



SERVICE

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of the RCA Service Company
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Corporation of America—
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THE COVER

The SS United States, Radiomarine-
equipped from bridge to lifeboats . . .
Philadelphia's famous "Billy Penn"
statue, symbolically bearing the city's
2-Way/Microwave "voice" . . . a
brand-name breakfast food protected
by RCA electronic detection . . . a
candelabra antenna erected for
competitive TV stations in Texas . . .
are used on our cover this month to
epitomize the vigor and wide
diversity of Tech Products Service to
life in America.



SERVICE TALK

A 501 for the U. S. Navy

An agreement to lease an RCA 501 was recently announced by Rear Admiral P. D. Stroop, Chief of the Navy Department's Bureau of Ordnance, and J. E. Johnson, RCA's Manager of Marketing, RCA Electronic Data Processing Division.

The gun factories and allied facilities of the Navy's Bureau of Ordnance form one of the nation's largest industrial complexes.

As the initial step in a five-phase logistic program, the all-transistor RCA 501 is expected to save 1100 man hours daily by providing high speed inventory control of missiles, mines, torpedoes, bombs and bullets from the time they start through the production line until they leave the muzzle, in training exercises or actual warfare.

Graduates in Electronics

Two hundred twenty-one men were graduated from RCA Institutes in May, in ceremonies held in the Auditorium of the School of Education of New York University. Included among the graduates, 44 per cent of whom are veterans, were residents of Brazil, the Bahamas, Greece and Jamaica, British West Indies.

By George

The Consumer Products Branch in Providence, R. I., says the pressure is on for all Techs to match a recent phenomenal sale by their Mike George, who parlayed a \$7.95 checkup to a sale amounting to over \$500. He started with the sale of a Garage Door opener, plus an extra unit to a customer who had a double garage. While the iron (Mike) was hot, he sold the same customer a Modification and a traveling Wave antenna. Any aspirants to Mike's crown?

The Door Is Open at Phoebus

Government Service Department has established a new guided missile test range engineering and instrumentation installation facility at Phoebus (Hampton, Va.) to execute certain technical, engineering and installation contracts with the National Aeronautical and Space Administration at Langley Field, Virginia.

The new NASA headquarters were established in a suite of nine double office rooms, each the home of an RCA missile range engineer and his respective draftsman.

Headed by Project Manager C. D. Houchin, Phoebus personnel has an accumulated total of seventy years of electronic engineering experience, half of it in actual missile test range experience.

Present efforts of the group center around detailed planning for NASA's Wallops Island launching facilities and preliminary planning of range facilities to support the Man-in-Space Mercury Program.

ANOTHER side of the coin

Here's the payoff for services rendered, from people in all walks of life who appreciate the job well done. Addressed to Service Company executives, these letters belong to Service people everywhere who represent RCA in their daily contact with the public in general.

Philadelphia: We are again renewing our contract. I felt I just had to tell you that in our long association with RCA Service it has always been most pleasant. Each serviceman who has visited our home has been a very wonderful, well-mannered, congenial young man.

Since, no doubt, you receive complaints about things from time to time, I felt I should tell you how much we have always enjoyed your service.

St. Louis: I have just signed and returned my new RCA Victor Factory Service Plan under Contract Plan No. 3 to the local RCA Service Company.

This is the fourth annual contract I have had the pleasure of having with your good company. I can't tell you how very much I have been satisfied and pleased with the service rendered by your local division; believe me, it is no surprise that your company represents the ultimate in product and service.

Auburn, N. Y.: I recently wrote you regarding our problem with a ham radio operator. You forwarded the letter to your Syracuse office. We received a phone call offering to install a filter at the cost of a service call and we agreed. It has apparently done the job.

The thing that pleased us most was the call we received after the filter was installed, asking us if it was satisfactory. I would like you to know the Syracuse office really made a friend for RCA Service.

Woodhaven, N. Y.: In April it will be nine years that I purchased one of your TV sets, and have had a contract with your Company every year since. I have had very little trouble with the set, and whenever I find it necessary to call the local office I have always received prompt service, which I appreciate all the more because for the past fifteen years I have been caring for an invalid, which makes me practically a shut-in.

The main reason for this letter is to

congratulate you upon your selection of employees. I have never seen a more efficient group of young men. Not only do they know their business, but they are all so polite and amiable. One of them even volunteered to report to the office of the condition in my home, and no doubt that is one of the reasons I receive such prompt service.

Wheatridge, Colorado: I would like to compliment your company for the fine way in which you handle your service



on the color television set which I own.

Your service men are not only well qualified in every way, but are the most courteous men I have had the pleasure of making contact with in a long while.

Cincinnati, Ohio: Please accept my compliments on the fine service which you have given us on our TV set.

