

GATES RADIO COMPANY, QUINCY, ILLINOIS, APRIL, 1960



Our company recently launched the largest sales and advertising campaign in our history. This campaign has been emphasized by using the "Blast-Off" emblem shown above.

Larry Cervone, Gates' general sales manager, and John Price, director of advertising, teamed up to plan the campaign. The plan includes a tremendous increase in the company's space advertising and direct mail activities, plus special emphasis on new sales tools to be used by Gates sales engineers.

Early in the campaign's planning stages, it was realized such a program would have maximum effectiveness only with the support and cooperation of all Gates personnel. It was felt that every department in our company must actively and enthusiastically participate in order to meet the established sales objectives.

With the cooperation of Howard Young, plant manager, and Roger Veach, director of personnel, a plan was adopted to "merchandise" the campaign to all Gates people — to explain the sales objectives and to promote a closer relationship between sales and all other departments of the company.

The plan included the preparation and placement of "Blast-Off for '60" posters throughout our plant and offices. In addition, small stickers, which are miniatures of the posters, were prepared to place on every car driven by a Gates employee. Large banners featuring the campaign slogan have been placed in all plants. We have received letters on a special campaign letterhead to keep us informed of the progress of the campaign. Customer testimonials about various products are placed on bulletin boards to

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Here's a transmitter line at our 30th and Broadway plant. It's easy to see we plan to sell many more transmitters by the large number of the 250 watt drivers for the FM5 transmitters on production. This represents a small portion of transmitters being produced at the present time.

So far 176 transmitters have been sold. Let's all work to "Blast" the goal of 240 sold by June 30, right off the saleschart!



Frank Graseit, assistant advertising director, is shown here ringing the bell at the 2nd and Hampshire Street plant during the morning coffee break, while Doris Anders looks on, and helps Frank count. This bell represents the number of transmitters sold the day before. Listen for the transmitter bell every morning.



On March 2, Frank Schnier celebrated his 15th company anniversary.



He has been in different capacities foreman of an assembly area, member of the audio section of engineering, and is presently in charge of the standards section of engineering. He receiv-

ed the honor of being presented his 15-year pin at the sales meeting when he attended the banquet for administrative, engineering and sales personnel

Frank is quite active in the Knights of Columbus, and is a "rough customer" on the bowling lanes. His wife, and their son, a senior at Christian Brothers, complete the Schnier family. Congratulations, Frank.

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Al Rakers joined the company 15 years ago, March 7, 1945. He started



in the shipping department and after a short time his previous sheet metal background was utilized when he was transferred to that area. At that time the sheet metal department had one other man and

power tools consisted of a punch press and two or three drill presses. Al is thrilled to have been a part of the tremendous growth of his department -now boasting numerous power tools and over 60 employees.

A 20-year pin is waiting, Al.

Since his starting date of February 21, 1945, George "Snuffy" Fletcher has



seen a lot of growth and progress in Gates Radio Company. He started in the old building on the Hampshire St. hill, and came along with the company when they moved to the 123 Hamp. loca-

tion. To add to his tour of duty at different locations, he is now in the metal fabrication department at the newest Gates plant at 30th and Broadway, where he handles all types of coil assembly.

Thanks for many years of loyal service, Snuffy! We are proud to have you join the 15-year service group.

## Norma Buck joined the company on February 3, 1950 as secretary to the



Sales Manager, a position she is still capably handling. Her husband, Dick, operates the Court House Grill in Palmyra, Missouri. A special wintertime hobby is their stereo set, along with making their own

music with Norma at the piano and Dick on the guitar. The summertime will find the Buck's at their camp where they enjoy boating, fishing, and hunting.

Congratulations on your 10th anniversary, Norma.

On February 6, 1950 Dorothea Lahrman left her full-time housekeeping



duties to join the company in the drafting department, just to help out a couple of months. It is 10 years later - and Dotty is still helping out, and is now the senior member of the drafting

crew.

