better service is in the post offices, overloaded with the late gluts of mail.



The Solution: Mail should flow into the local post office in an orderly, efficient manner, without lost time.

Freed of mail glut, clerks handle mail quickly, efficiently, more economically.



The Result: Studies indicate mail may be speeded in delivery between many points as much as 24 hours or more.

Business, too, will get faster mail service, faster replies, speedier remittances.





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- 3 Mailings can be as selective as you want them to be . . . by geographical areas, expiration dates, age, occupations, etc.
- 4 Foreign lists in a common European language can be handled with equal facility.

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