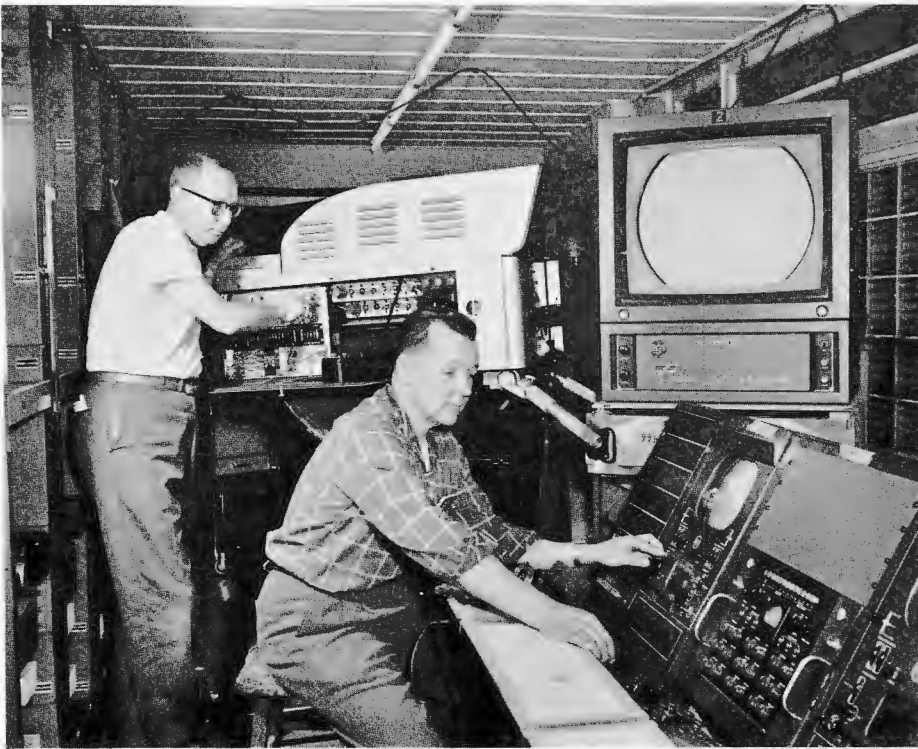
Due to your courteous and prompt attention to our troubles and your expert repairs, and mainly because of the fact that you stood 100% behind your product . . . I can assure you that I shall recommend RCA products to my friends, and shall feel confident in their purchase of the product.

I might note that we have just purchased an RCA Hi Fi on the sole strength of your honesty in living up to your policy . . .

Washington, D. C.: I recently purchased one of your new RCA color sets (and) the service I received was courteous, immediate and to my mind, exceptional in every way.

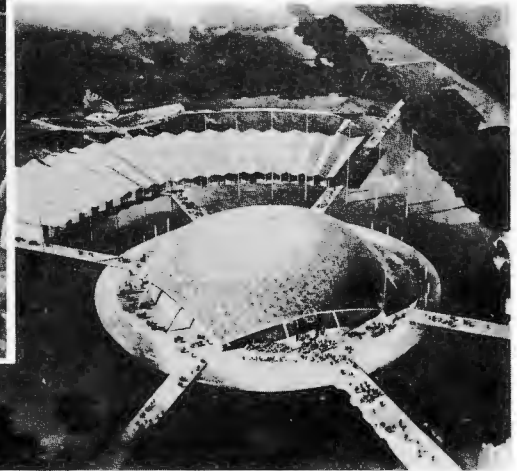
I purchased the set for the pleasure of my elderly mother, and it is a source of great comfort to me to know that any service problems she may have will be taken care of by such an efficient and fine group.





Engineers W. L. Murray (left) and J. O'Dowd of Technical Products Service, with Color TV equipment they readied for Moscow fair. (At right) sketch of American exhibition building.

Message on TV set tested at RCA Exhibition Hall in New York reads "see yourself on TV."



Russians see American Color TV at Moscow Fair

The Russian people, whose government recently announced that it would begin color TV broadcasting later this year, are getting a demonstration of American know-how at the American National Exhibition in Moscow this summer.

A fully-equipped RCA Color TV Studio, manned by a crew of technical experts, originates eight hours of live and filmed programming daily, from its location in Sokolniki Park to sixteen 21-inch color TV receivers situated throughout the fair grounds. The installation is similar to the one which drew large crowds to the American Pavilion during the 1958 Brussels World's Fair.

Service Company engineers W. L. Murray and J. O'Dowd flew to Moscow in June as members of the installation and operating crew. The three-month assignment is a "first" of its kind in their experience. It's all a "part of the job," however, in the varied activities of Tech Products Broadcast Installation and Service.

Mr. Murray headquarters in Los Angeles, California; Mr. O'Dowd works out of the Pennsauken, New Jersey, location where both men spent several make-ready weeks before they flew with the equipment to Moscow.

The studio in Moscow is enclosed on three sides, but

the front is open so that visitors can see a Color TV show in actual production as well as view it simultaneously on a TV monitor screen.

About one-third of the programming time is devoted to color films showing various aspects of life in the United States. The other two-thirds is live, broadcast in English, Russian and other European languages. Distinguished Americans and Russians who visit the fair grounds are invited to be interviewed on color television, and other events at the fair are regularly reviewed.

The "See-Yourself-on-Color-TV" feature continues to be the highlight of the programming, as it has proved to be in all of the foreign fairs in which RCA-TV has been demonstrated. Russian families among the spectators are selected at random and invited to parade in front of the cameras and watch themselves on a special Color TV monitor, which invariably delights all participants.