Loyalty to their company is common in the Lahrman household, for her husband, Archie, has now been a cost accountant with Central Fibre for 16 years, after a 22-year hitch with Dayton-Doud.

Dotty, here's hoping you help us for many more years.

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Bernice Boesing rang the 5-year bell on February 17. She became a



member of the credit department when she joined the company and is now secretary to our Credit Manager. She keeps busy after work with bowling, golfing and sometimes fishing, along with

many activities with other members of her family.

Congratulations, Bernice!

## \* \* \* \* 1-Year

Elaine Davis Ted Mathews Ruth Faler

Mary Beal Jim Carpenter Tom Kickler

## 3-Year

John Price Merlin Brickman Gene Edwards Bill Neumann **Bob** Hinton Lila Nobis

Lee Vahle Grace Bryant Ginny Jorgensen

## Harris-Intertype Purchases PRD

On December 1, news was released of the purchase of the Polytechnic Research and Development Company from the Polytechnic Institute of Brooklyn. Known in trade as PRD. this new electronic division of Harris-Intertype is another step in the electronic growth and diversification program by our parent company.

PRD is a leader in the microwave field. This step indicates our corporation is taking steps to lead, not only in graphic arts, but also in the industry of electronics. This acquisition means almost 20% of the total corporate business will be in electronics.

## Blast Off for '60

(Continued from Page 1, Col 1) emphasize the close and important relationship between the customer and all employees of the company. At the coffee break each morning, the total transmitters sold for the previous day are announced with a special bell signal-each ring meaning a transmitter sold.

Gates people have been very responsive to the campaign. For example, some of the girls in accounting were heard counting in unison the bell signals for the number of transmitters sold; a foreman began the afternoon's work schedule with, "Okay everybody, let's 'Blast-Off' "; our receptionist was heard telling a visitor about the campaign's progress.

In short, the "Blast-Off for '60" program has spread throughout the plants and offices, to out-of-town personnel, and has given all Gates employees an opportunity to play an even more important part in the over-all sales campaign. Let's all set our sights on one common objective - to "Blast-Off for '60" and break every existing sales record — to make 1960 the finest sales year the company has ever known. Your help is needed to reach our objectives!

Here's our sales goal for the sixmonth period from January 1 through June 30, 1960.

- 240 transmitters (all powers)
- 322 audio consoles
- 1040 turntables
- 711 remote amplifiers
- 169 frequency and modulation monitors
- 460 level amplifiers
- 255 limiters
  - "BLAST-OFF for '60"

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- SAVE-for Christmas home repairs - a vacation trip - emergencies!
- SAVE-something out of every paycheck.
- SAVE-through safe, convenient payroll deductions in our Gates Employees Credit Union.

# Sales Representatives in Quincy







VFW girls playing fanfare as sales engineers and others enter Cadillacs waiting to take them to the Lincoln-Douglas Hotel. Lary Cervone, sales manager, kicks off 1960 "Leader Look" sales convention, held February 29, March 1 and 2. Joe Powell, V-P finance of Harris, presented an excellent talk on Gates and Harris-Intertype. L. I. McEwen's talk on "Behind the Wheel for More Profitable Sales", shows how each department supports over-all company effort. A skit, "Station in Distress", told how a Gates sales engineer, "Tex", sold Gates equipment on the moon.



Following the skit, Park and Joe held an informal discussion on the potential growth of Gates Radio Company. To start the second day, the Engineering Panel answered questions submitted by Sales Engineers. Presentation of "Blast-Off for '60" program was made by John Price. John "unfolded" his presentation with help from others. Rog Veach presented Frank Schnier with his 15-year service pin, while Nibs Jochem and L. I. McEwen look on.



