

INTERCOM

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AM, FM AND TV ORDERS HIGHLIGHT 1972 NAB SHOW

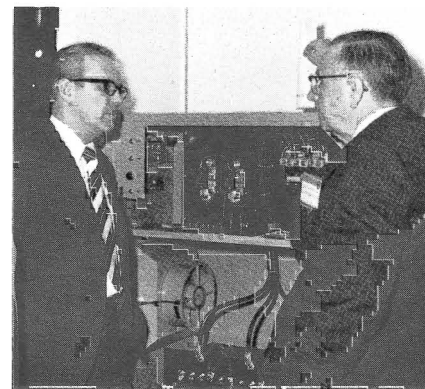
With one of the finest displays ever, Gates drew big crowds at the 1972 NAB Convention held April 9 through 12 in Chicago. This year's show was highlighted by receipt of several large orders covering a broad range of products. On the last day of the show an order was placed for the BT-50 50kW dual television transmitter which was the top feature of the TV display area and the most powerful complete TV transmitter displayed by any manufacturer. Many fine orders were received for AM, FM transmitters and for Program Automation Systems.



Sales V-P Gene Edwards smiles after TV Sales Engineer Ed Shuey receives the order for a 50kW Channel 8 transmitter from WFLA, Tampa, Florida. Patrick McLaughlin, WFLA Technical Director and Consulting Engineer David Steele (left) make up the group.



Mel Haas, WOI, Ames, Iowa, takes time out to read the Gates NAB Preview story concerning the recent installation of two Gates BT-18L TV transmitters at WOI.



A. Hans Bott chats with Joseph B. Epperson, Scripps Howard Broadcasting Company, Cleveland, Ohio in front of the 50kW TV transmitter power supply cubicle.



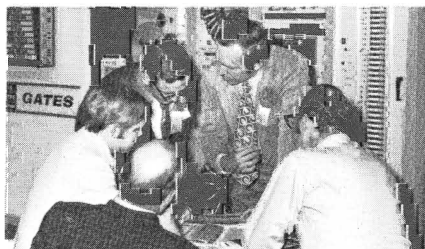
VP-Gen. Mgr., Larry Cervon jots down a reminder to send technical data to Frank Mortensen, AFN, Frankfurt, W. Germany, as Bill Moats, Jr., of Teleprompter Corp., Atlanta, Georgia looks on.



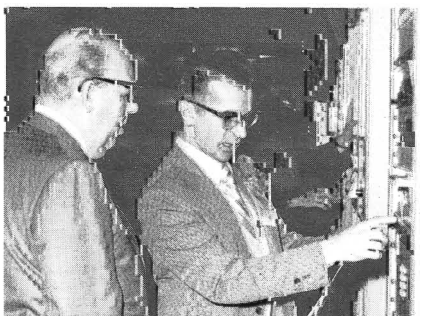
Donald Whitman, KITN, Olympia, Washington (left) and Neil Arveschoug look on, as Gates Sales Engineer, David Orienti demonstrates accessibility of the new BC-1H transmitter to Pat Finnegan (kneeling right) WLBC, Muncie, Indiana.



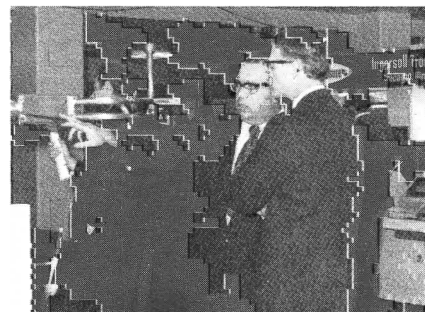
Radio Sales Mgr. Joe Engle (left) looks on as Glenn Lahman, KDKA, Pittsburgh, Pa., places on order for the new MW-50 AM transmitter. A happy Brian Cox and Westinghouse Broadcasting Company engineering executives Richard Monroe (second from right) and A. C. Goodnow complete the group.



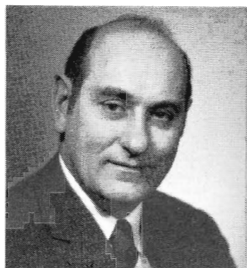
Customer interest was especially high for the new Digital Program Automation System. John Burtie and Bob Horvath (standing) team up to review the features with Harold Sutton, WCRY, Macon, Georgia; Gates Sales Engineer, Red Lowder and Ben Porter, WCRY, Macon, Georgia.