It is expected that approximately 4,000,000 persons will attend the American exhibit, which opens in July and will run for six weeks. Designed to improve Soviet understanding of life in America, the fair features industrial, scientific and cultural displays in which the U. S. Government and American private industry and institutions participated.

Installation on the Double for WBTV

A record for fast installation and immediate operational use of a television tape recorder was recently established, when the first production model of the advanced RCA color TV recorder was operating within three hours after delivery to Station WBTV, Charlotte, N. C.

New techniques in testing, packing and shipping made the feat possible. The six racks of the TV tape recorder were unloaded from the truck, installed, and were actually recording and playing back in 176 minutes.

Tech Products Service engineer Ray Koerner was present at the installation. Recently named Administrator, Broadcast Engineering, in Tech Products, he will be responsible for technical training of field personnel in the installation and servicing of video tape and other products in the Broadcast line.

10 Years of Service

RCA Service associations with the Charlotte station go back a decade to the installation of their earliest equipment—the TT5A. Since then, RCA Service has figured in WBTV's progressive growth from their initial 5 KW transmitter to the 25 KW amplifier, and color equipment in 1954.

Only recently Tech Products men assisted WBTV in the installation of a Multi-hop Microwave relay system (reversible) for carrying programs between the Charlotte station and the WBTV-owned station in Florence, South Carolina.

This equipment is one of seven pre-production units, six of which are being used by NBC at New York City and the NBC tape center, Burbank, California.

A Marked Increase

The new recorder was installed in WBTV's studio headquarters building, dedicated in 1955, and one of the nation's most modern TV broadcast

facilities. Thomas E. Howard, Engineering Vice President of the Jefferson Standard Broadcasting Company, said the second RCA tape recorder will result in a marked increase in the broadcasting company's present 20-30 hours of tape operation a week.

The tapes made with the new recorder can be used interchangeably on any recorder meeting industry-determined standards, while properly prepared tapes from other machines can be played back on the RCA recorder with maximum fidelity.

With the RCA recorder, a broadcaster can start monochrome programming with five convenient "stand-up" racks of equipment and color may be included at any time by the simple addition of a sixth rack of color equipment.

An electronic system permits precise adjustment of the electrical quadrature relationship between the four video/record playback heads. This adjustment can be made while the recorder is in use to improve on the original quality of a tape from another machine.

A variable speed cueing control enables the operator to run the machine forward or in reverse at any pace up to 150 inches per second, slow the tape gradually and stop at any desired spot. A special cue channel on the magnetic tape accepts both voice and tone signals.

The feat of putting the recorder into operation in the record three hours was promoted strongly by the station. Films showing the unloading and installation of the recorder were shown on the 6:30 newscast on the day of installation.



WBTV, Charlotte, N. C., where RCA's first production model of the advanced Color TV recorder was operating within three hours after delivery.

Mural Television Is Here

Easy installation and planned maintenance are among the exclusive sales features advanced by RCA Special Sales Accounts in introducing the new wall-type line of RCA Mural TV.

R. N. Baggs, the new division's Vice President, announced the built-in sets to distributors this month. He explained the mural concept in this way:

"The ideal display of television is as a picture on the wall. To achieve this effect, many home owners have built sets into the walls of their living rooms, studies and recreation rooms. But each installation had to be custom-built. Now we have Mural TV, both color and black and white, ready to be built into existing houses or incorporated in the design of new ones."

The four receivers in the "Mural TV" line are all standard RCA Victor receivers, modified for wall installation. All have controls and speakers in the front. Ventilation louvres can be installed in front or the receiver may be ventilated from the back, depending on the location and requirements. All can be slipped out easily for servicing.

Multiple Sale

Mural TV's first large-scale installation is already underway at Lake View Estates in Lansdale, Pennsylvania. The builder had expressed interest in installing color receivers in his new homes; was shown early reference photos of possible mural arrangements; promptly ordered one set for each of the 100 new homes planned.

For architects, builders, home owners and interior decorators, RCA provides printed specifications, installation instructions and suggestions for use in various home locations. The 17-inch tube set, with a depth of less than 12 inches, is described as adaptable to mobile home use; on a turntable in a living room divider where it can be revolved for viewing on either side; and in the kitchen cabinet.

For the convenience of the builder, the frames and speaker baffles for



each set are provided in a separate kit so that he may have his own carpenters build frames and baffles if he so desires.

Impact on Color TV

"Mural TV is bound to have an effect on the growth of color TV," Mr. Baggs told distributors. "New homes are going up at the terrific rate of 1,200,000 a year. Judging by the enthusiasm shown at the builders' convention," he continued, "many of these new homes will have Mural TV. And with color TV coming more and more into the picture, many builders will choose color because the sets are being installed to be used for years to come."



Large fleet of trucks



Extensive parts stock



Specially trained technicians

Single Source responsibility for complete TV service is particularly important to the project home builder.

Buck-Shot in the Ox-Tail

... in which RCA electronic know-how comes to the aid of the food processing industry.

Some fifteen or twenty or more years ago, in the city of canned soup and canned music, two industrial neighbors got together on a problem which resulted in a better product for the one and a new product application for the other.

