

Collection #
M 0962,
OMB 0115

O'HARA RCA THOMSON COMPANY COLLECTION, 1900–2006

[Collection Information](#)

[Historical Sketch](#)

[Scope and Content Note](#)

[Series Contents](#)

[Cataloging Information](#)

Processed by

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Manuscript and Visual Collections Department
William Henry Smith Memorial Library
Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

www.indianahistory.org

COLLECTION INFORMATION

VOLUME OF COLLECTION:	105 manuscript boxes, 16 photograph boxes, 4 color photograph boxes, 2 glass slide boxes, 3 OVA photograph boxes, 2 OVA color photograph folders, 4 videotape boxes, 2 DVD boxes, 2 8x10 acetate negatives, 1 4x5 polyester negative, 2 OMB boxes, and 15 artifacts
COLLECTION DATES:	Ca. 1900–2006

PROVENANCE: Thomson, Inc. Indianapolis, IN 46290 October 2007

RESTRICTIONS: Negatives and slides may be viewed only with the assistance of library staff.

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ALTERNATE FORMATS:

RELATED HOLDINGS:

ACCESSION NUMBER: 2007.0265

NOTES: There are 14 books in the general collection that pertain to this collection about RCA, engineering, and televisions.

HISTORICAL SKETCH

The Radio Corporation of America (RCA) was founded on 17 October 1919 at the behest of the United States Navy to guarantee that an American company would be present during the radio communications revolution. Up until this point in history, the Italian Marconi owned the largest radio communications companies in America (American Marconi) and in Great Britain (British Marconi). RCA, the new American company, was formed by General Electric, which continued to be the majority shareholder. By 1921, AT&T, Westinghouse, and United Fruit owned shares in RCA.

The Edison General Electric Company was started in 1890 by Thomas Alva Edison. The business was meant to bring all of Edison's work together. For a few years the company struggled a bit due to competition with Thomson Consumer Electronics, but then the two companies merged together

By 1921, a young immigrant from Russia had rose from the job of office boy at American Marconi to the job of General Manager of RCA by the age of 25. One year later, he was named vice president and seven years after that; he was named executive vice president. This man, David Sarnoff, eventually became the Chairman of RCA and was the driving force behind RCA. After Sarnoff's death in 1971, RCA was never the same and struggled to succeed.

The company found early success with commercial radios, which increased their interest in broadcasting. The National Broadcasting Company (NBC) was launched in 1926 as an effort by RCA to network broadcasting between the radio stations that they owned. RCA owned fifty percent, General Electric owned thirty percent, and Westinghouse owned twenty percent of the new network. In 1929, RCA purchased the Victor Talking Machine Company, including the famous "His Master's Voice" trademark image of Nipper the rat terrier, and formed RCA Victor. Victor Talking Machine Company had previously added Berliner Gramophone to the company prior to the RCA purchase.

During the 1930s, RCA experimented with the next major step in consumer electronics: television. At the World's Fair in New York in 1939, RCA first publicly demonstrated television. While World War II slowed the development of television as RCA switched to wartime production, it quickly sped up after the war. Color television was introduced in 1954. One of the main manufacturing plants for RCA color televisions was Bloomington, Indiana.

In the 1970s, RCA attempted to diversify by acquiring such brands as the Hertz Corporation, Banquet frozen meals, and Random House Publishing. These new brands did not help and the company began to struggle financially,

especially after a series of financial failures such as the SelectaVision video disc players, which were already outmoded by VCRs. In 1986, RCA was formally acquired by General Electric, its original majority shareholder. In 1987, TCE acquired GE's Consumer Electronics and RCA.

Thomson Consumer Electronics was named after Elihu Thomson, a British born American inventor. Beginning as a chemistry teacher, Thomson went on to obtain over 700 patents in the electrical industry and formed the Thomson-Houston Electric Company in 1882. In 1892, his company merged with Edison General Electric Company to form General Electric. Thomson-Houston became international in 1893 when it formed the Compagnie Francaise Thomson-Houston, which is now known as Thomson S.A. The company came full circle when it acquired the General Electric and RCA consumer electronics divisions in order to form Thomson Consumer Electronics.

Michael Graves is a native of Indianapolis, Indiana. He is a world-renowned architect who designed the atrium for the Thomson Consumer Electronics Headquarters located in Carmel, Indiana. The Indianapolis office closed in 2007 when the facility was relocated to Mexico.

Sources:

Information from collection.

www.rca.com

<http://www.ge.com/company/history/index.html>

www.thomson.net

<http://www.davidsarnoff.org/dsindex.html>

SCOPE AND CONTENT NOTE

Series 1 is a compilation of many different sources that deal with the company history of Radio Corporation of America (RCA), General Electric (GE), and Thomson companies and the general history of radio, television, and related materials. This series also contains information on people closely associated with the companies like David Sarnoff of RCA. It is organized by the evolution of radio to television, and the evolution of Marconi to RCA to Thomson. The history section also includes a section on general facts and figures about the companies. The Bloomington Plant's history and related articles are included in this series. The series ends with information on the executives.

Series 2 contains Annual reports from RCA, GE, and different branches of the Thomson companies. The reports are arranged chronologically from 1961–2002 and also include federal financial disclosure forms.

Series 3 contains the Perpetual Numerical Instrument Catalogs. Each sheet covers a different RCA/Victor product and ranges from ca. 1900–1960. Each sheet gives some basic information, such as how many produced, the year introduced, how many tubes, and usually includes an illustration. The series is organized by catalog number, beginning with zero.

Series 4 contains Spec Sheets for RCA, GE, and Thomson products. RCA Spec Sheets are arranged chronologically, from 1962–2001. Please note that the years given are the sales year for the line, not the calendar year. For example,

the 1987 M-Line was announced in 1986, but is listed as 1987. The 1988 P-Line is the last year for that system. After that, the overlapping year system (1991/1992 for example) is used. GE Spec Sheets begin in 1967 and continue through 2006. This series includes RCA Features Reference Sheets and Guides and Price Lists for RCA and GE. Also included in this series is the information for Thomson Consumer Electronics (TCE) Buyer's Guides.

Series 5 contains RCA, GE, and miscellaneous catalogs, as well as training and product manuals for RCA products. The catalogs and manuals are arranged chronologically, by brand.

Series 6 contains advertising and marketing material for RCA, GE, and Thomson. The first section is made up of advertisement clippings from magazines and newspapers. There is also some national advertising material and several examples of logos for the three companies. The major section of this series is Sales Planning Programs (also called Strategic Planners). These were binders prepared for vendors that included sales projections, market shares, incentive programs, marketing programs, product information, catalogs, spec sheets, and order forms. The spec sheets and catalogs have been separated out into their own separate series. This series also includes external publications about RCA, GE, and/or TCE.

Series 7 includes Press Releases and Press Kits. There are textual press releases and in some circumstances the information that goes with them including some advertisements (visuals are filed under similar names in photograph boxes). The press kits are filed chronologically with the press releases (the photos that correspond with the press kits are also filed in the photograph boxes). There are also Photo Press Releases that are attached to some of the photographs. These are filed with the other visuals. The Photo Press Releases are filed under the date written on them unless there is no date available. In that case they are filed under the Line year (see example from Series 4). The next section of this series contains information about press events (i.e. guest list, hotel information, etc.). The last section of this series is the "Innovations." Products were entered into "Innovations" and some were shown at the Consumer Electronic Show events.

Series 8 consists of the artifacts attached to this collection. There are several records and other miscellaneous artifacts.

Series 9 is comprised of photographs and other visuals such as DVDs, VHS Cassettes, photo CDs, and glass slides that did not fit in any other series. Many of these are unidentified items so they are organized in broad categories. When dates are available they are also given as part of the organization. This series is organized by category and then chronologically, if available, within the categories.

Series 10 includes materials related to the Digital Satellite System (DSS). Materials included are press releases and press kits (unless the press release was included as part of a different press kit), advertisements, videos, and manuals. The press kits and press release are filed chronologically, and the photos that correspond with the press kits are filed in the photograph boxes. The Photo Press Releases attached to some of the photographs, as well as miscellaneous photos, are also filed with the other visuals. All photographs are filed under the date written on them; when no specific date is available, the Photo Press Releases and miscellaneous photos are filed under year. The last materials for this series include DSS advertisements, manuals, and guides which are arranged chronologically with the rest of the information.

Series 11 is the miscellaneous series which contains aspects of this collection that did not fit neatly into one of the other series.

Series 12 contains internal correspondence and publications for RCA, TCE, and GE. The majority of information includes internal memos, policies, procedures, and internal publications for RCA. The information in this series is arranged chronologically.

Series 13 includes information on business dealings between TCE/RCA and affiliated companies. The business dealings include product proposals, confidentiality agreements, and development agreements. There are also newsletters, product reports, and copies of news articles for the affiliated companies. These are filed in alphabetical order based on the name of the affiliated company.

SERIES CONTENTS

Series 1: History of RCA and Connected Companies

CONTENTS	CONTAINER
“Writing the Biography of Marconi”	Box 1, Folder 1
“The Victrola” and Copied Version	Box 1, Folder 2
“The Victrola in Americanization”	Box 1, Folder 3
Copied History of “The Victor”	Box 1, Folder 4
Letters on the Auxetophones	Box 1, Folder 5
Photograph of Auxetophone	Photographs Box 11, Folder 13
Articles on WGY and radio broadcast script on the early years of WGY	Box 1, Folder 6
“Tuning in to Yesterday” Original and copied article	Box 1, Folder 7
Articles on the early radios and correspondence on early radios	Box 1, Folder 8
Broadcast Memorabilia	Box 1, Folder 9
Museum of Broadcasting	Box 1, Folder 10
“The Television Tube Story”	Box 1, Folder 11
Instrument Information (TV)	Box 1, Folder 12
Copied brief article on “The first television play soap opera”	Box 1, Folder 13
Origins of Television and Philo Farnsworth Clippings	Box 1, Folder 14
Articles about early television	Box 1, Folder 15
“We were watching...” article	Box 1, Folder 16
General history of television	Box 1, Folder 17
RCA: NBC Firsts in Television 1923–1953	Box 1, Folder 18
Sarnoff/NBC/RCA: A History of Innovation 1900–1986 and Sarnoff’s History	Box 1, Folder 19
Chronology of TV and ATV Development, 1928–1988	Box 1, Folder 20
Early Days of Television Article	Box 1, Folder 21

Pamphlets of David Sarnoff's Quotes and Addresses at His 40 th Anniversary in Radio Celebration	Box 1, Folder 22
"Bobby in Command" and "The Entrepreneur as Dreamer" on Robert Sarnoff from RCA by Robert Sobel	Box 1, Folder 23
RCA Television by Arthur Van Dyck	Box 1, Folder 24
The Story of Television (1951)	Box 1, Folder 25
"What's in a Name?" History of RCA	Box 1, Folder 26
RCA Victor Advertisements 1938-1941	Box 1, Folder 27
Tuning in to RCA 1895-1986	Box 1, Folder 28
Significant Events in RCA's 50 Year History 1919-1969	Box 1, Folder 29
RCA 1919-1966	Box 1, Folder 30
RCA 1919-1971	Box 1, Folder 31
RCA 1919-1976	Box 1, Folder 32
RCA 1919-1984	Box 1, Folder 33
RCA: 33 Years of Pioneering and Progress 1919-1953 (missing a few pages)	Box 1, Folder 34
RCA "Firsts" 1921-1954	Box 1, Folder 35
RCA History 1966-1971	Box 1, Folder 36
RCA: Seventy Years of Leadership in Consumer Electronics	Box 1, Folder 37
"The Story of Rockefeller Center" and "Greetings to the Rainbow Room"	Box 1, Folder 38
Nipper IX Cabinet Drawn Plans 1960	OMB 115, Folder 1 Flat Files: FF 13M
Drawing Lists 1950-1964	OMB 115, Box 2, Folder 6
"The Color Television Battle" and "Color Victory" in The General: David Sarnoff by Kenneth Bilby	Box 1, Folder 39
RCA Color TV Highlights 1930-1980, RCA Color TV Highlights 1954-1986, and "History of Color TV"	Box 1, Folder 40
RCA Color Television "How It Works" 1950	Box 1, Folder 41

RCA Color Television Pict-O-Guide pgs. 1-2, 49-50 (missing most pages)	Box 1, Folder 42
Color TV History 1954-1990, Color TV Sales, Color TV hours vs. Color TVs in Homes, and NBC Color Milestones	Box 1, Folder 43
Articles on Color Television 1950-1997	Box 1, Folder 44
Articles on Color Television Oversized	OMB 115, Box 2, Folder 7
1954 Color TV Programming Schedule for Color TV's 20 th Anniversary (1974)	Box 5, Folder 1
Silver Anniversary of Color Television, 1954–1979	Box 5, Folder 2
Documents and Articles about the 30 th Anniversary of RCA's Color Television 1984	Box 5, Folder 3
History of ColorTrak Pamphlet	OMB 115, Box 2, Folder 8
RCA Laboratories 40 th Anniversary Articles	Box 5, Folder 4
“How RCA Became RCA” Pamphlet	Box 5, Folder 5
Story about 1948 RCA Television	Box 5, Folder 6
Facts about RCA Products since 1977	Box 5, Folder 7
Perspectives on Changing TV Technology, HDTV, and a VCR Timeline	Box 5, Folder 8
RCA in Indiana (1985) and 65 Years of RCA Milestones (1919–1984)	Box 5, Folder 9
RCA Handbook of Information in Bloomington, Indiana	Box 5, Folder 10
RCA in New Jersey and Gems of New Jersey	Box 5, Folder 11
Nipper Celebrates 100 th Birthday and Globe-trotting Nipper	Box 5, Folder 12
RCA Consumer Electronics 1969	Box 5, Folder 13
Documents concerning RCA History	Box 5, Folder 14
The 50-Year Story of RCA Victor Records	Box 5, Folder 15
Highlights from the History of Victor Records	Box 5, Folder 16
RCA Record Division Milestones 1917–1967 and	Box 5, Folder 17

RCA Records Partners

Articles and documents about RCA Records and the sale of RCA Records	Box 5, Folder 18
“We Think It Stinks” and “GE Brings RCA to Life, 1919” GE Takeover of RCA articles	Box 5, Folder 19
Copied GE Historical Timeline, 1920–1978	Box 5, Folder 20
GE 100: 1878–1978 and Part of “Century of Progress” (GE)	Box 5, Folder 21
GE Famous First’s in Television, RCA/GE Historical Products, and GE Facts	Box 5, Folder 22
“How Edison Lost Power”	Box 5, Folder 23
GE Historical Publications	Box 5, Folder 24
1987 Material on Thomson’s Acquisition of RCA	Box 5, Folder 25
Thomson History Center Catalog	Box 5, Folder 26
Thomson Company History Pamphlets	Box 5, Folder 27
RCA/Thomson Overviews	Box 5, Folder 28
TCE (Thomson Consumer Electronics) Research and Development Laboratories	Box 5, Folder 29
June–August 1989 Thomson Overview/Fact Sheet on American Facilities	Box 87, Folder 1
Browning Investments Proposed Sites for new Thomson Headquarters	Box 87, Folder 2
Perkins and Will Drawings of the Proposed Thomson Headquarters in Carmel, IN	OMB 115, Box 2, Folder 4
New Thomson Headquarters in Carmel Material, 1990	Box 87, Folder 3
New Thomson Headquarters in Carmel Material, 1991	Box 87, Folder 4
New Thomson Headquarters in Carmel Material, 1992–1993	Box 87, Folder 5
Michael Graves Related Articles	Box 87, Folder 6
Michael Graves Copied Clippings	Box 87, Folder 7
Reorganization Plans for Thomson articles	Box 87, Folder 8
Thomson Company Fact Sheets	Box 87, Folder 9