A customer of long standing, Vernon Nolte, WROK, Rockford, Ill., watches as Gates Sales Engineer, Bob Gorjance programs the new KSP-10 Digital Programmer.



Gates Sales Engineer Bob Hallenbeck points out a feature of the Dual Cycloid FM antenna to John Weeks, WCJW, Warsaw, New York.



FOCUS FOCUS FOCUS FOCUS

WHAT OUR RADIO CUSTOMERS THINK OF US

What do AM and FM broadcasters think of Gates? What do they consider our strong points, and where do they feel we need strengthening?

Your company was fortunate in obtaining an insight, recently, into our customers' opinions of Gates' products, personnel and service. This was from a representative group of AM and FM broadcasters.

Relative to competition, Gates' major strengths appear to be in the area of total company activities. This was brought out by the repeated use of such phrases as: "a progressive company"; "a cooperative company"; "they keep us informed with helpful product information"; and "they produce products of excellent value and reasonable initial cost".

Overall, these radio broadcasters considered Gates the leading supplier of broadcast equipment to AM and FM stations. This viewpoint is certainly confirmed by our number one position in AM/FM market share—which for the past ten years has not been lower than 40% of the total number of AM and FM transmitters purchased in the United States.

Specifically, this group rated us high in the following areas:

- Providing well engineered, well manufactured products, that are reasonable in initial cost, and are easy to operate.
- Keeping broadcasters well informed and up to date on current equipment and equipment trends.
- Providing superior sales coverage and reasonably prompt service to AM/FM stations coast to coast.
- Maintaining a large inventory of parts, and a strong service department for after-the-sale support of customers.

These customer attitudes reflect the accomplishments of fifty years of service to the broadcasting industry and the steady dedication of Gates' employees to the business of designing, building, selling and servicing broadcast products. We can all feel justly proud of the high opinion of Gates expressed by these broadcasters, but we must recognize that leadership today does not of itself assure leadership in the future. Although we were recognized as having a moderate edge over competition in consoles and audio products, and because of the Criterion, a strong edge in tape cartridge machines, we were not accorded such high marks in the area of real solid overall technology and imaginative transmitter engineering. It is obvious that we must move ahead more rapidly, with a more dynamic response to new product needs to meet the changing character of our customers' business.

Industry leadership must be earned not once, but each day and each year of a company's existence. This means constant and continuous devotion to new technology and advanced product designs which provide clear-cut benefits to customers. It also means a constant search for new manufacturing methods to assure high quality and to keep our prices competitive.

It means staying ahead with creative merchandising programs to help stimulate our customers' desire for our products and increasing the productivity of our sales personnel by even more training in selling skills, time management, and product knowledge.

Finally, it means that customers as a group must see us as tops in product design, product reliability, sales coverage and service. We must not allow any of our competitors to come close to us in these areas if we are to maintain our leadership.

The view we have gained from the representative group of radio broadcasters is that Gates' stature is quite high among large stations and small alike—but that there is much we can do to strengthen our position. This represents our challenge for the year ahead.

Lawrence J. Conway

EQUAL EMPLOYMENT OPPORTUNITY POLICY

All Gates employees are aware that the Gates Radio Company has always had a hiring and promotion policy affording equal opportunity to all personnel. However, to comply with Government regulations we have formalized this into an Affirmative Action Program. This was revised a short time ago and for everyone's information we are restating the Gates policy.

"It is the policy of Gates Radio Company, in recognition of the essential rights of all employees and applicants as individuals, to recruit, hire and promote all job classifications without regard to race, color, religion, sex or national origin except where sex is a bona fide occupational qualification.

It is also the policy of Gates to take affirmative action to ensure that all personnel actions such as rate of compensation, benefits, transfers, layoffs, return from layoffs, Company supported training, educational tuition assistance, social and recreational programs and promotions shall be administered without regard to race, color, religion, sex or national origin except where sex is a bona fide occupational qualification.

The Director of Personnel is responsible for administering this program and for providing a supporting or monitoring system to assure compliance."

WGN ENGINEERING EXECUTIVES WITNESS MW-50 TRANSMITTER PERFORMANCE

Engineers from WGN, Chicago, headed by Mr. Ralph F. Batt, Vice President-Engineering visited our plant on April 25 to see our new 50,000 watt transmitter.

Established in 1924, WGN is affiliated with the Chicago Tribune.



Shown in front of the MW-50 are (left to right) Ralph Batt, Vice President Engineering, WGN; Woodrow Crane, WGN; Joe Engle, Gates Radio Sales Manager; Hilmer Swanson, Gates Engineering; Ed Lowary, Gates Test Lab; Brian Cox, Gates Engineering; Bruce Gaugher, WGN and George Lang, WGN.