The story goes that Campbell Soup Company officials and RCA Camden plant management got together over a can of excellent ox-tail soup. Excellent, that is, with the exception of the lead shot it contained in the meat—a cause of no end of concern in the soup processing business. Was there something that could be done electronically to solve the problem?

There was. An electronic "watchman" was developed by RCA to detect tiny scrap metal particles in the processing of foodstuffs and beverages, now used as well in many other branches of industry to protect product quality and make production lines move faster.

Operation "Like New"

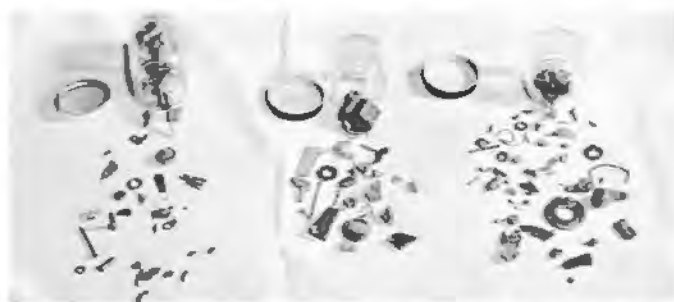
Wide and diversified use of the vital little conveyor-line "inspector" necessitated a comprehensive Service Plan to guarantee customer satisfaction, extending from installation through long years of dependable like-new operation.

Right from the start, the Plan provides for supervised installation by a Tech Products specialist who knows which arrangement will give maximum performance. Thereafter, regular Preventive Service, Parts and Tube replacement and Emergency Service are all conducted by specialists who work out of the Tech Products' national network of field offices.

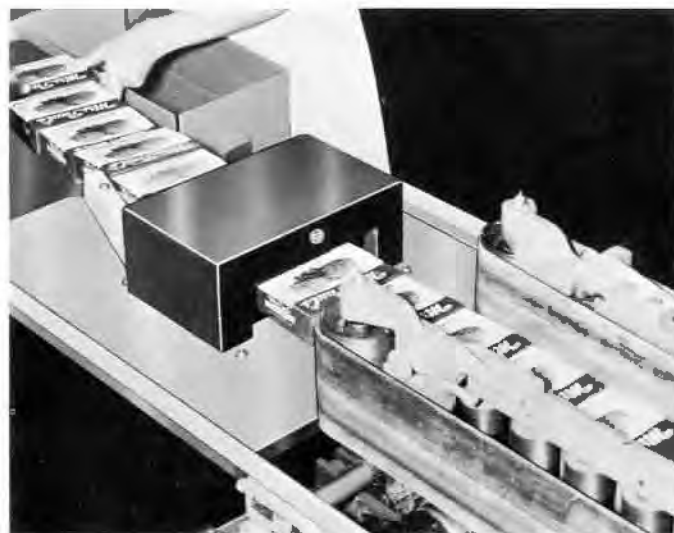
It is estimated that tramp metal accounts for 80% of all foreign particles in food, stemming in general from three sources: (1) the operator—such as hairpins, safety pins, foil wrappers, etc.; (2) the package—such as staples, tacks, nails, metal stitches; and (3) the Machinery—such as metal belt lacings, shredder blades, shaft keys, steel slivers.

Newest of the RCA Metal Detectors for the food industry can spot bits of metal as small as a sphere 1/16th of an inch in diameter.

The high frequency radio waves pass unimpeded through the food package unless they encounter a metal particle. If a tiny piece of metal—a dislodged nut or bolt from the packaging machine, a bristle from a wire brush used in cleaning fish or a particle from the cooking vat—is detected, the RCA Detector can be set up to sound an alarm and/or trigger an automatic reject mechanism which shunts the errant package aside.



Typical metal particles in chocolate candy, spotted by an RCA Metal Detector, over an extended period of time.



When metal is detected in Mrs. Paul's product, the conveyor line stops automatically and the package is removed.



The RCA Metal Detector inspects sheets of powdered chewing gum at the Frank H. Fleer Corporation.

Six Ways to decorate for Stereo

If you've been considering purchasing a stereophonic high fidelity instrument, chances are you've given some thought to the accommodation of two new pieces of furniture into your decorating scheme. They must be placed in certain locations to achieve the stereo effect, but the problem is far less complicated than it sounds.

True stereophonic reproduction can best be achieved through the use of two speaker systems separated by some distance. This is because stereo sound is three-dimensional and is obtained through a unique system of recording with two separate sets of microphones.

In a stereo recording session—and most records made in the past three years have been recorded stereophonically—one set of microphones picks up the sound from the left side of the orchestra and another picks up the music from the right side. In recording and reproducing on your stereo set, these two sources of sound are separated on two different sound channels. Then, when you play a stereo record, you hear one side of the orchestra through one set of speakers and the other side through the other set of speakers—just as your ears would hear it at a concert hall.

Proper Placement Blends Sound

If the speakers are too close together, the stereo effect will be greatly diminished. If they are too far apart, the impression of blended sound will be lost and you will have an exaggerated effect unlike that of the concert hall. Since rooms are of many different sizes and shapes, the listener must experiment with speaker location until he achieves an effect pleasing to his own ears.