Thomson Company Facts and Figures Pamphlets	Box 87, Folder 10
Thomson Tubes and DVD Technology and Company History	Box 87, Folder 11
A Century of Communications Electronics Milestones History/Information and Celebration articles	Box 87, Folder 12
TV at 25 article	Box 87, Folder 13
History of Television articles	Box 87, Folder 14
80 Years of Consumer Electronics (1900–1988)	Box 87, Folder 15
50 th Anniversary of Television Marketing Proposals for RCA	Box 87, Folder 16
Two Marketing Proposals for TV's 50 th Anniversary	Box 87, Folder 17
RCA/Electronic Industries Association (EIA) Preparation for TV's 50 th Anniversary, including Smithsonian Correspondence and copied photos, 1988	Box 87, Folder 18
RCA/Electronic Industries Association (EIA) Preparation for TV's 50 th Anniversary, 1988–1989	Box 87, Folder 19
Magazine, Newspaper Clippings, and Magazines from 50 th Anniversary of Television, 1989	Box 87, Folder 20
Clippings and one "Consumer News" on TV's 50 th Anniversary	OMB 115, Box 2, Folder 5
Articles, documents, and information on the Bloomington Plant, 1977-1986, RCA	Box 87, Folder 21
Bloomington Plant Photo (c. 1980)	Photographs Box 16, Folder 5
Articles, documents, and information on the Bloomington Plant, 1986-1987, GE	Box 103, Folder 1
Articles, documents, and information on the Bloomington Plant, 1987-1992, Thomson	Box 103, Folder 2
Photographs from a Tour of the Bloomington Plant, 1989	Color Photographs Box 4, Folder 21
Articles, documents, and information on the 50 Millionth TV celebration for Bloomington Plant, 1990	Box 103, Folder 3
Documents and articles on the New Distribution	Box 103, Folder 4

Center at the Bloomington Plant, 1991-1992

1988 Address Directory, the Who's Who Thomson, 1989 and 1990, and The Playboy Consumer Electronic Interviews	Box 103, Folder 5
Executive Biography Information (A and B)	Box 103, Folder 6
Executive Biography Information (C)	Box 103, Folder 7
Executive Biography Information (D)	Box 103, Folder 8
Executive Biography Information (E and F)	Box 103, Folder 9
Executive Biography Information (G and H)	Box 104, Folder 1
Executive Biography Information (I-K)	Box 104, Folder 2
Executive Biography Information (L)	Box 104, Folder 3
Executive Biography Information (M)	Box 104, Folder 4
Executive Biography Information (N-P)	Box 104, Folder 5
Executive Biography Information (Q-S)	Box 104, Folder 6
Executive Biography Information (T-Z)	Box 104, Folder 7
Company Officials Photographs (1)	Photographs Box 11, Folder 1
Company Officials Photographs (1)	Color Photographs Box 3, Folder 37
Company Officials Photographs (2)	Photographs Box 11, Folder 2
Company Officials Photographs (2)	Color Photographs Box 3, Folder 38
Company Officials Photographs (3)	Photographs Box 11, Folder 3
Company Officials Photographs (3)	Color Photographs Box 3, Folder 39
Company Officials Photographs (A-F)	Photographs Box 11, Folder 4
Company Officials Photographs (A-F)	Color Photographs Box 3, Folder 40
Company Officials Photographs (G-L)	Photographs Box 11, Folder 5
Company Officials Photographs (G-L)	Color Photographs

	Box 3, Folder 41
Company Officials Photographs (M-P)	Photographs Box 11, Folder 6
Company Officials Photographs (M-P)	Color Photographs Box 3, Folder 42
Company Officials Photographs (Q-V)	Photographs Box 11, Folder 7
Company Officials Photographs (Q-V)	Color Photographs Box 3, Folder 43
Company Officials Photographs (W-Z)	Photographs Box 11, Folder 8
Company Officials Photographs (W-Z)	Color Photographs Box 3, Folder 44

Series 2: Annual Reports

CONTENTS	CONTAINER
1945 RCA What It Is	Box 2, Folder 1
1948 RCA What It Is	Box 2, Folder 2
1951 RCA What It Is	Box 2, Folder 3
1952 RCA What It Is	Box 2, Folder 4
1953 RCA What It Is	Box 2, Folder 5
1954 RCA Annual Report and What It Is	Box 2, Folder 6
1956 RCA Annual Report	Box 2, Folder 7
1957 RCA Annual Report	Box 2, Folder 8
1958 RCA Annual Report	Box 2, Folder 9
1960 RCA Annual Report	Box 2, Folder 10
1961 RCA Annual Report	Box 2, Folder 11
1962 RCA Annual Report	Box 2, Folder 12
1963 RCA Annual Report	Box 2, Folder 13
1964 RCA Annual Report	Box 2, Folder 14
1965 RCA Annual Report	Box 2, Folder 15
1966 RCA Annual Report	Box 2, Folder 16

1967 RCA Annual Report	Box 2, Folder 17
1968 RCA Annual Report	Box 2, Folder 18
1969 RCA Annual Report	Box 2, Folder 19
1970 RCA Annual Report	Box 2, Folder 20
1971 RCA Annual Report	Box 2, Folder 21
1972 RCA Annual Report	Box 2, Folder 22
1973 RCA Annual Report	Box 2, Folder 23
1974 RCA Annual Report	Box 2, Folder 24
1975 RCA Annual Report	Box 2a, Folder 1
1976 RCA Annual Report	Box 2a, Folder 2
1977 RCA Annual Report	Box 2a, Folder 3
1978 RCA Annual Report	Box 2a, Folder 4
1979 RCA Annual Report	Box 2a, Folder 5
1980 RCA Annual Report and Annual Shareholder's Meeting Pamphlet	Box 2a, Folder 6
1981 RCA Annual Report	Box 2a, Folder 7
1982 RCA Annual Report	Box 2a, Folder 8
1983 RCA Annual Report	Box 2a, Folder 9
1984 RCA Annual Report, 1 st and 3 rd Quarter Report, and 1984 General Electric (GE) Annual Report	Box 2a, Folder 10
1985 RCA Annual Report and 2 nd Quarter/Shareholder Meeting report, 1985 Thomson Annual Report, and 1985 GE Annual Report	Box 2a, Folder 11
1986 Thomson, SA and Thomson-CSF Annual Reports, and 1986 GE Annual Report	Box 2a, Folder 12
1987 Thomson Annual Report	Box 2a, Folder 13
1988 Thomson Annual Report	Box 2b, Folder 14
1989 Thomson SA Annual Report, Thomson Consumer Electronics Annual Report, and David Sarnoff Research Center Report	Box 2b, Folder 1
1990 Thomson SA and Thomson Consumer Electronics (TCE) Annual Reports	Box 2b, Folder 2

1991 Thomson SA and TCE Annual Report and 1991–1992 Consolidated Financial Statement	Box 2b, Folder 3
1992 Thomson Annual Report and 1991–1992 Consolidated Financial Statement	Box 2b, Folder 4
1993 Annual Report, Business Report, Consolidated Financial Statement, 1993–1994 Facts and Figures, and Internal Memos on the Annual Report	Box 3, Folder 1
“Winning Spirit” Brochures, Company Summary, and Financial Statements (one in French, one in English) December 1992–December 1993	Box 3, Folder 2
1994 Thomson CSF and The Thomson Group Annual Reports, with 1994 Consolidated Financial Statement	Box 3, Folder 3
1994 Thomson Multimedia “Winning Spirit” and summary	Box 3, Folder 4
1994–1995 Facts and Figures, 1995 Thomson Multimedia and Financial Statements	Box 3, Folder 5
1996 Thomson Multimedia Consolidated Financial Statement, Summary, and “A Natural Balance” Environmental Report	Box 3, Folder 6
1997 Thomson Multimedia Financial Statement and 1997–1998 Activity Report	Box 3, Folder 7
1998 Thomson Multimedia Financial Statement, Activity Report, and Facts and Figures	Box 3, Folder 8
1999 Thomson Multimedia Annual Report, “In Brief,” and Reference Document	Box 3, Folder 9
2000 Thomson Multimedia Annual Report and Reference Document	Box 3, Folder 10
2001 Thomson Multimedia Annual Report and Financial Report	Box 3, Folder 11
2002 Thomson Annual Report	Box 3, Folder 12
2001 Thomson Multimedia SEC Form 20–F	Box 4, Folder 1
2002 Thomson Multimedia SEC Form 20–F	Box 4, Folder 2
1999 SEC Prospectus for Selling Shares of Thomson Multimedia and Thomson S.A.	Box 4, Folder 3

Series 3: Perpetual Numerical Instrument Catalogs (PNIC)

CONTENTS

PNIC Cover Pages

PNIC Material with no Catalog Number (Organized by Date)

PNIC Material, no date or Catalog Number

PNIC # 0–1

PNIC # 2

PNIC # 3–5

PNIC # 16–17

PNIC # 18–20

PNIC # 21–23

PNIC # 24–26

PNIC # 27–30

PNIC # 31–35

PNIC # 36–41

PNIC # 42–45

PNIC # 46–50

PNIC # 51–53

PNIC # 54–60

PNIC # 61–62

PNIC # 63–65

PNIC # 66–68

PNIC # 69–73

PNIC # 74–77

PNIC # 78–81

PNIC # 82–85

PNIC # 86–90

PNIC # 91–92

PNIC # 93–94

CONTAINER

Box 6, Folder 1

Box 6, Folder 2

Box 6, Folder 3

Box 6, Folder 4

Box 6, Folder 5

Box 6, Folder 6

Box 6, Folder 7

Box 6, Folder 8

Box 6, Folder 9

Box 6, Folder 10

Box 6, Folder 11

Box 6, Folder 12

Box 7, Folder 1

Box 7, Folder 2

Box 7, Folder 3

Box 7, Folder 4

Box 7, Folder 5

Box 7, Folder 6

Box 7, Folder 7

Box 7, Folder 8

Box 7, Folder 9

Box 7, Folder 10

Box 8, Folder 1

Box 8, Folder 2

Box 8, Folder 3

Box 8, Folder 4

Box 8, Folder 5

PNIC # 95–97	Box 8, Folder 6
PNIC # 98–100	Box 8, Folder 7
PNIC # 101–103	Box 8, Folder 8
PNIC # 104–107	Box 8, Folder 9
PNIC # 108–110	Box 8, Folder 10
PNIC # 111–116	Box 9, Folder 1
PNIC # 117–122	Box 9, Folder 2
PNIC # 123–126	Box 9, Folder 3
PNIC # 127–135	Box 9, Folder 4
PNIC # 136–142	Box 9, Folder 5
PNIC # 143–155	Box 9, Folder 6
PNIC # 156–199	Box 10, Folder 1
PNIC # 200–225	Box 10, Folder 2
PNIC # 226–250	Box 10, Folder 3
PNIC # 251–299	Box 10, Folder 4
PNIC # 300–399	Box 10, Folder 5
PNIC # 400–450	Box 10, Folder 6
PNIC # 451–499	Box 10, Folder 7
PNIC # 500–550	Box 10, Folder 8
PNIC # 551–599	Box 10, Folder 9
PNIC # 600–650	Box 10, Folder 10
PNIC # 651–699	Box 10, Folder 11
PNIC # 700–799	Box 11, Folder 1
PNIC # 800–850	Box 11, Folder 2
PNIC # 851–899	Box 11, Folder 3
PNIC # 900–950	Box 11, Folder 4
PNIC # 951–999	Box 11, Folder 5
PNIC # 1000–1099	Box 11, Folder 6
PNIC # 1100–1199	Box 11, Folder 7

PNIC # 1200–1599	Box 11, Folder 8
PNIC # 1600–2999	Box 11, Folder 9
PNIC # 3500–4599	Box 11, Folder 10
PNIC # 4600–6199	Box 11, Folder 11
PNIC # 6600–7599	Box 12, Folder 1
PNIC # 7600–8699	Box 12, Folder 2
PNIC # 9100–9299	Box 12, Folder 3
PNIC # 9300–9699	Box 12, Folder 4
PNIC # 14,000–17,199	Box 12, Folder 5
PNIC # 17,200–17,499	Box 12, Folder 6
PNIC # 19,100–19,399	Box 12, Folder 7
PNIC # 21,000–21,099	Box 12, Folder 8
PNIC # 21,100–21,199	Box 12, Folder 9
PNIC # 21,200–21,299	Box 12, Folder 10
PNIC # 21,300–21,350	Box 12, Folder 11
PNIC # 21,350–21,399	Box 13, Folder 1
PNIC # 21,500–21,599	Box 13, Folder 2
PNIC # 21,600–21,699	Box 13, Folder 3
PNIC # 21,800–23,150	Box 13, Folder 4
PNIC # 23,151–23,199	Box 13, Folder 5
PNIC # 23,200–23,299	Box 13, Folder 6
PNIC # 23,300–23,399	Box 13, Folder 7
PNIC # 24,000–27,399	Box 13, Folder 8
PNIC # 40,000–46,000	Box 13, Folder 9
PNIC # 70,000–90,000	Box 13, Folder 10
PNIC # 147,000–150,000	Box 13, Folder 11
PNIC # 176,000–179,000	Box 13, Folder 12
PNIC # 216,000–217,499	Box 13, Folder 13

PNIC # 217,500–218, 399	Box 13, Folder 14
PNIC # 218,400–218, 999	Box 13, Folder 15
PNIC # 219,000–219,699	Box 13, Folder 16
PNIC # 232,100–248,699	Box 13, Folder 17

Series 4: Spec Sheets

CONTENTS	CONTAINER
RCA TV Spec Sheets (Unknown Date)	Box 14, Folder 1
RCA Radio Spec Sheets (Unknown Date)	Box 14, Folder 2
RCA Phonograph and Tape Player Spec Sheets (Unknown Date)	Box 14, Folder 3
RCA Stereo Spec Sheets (Unknown Date)	Box 14, Folder 4
RCA TV Spec Sheets (ca. 1961)	Box 14, Folder 5
1962–63 RCA C and D Line Spec Sheets (Black and White TVs)	Box 14, Folder 6
1962–63 RCA C and D Line Spec Sheets (Color TVs)	Box 14, Folder 7
1962–63 RCA C and D Line Spec Sheets (Radios)	Box 14, Folder 8
1962–63 RCA C and D Line Spec Sheets (Stereos and Phonographs)	Box 14, Folder 9
1964 RCA Spec Sheets (TVs)	Box 14, Folder 10
1965 RCA F Line Spec Sheets (TVs) and Model Numbering System Explanation	Box 14, Folder 11
1966 RCA G Line Spec Sheets (Black and White TVs)	Box 15, Folder 1
1966 RCA G Line Spec Sheets (Color TVs)	Box 15, Folder 2
1966 RCA G Line Spec Sheets (Radios, Phonographs, and Stereos)	Box 15, Folder 3
1967 RCA H Line Spec Sheets (Black and White TVs)	Box 15, Folder 4
1967 RCA H Line Spec Sheets (Color TVs)	Box 15, Folder 5
1967 RCA H Line Spec Sheets (Phonographs and Radios)	Box 15, Folder 6
1967 RCA H Line Spec Sheets (Stereos and Tape Products)	Box 15, Folder 7
Ca. 1967–68 RCA I Line Spec Sheets (Phonographs and TVs)	Box 15, Folder 8