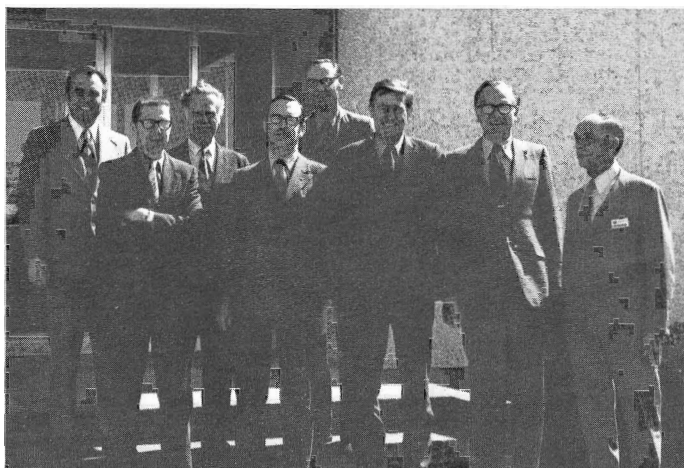
Edited By Personnel Dept.

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FUTURE GATES CANADIAN BUSINESS PROMISING



Canadian Broadcasting Corporation Engineers visited Quincy March 21, 22 and 23 to witness tests on Gates' new MW-50 kW Medium Wave Broadcast Transmitter. Ideas flowed freely as both sides stated their hopes for a bright future.

The purpose for the visit of these C.B.C. Engineers was to evaluate the new Gates' MW-50 transmitter for future C.B.C. requirements.

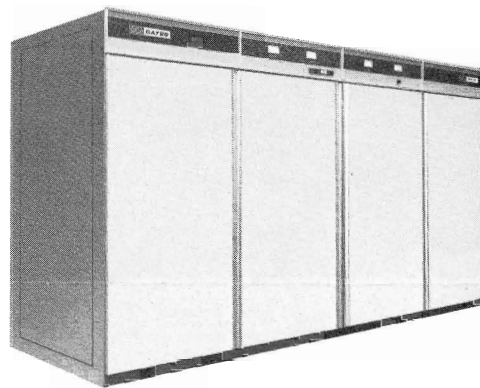
Pictured are: (back row) Gene Whicker, Gates VP-Engineering; Merril Young, CBC Transmitter Operations Supervisor; and Brian Cox, Gates Senior Engineer. (Front row) Hilmer Swanson, Gates Lead Engineer; Jerry Lyman, CBC RF Engineer; John Sargent, CBC RF Engineer; Gene Edwards, Gates VP-Sales; and Arne Clapp, Gates Radio Sales, Canada.

KDKA, WORLD'S FIRST COMMERCIAL BROADCAST STATION, ORDERS WORLD'S FIRST 50kW PDM TRANSMITTER

KDKA is acknowledged as the worlds first commercial radio broadcast station. Founded by the Westinghouse Company, KDKA went on the air in Pittsburgh, Pa., in 1920. To replace an existing 50 kW transmitter, KDKA chose the new Gates MW-50 transmitter, which is the worlds first 50,000 watt broadcast transmitter with a Pulse Duration Modulator. The MW-50 represents the latest state-of-the-art design in high powered broadcast transmitters.

The continuous sine wave modulation capability of the MW-50 permits a higher average modulation to boost signal strength without increasing transmitter carrier power. The MW-50 provides 130% positive peak capability when operating at full 50 kilowatt RF power output.

Intense interest has been shown in our new transmitter by 50 kW engineers since it's introduction at the NAB show and we believe that the KDKA order is the beginning of a parade of orders from 50 kW stations worldwide.



Gates' New 50,000 Watt Broadcast Transmitter

TV SALES MEETING

A Sales Meeting for District Managers, Television Broadcast Sales was held in Quincy March 27 and 28. The theme "Make It Happen Again", placed much emphasis on product knowledge. The challenge issued to the group by Curt Kring, Sales Mgr., TV Broadcast Equipment, was "Double the new order quota for April, May and June".



Shown above are: Leon Stanger, Roger Newell, Tom O'Hara, Carl Fosmark, Tom Schoonover, Ed Shuey, Nile Hunt, Roger Burns, Vern Killion, Gene Edwards and Curt Kring.