Ideally, the listener should be as far from the front of the speakers as they are from each other. However, many stereo owners have found that they can enjoy a stereo effect in many parts of the room, depending on the acoustics of their room.

Remembering that placement of the set and speakers is primarily a matter of individual taste, the following suggestions from RCA Victor styling and engineering experts indicate some of the decorating possibilities offered by this great new advance in listening pleasure.

Combine Style and Listening Pleasure

1. In a long rectangular room, the set and the speaker cabinet can be placed against the same wall provided there is room for at least reasonable separation of speakers. It would be ideal—but not necessary—if a sofa or

several chairs were located against the opposite wall. The matching set-speaker ensembles make handsome additions to the long walls of a rectangular room.

2. Also in the rectangular room, the speakers may be placed in a corner and the set against an adjoining wall. RCA Victor offers a special speaker cabinet designed to fit into a corner for just this purpose. It is best not to have the two units against the opposite walls as the sound then tends to reverberate.

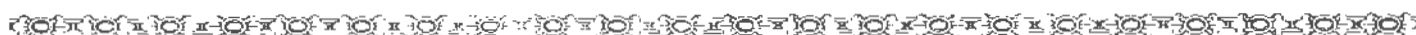
3. In a square room, the corner placement arrangement works out very well, although the use of adjoining walls is quite satisfactory.

4. In a long, narrow room the decorating device of a room divider is suggested. The set and the speaker may be placed in front of a screen or backdrop. This arrangement divides combination living-dining rooms in a most attractive manner. RCA Victor modular units lend themselves well to this grouping because they have special "add-on" features such as matching benches, record storage cabinets, TV sets and speaker cabinets. The use of two benches and storage cabinets—one with the set, the other with the speaker cabinet—provides a custom "built-in" room divider look.

5. Realizing the many decorating possibilities available with the room divider approach, RCA Victor has designed two of its consoles—the Danish lowboy Mark VI and the Danish Modern full-door console Mark III—with finished backs. These sets eliminate the need for screens or backdrops behind the set.

6. In the "el" shaped room there is an acoustical problem that can be resolved only by deciding where your main seating arrangement is to be. The various "conversational" groupings of your furniture should dictate placement of your stereo set and speaker cabinet. The new circular or sectional sofas and swivel easy chairs with rotating bases are ideal for this arrangement.

Today's stereo instruments come in a wide variety of cabinet styles designed to fit every decor and budget. RCA Victor has fifteen different stereo high fidelity models in its new line, starting as low as \$129.95 for a portable with separate speaker system contained in a detachable lid. Styling ranges from traditional, functional and French provincial to the new Danish modern lowboys. Matching speakers start at \$9.95 but equally fine results can be obtained by employing the speaker system of any good radio or TV set as the second source of sound for the stereo combination.



Consumer Products "NEWSMAKERS" for 1960



Semi-automatic stereo-tape player-recorder has easy-to-use cartridge containing one hour of stereo music or two hours of monaural.



The "Albright" is designed for the bedroom, with built-in clock, wake-up and slumber switches to automatically turn set off or on.



The "Hillsborough" has "hide-away" TV styling, to convert the console TV into a handsome living room table by folding the set out of sight.

TEN MAJOR INNOVATIONS

1. A hide-away TV console converts into a handsome living room table.
2. A TV set with a "magic memory," allows pre-selection of up to 12 hours of automatic programming. Channels change and the set turns on and off.
3. A new line of ten color TV receivers has pre-set fine tuning which automatically locks-in the best picture for each station.
4. Three new "Wireless Wizard" TV remote control units include the first one on the market that turns the TV set off.
5. Portable Stereophonic player-recorder using new four-track tape cartridge eliminates the need to thread tape.
6. A complete line of stereophonic phonographs features five different kinds of stereo systems.
7. New "Mural TV" is the first line of "built-in" TV receivers designed for wall installation.
8. Stereophonic Hi-Fi combination radio-phonograph consoles with separate tuners permit reception of AM-FM stereo on one instrument.
9. A transistorized clock radio has the first rechargeable clock battery. Clock runs for a week after radio batteries are exhausted.
10. First TV set designed for the bedroom has a clock timer and slumber switch that automatically turns set off; turns it on next morning.



The first all-transistor clock radio has a self-charging clock battery. Clock runs for a week after radio batteries are exhausted.



The Mark XVI three-piece Stereo phonograph features two cylindrical-designed companion speakers for mid-range and high frequency.



Flight Deck of the new Air Force VC-137A, a jet equipped with some of the world's most modern communications gear.



The VC-137A will operate above 40,000 feet; has a range of approximately 3,500 nautical miles.



S. Gavurin (left) and G. Reutter, factory service representatives on RCA-equipped Presidential Columbine and new VC-137A.

In Touch with the White House and the World

From their new 600-mile-an-hour plane, top government officials will be in continual touch by radio with points anywhere in the world where there are communications facilities. The \$5,500,000 Boeing VC-137A is the first of three to be delivered for use by both military and civilian officials.