1968 RCA J Line Spec Sheets (Black and White TVs)	Box 15, Folder 9
1968 RCA J Line Spec Sheets (Color TVs)	Box 15, Folder 10
1968 RCA J Line Spec Sheets (Home Entertainment Centers, Stereos, and Tape Players)	Box 15, Folder 11
1968 RCA J Line Spec Sheets (Phonographs and Records)	Box 15, Folder 12
1969 RCA L Line Spec Sheets (Black and White TVs)	Box 16, Folder 1
1969 RCA L Line Spec Sheets (Color TVs)	Box 16, Folder 2
1969 RCA L Line Spec Sheets (Stereos and Tape Products)	Box 16, Folder 3
1969 RCA L Line Spec Sheets (Radios and Portable Phonographs)	Box 16, Folder 4
1970 RCA M Line Spec Sheets (Black and White TVs)	Box 16, Folder 5
1970 RCA M Line Spec Sheets (Color TVs and Entertainment Centers)	Box 16, Folder 6
1970 RCA M Line Spec Sheets (Stereo)	Box 16, Folder 7
1970 RCA M Line Spec Sheets (Portable Phonographs and Tape Recorders)	Box 16, Folder 8
1970 RCA M Line Spec Sheets (Radio and Line Summary)	Box 16, Folder 9
1971 RCA P Line Spec Sheets (Black and White TVs)	Box 16, Folder 10
1971 RCA P Line Spec Sheets (Color TVs)	Box 16, Folder 11
1971 RCA P Line Spec Sheets (Portable Phonographs)	Box 16, Folder 12
1971 RCA P Line Spec Sheets (Stereo and Tape Players)	Box 16, Folder 13
1971 RCA "Z" Line Spec Sheets	Box 16, Folder 14
1972 RCA Q Line Spec Sheets	Box 17, Folder 1
1973 RCA R Line Spec Sheets (TVs)	Box 17, Folder 2
1973 RCA R Line Spec Sheets (Stereos and Home Entertainment Centers)	Box 17, Folder 3
1974 RCA S Line Spec Sheets (TVs)	Box 17, Folder 4
1974 RCA S Line Spec Sheets (Selectavision VCR and Stereos)	Box 17, Folder 5
1975 RCA T Line Spec Sheets (TVs)	Box 17, Folder 6
1975 RCA T Line Spec Sheets (Stereos)	Box 17, Folder 7

Ca. 1975 RCA Spec Sheets (Radios, Unknown Line or Date)	Box 17, Folder 8
Ca. 1975 RCA Spec Sheets (Stereos, Phonographs, 8-Track Players, Unknown Date or Line)	Box 17, Folder 9
1976 RCA U Line Spec Sheets (Black and White TVs)	Box 17, Folder 10
1976 RCA U Line Spec Sheets (Color TVs)	Box 17, Folder 11
1976 RCA "X" Line Spec Sheets	Box 17, Folder 12
1977 RCA A Line Spec Sheets (Black and White TVs)	Box 18, Folder 1
1977 RCA A Line Spec Sheets (Color TVs and VCRs)	Box 18, Folder 2
1978 RCA B Line Spec Sheets (TVs)	Box 18, Folder 3
1979 RCA C Line Spec Sheets (TVs)	Box 18, Folder 4
1979 RCA C Line Spec Sheets (VCRs and Camcorders)	Box 18, Folder 5
1980 RCA D Line Spec Sheets (TVs)	Box 18, Folder 6
1980 RCA D Line Spec Sheets (VCRs)	Box 18, Folder 7
1981 RCA E Line Spec Sheets (TVs)	Box 18, Folder 8
1981 RCA E Line Spec Sheets (VCRs and Camcorders)	Box 18, Folder 9
1982 RCA F Line Spec Sheets (TVs)	Box 18, Folder 10
1982 RCA F Line Spec Sheets (VCRs and Camcorders)	Box 18, Folder 11
1983 RCA G Line Spec Sheets	Box 18, Folder 12
Ca. 1980s RCA Spec Sheets (Electronics)	Box 19, Folder 1
Ca. 1980s RCA Spec Sheets (Audio)	Box 19, Folder 2
1984 RCA J Line Spec Sheets (TVs)	Box 19, Folder 3
1984 RCA J Line Spec Sheets (VCRs and Camcorders)	Box 19, Folder 4
1985 RCA K Line Spec Sheets (TVs)	Box 19, Folder 5
1985 RCA K Line Spec Sheets (VCRs and Camcorders)	Box 19, Folder 6
1986 RCA L Line Spec Sheets (TVs)	Box 19, Folder 7
1986 RCA L Line Spec Sheets (VCRs and Camcorders)	Box 19, Folder 8
1987 RCA M Line Spec Sheets (TVs)	Box 19, Folder 9
1987 RCA M Line Spec Sheets (VCRs, Camcorders, and CD Players)	Box 19, Folder 10

1988 RCA P Line Spec Sheets (TVs)	Box 19, Folder 11
1988 RCA P Line Spec Sheets (VCRs and other Electronics)	Box 19, Folder 12
1988/1988 RCA Spec Sheets (TVs)	Box 19, Folder 13
1988/1988 RCA Spec Sheets (VCRs and Camcorders)	Box 19, Folder 14
1989/1990 RCA Spec Sheets (TVs)	Box 20, Folder 1
1989/1990 RCA Spec Sheets (Electronics and Accessories)	Box 20, Folder 2
1990/1991 RCA Spec Sheets (TVs)	Box 20, Folder 3
1990/1991 RCA Spec Sheets (Electronics and Product Lists)	Box 20, Folder 4
1991/1992 RCA Spec Sheets (TVs)	Box 20, Folder 5
1991/1992 RCA Spec Sheets (Electronics and Accessories)	Box 20, Folder 6
1992/1993 RCA Warranties and Product Lists	Box 20, Folder 7
1992/1993 RCA Spec Sheets	Box 20, Folder 8
1992/1993 RCA Spec Sheets (Catalog Form)	Box 20, Folder 9
1993/1994 RCA Spec Sheets and Product Related Material	Box 21, Folder 1
1994/1995 RCA Spec Sheets (in Catalog Form)	Box 21, Folder 2
1994/1995 RCA Spec Sheets (Electronics)	Box 21, Folder 3
1994/1995 RCA Spec Sheets (TVs)	Box 21, Folder 4
1995 RCA Spec Sheets (Catalog)	Box 21, Folder 5
1996/1997 RCA Spec Sheets	Box 21, Folder 6
1996/1997 RCA Spec Sheets (Home Theater)	Box 21, Folder 7
1997/1998 RCA Spec Sheets (Catalog Form)	Box 22, Folder 1
Undated RCA TV Limited Warranty	Box 22, Folder 2
1998/1999 RCA Spec Sheets (Catalog)	Box 22, Folder 3
1999 RCA Spec Sheets	Box 22, Folder 4
2000/2001 RCA Spec Sheets (TVs)	Box 22, Folder 5
2000/2001 RCA Spec Sheets (Electronics, Audio, and Accessories)	Box 22, Folder 6
2000/2001 RCA Product Reference Lists and Warranties	Box 22, Folder 7
2006 RCA Spec Sheets (Communications)	Box 22, Folder 8

Undated GE Product Reference Lists and Spec Sheets	Box 23, Folder 1
Ca. mid 1960s GE Spec Sheets	Box 23, Folder 2
1963 and 1965 GE Portable Phonograph Warranty Information	Box 23, Folder 3
1967 GE Video Tape Recorder and Accessories Spec Sheets	Box 23, Folder 4
1968 GE Spec Sheets	Box 23, Folder 5
1969 GE Spec Sheets (TVs)	Box 23, Folder 6
1969 GE Spec Sheets (Stereos)	Box 23, Folder 7
Ca. 1973 GE Spec Sheets (Radio and Cassette Players)	Box 23, Folder 8
Ca. 1973 GE Spec Sheets (Stereos, Phonographs, and Children's Products)	Box 23, Folder 9
1973 GE Spec Sheets	Box 23, Folder 10
1974 GE Spec Sheets (TVs)	Box 23, Folder 11
1975 GE Spec Sheets (TVs)	Box 23, Folder 12
Ca. 1975/1976 GE Spec Sheets (Audio)	Box 23, Folder 13
1976 GE Spec Sheets (TVs)	Box 23, Folder 14
1978 GE Spec Sheets	Box 23, Folder 15
1979 GE Spec Sheets (TVs)	Box 23, Folder 16
1979 GE Spec Sheets (Audio)	Box 23, Folder 17
1980 GE Spec Sheets (TVs and VCRs)	Box 23, Folder 18
1981 GE Spec Sheets (TVs)	Box 24, Folder 1
1981 GE Spec Sheets (Electronics and Accessories)	Box 24, Folder 2
1982 GE Spec Sheets and Warranties	Box 24, Folder 3
1983 GE Spec Sheets and Warranties	Box 24, Folder 4
1984 GE Spec Sheets	Box 24, Folder 5
1985 GE Spec Sheets and Warranties	Box 24, Folder 6
Ca. 1986 GE Spec Sheets and Warranties	Box 24, Folder 7
Ca. 1986/1987 GE Spec Sheets and Warranties	Box 24, Folder 8
1988 GE Spec Sheets	Box 24, Folder 9
1989 GE Spec Sheets	Box 24, Folder 10

1990 GE Spec Sheets	Box 25, Folder 1
1991 GE Spec Sheets	Box 25, Folder 2
1992 GE Spec Sheets	Box 25, Folder 3
1993 GE Spec Sheets (Catalog Form)	Box 25, Folder 4
1993 GE Spec Sheets	Box 25, Folder 5
1994 GE Spec Sheets	Box 25, Folder 6
1996 GE Spec Sheets (Catalog Form)	Box 25, Folder 7
1997/1998 GE Spec Sheets (Catalog Form)	Box 25, Folder 8
1998 GE Spec Sheets (Catalog Form)	Box 25, Folder 9
1999 GE Spec Sheets (Communication)	Box 25, Folder 10
1999 GE Spec Sheets	Box 26, Folder 1
2000/2001 GE Spec Sheets	Box 26, Folder 2
2006 GE Spec Sheets	Box 26, Folder 3
Undated RCA Features Reference Sheets	Box 26, Folder 4
1957, 1962–1963 RCA Features Reference Sheets	Box 26, Folder 5
1964–1965 RCA Features Reference Sheets	Box 26, Folder 6
1966 RCA Features Reference Sheets	Box 26, Folder 7
1967 RCA Features Reference Sheets	Box 26, Folder 8
1968–1969 RCA Features Reference Sheets	Box 26, Folder 9
1970–1971 RCA Features Reference Sheets	Box 26, Folder 10
1974–1975 RCA Features Reference Sheets and Consumer Benefits and Features	Box 26, Folder 11
1981–1987 RCA Features Comparison and Benefit Guide	Box 26, Folder 12
1988 RCA/Dimensia Features Comparisons and Benefit Guides	Box 26, Folder 13
Ca. 1988–1989 RCA Product Features and Features Comparisons	Box 26, Folder 14
1994 RCA Product Feature Guide	Box 26, Folder 15
1994 Satellite Orbit Buyer's Guide	Box 27, Folder 1
1994 DealerScope Buyer's Guide	Box 27, Folder 2

1994 Video Buyer's Guide	Box 27, Folder 3
1994 Audio/Video Interiors Buyer's Guide	Box 27, Folder 4
1994 Home Theater Technology Buyer's Guide	Box 27, Folder 5
1994 Perfect Vision Buyer's Guide	Box 27, Folder 6
1994 Home Theater Buyer's Guide	Box 27, Folder 7
1994 Video Review Buyer's Guide	Box 27, Folder 8
1994 Miller Magazines Buyer's Guide	Box 27, Folder 9
1994 Video Magazine Buyer's Guide	Box 27, Folder 10
1994 Videomaker Magazine Buyer's Guide	Box 27, Folder 11
1994 Stereo Review Buyer's Guide	Box 27, Folder 12
1994 Audio Magazine Buyer's Guide	Box 27, Folder 13
1994 Television Digest Buyer's Guide	Box 27, Folder 14
1994 Best Buys Book Buyer's Guide	Box 27, Folder 15
1994 Daniels Publishing Group Buyer's Guide	Box 27, Folder 16
1994 Audio Video Magazine Buyer's Guide	Box 27, Folder 17
1996–1997 RCA Product Features Guide	Box 27, Folder 18
1988 GE Features Benefit Guides	Box 27, Folder 19
1946–1959 GE Price Lists	Box 27, Folder 20
1961 GE Price Lists	Box 27, Folder 21
1962 GE Price Lists	Box 27, Folder 22
1963 GE Price Lists	Box 27, Folder 23
1964 GE Price Sheets	Box 27, Folder 24
1965 GE Price Lists	Box 27, Folder 25
1966 GE Price Sheets	Box 27, Folder 26
1967 GE Price Lists	Box 39, Folder 1
1968 GE Price Sheets	Box 39, Folder 2
1969 GE Price Sheets	Box 39, Folder 3
1970 GE Price Sheets	Box 39, Folder 4

1985–1986 GE Dealer Price and Order List	Box 39, Folder 5
1986 GE Dealer Price and Order List	Box 39, Folder 6
1987 GE Dealer Price and Order List	Box 39, Folder 7
1988 GE Dealer Price and Order List	Box 39, Folder 8
1989 GE Dealer Price and Order List	Box 39, Folder 9
1990 GE Dealer Price and Order List and Price Lists	Box 39, Folder 10
1991 GE Dealer Price and Order List	Box 39, Folder 11
1992 GE Product Prices	Box 39, Folder 12
1992 GE/RCA Video Accessories Price List	Box 39, Folder 13
1993 GE Program Summary and Price List	Box 39, Folder 14
1993 GE Price Sheet and Dealer Order Form	Box 39, Folder 15
1994 GE Dealer Price and Order List	Box 39, Folder 16
1995 GE Dealer Price and Order List and Program Summary	Box 39, Folder 17
1996 GE Dealer Price and Order List	Box 39, Folder 18
1997 GE Dealer Price and Order List	Box 39, Folder 19
1969–1971 GE Suggested Employee Prices	Box 39, Folder 20
1951 RCA Price List	Box 39, Folder 21
1966 RCA Price Lists	Box 39, Folder 22
1968 RCA Price Lists	Box 39, Folder 23
1979 RCA Price Lists	Box 39, Folder 24
1980 RCA Price Lists	Box 39, Folder 25
1981 RCA Price Lists	Box 39, Folder 26
1982 RCA Price Lists	Box 39, Folder 27
1983 RCA Price Lists	Box 39, Folder 28
1984 RCA Price Lists	Box 39, Folder 29
1985 RCA Price Lists	Box 39, Folder 30
1986 RCA Price Lists	Box 39, Folder 31
1987 RCA Price Lists	Box 39a, Folder 1

1988 RCA Price Lists	Box 39a, Folder 2
1989 RCA Video Accessories Price List	Box 39a, Folder 3
1991 RCA and Proscan Price Lists	Box 39a, Folder 4
1992 GE/RCA Video Accessories Price List	Box 39a, Folder 5
1992 RCA Product Prices	Box 39a, Folder 6
1993 RCA Price Sheet and Dealer Order Form	Box 39a, Folder 7
August 1984 RCA Accommodation Price List	Box 39a, Folder 8
August 1984 RCA Military Price List (TVs and VCRs)	Box 39a, Folder 9
1987 RCA Dimensia Specifications & Price Lists (Retail Prices Included)	Box 39a, Folder 10
1987 RCA Dimensia Retail Promotion Materials and Dealer Order Form	Box 39a, Folder 11

Series 5: Product Catalogs/Manuals

CONTENTS	CONTAINER
Undated RCA Catalogs	Box 28, Folder 1
1920s RCA Catalog Pages and Catalog	Box 28, Folder 2
1946 Victor TV Receiver Catalog	Box 28, Folder 3
1965, 1967 RCA Victor Pocket Salesman	Box 28, Folder 4
1971 RCA P Line Catalog	Box 28, Folder 5
1972 RCA Catalogs (TVs and Audio Products)	Box 28, Folder 6
1980-82 RCA Catalogs and Manuals	Box 28, Folder 7
1983-84 RCA Catalogs and Manuals	Box 28, Folder 8
1985 RCA Catalogs (Color TVs and Video Accessories)	Box 28, Folder 9
1986 RCA Catalogs (Full Line and Video Accessories)	Box 28, Folder 10
1987 RCA Catalogs (TV, Dimensia, and Electronics)	Box 28, Folder 11
1988 RCA Catalogs	Box 28, Folder 12
1989 RCA Catalogs (TV, VCRs, and Camcorders)	Box 28, Folder 13