Three members of the sales team, Bill Neumann, Bud Ayer, and Paul Timpe are also presented new service pins by Rog. Larry Cervone presented the "Transmitter Champ for '60" award to sales engineer, Bill Moats. Another special award, "Sales Achievement for '60", is presented to sales engineer, Wally Warren. Fred Palmer, guest speaker and sales consultant to broadcast stations, is shown toward the close of the second day. A banquet was held Tuesday evening, attended by administrative and engineering personnel. The next day our sales representatives visited the Quincy Office.

## Congratulations on a Successful Meeting BLAST OFF FOR 60!





On February 3, Thomas R. Humphrey filled an important position in



nportant position in the Sales Department as Manager, Audio Sales. Tom has been in some phase of broadcasting or radio work his entire life. He came to us from Glens Falls, New York, where he had been vice-president

and general manager of Vacationland Broadcasting Corporation.

Tom's wife, Helen, a fashion editor, will join him in Quincy soon.

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Another addition to the Sales Department is William R. Ellis, who



joined the service section on March 1. Bill is filling a new position as assistant service manager. He came to us from Radio Station WMAY in Springfield, Illinois where he had been a transmitter engi-

neer.

It's a pleasure to have Bill as a member of the Gates family.

An important addition to the engineering department is Ralph L. Haber-



t is Ralph L. Haberstock, who became a member of the senior engineering staff, in the audio section, on March 1. He is a graduate of Indiana Tech of Fort Wayne, Indiana, has been employed by Magnevox Corporation.

Ralph's wife, Donna, and their 10month old baby have joined him in Quincy.

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A new member of the sales engineering crew, and a leap-year addi-



tion to the company, is William B. Nielsen. Bill joined the company on February 29, the opening day of the sales meeting which means he will have a 4-year wait for his first genuine company

anniversary! Bill's territory consists of portions of California, Oregon and Nevada.

## The fellow pictured here is Irving W. Moody, who became a member of



the a u d i o section of Engineering on March 14. Irv, a j u n i o r engineer, graduated from Ind i a n a Technical C ollege in Fort Wayne, Indiana in March, so this represents his first position since obtain-

ing his BS degree in electronics. His wife, Norma Jean, and their small child, are located at 1214½ Park Place. Welcome to the Moodys.

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Richard K. Best, a native of Quincy, joined the company in a trainee ca-



pacity on March 16. He will be spending some time in different departments to learn various company operations. For the past several years he has held a responsible position with the E. Best eating Company in

Plumbing and Heating Company in Quincy.

Welcome to Dick, his wife, Barbara, and their small son.

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On Tues., March 22, James E. Corbit joined our Production Department



as Chief Industrial Engineer. Since graduating from Michigan State University, Jim has received a great deal of practical experience with such companies as Bendix Aviation and the General

Electric Company in Morrison, Illinois. Welcome to Jim, Jean and their five

children, who are presently located at 69 South Granview.

On February 28 Joel Cole rejoined the company. He was present for the



sales meeting, and then returned to his North Carolina territory. Joe needs no introduction to Gates people for he formerly represented the company in Florida. He has been in commercial broadcast-

ing for many years in technical and administrative duties.

Joe, Mrs. Cole and their 5 children are making their home in Marion, South Carolina. Welcome back to the Coles.

Office Connie Dietrich Dorothy Rebenstorf

Stock Russell Miller John Bross

Metal Fabrication William Bauer Clarence Fuller Richard Woolfolk William Foster Arlen Fusselman Maintenance Archie Davidson

Assembly 22 James Cate

Assembly 21 Rodolfo Limas William Moore

Test Lab Fred Wood

Engineering Phyllis Sanders



We wish to express our sincere sympathy to the family of Robert Johns, one of our retired employees, who passed away in March. We also wish to express our sincere sympathy to John Butcher and family on the death of his mother, to Sherman Athey and family on the death of his father, to Art Cunningham and family on the death of his stepfather, and to William McClintic and family on the death of his father.

- Quality PLUS makes [ATES - a MUST -

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