The big four-engine jet is equipped with some of the most modern communications gear in the world. A key element is a revolutionary long-range communications system using single-sideband radio, the AN/ARC-65 system, developed by RCA and used in SAC (Strategic Air Command) bombers for world-wide communication.

Incoming messages are reproduced on a teleprinter in the plane by means of a single-sideband converter developed by RCA (the CV-257-A). Conversely, it adapts outgoing teletype messages for radio transmission.

Through Pentagon Communications Center

For all official messages, the executives aboard will rely on the teletype, although voice radio is also available. The normal channel would be through the Pentagon communications center, which can "patch in" the exchange of messages with other communications' facilities, including the Signal Corps teletype network, the SAC network, the Bell System network and RCA Communi-

cations, Inc., for transmissions abroad. It can also be in direct contact with SAC bases both in the U. S. and abroad with the North American Air Defense Command (NORAD).

A UHF transmitter receiver (AN/ARC-34 remote-controlled command communications set, also developed by RCA) serves as an "always ready" emergency channel. This is a line-of-sight system, operating within the bounds of the horizon, used for navigation and communication to air bases and control towers along the path of flight.

RCA System Requested

Installation of the RCA system was specifically requested by Col. William G. Draper and Lt. Col. William W. Thomas, pilot and co-pilot, respectively, of President Eisenhower's Columbine II, which the new jet will supplement.

Service Company's GSD engineer Gilbert G. Reutter, assisted with the checkout of the complete communication system as it was being installed at Seattle. His counterpart on the east coast is Samuel Gavurin who, for the past five years, has been closely associated with communications maintenance on Columbines I and II. Both Government Service men are assigned to RCA's DEP Airborne Systems field support.

Courtesy Caravan leads to Distinguished Service Award

Which six TV branches in the United States excel in customer relations? Which six will win the coveted DSA trophies for 1959?

Answers to these questions will be jubilantly given at a series of DSA parties next fall, when winning TV branches celebrate their effectiveness in promoting good customer relations.

It all started nine years ago, when the original Distinguished Service Award competition was organized on a nationwide basis and enthusiastically endorsed by Consumer Products' branches.

Since that time the annual contest has remained essentially unchanged. The branches are divided into six groups according to branch size, and compete for points within the group for winning score in promoting and maintaining customer approval and goodwill. All branch personnel participate in contributing to the overall reputation of the branch for consistent high quality service.

Points are figured on the branch's actual TV complaint ratio as compared to predetermined complaint ratio goals.

Winners Are Feted

Managers of the six branches who achieve best customer-satisfaction records attend ceremonies in New York, where they each receive a Distinguished Service Award Trophy, presented by Frank M. Folsom, Chairman of the Executive Committee of RCA's Board of Directors.

Each manager, in turn, presents the award to his entire branch staff at a special "DSA Victory Dinner." The trophies remain in the possession of the winning branches until the next DSA campaign.

1959 Caravan

This year the annual goodwill campaign opens July 3 and continues for two months. Titled "The RCA Caravan of Courtesy," its six groups are colorfully designated as Sultans, Sheiks, Caliphs, Chiefs, Nomads and Bedouins—all bent on achieving top quality service and improved customer relations according to DSA goals.

Accelerated Courtesy

With "courtesy" as the watchword of service throughout the year, the annual two-month concentration nonetheless does much to increase awareness of its value in the day-to-day service activity.

In this quality alone, the TV Service technician must be an expert. Customers often are irritable at the start, only because their sets are inoperative. The most successful TV technician is he who combines a high degree of technical skill with a sympathetic, "walk-softly" attitude toward both the set and its owner.

That Service Company TV technicians have earned an enviable reputation for good "house manners" is evident in the unusual number of unsolicited letters received from satisfied customers. They write not only of top-quality long-term home service, but of the strong arm of friendship extended time and again in the personal crisis. They also write of contracts renewed and new merchandise purchased through confidence nurtured by the RCA serviceman.

This, then, is the TV technician's role on the RCA home-front. In the highly competitive field of Consumer Products today, he is more important than he knows. But only if he is laminating a skillful technical performance with a protective layer of good old-fashioned courtesy.



RECAP Program Enroute From Home Office To Branches

Office Managers and other personnel of Consumer Products Service branches will soon be attending Phase II in a series of "Recap" Conferences prepared for them by Field Support Services and conducted locally for their convenience.

Designed to pin-point Branch Management objectives and responsibilities, the Office Systems project will reach sixty-three Office Managers and Chief Clerks, as well as the Chief or Branch Clerk in an additional ninety-two branches.



E. M. Kruger (right) and V. Danisavage bound for San Francisco to conduct a RECAP program for branch personnel.



The RECAP Conference in Chicago was attended by branch personnel from Rockford, Villa Park, Des Moines, Evansville, Madison, Duluth, Peoria, E. St. Louis, Gary, Omaha.

Moderators who are carrying the RECAP message to the branch doorstep are Office Systems Manager E. M. Kruger and his cohorts, V. Danisavage and L. Campa-nella, all of whom were deeply involved in the preparation of the material.