1990 RCA Catalogs (Camcorders, Home Theater, Family Entertainment, and Proscan)	Box 28, Folder 14
1991 RCA Catalog and Product List	Box 28, Folder 15
1991/1992 RCA High Fidelity Catalog	Box 28, Folder 16
1992 RCA Catalogs (Proscan, Audio, and Home Theater)	Box 28, Folder 17
1992/1993 RCA Catalogs	Box 28, Folder 18
1993 RCA and Proscan Catalogs and RCA Product Posters	Box 28, Folder 19
1993/1994 RCA Catalogs (Home Theater and Audio)	Box 28, Folder 20
1994 RCA Catalogs (Proscan, Audio, Home Theater, and Full Line)	Box 28, Folder 21
1995 RCA and Proscan Catalogs	Box 29, Folder 1
1996/1997 RCA Catalogs (Proscan, Audio, and Full Line)	Box 29, Folder 2
1997/1998 RCA and Proscan Catalogs	Box 29, Folder 3
1997–2000, 2002 RCA Universal Accessories Catalog and Price Guide	Box 29, Folder 4
1998 RCA Proscan Catalog	Box 29, Folder 5
1998/1999 RCA Catalog	Box 29, Folder 6
1999 RCA Catalogs	Box 29, Folder 7
1999/2000 RCA Catalogs	Box 29, Folder 8
2000 RCA Proscan Catalog	Box 29, Folder 9
2000/2001 RCA Catalog	Box 29, Folder 10
2001 RCA Scenium Material	Box 29, Folder 11
2001/2002 RCA Catalog	Box 29, Folder 12
2002/2003 RCA Catalog	Box 29, Folder 13
2003 RCA Catalog	Box 30, Folder 1
2003/2004 RCA Catalog	Box 30, Folder 2
2004/2005 RCA Catalog	Box 30, Folder 3
2005/2006 RCA Product Reference Guide	Box 30, Folder 4

Ca. 1960s GE Catalogs (Stereos and Phonographs)	Box 30, Folder 5
1960-1965 GE Catalogs	Box 30, Folder 6
1966-1967 GE Catalogs	Box 30, Folder 7
1968 GE Catalogs (TVs and Audio)	Box 30, Folder 8
1969/1970 GE Catalogs (TVs and Audio)	Box 30, Folder 9
1970/1971 GE Catalogs (Youth Electronics, TVs, Audio)	Box 30, Folder 10
1971/1972 GE Audio Electronics Catalog	Box 30, Folder 11
1972/1973 GE Audio Electronic Catalog	Box 30, Folder 12
1975/1976 GE Catalogs (Audio and Electronics)	Box 30, Folder 13
1976/1977 GE Catalogs (Audio and Communications)	Box 30, Folder 14
1977/1978 GE Catalogs (Audio and Communications)	Box 30, Folder 15
1979/1980 GE Catalogs (Audio and Communications)	Box 30, Folder 16
1980/1981 GE Catalogs (Audio and Communications)	Box 30, Folder 17
1981/1982 GE Catalogs (Audio and Communications)	Box 30, Folder 18
1982 GE Catalog (Housewares)	Box 30a, Folder 1
1984 GE Catalog (Audio)	Box 30a, Folder 2
1985 GE Catalog	Box 30a, Folder 3
1986/1987 GE Catalog (Consumer Electronics)	Box 30a, Folder 4
1987/1988 GE Catalog (Consumer Electronics)	Box 30a, Folder 5
1988/1989 GE Catalog (Consumer Electronics)	Box 30a, Folder 6
1989/1990 GE Catalog (Consumer Electronics)	Box 30a, Folder 7
1990/1991 GE Catalogs (TVs and Video Electronics)	Box 30a, Folder 8
1991 GE Catalogs (Audio, Communications, and Consumer Electronics)	Box 30a, Folder 9
1991/1992 GE Catalogs (Audio, Communication, and Video)	Box 30a, Folder 10

1992 GE Catalogs (Communications, TV, and Video)	Box 31, Folder 1
1992/1993 GE Catalogs (Audio)	Box 31, Folder 2
1993/1994 GE Catalogs (Audio, Communications, and Product Line)	Box 31, Folder 3
1994/1995 GE Catalogs (Audio, Communications, and Product Line)	Box 31, Folder 4
1995 GE Catalog (Audio, Communications, and Consumer Electronics)	Box 31, Folder 5
1995 GE Catalog (Full Product Line in Spanish)	Box 31, Folder 6
1996 GE Catalogs (Lifestyle, Communications, and Audio)	Box 31, Folder 7
1997/1998 GE Catalogs (Consumer Electronics and Communications)	Box 31, Folder 8
1998 GE Catalog (Consumer Electronics)	Box 31, Folder 9
1999 GE Catalogs (Product Catalog and Preliminary Product Information)	Box 31, Folder 10
2000 GE Catalog	Box 31, Folder 11
2000/2001 GE Catalog	Box 31, Folder 12
2001 GE Catalog (Communications)	Box 31, Folder 13
2002 GE Catalog (Communications)	Box 31, Folder 14
2003 GE Catalog (Communications)	Box 31, Folder 15
Undated Telefunken Catalog	Box 32, Folder 1
1973 Hotpoint Kitchen and Laundry Planning Catalog	Box 32, Folder 2
1990 RCA/GE Catalog (Remote Controls) w/Letter of Introduction	Box 32, Folder 3
1992 RCA/GE Catalog (Remote Controls)	Box 32, Folder 4
1996 Thomson Consumer Electronics (TCE) Color Picture Tube Product Line	Box 32, Folder 5
1998/1999 Thomson Catalog	Box 32, Folder 6
2001 Thomson European Catalog	Box 32, Folder 7
2003/2004 Thomson European Catalog (in German)	Box 32, Folder 8
2003/2004 RCA/GE Audio Visual Catalog	Box 32, Folder 9

1998/1999 SABA Catalog	Box 32, Folder 10
2005 Atlinks Preliminary Catalog	Box 32, Folder 11
1929 RCA “Theremin” (musical instrument) Service Notes	Box 33, Folder 1
1929 RCA “Theremin” (musical instrument) Photograph	Photographs Box 12, Folder1
1932 RCA Victor Model R-78 Service Notes	Box 33, Folder 2
1935 RCA Victor Models 263 and 262 Service Notes	Box 33, Folder 3
1936 RCA Victor Technical Information and Service Data (Superheterodyne Receivers and Radio-Phonographs	Box 33, Folder4
1938–1942 RCA Victor Technical Information Service Data	Box 33, Folder 5
RCA Victor Service Notes Volume I (1933–1937) pgs. 179-183	Box 33, Folder 6
RCA Victor Service Notes Volume II (1938–1942) pgs. 1–250	Box 33, Folder 7
RCA Victor Service Notes Volume II (1938–1942) pgs. 251–500	Box 33, Folder 8
RCA Victor Service Notes Volume II (1938–1942) pgs. 501–815	Box 33, Folder 9
1939 Cover page to RCA Victor Models 40X-30 and 40X-31 Technical Information and Service Data	Box 33, Folder 10
1945–1954, 1945–1956, 1945–1957 RCA Victor Service Data Indexes	Box 34, Folder 1
1949 RCA Victor TV Service Data	Box 34, Folder 2
1954 RCA Victor Field Service Data Sheet and RCA Victory TV Service Data	Box 34, Folder 3
1955 RCA Victor Field Service Data Sheet	Box 34, Folder 4
1956 RCA Victor Field Service Data Sheet and RCA Victory TV Service Data	Box 34, Folder 5
1957 RCA Victor TV Field Service Data Sheet	Box 34, Folder 6
1958 RCA Victor TV Service Data	Box 34, Folder 7
1959 RCA Victor TV Service Data	Box 34, Folder 8
1961–1964 RCA Victor Service Data Index Volume	Box 34, Folder 9

III

1968 RCA CTC 40 Chassis Service Data	Box 34, Folder 10
1968 RCA CTC 38 Chassis Service Data	Box 34, Folder 11
1970 RCA CTC 43 Chassis Service Data	Box 34, Folder 12
1970 RCA CTC 44 Chassis Service Data	Box 34, Folder 13
1971 RCA CTC 59 Chassis Service Data	Box 34, Folder 14
1971 RCA KSC 171 Chassis Service Data (File T7 and T7-S1)	Box 34, Folder 15
1972 RCA CTC 48 Chassis Service Data	Box 34, Folder 16
1973 RCA CTC 53 Chassis Service Data	Box 34, Folder 17
1973 RCA CTC 59 Chassis Service Data	Box 34, Folder 18
1973 RCA CTC 68 Chassis Service Data (File C-8, C-8-S1, C-8-S2, C-8-S4)	Box 34, Folder 19
1974 RCA CTC 76 Chassis Service Data	Box 34, Folder 20
1975 RCA CTC 74 Chassis Service Data	Box 34, Folder 21
1975 RCA CTC 76 Chassis Service Data	Box 34, Folder 22
1976 RCA CTC 71 Chassis Service Data	Box 34, Folder 23
1976 RCA CTC 74 Chassis Service Data (File C-4 and C-4-S1)	Box 34, Folder 24
1976 RCA CTC 81K/AB Chassis Service Data	Box 34, Folder 25
1977 RCA CTC 72 Chassis Service Data	Box 34, Folder 26
1977 RCA CTC 81 AD Chassis Service Data	Box 34, Folder 27
1977 RCA CTC 89 Chassis Service Data	Box 34, Folder 28
1978 RCA CTC 93 Chassis Service Data	Box 34, Folder 29
Undated Manual for RCA Radiola III-A	Box 35, Folder 1
Undated RCA RP-178 Series Service Manual Page	Box 35, Folder 2
Undated RCA VCR Operation Page	Box 35, Folder 3
Ca. 1906 Copy of the Cover of Victor Auxetophone Instruction Manual	Box 35, Folder 4
1923/1924 RCA Radiola RS Manual	Box 35, Folder 5
RCA 1938 Electronic Kit and 1939 Electronic Lab	Box 35, Folder 6

(instruction manuals for homemade electronics)

1960 Loose RCA Form from Product Engineering Standardization Division	Box 35, Folder 7
1962 RCA Drawing List for UHF Tuner Assembly	Box 35, Folder 8
1962 Sketch of Wiring M/L for CTC 12	Box 35, Folder 9
1963 RCA Color Television Home Study Course (Study Group 2, Lessons 3-4)	Box 35, Folder 10
1963 RCA Color Television Home Study Course (Study Group 3, Lessons 5-6)	Box 35, Folder 11
1963 RCA Victor: Television, Radio, and Victrola Product Training Manual	Box 35, Folder 12
1966 RCA Victor: Television, Radio, and Victrola Product Training Manual	Box 35, Folder 13
1968 RCA Victor: Television, Radio, and Victrola Product Training Manual (2 copies)	Box 35, Folder 14
1969 RCA Two Thousand Technical Manual (CTC 47 Chassis)	Box 35, Folder 15
1970 RCA Product Technical Manual	Box 35, Folder 16
1970 RCA Trans Vista 100 Technical Manual (CTC 49 Chassis)	Box 35, Folder 17
1972 RCA Solid State Color Television (CTC 40 and 44 Chassis Manual)	Box 35, Folder 18
1973 RCA Color Television AGC and Sync	Box 35, Folder 19
1975 RCA XL-100 Color Television Manual (CTC 74 and 81 Chassis)	Box 35, Folder 20
1977 RCA CTC 85 Color Chassis Technical Manual	Box 36, Folder 1
1979 RCA VDP 150 Portable VCR Technical Manual and Preliminary Manual	Box 36, Folder 2
1979 RCA "Servicing the CTC 99 and 101 Color Chassis" Television Workshop 20	Box 36, Folder 3
1980 RCA Color Video Monitor/Receiver Applications Manual	Box 36, Folder 4
1980 RCA CTC 108 XL-100 Color Chassis Training Manual	Box 36, Folder 5
1981 RCA CTC 115 ColorTrak Chassis Training Manual	Box 36, Folder 6

May 1982 RCA CTC 115 Chassis Technical Review	Box 36, Folder 7
1984 RCA VCR Owner's Manuals	Box 36, Folder 16
1984–1985 Dimensia Quick Operations and Reference Guide	Box 36, Folder 8
1984 RCA Dimensia A/V System Overview and Owner's Manual	Box 36, Folder 9
1985 RCA "How to Hook up Your Video System"	Box 36, Folder 10
1985 RCA VCR Owner's Manual	Box 36, Folder 14
1985 RCA Camcorder Owner's Manuals	Box 36, Folder 15
1985 RCA VCR Self Study Service Education (Units 1–7)	Box 36, Folder 11
1985 RCA VCR Technical Review (for VKT 375, VKT 385, VLT 450, and VLT 600 HF)	Box 36, Folder 12
1985 RCA VLP 800 "Convertible" VCR Technical Review with owner's manual	Box 36, Folder 13
1986 RCA Basic VCR Service Education Program (Workbooks A and B)	Box 37, Folder 1
1987 Dimensia Color Television Owner's Manual	Box 37, Folder 2
1987 RCA ColorTrak 2000 TV Owner's Manual	Box 37, Folder 3
1987 RCA Prowonder Owner's Manual	Box 37, Folder 23
1990 RCA CD 100 User and Care Guide	Box 37, Folder 4
1990 RCA HI-FI System 100 User and Care Guide	Box 37, Folder 5
1990 RCA HI-FI System 105 User and Care Guide	Box 37, Folder 6
1990 RCA HI-FI System 205 User and Care Guide	Box 37, Folder 7
1990 RCA HI-FI System 350 Owner's Guide	Box 37, Folder 8
1990 RCA Pro 850 Camcorder Owner's Manual	Box 37, Folder 9
1994 RCA Systems Remote Guide for Custom Home Theatre	Box 37, Folder 25
1998 RCA User Manuals	Box 37, Folder 24
2002 RCA Mobile DVD Player User's Guide	Box 37, Folder 10
1962 GE Preliminary Service Data (Console Phonograph)	Box 37, Folder 11

1965–1972 GE Index of Products, Parts, and Manuals	Box 37, Folder 12
1965 GE Technical Service Information	Box 37, Folder 13
1965 GE Service Manual (Console Phonograph)	Box 37, Folder 14
1967 GE Service Manual (Phonographs)	Box 37, Folder 15
1967–1971 GE “100 Series” Phonograph Service Manuals and Letters Making Revisions	Box 37, Folder 16
1966–1972 GE “200 Series” Phonograph Service Manuals	Box 37, Folder 17
1966–1971 GE “300 Series” Phonograph Service Manuals and Letters Making Revisions	Box 37, Folder 18
1966–1971 GE “400 Series” Phonograph Service Manuals and Letters Making Revisions	Box 37, Folder 19
1966–1971 GE “500 Series” Phonograph Service Manuals and Letters Making Revisions	Box 37, Folder 20
1987 GE Model 7–4217A FM/AM Clock Radio Service Information	Box 37, Folder 21
1993 GE Model 13TVR01 TV/VCR Owner’s Manual	Box 37, Folder 22
26 January 1944 American Standard Terminal Markings for Electric Apparatus, with Stancor and Chicago Standard Transformer Corp. Forms	Box 38, Folder 1
1967–1978 Letters, Articles, and Diagrams on Multiplex Sound Systems for TVs	Box 38, Folder 2
1974 Howard Sams and Co. Color TV Training Manual	Box 38, Folder 3
1976–1992 Thomson Consumer Electronics Data Index	Box 38, Folder 4

Series 6: Advertising/Marketing

CONTENTS	CONTAINER
Victor Talking Machine Co. Magazine Clippings and Gramophone Clippings, 1900–1905	Box 40, Folder 1
Victor and Victrola Magazine Clippings, 1906–1910	Box 40, Folder 2
Victor and Victrola Magazine Clippings, 1911–1915	Box 40, Folder 3