LES PETERY RETIRES AFTER 27 YEARS SERVICE



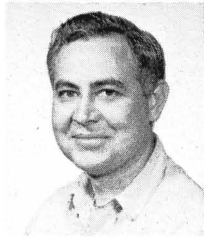
March 31, 1972 was the retirement date for Les who had completed almost 27 years with the Company. He joined Gates in 1945 as a Radio Design Engineer. For the past 27 years he has been connected with the design and development of many different Gates transmitter models but he feels that his greatest contribution was the development of the BC-10B. This radio transmitter was far ahead in technology and was copied by many other manufacturers in later years.

Les is a very active member of the photographic Society of Quincy and has held many offices in this club. He also is the Vice President and Safety Chairman of the Gem City Rock Club.

Les and his wife, Ruth, also plan to do considerable traveling and with his two favorite hobbies, we know this will be very rewarding.

"Best Wishes, Les," from your many friends at Gates Radio.

SERVICE AWARDS



15 Years
Merlin Brickman
Test Lab.



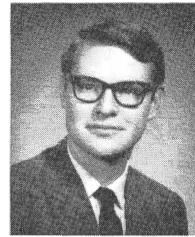
15 Years
Ginny Jorgensen
Material Ctrl.



5 Years
Brian Cox
AM-FM Engrg.



5 Years
Larry Schlepphorst
Audio Assy.



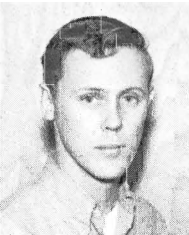
5 Years
Dan Roberts
Radio Sales



1 Year
Venna McGlothlin
Stock Area



1 Year
Mary Kelly
Credit Dept.



1 Year
William Genck
Customer Service

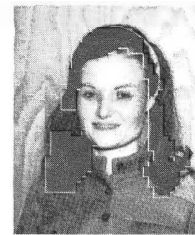


1 Year
Kenneth Campbell
Shipping Dept.

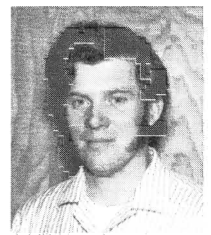
NEW EMPLOYEES



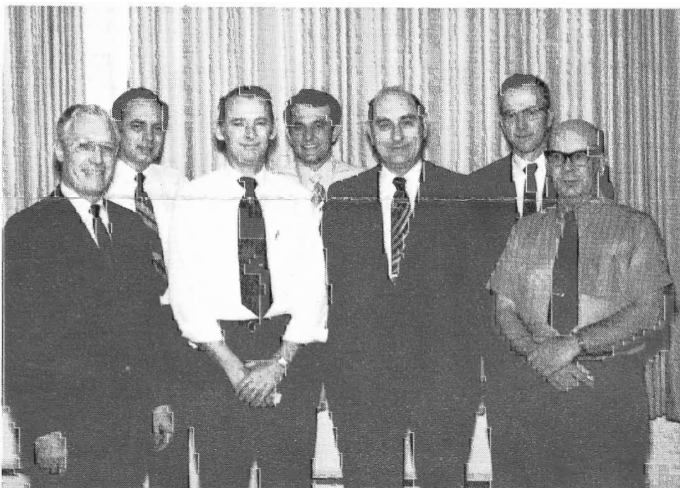
Diane Jones
Front Lobby



Janet Lewis
Sales Adm.



Randy Hollander
Maintenance



Pictured in the above photo are: Rog Veach, Joe Sutcliffe, Jim Gibson, Rex Humerickhouse, Larry Cervon, Jim Eaton and Ed DeGroot.

JIM GIBSON AND ED DEGROOT HONORED FOR 25 YEARS OF SERVICE

Two Gates Radio Company employees, who started to work in the radio assembly area at Second and Hampshire 25 years ago, were recently presented 25 year service awards.

James H. Gibson joined Gates on March 28, 1947. After working in radio assembly both at Second and Hampshire and at 30th and Broadway, he spent some time in the order entry department in the Sales Office.

After going back to the radio assembly area as an Assistant Foreman, he became Foreman of this department in July of 1961 and served in this capacity for almost seven years. In 1968 he joined the Industrial Engineering Department as a Methods Technician and there has been quite active in the Methods Time Measurement Program.

Edward E. DeGroot joined the radio assembly department at Second and Hampshire on May 7, 1947. Later he worked as Assistant Foreman and in 1956 was named as a Foreman of the Engineering Development Section. Since 1964 he has been a member of the Methods Section of the Industrial Engineering Department.

Congratulations to Jim and Ed.

GATES RADIO COMPANY

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