Phase I of II

Phase I of the training program for Office Managers was conducted in the last four months of 1958. Meetings were held in New York, Philadelphia, Cleveland, Chicago and Los Angeles, and were attended by a total of eighty Branch Management people in these areas, including District and Region Managers. Home Office executive management was well represented by Messrs. Pfister, Borgeson and Johnson at some of the meetings.

Meetings opened with a slide illustrated history of RCA, and the Service Company's strategic position in the Corporation. Following sessions covered the Office Manager's objectives and responsibilities in detail, in the general categories of Organization, Delegation, Training, Cost Control, Personnel and Subordinate Development, Job Knowledge, Decision, Communications.

Phase II

Starting in August, and continuing through September, Mr. Kruger and crew will repeat the same itinerary of cities to complete the two-part O.M. program. In the five meetings scheduled they will continue the detailed review of functions supervised by Branch Office Managers.

As in Phase I, meetings will be arranged at conveniently located hotels; cover a two-day period; close with dinner on the evening of the second day.

For the Small Branch

Similar conferences keyed to small branch office management have been in session since April 22 of this year, and will continue through mid July. Cities on the schedule are Boston, Binghamton, Akron, Lansing, Knoxville, Chicago, San Francisco, Dallas, Jacksonville, and Philadelphia.

In both small and large branch conferences, the employee is helped to Review responsibilities, Expand knowledge, Construct plans, and is given Assistance in simplifying clerical operations, Pointing the way to success. It all adds up to RECAP, a clerical training program for Branch Office personnel.

Topsy Products Company Wins Honors for RCA-Cherry Hill

Success in the design, development, manufacture and merchandising of a novel product in a new market won distinction for the Topsy Products Company and for RCA-Cherry Hill divisions who sponsored the project.

Competing in the district's Junior Achievement contests in the 1958-1959 school year, the group won an award for "best girl President," and honorable mention for "best all-around company."

The product, an all-transistor radio retailing at \$4.95, was marketed from specially constructed counters situated in a high-traffic center (the ramp leading to Cherry Hill's cafeteria). At the close of business stock on hand was depleted and the company in a solvent condition.

For active participation as a sponsor, furnishing advice and guidance to the group, RCA-Cherry Hill received a handsome citation from Camden County's Junior Achievement Director, Ray Young. Service Company's Personnel Manager, J. F. Murray, accepted for the sponsors.



Camden County Director Ray Young presents Jr. Achievement Citation to SCO Personnel Manager J. F. Murray and Advisors C. E. Walter (left), E. C. McCullough, H. K. Butcher (right).

Welcome Aboard . . .

Technical Products Service has added Phoenix, Arizona, to its nation-wide network of mobile-microwave branch locations, to serve the area's industrial and civic requirements in 2-way and microwave communication.

The branch is equipped to service all types of mobile communications on a "drive-in" basis. Service at fixed stations and remote base locations is provided by a "laboratory-on-wheels" service truck fitted out with the latest electronic equipment, spare parts and testing devices.

Tech Products' Mobile/Microwave field engineer, William Ford, is on the job for all comers.



New Tech Products branch at Phoenix has "drive-in" and field location service for mobile/microwave communication equipment.

A Better Radiotelephone

When a better radiotelephone is made, RCA will make it—as long as Port Managers like Radiomarine's R. D. (Hank) Staggars keep pitching. He suggested modifications to the RCA model ET-8060, which reduced servicing time, Warranty Repair expense, and the danger of injury to the servicing technician.

"Hank," who is Port Manager at Port Arthur, Texas, and Acting Manager RCAC Coast Station WPA, received a three-figure check—the first such awarded in Tech Products' Southwest Region's Radiomarine Service group. Field Manager G. W. Ahrens, West Gulf Area, made the presentation. He, too, is an award winner, who took permanent possession of the Region's 1958 achievement plaque.



Radiomarine Port Manager H. D. Staggars gets suggestion award from Field Manager G. W. Ahrens. Present: (l. to r.) Tech Products S. W. Region Service Manager W. W. Gilreath, Technician R. E. Camp, and Secretary Wanda Plunkett.

Service Company Personalities

H. J. BENHAM, Technical Products Region Service Manager, brings a wealth of experience to his supervision of Field Managers in this department's Central Region.

He has been associated with RCA since 1930 when, as a Service Engineer, he installed and serviced Theatre Sound. He was Cleveland Service Manager for four years, and Commercial Sales Engineer for five.

In a subsequent nine-year association with the Brenkert Plant in Detroit, Mr. Benham was first appointed Brenkert Product Manager (in 1946), then Manager of Design Engineering from 1950 until 1955. His next assignment was at Cherry Hill, where he served as Manager of Bizmac Administration from 1955 to 1958.

Prominent in Engineering circles, he was an active member of the Engineering Society of Detroit and the Society of Motion Picture/Television Engineers, serving on Engineering Committees for several years. He also contributed to the Detroit Boy Scouts organization as Neighborhood Commissioner.

He's interested in woodworking and its finishing, enjoys his garden, likes boating.

O. H. BOWERS, Consumer Products Southern Region Service Manager, supervises the service, sales and operations of seventeen branches in seven southern states.