Victor and Victrola Magazine Clippings, 1916–1920	Box 40, Folder 4
Victor and RCA Magazine Clippings, 1921–1925	Box 40, Folder 5
Victor and RCA Magazine Clippings, 1926–1930	Box 40, Folder 6
RCA Victor and Television Magazine Clippings, 1931–1940	Box 40, Folder 7
RCA Victor, Television, and Wartime Clippings, 1941–1945	Box 40, Folder 8
RCA Victor and Television Magazine Clippings, 1946–1948, 1950	Box 40, Folder 9
RCA Victor, Color Television, and “45” Records Magazine Clippings, 1953–1954, 1957, 1959	Box 40, Folder 10
RCA Victor and Television Magazine Clippings, 1960, 1962	Box 40, Folder 11
RCA Victor and Television Magazine Clippings, 1963–1965	Box 40, Folder 12
RCA Victor, Television, and Computer Magazine Clippings, 1966–1967, 1969	Box 40, Folder 13
RCA Magazine Advertising and Incentive Programs, 1970–1980	Box 40, Folder 14
1984 RCA/Nabisco Promotion Ads and Letters	Box 40, Folder 15
1984 RCA/Nabisco Authorized Clearance Ads and Related Materials	Box 40, Folder 16
RCA, Dimensia, and VideoDisc Advertising and Clippings, 1981–1986, 1989	Box 40, Folder 17
Photo from 1983 Clipping	Photographs Box 16, Folder 1
RCA Advertising and Magazine Clippings, 1990–1998	Box 40, Folder 18
RCA and Compaq Advertising and Magazine Clippings, 1996	Box 40, Folder 19
RCA DVD Clippings, 1995	Box 40, Folder 20
RCA DVD Clippings, 1996	Box 41, Folder 1
11 Feb. 1974 Pilot Marketing Program for RCA Selectavision Products	Box 41, Folder 2
1982 GE “Repro Art” (Product art and Features for Advertising)	Box 41, Folder 3

August 1986 RCA RGB Monitor-Receiver Advertising Pamphlet	Box 41, Folder 4
Nipper and Chipper RCA logos (early 1990s)	Box 41, Folder 5
1991 GE Marketing and Advertising Information	Box 41, Folder 6
1991 RCA Logos	Box 41, Folder 7
Undated RCA Proscan Logos	Box 41, Folder 8
Undated Information on GE Logo and its use	Box 41, Folder 9
Undated Thomson Logo Material	Box 41, Folder 10
Undated Thomson "STAR" (Supporting The Arts Responsibly) Logo	Box 41, Folder 11
Undated RCA Logo with Tagline	Box 41, Folder 12
1992 RCA National Advertising and TV Spots	Box 41, Folder 13
2000/2001 RCA Advertising and Merchandising	Box 41, Folder 14
2000/2001 GE Advertising and Promotional Material	Box 41, Folder 15
2003 RCA Scenium National Advertising	Box 41, Folder 16
2004 RCA Product Advertising Packet	Box 41, Folder 17
1992 Thomson Advertisements	Box 41, Folder 18
December 1979–February 1980 RCA Sales Planning Program (SPP) (Folder 1)	Box 42, Folder 1
December 1979–February 1980 RCA Sales Planning Program (Folder 2)	Box 42, Folder 2
February–May 1980 RCA Sales Planning Program	Box 42, Folder 3
May–August 1980 RCA Sales Planning Program (Folder 1)	Box 42, Folder 4
May–August 1980 RCA Sales Planning Program (Folder 2)	Box 42, Folder 5
September–November 1980 RCA Sales Planning Program (Folder 1)	Box 42, Folder 6
September–November 1980 RCA Sales Planning Program (Folder 2)	Box 42, Folder 7
December 1980–February 1981 RCA Sales Planning Program	Box 43, Folder 1
December 1980–May 1981 RCA Videodisc Sales	Box 43, Folder 2

Planning Program

February 1981–May 1981 RCA Sales Planning Program (Folder 1)	Box 43, Folder 3
February 1981–May 1981 RCA Sales Planning Program (Folder 2)	Box 43, Folder 4
May–August 1981 RCA Sales Planning Program (Folder 1)	Box 43, Folder 5
May–August 1981 RCA Sales Planning Program (Folder 2)	Box 43, Folder 6
September–November 1981 RCA Sales Planning Program (Folder 1)	Box 44, Folder 1
September–November 1981 RCA Sales Planning Program (Folder 2)	Box 44, Folder 2
December 1981–February 1982 RCA Sales Planning Program (Folder 1)	Box 44, Folder 3
December 1981–February 1982 RCA Sales Planning Program (Folder 2)	Box 44, Folder 4
February–May 1982 RCA Sales Planning Program	Box 44, Folder 5
May–August 1982 RCA Sales Planning Program (Folder 1)	Box 44, Folder 6
May–August 1982 RCA Sales Planning Program (Folder 2)	Box 44, Folder 7
September–November 1982 RCA Sales Planning Program	Box 45, Folder 1
October 1982 RCA Sales Planning Program	Box 45, Folder 2
December 1982 RCA “Leader’s Guide for RCA Distributor’s Dealer Meeting”	Box 45, Folder 3
December 1982–February 1983 RCA Sales Planning Program	Box 45, Folder 4
February–May 1983 RCA Sales Planning Program	Box 45, Folder 5
May–August 1983 RCA Sales Planning Program	Box 45, Folder 6
September–November 1983 RCA Sales Planning Program	Box 46, Folder 1
November 1983 RCA Sales Planning Program	Box 46, Folder 2
January 1984 Leader’s Guide for RCA Distributors’ Dealer Meetings	Box 46, Folder 3

January 1984 RCA Sales Planning Program	Box 46, Folder 4
May 1984 RCA Sales Planning Program	Box 46, Folder 5
September–November 1984 RCA Sales Planning Program (Folder 1)	Box 46, Folder 6
September–November 1984 RCA Sales Planning Program (Folder 2)	Box 46, Folder 7
December 1984–February 1985 RCA Sales Planning Program (Folder 1)	Box 47, Folder 1
December 1984–February 1985 RCA Sales Planning Program (Folder 2)	Box 47, Folder 2
February–May 1985 RCA Sales Planning Program	Box 47, Folder 3
May–August 1985 RCA Sales Planning Program	Box 47, Folder 4
September–November 1985 RCA Sales Planning Program	Box 47, Folder 5
December 1985–February 1986 RCA Sales Planning Program (Folder 1)	Box 48, Folder 1
December 1985–February 1986 RCA Sales Planning Program (Folder 2)	Box 48, Folder 2
February–May 1986 RCA Sales Planning Program	Box 48, Folder 3
May–August 1986 RCA Sales Planning Program	Box 48, Folder 4
September–November 1986 RCA Sales Planning Program	Box 48, Folder 5
December 1986–February 1987 RCA Sales Planning Program	Box 49, Folder 1
January–March 1987 RCA Sales Planning Program	Box 49, Folder 2
February–April 1987 RCA/GE Sales Planning Program	Box 49, Folder 3
May–August 1987 RCA/GE Sales Planning Program (Folder 1)	Box 49, Folder 4
May–August 1987 RCA/GE Sales Planning Program (Folder 2)	Box 49, Folder 5
August 1987 RCA/GE Sales Planning Program	Box 50, Folder 1
December 1987 RCA/GE Sales Planning Program	Box 50, Folder 2
February 1988 RCA/GE Sales Planning Program	Box 50, Folder 3

September 1988 RCA/GE Sales Planning Program	Box 50, Folder 4
April 1989 RCA/GE Strategic Planner: Planning Workshop "Product-Sales-Merchandising" (Folder 1 RCA)	Box 50, Folder 5
April 1989 RCA/GE Strategic Planner: Planning Workshop "Product-Sales-Merchandising" (Folder 2 GE)	Box 50, Folder 6
July 1989 RCA/GE Strategic Planner	Box 50, Folder 7
April 1990 RCA/GE Strategic Planner (Folder 1 RCA)	Box 51, Folder 1
April 1990 RCA/GE Strategic Planner (Folder 2 GE)	Box 51, Folder 2
1991 RCA/GE Merchandising Information, Product Flowcharts, and Pricing Guides	Box 51, Folder 3
1992 RCA/GE Market Shares, Flowcharts, and Co-op Plans	Box 51, Folder 4
1994 RCA/GE Product Flow Chart	Box 51, Folder 5
1996 RCA/GE "Fast Forward" Sales Planning Program (Folder 1)	Box 51, Folder 6
1996 RCA/GE "Fast Forward" Sales Planning Program (Folder 2)	Box 51, Folder 7
1997 RCA/GE Sales Planning Program/Preview	Box 51, Folder 8
2001 Audio Now RCA/GE Product Trends, Industry Forecasts, and Product Previews	Box 51, Folder 9
2002 Audio RCA/GE Product Trends, Industry Forecasts, and Product Previews	Box 51, Folder 10
1988 RCA Product Sales	Box 52, Folder 1
1990 RCA Home Theater Audio Sales Planning Program and Market Shares Report	Box 52, Folder 2
1990/1991 RCA "Passport to the 90s" Sales Planning Program	Box 52, Folder 3
1991 RCA Product Flow Charts	Box 52, Folder 4
1992 RCA Merchandising, Product Order Forms, and Training	Box 52, Folder 5
1992-1993 HDTV Introduction	OMB 115, Box 2, Folder 10
1993 RCA Sales Planning Program	Box 52, Folder 6

1999 RCA Advertising and Support Material	Box 52, Folder 7
2003 RCA Scenium Strategy, Marketing, and Sales Guide	Box 52, Folder 8
1966–1967 GE Sales Planning Information	Box 53, Folder 1
1967 GE Sales Planning Program	Box 53, Folder 2
1977–1978 GE Sales Planning Program	Box 53, Folder 3
1979 GE Sales and Merchandising Plans	Box 53, Folder 4
1982 GE Sales Manual (Video)	Box 53, Folder 5
1986 GE Promotional Material, Drafts of Product Ads, and Sales Planning Material	Box 53, Folder 6
1986 GE Promotional Material and Sales Planning	Box 53, Folder 7
1987 Promotional Material, Sales Planning Guides, and Repro Line Art	Box 53, Folder 8
1988/1989 Advertising Order Forms	Box 53, Folder 9
1989 GE “Outlook” Sales Planning and Spec Sheet Drafts	Box 53, Folder 10
1989/1990 Marketing Information for GE Products	Box 53, Folder 11
1990/1991 GE Brand Strategy, Merchandising, and Flow Charts	Box 54, Folder 1
1991 GE Sales/Industry Report and Sales Planning	Box 54, Folder 2
1992 GE Merchandising and Product Order Forms	Box 54, Folder 3
1993 GE Marketing Plan and Market Share Reports	Box 54, Folder 4
1994 GE Product Literature and Sales Promotion Material Order Form	Box 54, Folder 5
1996 GE/RCA VCR and Other Products Sales Planning	Box 54, Folder 6
1997 GE Sales Preview and Sales Planning Guide	Box 54, Folder 7
1997 GE Products and Brand Recognition (“Power of the Brand”)	Box 54, Folder 8
1999 Sales Planning Program, Flow Chart, and Marketing Information	Box 54, Folder 9
1999/2000 GE Sales Planning Program and Warranties	Box 54, Folder 10

RCA Radio Maps, circa 1930s	Box 54, Folder 11
Article on Color Television, 1954	Box 54, Folder 12
Four magazines about RCA or about television, 1980-1999	Box 54, Folder 13
Armchair Quarterback, Dec. 1977 – Jan. 1979	Box 54, Folder 14
RCA Broadcast News, Special 1979 NAB Report Issue	Box 54, Folder 15
1970-1974, RCA Broadcast News	Box 54, Folder 16
1975-1976, RCA Broadcast News	Box 54a, Folder 1
1977-1978, RCA Broadcast News	Box 54a, Folder 2
1979-1980, RCA Broadcast News	Box 54a, Folder 3
1981-1982, RCA Broadcast News	Box 54a, Folder 4
RCA Review, VideoDisc, March 1978	Box 54a, Folder 5
Victor Talking Machine Co. and Edison Magazine Ad Clippings, 1906–1918 (1 of 2)	OMB 115, Box 1, Folder 1
Victor Talking Machine Co. and Edison Magazine Ad Clippings, 1906–1918 (2 of 2)	OMB 115, Box 1, Folder 2
Victor/RCA Magazine Ad Clippings, 1919–1923 (1 of 2)	OMB 115, Box 1, Folder 3
Victor/RCA Magazine Ad Clippings, 1919–1923 (2 of 2)	OMB 115, Box 1, Folder 4
Victor/RCA Magazine Ad Clippings, 1924–1928, plus several undated ads from the period	OMB 115, Box 1, Folder 5
RCA Victor and General Electric Magazine Ad Clippings, 1929–1936	OMB 115, Box 1, Folder 6
RCA Victor Magazine Ad Clippings and “Listen” RCA magazine issues, 1937–1941 (1 of 2)	OMB 115, Box 1, Folder 7
RCA Victor Magazine Ad Clippings and “Listen” RCA magazine issues, 1937–1941 (2 of 2)	OMB 115, Box 1, Folder 8
RCA Victor Magazine Ad Clippings and “Beat the Promise” Ads, 1942–1946 (1 of 2)	OMB 115, Box 1, Folder 9
RCA Victor Magazine Ad Clippings and “Beat the Promise” Ads, 1942–1946 (2 of 2)	OMB 115, Box 1, Folder 10
RCA Victor, Television, and “45” Record Magazine Ad Clippings, 1947–1952	OMB 115, Box 1, Folder 11

RCA Victor, RCA Whirlpool, and Television Magazine Ads, 1953–1954, 1957, 1959–1960 (1 of 2)	OMB 115, Box 1, Folder 12
RCA Victor, RCA Whirlpool, and Television Magazine Ads, 1953–1954, 1957, 1959–1960 (2 of 2)	OMB 115, Box 1, Folder 13
RCA Victor, Whirlpool, Television, and Computer Ads, 1962–1967, 1969 (1 of 2)	OMB 115, Box 1, Folder 14
RCA Victor, Whirlpool, Television, and Computer Ads, 1962–1967, 1969 (2 of 2)	OMB 115, Box 1, Folder 15
RCA Magazine Ads and Incentive Programs, 1970–1976, 1978–1980	OMB 115, Box 2, Folder 1
1975 RCA Magazine Ad	OMB 115, Folder 2 Flat Files: FF – M13
RCA, Dimensia, and GE Hotpoint Magazine Ads, 1981, 1983-1989	OMB 115, Box 2, Folder 2
RCA, General Electric, and Thomson Magazine Ads and Clippings, 1991-1998	OMB 115, Box 2, Folder 3

Series 7: Press Kits/Releases

CONTENTS

Undated Press Releases	CONTAINER Box 75, Folder 1
Undated Photo Press Releases	Photographs Box 1, Folder 1
1921 Communications Pioneers Photographs	Photographs Box 1, Folder 2
Ca. 1922 Jack Dempsey listens to “Radio Music Box”	Photographs Box 1, Folder 3
10 March 1922 General Pershing Using Radio Set	Photographs Box 1, Folder 4
20 April 1939 Sarnoff Dedicates RCA Pavilion	Photographs Box 1, Folder 5
1940s Radio Photo Press Releases	Photographs Box 1, Folder 6
16 February 1945 TV Photo Press Release	Photographs Box 1, Folder 7

1946 Radio-Phonograph Console Photo Press Release	Photographs Box 1, Folder 8
1946 "Monticello" Photo Press Release	Photographs Box 1, Folder 9
1947 Photo Press Release	Photographs Box 1, Folder 10
13 May 1947 Watching Consecration of Rt. Rec. Scaife Photo Press Release	Photographs Box 1, Folder 11
1949 TV Photo Press Releases	Photographs Box 1, Folder 12
3 January 1949 TV Press Release and Product Information	Box 75, Folder 2
11 January 1949 Phonograph Photo Press	Photographs Box 1, Folder 13
1950s Radio Photo Press Release	Photographs Box 1, Folder 14
1950s Television Production Photo Press Release	Photographs Box 1, Folder 15
1950s Television Photo Press Releases (1)	Photographs Box 1, Folder 16
1950s Television Photo Press Releases (2)	Photographs Box 1, Folder 17
1952 Television Photo Press Releases	Photographs Box 1, Folder 18
1953 Color Television Press Release	Box 75, Folder 3
1953 Television Photo Press Releases	Photographs Box 1, Folder 19
25 March 1954 Color TV Press Releases	Box 75, Folder 4
July 1955 Products of the Future Photo Press Releases	Photographs Box 1, Folder 20
17 October 1955 Remote Control Photo Press Release	Photographs Box 1, Folder 21
6 February 1956 Bloomington's Conversion to Color TV Press Releases	Box 75, Folder 5
1 October 1956 "Hear-See" Photo Press Release	Photographs Box 1, Folder 22
January 1959 New TV and Stereophono Sets	Photographs