He joined Service Company in 1947 after four years (and two months) in the U. S. Army Signal Corps. His first job was as a Class "C" Technician, installing TV antennas and repairing receivers. Within two years he had risen to the position of Branch manager, serving in this capacity for the Oakhurst, Toledo and Flushing branches throughout the years 1949-1954. He was named Pittsburgh District Manager in 1954, and Southern Region Manager in 1956.

Knowledgeable in community needs, Mr. Bowers is a member of the Atlanta Chamber of Commerce; active in his hometown Civic Club, P.T.A. and Men's Club. He is a member of his Church Council, and Chairman of its Finance Committee.

In off-hours he practices home mechanics. He also likes to play softball, and enjoys most other sports.



Harold J. Benham



Orval H. Bowers



James M. Vinicombe, Jr.



Thomas G. Whitney

JAMES M. VINICOMBE, JR., BMEWS Service Personnel Manager, directs all personnel activities of the Ballistic Missile Early Warning System service project at Riverton, New Jersey, as well as functionally directing personnel operations at all BMEWS sites.

These responsibilities include Employment, Security, Medical Services, Insurance and Retirement, Wage & Salary, Organization Development, Training, Personnel Services and Safety.

Prior to his BMEWS association (1958), Mr. Vinicombe was Administrator of Personnel Operations for the Tube Division in Harrison, New Jersey (1953-54); then Manager of Employment, Safety and Insurance for Camden Plant Personnel (1955-58).

As an Ensign in the U. S. Maritime Service, he was assigned to Torpedo Net Defense for most of his service career, progressing through all yeoman petty officer ratings to Warrant Ships' Clerk before being commissioned.

In the line of RCA Service duty, too, he has travelled extensively in Europe, Greenland and Alaska.

T. G. WHITNEY has travelled extensively in an eventful eighteen-year RCA Service career which took him to many nations in the Orient, Alaska, the Low Countries and North Africa.

He began as a Staff Engineer in 1941, transferring in that year to Supervisor of Shipborne Radar Field Engineers in which he continued for three years. For the next five years he was Cleveland District Manager for Tech Products, then Home Office Commercial Service Manager.

In 1950 he transferred to Government Service Department as its Manager of Field Operations. In the following nine years he served as Manager of Government Operations and Manager of the Air Force Services Section.

Today, as Manager of Air Force Services, he directs the employment and training of Field Engineers assigned to Air Force Contracts. Known as the Contractor Technical Services Program, these men instruct on, operate and maintain military electronic and communication equipment.

He lists gardening, bowling, Service Club activities and hunting as recreation.

A Page from the Family Album



BURBANK, CAL.—N. J. Faram, new Consumer Products Branch Manager at Burbank, was Western Region's Man.-of-the-Year when he managed San Diego branch.



RIVERTON, N. J.—Come-and-get-it at the BMEWS "Chez Mews" Cafeteria. It accommodates over one-hundred persons at one seating.



DETROIT, MICH.—An Appliance team won in the 1959 bowling league of ten teams from Detroit Appliance, Detroit East and Detroit West branches.



HOLLYWOOD, CAL.—Congrats to 20-year man H. N. Sauter, Theatre Service Engineer (left), from H. M. Madison, Tech Products Western Region Service Manager.



PATRICK AIR FORCE BASE, FLA.—At an MTP Range Operations Conference: (front, l. to r.) P. M. Gluchowski, Recife; H. W. Westerlund, Ascension; W. D. Gould, Mgr. Field Instr.; R. D. Phillips, Eleuthera; D. T. Donaldson, GBI; K. R. Raulins, Mgr. Range Instr. Stations. (Back row) J. S. Judson, Fernando de Noronha; J. W. Falkenstein, Mgr. Cape Canaveral Instr.; J. J. Facker, Grand Turk; A. P. Wark, Adm. Supply Coord.; W. R. Bozardt, San Salvador; M. A. Ringo, Adm. Range Instr.; W. L. Wilford, Mayaguez, P. R.; J. S. Koprowski, Antigua; L. C. Machen, Trinidad; C. T. Powers, Mgr. Range Operations.



DETROIT, MICH.—At a Color TV training session: (front, l. to r.) J. Spring, J. Geddes, H. Sinclair, K. Kraft, H. Romanowski, F. Levenseller. (Back row) H. Lee, J. Schmidt, E. Gross, J. Grayhill, J. Isaacs, F. Weber, M. Bauer, R. Sweet, N. Magnis.



RCA Electronics gives doctors a sharper eye

With even the best standard microscope, transparent living cells are hard to see. Ultraviolet light shows them in greater detail. But our eyes can't see ultraviolet images. And the equipment to make these images visible has, until now, been bulky and expensive.

Today, a quarter century of RCA re-

search on image tubes has given medicine the sharper "eye" it needs—the Ultrascopes electron tube. Simple, inexpensive, it is used in an ultraviolet accessory viewer which is easily attached to a microscope to turn ultraviolet images into visible pictures. It will soon be helping science learn more

about disease, speed diagnosis and treatment in hospitals, aid industrial research and biochemical manufacturing.

RCA proudly adds the Ultrascopes to a long list of achievements in medical electronics including such developments as... the electron microscope... and operating room Color TV.



RADIO CORPORATION OF AMERICA