	Box 1, Folder 23
1960s Cooperstown Victor Stereo Center Photographs	Photographs Box 1a, Folder 1
1960s Tape Recorder Advertisement Photographs	Photographs Box 1a, Folder 2
1960 Portable Victrola Phonograph Photographs	Photographs Box 1a, Folder 3
1960 New Victor automatic Victrola Photograph	OVA Photographs Box 1, Folder 1
1960 Phonographs on Assembly Line Photographs	Photographs Box 1a, Folder 4
1960 Multiplier Phototube Photographs	Photographs Box 1a, Folder 5
1960 "The Sportabout" Remote TV Photographs	OVA Photographs Box 1, Folder 2
1960s Urban Renewal Project Press Release	Box 55, Folder 1
1 January 1960 Tape Recorder Photographs	Photographs Box 1a, Folder 6
1 January 1960 TV Tubes Photographs	Photographs Box 1a, Folder 7
19 March 1960 Tape Rolls Photographs	Photographs Box 1a, Folder 8
31 March 1960 RCA Tubes Photographs	Photographs Box 1a, Folder 9
8 May 1960 Devices Power Radio Messages to Pioneer V Photographs	Photographs Box 1a, Folder 10
June 1960 Tubes for Weather Balloons and Satellites Photographs	Photographs Box 1a, Folder 11
19 Dec 1960 Tube for Navy Undersea Craft Photographs	Photographs Box 1a, Folder 12
1961 RCA Phonograph sets Photographs	Photographs Box 1a, Folder 13
3 March 1961 "Dark Heater" Photographs	Photographs Box 1a, Folder 14
13 March 1961 Tiny Tube With Many Uses Photographs	Photographs Box 1a, Folder 15
17 March 1961 Electron Tubes in Outer Space	Photographs

Photographs	Box 1a, Folder 16
23 March 1961 "World's Fastest Camera" Photographs	Photographs Box 1a, Folder 17
6 April 1961 Electroluminescent Night Light Photographs	Photographs Box 1a, Folder 18
10 May 1961 Pocket-sized Color TV Press Release	Box 55, Folder 2
14 June 1961 Pocket-sized Color TV Photographs	Photographs Box 1a, Folder 19
1 August 1961 Tiny Tubes Photographs	Photographs Box 1a, Folder 20
9 August 1961 "Electroluminescent" Blue Bulb Photographs	Photographs Box 1a, Folder 21
23 August 1961 "Beachmate" and "Seasider" Radios Photographs	Photographs Box 1a, Folder 22
23 August 1961 Victor Mark III, IV, VII, VIII, and IX Photographs	Photographs Box 1a, Folder 23
25 August 1961 "A Decade of Progress" Photographs	Photographs Box 1a, Folder 24
September 1961 "Nugget" Radio Photographs	Photographs Box 1a, Folder 25
11 October 1961 Nova Receiving Tube Photographs	Photographs Box 1a, Folder 26
3 November 1961 Teenager is older than TV industry Photographs	Photographs Box 1a, Folder 27
15 November 1961 Tube Tray Package Photographs	Photographs Box 1a, Folder 28
1962 RCA Television Line Photographs	Photographs Box 1a, Folder 29
15 January 1962 Tape Recorders Photographs	Photographs Box 1a, Folder 30
15 April 1962 Midget Minireed Switch Photographs	Photographs Box 1a, Folder 31
15 April 1962 Electron Tubes in Space Photograph	Photographs Box 1a, Folder 32
19 April 1962 Superpower Tubes Heat C Stellarator Photograph	Photographs Box 1a, Folder 33
June 1962 RCA Phonographs Photograph	Photographs

	Box 1a, Folder 34
June 1962 RCA Phonographs Photograph	OVA Photographs Box 1, Folder 3
1963 RCA TV Line Photographs	Photographs Box 1a, Folder 35
1963 RCA TV Line Photographs	OVA Photographs Box 1, Folder 4
1963 "Controlto" Phonograph Photograph	Photographs Box 1a, Folder 36
1963 "Bargain Bananza" Stereo Photographs	Photographs Box 1a, Folder 37
1963 "All-transistor" Radio Photographs	Photographs Box 1a, Folder 38
1963 "All-transistor" Radio Photographs	OVA Photographs Box 1, Folder 5
February 1963 "Belford" Black and White TV Photographs	Photographs Box 1a, Folder 39
February 1963 "Sculpture" Portable TV Photographs	Photographs Box 1a, Folder 40
21 February 1963 "The Trouper" Photographs	Photographs Box 1a, Folder 41
May 1963 RCA Victor Stereo Desk Model Photographs	Photographs Box 1a, Folder 42
May 1963 "The Petite" Portable TV Photographs	Photographs Box 1a, Folder 43
1 November 1963 Color TV Press Release	Box 55, Folder 3
December 1963 "The Almanac" Table Radio Photographs	Photographs Box 1a, Folder 44
December 1963 Victor Peer Gynt Series Photographs	Photographs Box 1a, Folder 45
December 1963 "The Finlandia" Photographs	Photographs Box 1a, Folder 46
December 1963 "The Romette" Photographs	Photographs Box 1a, Folder 47
1964 New York World's Fair Press Releases	Box 55, Folder 4
1964 New York World's Fair Photographs	Photographs Box 1a, Folder 48

1964 Eisenhower, "People to People" Photographs	Photographs Box 1a, Folder 49
1964 RCA Exhibit Hall at New York's Radio City Photographs	Photographs Box 1a, Folder 50
8 July 1964 Bloomington, IN Plant Photographs	Photographs Box 1a, Folder 51
1965 More than 2 million TVs produced Photographs	Photographs Box 1a, Folder 52
1965 "World's Busiest Color TV Studio" Press Release	Box 55, Folder 5
1965 World's Fair Press Releases	Box 55, Folder 6
14 April 1965 Addis Williams at RCA Pavilion Photographs	Photographs Box 1a, Folder 53
June 1965 RCA Pavilion and Gemini Capsule Photographs	Photographs Box 1a, Folder 54
16 June 1965 Bloomington, IN Plant Photographs	Photographs Box 1a, Folder 55
16 June 1965 Color TV Production Double Press Releases and Press Conference Transcript	Box 55, Folder 7
29 June 1965 Dimensia IV Photographs	Photographs Box 1a, Folder 56
1966 Fact Sheet on "Sets of the Seventies"	Box 55, Folder 8
1966 "Sets of the Seventies" Photographs	Photographs Box 1a, Folder 57
1966 RCA Stereo Center Photographs	Photographs Box 1a, Folder 58
1966 "The Alma Mater" Phonograph Photographs	Photographs Box 1a, Folder 59
1966 RCA TV Line Photographs	Photographs Box 1a, Folder 60
1 February 1966 Integrated Circuits Press Release	Box 55, Folder 9
1 February 1966 Pocket Color TV Press Release	Box 55, Folder 10
16 March 1966 "The Cherub" Photographs	Photographs Box 1a, Folder 61
1967 RCA TV Line Photographs	Photographs Box 1a, Folder 62

1967 "The Annapolis" Stereo Photographs	Photographs Box 1a, Folder 63
1967 "The VIP" and the "Swingline" Phonograph Photograph	Photographs Box 1a, Folder 64
1967 Portable Mark I stereo Photographs	Photographs Box 1a, Folder 65
1967 "The Apartment" stereo Photographs	Photographs Box 1a, Folder 66
24 February 1967 Consumer Electronics 1968 Line Photographs	OVA Photographs Box 1, Folder 6
2 March 1967 Portable Radios Press Release	Box 55, Folder 11
2 March 1967 Portable Phonographs Press Release	Box 55, Folder 12
1968 RCA TV Line Photograph	Photographs Box 1a, Folder 67
1968 Radio Line Photographs	Photographs Box 1a, Folder 68
1968 TV Camera Used on Apollo 7 and 8 Photographs	Photographs Box 1a, Folder 69
1968 RCA HemisFair Photographs	Photographs Box 1a, Folder 70
1968 RCA HemisFair Photographs	Color Photographs Box 1, Folder 1
1968 RCA Line of Transceivers Press Release	Box 55, Folder 13
1968 RCA AM/FM Radios	Box 55, Folder 14
1968 RCA Line of Phonographs	Box 55, Folder 15
1968 RCA Line Black and White TV	Box 55, Folder 16
23 January 1968 "Classroom of Tomorrow" Press Release	Box 55, Folder 17
23 January 1968 HemisFair Quiz Photographs	Photographs Box 2, Folder 1
23 January 1968 Model of RCA Pavilion at HemisFair Photographs	Photographs Box 2, Folder 2
13 and 14 1968 Press Releases	Box 55, Folder 18
12 September 1968 Photo Press Releases	Photographs Box 2, Folder 3

10 October 1968 Bing Crosby Special Photographs	Photographs Box 2, Folder 4
11 October 1968 Apollo Astronauts Press Release	Box 55, Folder 20
14 October 1968 Bing Crosby TV Special Press Releases	Box 55, Folder 21
December 1968 Dickson and Durant Photographs	OVA Photographs Box 1, Folder 7
20 December 1968 RCA camera used during Apollo 8 moon voyage Press Release	Box 55, Folder 22
1969 October Antique Phonograph Press Release	Box 55, Folder 23
1969 "The Entertainer" TV Photographs	Photographs Box 2, Folder 5
1969 "The Arlen" TV Photographs	Photographs Box 2, Folder 6
3 June 1969 "The Cheerleader" TV Photographs	Photographs Box 2, Folder 7
3 June 1969 "Segovia" TV Photographs	Photographs Box 2, Folder 8
3 June 1969 "Allen" TV Photographs	Photographs Box 2, Folder 9
October 1969 Antique Victrola Photo Press Release	Photographs Box 2, Folder 10
22 December 1969 "Accolade" EP-454	Photographs Box 2, Folder 11
1970 Black & White TV Line	Photographs Box 2, Folder 12
1970 Color TV Line Photographs	Photographs Box 2, Folder 13
February 1970 Television in the Seventies Booklet	Box 56, Folder 1
March 1970 Product Information 1971 Line	Box 56, Folder 2
March 1970 Radio Line (1971) Photographs	Photographs Box 2, Folder 14
March 1970 "The Gladstone" Photographs	Photographs Box 2, Folder 15
March 1970 "Blithe" Photographs	Photographs Box 2, Folder 16

March 1970 Accutint Color TV Control Panel Photographs	Photographs Box 2, Folder 17
March 1970 "Easy-to-Move TV" Photographs	Photographs Box 2, Folder 18
March 1970 Slide out Chassis for TV Photographs	Photographs Box 2, Folder 19
29 April 1970 Radio With Blind in Mind Press Release	Box 56, Folder 3
20 May 1970 "Futuristic Home Information Center" Press Release	Box 56, Folder 4
20 May 1970 Accucolor Line Press Release	Box 56, Folder 5
20 May 1970 Modern Stereo Design Press Release	Box 56, Folder 6
20 May 1970 Innovative Audio Products Press Release	Box 56, Folder 7
20 May 1970 "The Dimensia III" Photographs	Photographs Box 2, Folder 20
20 May 1970 "The Dimensia III" Photographs	OVA Photographs Box 1, Folder 8
20 May 1970 "Barrie" Accucolor Line Photographs	Photographs Box 2, Folder 21
20 May 1970 "Futuristic Home Information Center" Photographs	Photographs Box 2, Folder 22
20 May 1970 "The Chandler" and "The Serania" Photographs	Photographs Box 2, Folder 23
25 June 1970 "The Argosy" Photographs	Photographs Box 2, Folder 24
17 August 1970 Color TV Line Press Release	Box 56, Folder 8
17 August 1970 "Triple Play" Photographs	Photographs Box 2, Folder 25
8 October 1970 Broaden 1971 Accucolor Line Press Release	Box 56, Folder 9
17 November 1970 5-screen TV Press Release	Box 56, Folder 10
1 December 1970 25" Table TV with Accucolor Press Release	Box 56, Folder 11
March 1971 "Gentry" EQ41 Photographs	Photographs Box 2, Folder 26

March 1971 "Designs of the Future" Booklet	Box 56, Folder 12
May and 13 August 1971 "Then and Now" Comparison Press Release	Box 56, Folder 13
May 1971 "Then and Now" Photographs	Photographs Box 2, Folder 27
3 May 1971 "Maradino" GQ-583 Photographs	Photographs Box 2, Folder 28
5 May 1971 "Scarborough" GQ-575 Photographs	Photographs Box 2, Folder 29
7 May 1971 "Glenview" EQ-447 Photographs	Photographs Box 2, Folder 30
23 May 1971 "Huntsman" AQ-127 Photographs	Photographs Box 2, Folder 31
23 May 1971 "The Trendliner" EQ 341 Photographs	Photographs Box 2, Folder 32
23 May 1971 "Roomate" AQ 158-R Photographs	Photographs Box 2, Folder 33
June 1971 Color TV-increased performance	Box 56, Folder 14
1 June 1971 CTC-46 Chassis Photographs	Photographs Box 2, Folder 34
24 June 1971 Consumer Electronics-Chicago Show Press Release	Box 56, Folder 15
24 June 1971 Consumer Electronics Show in Chicago Photographs	Photographs Box 2, Folder 35
24 June 1971 Consumer Electronics Show in Chicago Photograph	OVA Photographs Box 1, Folder 9
October 1971 "Argosy II" EQ-475 Photographs	Photographs Box 2, Folder 36
6 October 1971 "Ortega" GP754 Photographs	Photographs Box 2, Folder 37
1972 TV/Phono/Radio Combo RCA5946 Photographs	OVA Photographs Box 1, Folder 10
20 January 1972 Growth Forecasted by Executive Press Release	Box 56, Folder 16
23 March 1972 SelectaVision Magnetic Tape System Press Release and related information	Box 56, Folder 17
23 March 1972 SelectaVision Magnetic Tape	Photographs

System Photographs	Box 2, Folder 38
23 March 1972 SelectaVision Magnetic Tape System Photographs	OVA Photographs Box 1, Folder 11
20 April 1972 Sarnoff Address at Dedication of Design Center	Box 56, Folder 18
20 April 1972 New Design Center Press Release and Related Information	Box 56, Folder 19
20 April 1972 Design Center Photographs	Photographs Box 2, Folder 39
20 April 1972 Design Center Photograph	OVA Photographs Box 1, Folder 12
4 May 1972 RCA Selected by Army	Box 56, Folder 20
22 May 1972 More XL-100 with Remotes Press Release	Box 56, Folder 21
22 May 1972 Banner Year for Color TV Sales Press Release	Box 56, Folder 22
22 May 1972 VHF Tuner Photographs	Photographs Box 2, Folder 40
22 May 1972 VHF Tuner Photograph	OVA Photographs Box 1, Folder 13
9 June 1972 Executive in USIA Seminar Press Release	Box 56, Folder 23
12 September 1972 Anderson Predicts Sales Press Release	Box 56, Folder 24
12 September 1972 Anderson's Purchase Prediction Photographs	Photographs Box 2, Folder 41
12 September 1972 Anderson's Purchase Prediction Photographs	OVA Photographs Box 1, Folder 14
13 September 1972 Video Player Legislation Press Release	Box 56, Folder 25
18 September 1972 XL-100 1973 Line	Box 56, Folder 26
18 September 1972 "Terano" ER 488 Photographs	Photographs Box 2, Folder 42
18 September 1972 "Lunar I" AR 059 Photographs	Photographs Box 2, Folder 43
18 September 1972 Christmas Settings Photographs	OVA Photographs Box 1, Folder 15

November 1972 "The Galacia" GR 738 Photographs	Photographs Box 2, Folder 44
9 November 1972 Selectavision in Canada Press Release	Box 56, Folder 27
2 December 1972 "Royalton" GR 802 Photographs	Photographs Box 2, Folder 45
4 December 1972 "Vislanda" GR 860R Photographs	Photographs Box 2, Folder 46
27 December 1972 Selectavision Press Release	Box 56, Folder 28
8 January 1973 Bargain Days Press Release with related material	Box 56, Folder 29
8 January 1973 Jack Benny Farewell Photographs	Photographs Box 2, Folder 47
8 January 1973 Jack Benny Farewell Photographs	OVA Photographs Box 1, Folder 16
15 January 1973 Selectavision Production in Bloomington Press Release	Box 56, Folder 30
14 February 1973 Selectavision in Canada Press Release	Box 56, Folder 31
24 March 1973 Selectavision Press Release	Box 56, Folder 32
May 1973 "Projecta" ES 354 Photographs	Photographs Box 2, Folder 48
14 May 1973 Color TVs Cable Ready Press Release	Box 56, Folder 33
14 May 1973 Cable TV Photographs	Photographs Box 2, Folder 49
14 May 1973 Cable TV Photographs	OVA Photographs Box 1, Folder 17
24 May 1973 Black and White Full Screen Size Range Press Release	Box 56, Folder 34
24 May 1973 "Ramsgate" GS 803 Photographs	Photographs Box 2, Folder 50
24 May 1973 "Projecta 17" ES 396 Photographs	Photographs Box 2, Folder 51
12 June 1973 Selectavision Press Release and Related Information	Box 56, Folder 35
22 August 1973 RCA and Taiwan Market Press	Box 56, Folder 36

Release

1974 "Brandywine" FT484 (1975 Line) Photographs	Photographs Box 2, Folder 52
1974 Christmas Settings Photographs	Photographs Box 2, Folder 53
9 January 1974 "The Carrera" GS 708 Photographs	Photographs Box 2, Folder 54
26 March 1974 "Color TV...20 Years Later" Press Kit	Box 56, Folder 37
26 March 1974 Color TV...20 Years Later Photographs	Photographs Box 2, Folder 55
26 March 1974 Color TV...20 Years Later Photographs	OVA Photographs Box 1, Folder 18
18 April 1974 All Solid State Line Press Release	Box 56, Folder 38
3 June 1974 1975 Line Press Release	Box 56, Folder 39
10 June 1974 New Color TV Tubes Press Release and related information	Box 56, Folder 40
17 July 1974 American Airlines with TV System Press Release	Box 56, Folder 41
17 July 1974 TV Systems for American Airlines Photographs	Photographs Box 2, Folder 56
2 August 1974 "Lunar I" Photographs	Photographs Box 2, Folder 57
3 August 1974 "Sportsman" Photographs	Photographs Box 2, Folder 58
23 August 1974 7 New XL-100 TVs	Box 56, Folder 42
3 September 1974 "Ramsgate" Photographs	Photographs Box 2, Folder 59
6 September 1974 "Projecta 15 and 17" Photographs	Photographs Box 2, Folder 60
1975 XL-100 Press Release	Box 56, Folder 43
1975 First TV after 30 years Press Release	Box 56, Folder 44
1975 "Sportables" Press Release	Box 56, Folder 45
1975 Selectavision VideoDisc System Press Release	Box 56, Folder 46
1975 RCA TV Line Photographs	Photographs

	Box 2, Folder 61
1975 Product Line Change Photographs	Photographs Box 2, Folder 62
1975 Product Line Change Photographs	OVA Photographs Box 1, Folder 19
1975 Price Comparison Chart	Photographs Box 2, Folder 63
1975 82-Channel Electronic Digital Indicator Photograph	Photographs Box 2, Folder 64
Up to January 1975 Space Mountain Press Releases and related information	Box 56, Folder 47
Up to January 1975 Space Mountain at Disney World Photographs	Photographs Box 2, Folder 65
Up to January 1975 Space Mountain at Disney World Photographs	OVA Photographs Box 1, Folder 20
February 1975 Integrated Circuit Photographs	Photographs Box 2, Folder 66
February 1975 Integrated Circuit Photographs	OVA Photographs Box 1, Folder 21
9 April 1975 Selectavision VideoDisc Player Photographs	Photographs Box 2, Folder 67
May 1975 Good Buys Despite Inflation Press Release	Box 56, Folder 48
May 1975 Upgrading Black and White TV Photographs	Photographs Box 2, Folder 68
May 1975 Value Price Photographs	Photographs Box 2, Folder 69
28 May 1975 28 Models in Color Press Release	Box 56, Folder 49
August 1975 1976 Black and White TVs compared with 1946 Black and White TVs Photographs	Photographs Box 2, Folder 70
August 1975 1976 Black and White TVs compared with 1946 Black and White TVs Photographs	OVA Photographs Box 1, Folder 22
26 August 1975 ColorTrak TVs Photographs	Photographs Box 2, Folder 71
26 August 1975 ColorTrak TVs Photographs	OVA Photographs Box 1, Folder 23
27 August 1975 ColorTrak TV System Press	Box 56, Folder 50

Release	
November 1975 Remote Control Photographs	Photographs Box 2, Folder 72
25 November 1975 4 New ColorTrak Models Press Release	Box 56, Folder 51
12 December 1975 Satcom I Press Release	Box 56, Folder 52
1976 Allison and ColorTrak Booklet	Box 57, Folder 1
1976 RCA TV Line Photographs	Photographs Box 3, Folder 1
1976 RCA TV Line Photographs	OVA Photographs Box 1, Folder 24
1976 Lounge Module Photographs	Photographs Box 3, Folder 2
1976 Mirrors Used with TV Products Photographs	Photographs Box 3, Folder 3
1976 SelectaVision VideoDisc System Photographs	Photographs Box 3, Folder 4
1976 Indianapolis Production Plant Photographs	Photographs Box 3, Folder 5
1976 Indianapolis Production Plant Photographs	OVA Photographs Box 1, Folder 25
1976 XL-100 Remote Control Photographs	Photographs Box 3, Folder 6
January 1976 Bowner and Berry Showcase Photographs	OVA Photographs Box 1, Folder 26
January 1976 Never Released XL-100 ad Photographs	OVA Photographs Box 1, Folder 27
January 1976 TC at National Boat Show Photographs	OVA Photographs Box 1, Folder 28
March 1976 The Crandall Photographs	Photographs Box 3, Folder 7
12 April 1976 TV Popularity Press Release	Box 57, Folder 2
23 April 1976 Poland and RCA Contract	Box 57, Folder 3
23 April 1976 Poland and RCA Contract Photographs	Photographs Box 3, Folder 8
17 May 1976 "Advanced ColorTrak" and Sportable	Box 57, Folder 4

Line Press Releases

19 May 1976 RCA Designers Look to Future Press Release	Box 57, Folder 5
19 May 1976 Bicentennial Salute to Industry Photographs	Photographs Box 3, Folder 9
29 June 1976 RCA TV sets in Olympic Games Press Release	Box 57, Folder 6
29 June 1976 RCA TV at Olympic Games Photographs	Photographs Box 3, Folder 10
29 June 1976 RCA TV at Olympic Games Photographs	OVA Photographs Box 1, Folder 29
12 July 1976 30 th Anniversary Press Release and Related Materials	Box 57, Folder 7
October 1976 Christmas Press Release	Box 57, Folder 8
October 1976 "The Raeburn" Photographs	Photographs Box 3, Folder 11
October 1976 "The Raeburn" Photographs	OVA Photographs Box 1, Folder 30
October 1976 Citizens Band Radio Photographs	Photographs Box 3, Folder 12
30 December 1976 Promotion to Stimulate January Sales Press Release	Box 57, Folder 9
1977 "The Bordeaux" Photographs	Photographs Box 3, Folder 13
January 1977 Stabler and the "Armchair Quarterback" Photographs	Photographs Box 3, Folder 14
January 1977 Stabler and the "Armchair Quarterback" Photographs	OVA Photographs Box 2, Folder 1
February 1977 Hands-free Selectavision Photographs	Photographs Box 3, Folder 15
February 1977 XtendedLife Chassis Introduced Photographs	Photographs Box 3, Folder 16
February 1977 "Denmate" FB445 Photographs	Photographs Box 3, Folder 17
1 February 1977 New Electronic Products Press Release	Box 57, Folder 10
28 February 1977 "XtendedLife" Introduced Press	Box 57, Folder 11

Release

18 May 1977 Compact 12 Black and White Series Press Release	Box 57, Folder 12
May 18 1977 Longer TV Life Expectancy Press Release	Box 57, Folder 13
18 May 1977 "Compact 12" AB121 and AC 121 TVs Photographs	Photographs Box 3, Folder 18
18 May 1977 ColorTrak TVs Photographs	Photographs Box 3, Folder 19
25 May 1977 Show Girls ColorTrak Commercial Photographs	Photographs Box 3, Folder 20
31 May 1977 "Compact Size, Step Up Features" VCR Press Release	Box 57, Folder 14
June 1977 Godfrey and Pollack with 1978 ColorTrak Line Photographs	Photographs Box 3, Folder 21
June 1977 Godfrey and Pollack with 1978 ColorTrak Line Photographs	OVA Photographs Box 2, Folder 2
June 1977 SPP Meeting in Las Vegas Photographs	OVA Photographs Box 2, Folder 3
23 June 1977 "Energy Saving Chassis" Press Release	Box 57, Folder 15
23 June 1977 "XtendedLife" Chassis" Photographs	Photographs Box 3, Folder 22
23 June 1977 "XtendedLife" Chassis" Photographs	OVA Photographs Box 2, Folder 4
6 July 1977 "Entertainment Bargain Leader" Press Release	Box 57, Folder 16
August 1977 Christmas TV Settings Photographs	Photographs Box 3, Folder 23
August 1977 Christmas TV Settings Photographs	OVA Photographs Box 2, Folder 5
19 August 1977 Less Energy ColorTrak Press Release	Box 57, Folder 17
19 August 1977 "Cosmos" FB497 Photographs	Photographs Box 3, Folder 24
23 August 1977 Selectavision Press Kit and Related Information	Box 57, Folder 18

23 August 1977 Selectavision Press Kit Photographs	Photographs Box 3, Folder 25
23 August 1977 SelectaVision Press Kit Photographs	OVA Photographs Box 2, Folder 6
23 August 1977 VCR Conference at World Trade Center Photographs	Photographs Box 3, Folder 26
23 August 1977 VCR Conference at World Trade Center Photographs	OVA Photographs Box 2, Folder 7
13 September 1977 Shipment of VCRs Photographs	Photographs Box 3, Folder 27
28 September 1977 "Sales Exceed Record 1973 Pace" Press Release	Box 57, Folder 19
October 1977 George Willig Press Kit	Box 57, Folder 20
October 1977 George Willig Photographs	Photographs Box 3, Folder 28
October 1977 George Willig Photographs	OVA Photographs Box 2, Folder 8
November 1977 VCR Development Press Release	Box 57, Folder 21
November 1977 Selectavision VCR Photographs	Photographs Box 3, Folder 29
November 1977 SelectaVision VCR Photographs	OVA Photographs Box 2, Folder 9
19 Dec 1977 "Color TV Sets Represent Best Buy" Press Release	Box 57, Folder 22
1978 Ali/Spink Fight Photographs	Photographs Box 3, Folder 30
1 January 1978 "RoomMate" EC335 TV Photographs	Color Photographs Box 1, Folder 2
6 January 1978 Selectavision Press Release and Related Information	Box 57, Folder 23
6 January 1978 Selectavision Press Photographs	Photographs Box 3, Folder 31
6 January 1978 SelectaVision Press Photographs	OVA Photographs Box 2, Folder 10
10 January 1978 Quarterback of the Year Press Release	Box 57, Folder 24
10 January 1978 Staubach and Landry Photographs	Photographs

	Box 3, Folder 32
10 January 1978 Staubach and Landry Photographs	OVA Photographs Box 2, Folder 11
17 February 1978 RCA Enters Small Screen TV Market Press Release	Box 57, Folder 25
April 1978 Selectavision VCR and Camera Photographs	Photographs Box 3, Folder 33
13 April 1978 Drop in TV Prices Press Release	Box 57, Folder 26
14 April 1978 Photo Release Forms	Box 57, Folder 27
May 1978 Spanning 100 Years Press Information	Box 57, Folder 28
May 1978 Spanning 100 Years Photographs	Photographs Box 3, Folder 34
May 1978 ColorTrak TV Photographs	Photographs Box 3, Folder 35
May 1978 "Projecta 17" TV Photographs	Photographs Box 3, Folder 36
May 1978 "Sportable" AC0918 Black and White TV Photographs	Photographs Box 3, Folder 37
May 1978 "Leesburg" GC737 Photographs	Photographs Box 3, Folder 38
19 May 1978 Electronic Tuning System Press Release	Box 57, Folder 29
19 May 1978 First Programmable VCR Press Release	Box 57, Folder 30
June 1978 Summer CES Press Kit	Box 57, Folder 31
24 July 1978 VideoDisc Photographs	Photographs Box 3, Folder 39
August 1978 Energy Savings with ColorTrak TV Photographs	Photographs Box 3, Folder 40
10 August 1978 Expanded Selectavision Line Press Release	Box 57, Folder 32
10 August 1978 Selectavision Expanded Line Photographs	Photographs Box 3, Folder 41
10 August 1978 SelectaVision Expanded Line Photographs	OVA Photographs Box 2, Folder 12
18 September 1978 Lord Lichfield Press Kit	Box 57, Folder 33

18 September 1978 Lord Lichfield European Journey Photographs	Photographs Box 3, Folder 42
18 September 1978 Lord Lichfield European Journey Photographs	Color Photographs Box 1, Folder 3
18 September 1978 Lord Lichfield European Journey Photographs	OVA Photographs Box 2, Folder 13
18 September 1978 Design Award to RCA's "Contura" Press Release	Box 57, Folder 34
18 October 1978 Ali v. Spinks Fight Coverage Press Release and Related Material	Box 57, Folder 35
November 1978 50 Millionth TV Sold Photographs	Photographs Box 3, Folder 43
November 1978 50 Millionth TV Sold Photographs	OVA Photographs Box 2, Folder 14
1979 Christmas Gift Press Kit and Related Material	Box 57, Folder 36
1979 Christmas Press Settings Photographs	Photographs Box 3, Folder 44
1979 Christmas Press Settings Photographs	OVA Photographs Box 2, Folder 15
1979 TV Line Photographs	Photographs Box 3, Folder 45
1979 Portable Selectavision Recorder VDP150 Photographs	Photographs Box 3, Folder 46
1979 New Nipper Product Photographs	Photographs Box 3, Folder 47
1979 SelectaVision VDT600 Photographs	Photographs Box 3, Folder 48
1979 SelectaVision VCR Photographs	Photographs Box 3, Folder 49
January 1979 Armchair Quarterback Given Out Photographs	OVA Photographs Box 2, Folder 16
January 1979 Bradshaw "Quarterback of the Year" Photograph	OVA Photographs Box 2, Folder 17
8 January 1979 Selectavision Press Release and Related Information	Box 57, Folder 37
8 January 1979 Selectavision Promotion	Photographs Box 3, Folder 50

9 January 1979 RCA Enters Video Disk Market Press Release	Box 57, Folder 38
February 1979 Roommate Series Photographs	Photographs Box 3, Folder 51
February 1979 Channel Lock Remote Photographs	Photographs Box 3, Folder 52
14 May 1979 RCA's New Line of 'SelectaVision' VCR Products Press Kit	Box 57, Folder 39
14 May 1979 RCA's New Line of 'SelectaVision' VCR Products Photographs	Photographs Box 3, Folder 53
14 May 1979 Three Major Color TV Developments Press Kit	Box 57, Folder 40
14 May 1979 Three Major Color TV Developments Photographs	Photographs Box 4, Folder 1
August 1979 RCA Cameras and Recorders Photographs	Photographs Box 4, Folder 2
August 1979 RCA Cameras and Recorders Photographs	Color Photographs Box 1, Folder 4
16 August 1979 Silver Anniversary Press Kit	Box 57, Folder 41
16 August 1979 Silver Anniversary Photographs	Photographs Box 4, Folder 3
16 August 1979 Silver Anniversary Photographs	Color Photographs Box 1, Folder 5
16 August 1979 Silver Anniversary Photographs	OVA Photographs Box 2, Folder 18
October 1979 TV and Video Cassette Press Releases	Box 57, Folder 42
25 October 1979 "A Youthful Celebration of Color Television in Art" Press Kit and Related Material	Box 57, Folder 43
25 October 1979 25 th Color TV Anniversary Art Photographs	Photographs Box 4, Folder 4
25 October 1979 25 th Color TV Anniversary Art Photographs	Color Photographs Box 1, Folder 6
25 October 1979 25 th Color TV Anniversary Art Photographs	OVA Photographs Box 2, Folder 19
6 December 1979 Selectavision Press Releases	Box 57, Folder 44
6 December 1979 Selectavision VideoDisc	Photographs

Photographs	Box 4, Folder 5
6 December 1979 SelectaVision VideoDisc Photographs	OVA Photographs Box 2, Folder 20
6 December 1979 Stop Action and Slow Motion VCRs Press Release	Box 57, Folder 45
6 December 1979 Selectavision VCR Photographs	OVA Photographs Box 2, Folder 21
6 December 1979 RCA Raises Color TV Prices Press Release	Box 57, Folder 46
1980 Dimensia System Press Releases	Box 58, Folder 1
1980 TV Line Photographs	Photographs Box 4, Folder 6
1980 Auto programmer "FD 500" Photographs	Photographs Box 4, Folder 7
1980 VCR Comparison Photographs	Photographs Box 4, Folder 8
1980 VCR Comparison Photographs	OVA Photographs Box 2, Folder 22
1980 VET650 VCR Photographs	Photographs Box 4, Folder 9
1980 VET650 VCR Photographs	Color Photographs Box 1, Folder 7
1980 SelectaVision VDT600 VCR Photographs	Photographs Box 4, Folder 10
1980 Christmas Playmate 5 Photographs	Photographs Box 4, Folder 11
7 January 1980 Winter CES-Las Vegas Press Kit	Box 58, Folder 2
7 January 1980 CES Press Photographs	Photographs Box 4, Folder 12
February 1980 Black and White "Portables" TV Photographs	Photographs Box 4, Folder 13
February 1980 Black and White "Portables" TV Photographs	Color Photographs Box 1, Folder 8
15 February 1980 "Playmate" Press Kit	Box 58, Folder 3
20 March 1980 VideoDisc System Press Kit	Box 58, Folder 4
May 1980 Playmate 5 Photographs	Photographs

	Box 4, Folder 14
May 1980 "Crandall" Photographs	Photographs Box 4, Folder 15
2 May 1980 Technical Features of 1981 Color TV Line Press Release	Box 58, Folder 5
14 May 1980 Jack Sauter at Distributor Meeting	Box 58, Folder 6
15 May 1980 Press Releases	Box 58, Folder 7
June 1980 More Remote Control Models Photographs	Photographs Box 4, Folder 16
June 1980 More Remote Control Models Photographs	OVA Photographs Box 2, Folder 23
2 June 1980 Selectavision 4-hour Video Cassette Recorder Press Release	Box 58, Folder 8
2 June 1980 Two Summer Promotions Press Release	Box 58, Folder 9
2 June 1980 Summer CES Photographs	Photographs Box 4, Folder 17
14 August 1980 Remote Control Promotion Press Release	Box 58, Folder 10
14 August 1980 VCR Industry Forecast Press Release	Box 58, Folder 11
October 1980 Selectavision VideoDisc Press Releases	Box 58, Folder 12
22 October 1980 VideoDisc Doubles Annual Sales	Box 58, Folder 13
9 December 1980 Video Tube Press Release and Related Material	Box 58, Folder 14
12 February 1981 Atlanta Press Release	Box 58, Folder 15
12 February 1981 Atlanta Press Release Photographs	Photographs Box 4, Folder 18
12 February 1981 Atlanta Press Release Photographs	Color Photographs Box 1, Folder 9
1981 1982 Product Line Press Kit	Box 58, Folder 16
1981 RCA XL-100 Line Press Release	Box 58, Folder 17
1981 VideoDisc Pressing Press Release	Box 58, Folder 18
1981 Wireless Remote Control Photographs	Photographs Box 4, Folder 19

1981 TV Line Photographs	Photographs Box 4, Folder 20
1981 TV Line Photographs	OVA Photographs Box 2, Folder 24
1981 VideoDisc Library Photograph	Photographs Box 4, Folder 21
1981 Fall/Winter Advertising Photographs	Photographs Box 4, Folder 22
1981 ColorTrak Models Photographs	Photographs Box 4, Folder 23
1981 Selectavision1982 Line Photographs	Photographs Box 4, Folder 24
1981 VCR and Camcorder 1982 Line Photographs	Photographs Box 4, Folder 25
1981 ChanneLock Remote Control Photographs	Photographs Box 4, Folder 26
1981 Sauter with Selectavision Model 625 Photographs	Photographs Box 4, Folder 27
1981 Sauter with SelectaVision Model 625 Photographs	OVA Photographs Box 2, Folder 25
1981 VideoDisc Photographs	Photographs Box 4, Folder 28
1981 VideoDisc Photographs	Color Photographs Box 1, Folder 10
1981 VideoDisc Photographs	OVA Photographs Box 2, Folder 26
9 March 1981 Video Disc Preview Photographs	Photographs Box 4, Folder 29
30 April 1981 VideoDisc Launch Press Release	Box 58, Folder 19
12 May 1981 ColorTrak 2000 Press Kit	Box 58, Folder 20
10 September 1981 Biggest Advertising Campaign Press Release	Box 58, Folder 21
26 October 1981 Video Center Building Press Release and Related Materials	Box 58, Folder 22
26 October 1981 Video Center Building Dedication Photographs	Photographs Box 4, Folder 30

26 October 1981 Video Center Building Dedication Photographs	Color Photographs Box 1, Folder 11
1982 ColorTrak Press Kit	Box 58, Folder 23
1982 ColorTrak Photographs	Photographs Box 4, Folder 31
1982 TV Line Photographs	Photographs Box 4, Folder 32
1982 CC011 Camera Photographs	Photographs Box 4, Folder 33
1982 RCA Video Information Photographs	Photographs Box 4, Folder 34
1982-83 "How VideoDisc Works" Photographs	Photographs Box 4, Folder 35
1982-83 "How VideoDisc Works" Photographs	OVA Photographs Box 2, Folder 27
1982 VideoDisc Player SGT250 Photographs	Photographs Box 4, Folder 36
1982 VideoDisc Player SGT250 Photographs	Color Photographs Box 1, Folder 12
1982 VCR Line Photographs	Photographs Box 4, Folder 37
1982 Family Life VideoDisc Player Press Kit	Box 58, Folder 24
1982 Family Life VideoDisc Player Photographs	Photographs Box 4, Folder 38
1982 Christmas Master Press Kit	Box 58, Folder 25
1982 Christmas Press Kit Photographs	Photographs Box 4, Folder 39
10 February 1982 New VideoDisc Player Press Release	Box 58, Folder 26
11 February 1982 8-hour Video Cassettes	Box 58, Folder 27
25 March 1982 "Eubie!" VideoDisc Photographs	Photographs Box 4, Folder 40
2 June 1982 New Video Cameras Press Release	Box 58, Folder 28
2 June 1982 Slimmer TV Receivers Press Release	Box 58, Folder 29
2 June 1982 5 Infrared Video Monitors Press Release	Box 58, Folder 30

2 June 1982 TV Photographs	Photographs Box 4, Folder 41
2 June 1982 Home Video Furniture Photographs	Photographs Box 4, Folder 42
October 1982 New Shape in Orbit	Photographs Box 4, Folder 43
November 1982 Family With Video Equipment Photographs	Photographs Box 4, Folder 44
1983 Remote Control with more than Half of TVs Press Release	Box 58, Folder 31
1983 New Look and Perfect Gift for TVs Press Release	Box 58, Folder 32
1983 Gene Kelly Press Photographs	Photographs Box 4, Folder 45
1983 Rear Projection Model TVs Photographs	Photographs Box 4, Folder 46
1983 Rear Projection Model TVs Photographs	Color Photographs Box 1, Folder 13
1983 VideoDisc Selling Center Photographs	Photographs Box 4, Folder 47
1983 Multiple Input/Output TVs Photographs	Photographs Box 4, Folder 48
1983 Long-play Tape "VK330" Photographs	Photographs Box 4, Folder 49
1983 VideoDisc Player "SJT300" Photographs	Photographs Box 4, Folder 50
1983 VCR Photographs	Photographs Box 4, Folder 51
1983 Design Series TVs Photographs	Photographs Box 4, Folder 52
1983 Design Series TVs Photographs	Color Photographs Box 1, Folder 14
1983 SelectaVision Video Monitor Photographs	Photographs Box 4, Folder 53
1983 TV Photographs	Photographs Box 4, Folder 54
1983 TV Photographs	Color Photographs

	Box 1, Folder 15
1983 Forth Quarter Ads-W. Beres Photographs	Photographs Box 4, Folder 55
1983 Video Camera "CC015" Photographs	Photographs Box 4, Folder 56
1983 Christmas Settings Photographs	Photographs Box 4, Folder 57
7 January 1983 Winter CES-Las Vegas Press Kit	Box 58, Folder 33
7 January 1983 Winter CES Press Kit	Photographs Box 4, Folder 58
14 February 1983 VCR Press Kit	Box 58, Folder 34
15 February 1983 VCR Press Kit Photographs	Photographs Box 4, Folder 59
April 1983 Gene Kelly Advertising Press Kit	Box 58, Folder 35
7 April 1983 Record VideoDisc Sales Press Release	Box 58, Folder 36
28 April 1983 VideoDiscs First Full-Length Music Video Press Releases	Box 58, Folder 37
4 May 1983 Press Kit-Las Vegas	Box 58, Folder 38
4 May 1983 Press Kit Photographs	Photographs Box 4, Folder 60
4 May 1983 Press Kit Photographs	Color Photographs Box 1, Folder 16
4 June 1983 Video Industry Record Sales Press Release	Box 58, Folder 39
6 June 1983 VCR Sales to Increase 50 Percent Press Release	Box 58, Folder 40
6 June 1983 8.5 Hours of Average VideoDisc Use Press Release	Box 58, Folder 41
6 June 1983 "The Muppet Movie" Press Release	Box 58, Folder 42
12 August 1983 5 New Video Products Press Release	Box 58, Folder 43
12 August 1983 Programmable VideoDisc Player Press Release	Box 58, Folder 44
14 September 1983 and 5 October 1983 CED Press Releases	Box 58, Folder 45

20 September 1983 “Video On the Move” Press Kit	Box 58, Folder 46
20 September 1983 “Video On the Move” Photographs	Photographs Box 4, Folder 61
20 September 1983 “Video On the Move” Photographs	Color Photographs Box 1, Folder 17
23 September 1983 Wood Cabinet Plant Closes	Box 58, Folder 47
2 October 1983 VideoDisc Sales Predictions Press Release	Box 58, Folder 48
5 October 1983 VideoDisc Player Press Release	Box 58, Folder 49
27 October 1983 Christmas Video Disc Promotion Photographs	Photographs Box 4, Folder 62
17 December 1983 “Color TV Celebrates 30 th Anniversary” Press Release	Box 58, Folder 50
1984 Dimensia System Press Release	Box 59, Folder 1
1984 “Magic Brain” Remote Control Photographs	Photographs Box 5, Folder 1
1984 VCR Line Photographs	Photographs Box 5, Folder 2
1984 VCR Line Photographs	Color Photographs Box 1, Folder 18
1984 8mm VCR System Photographs	Photographs Box 5, Folder 3
1984 Camcorder Line Photographs	Photographs Box 5, Folder 4
1984 Camcorder Line Photographs	Color Photographs Box 1, Folder 19
1984 ColorTrak Receiver VJM360R Photographs	Photographs Box 5, Folder 5
1984 VGM2022 and Modular Cabinets Photographs	Photographs Box 5, Folder 6
1984 Television Line Photographs	Photographs Box 5, Folder 7
1984 Rear Projection TVs Photographs	Photographs Box 5, Folder 8
1984 VideoDisc Line Photographs	Photographs Box 5, Folder 9

4 January 1984 "Small Wonder" Camera Press Kit	Box 59, Folder 2
4 January 1984 "Small Wonder" Camera Photographs	Photographs Box 5, Folder 10
7 January 1984 Winter CES Press Kit	Box 59, Folder 3
7 January 1984 Winter CES Press Photographs	Photographs Box 5, Folder 11
7 January 1984 Winter CES Press Photographs	Color Photographs Box 1, Folder 20
28 February 1984 Travel Via VideoDisc Press Kit	Box 59, Folder 4
28 February 1984 Travel Via VideoDisc Photographs	Photographs Box 5, Folder 12
8 March 1984 Designing for Video Press Kit	Box 59, Folder 5
8 March 1984 Designing for Video Photographs	Photographs Box 5, Folder 13
19 March 1984 Signal Seeking Color TV Press Release	Box 59, Folder 6
30 March 1984 Programmable VCR Press Kit	Box 59, Folder 7
4 April 1984 VideoDisc Phase Out Press Release with Related Material	Box 59, Folder 8
18 May 1984 SPP Press Kit	Box 59, Folder 9
18 May 1984 SPP Press Photographs	Photographs Box 5, Folder 14
18 May 1984 SPP Press Photographs	Color Photographs Box 1, Folder 21
21 May 1984 Stereo TV Press Release	Box 59, Folder 10
21 May 1984 GKC2056 Photographs	Color Photographs Box 1, Folder 22
9 June 1984 Summer CES Press Kits	Box 59, Folder 11
9 June 1984 Summer CES Photographs	Photographs Box 5, Folder 15
6 July 1984 8 New Models Press Release	Box 59, Folder 12
18 September 1984 Dimensia Fall Line and Promotional Effort Press Kit	Box 59, Folder 13
18 September 1984 Dimensia Fall Line and Promotional Effort Photographs	Color Photographs Box 1, Folder 23

10 October 1984 Space Mountain Press Release	Box 59, Folder 14
31 October 1984 Dimensia Press Kit	Box 59, Folder 15
31 October 1984 West Coast Dimensia Photographs	Photographs Box 5, Folder 16
1985 Camera and Recorder Photographs	Photographs Box 5, Folder 17
1985 "Small Wonder" CLC020 Photographs	Photographs Box 5, Folder 18
1985 "Small Wonder" CLC020 Photographs	Color Photographs Box 1, Folder 24
1985 Projection Dimensia TVs Photographs	Photographs Box 5, Folder 19
1985 Projection Dimensia TVs Photographs	Color Photographs Box 1, Folder 25
1985 XL-100 TV EKR295 Photographs	Photographs Box 5, Folder 20
1985 Projection TVs Photographs	Photographs Box 5, Folder 21
1985 Flatter, Larger TV Photographs	Photographs Box 5, Folder 22
1985 "Full Spectrum" Color TV Photographs	Photographs Box 5, Folder 23
5 January 1985 Winter CES Press Kit	Box 59, Folder 16
5 January 1985 Winter CES Photographs	Photographs Box 5, Folder 24
5 January 1985 Winter CES Photographs	Color Photographs Box 1, Folder 25
February 1985 Press Kit and Related Material	Box 59, Folder 17
February 1985 Press Photos	Photographs Box 5, Folder 25
February 1985 Press Photos	Color Photographs Box 1, Folder 27
11 April 1985 Design for Video Press Kit	Box 59, Folder 18
11 April 1985 Design for Video Photographs	Photographs Box 5, Folder 26

23 April 1985 Expansion of Color TV Press Release	Box 59, Folder 19
23 April 1985 Scranton Expansion Photographs	Photographs Box 5, Folder 27
May 1985 SPP Press Kit	Box 59, Folder 20
June 1985 Summer CES Press Kit	Box 59, Folder 21
June 1985 Summer CES Photographs	Photographs Box 5, Folder 28
21 August 1985 Non-system CD Player Press Release	Box 59, Folder 22
21 August 1985 CD180 Photographs	Photographs Box 5, Folder 29
23 August 1985 Recorder and Camera Combined Press Release	Box 59, Folder 23
23 August 1985 Color Camera and Recorder Combined Photographs	Photographs Box 5, Folder 30
10 September 1985 Digital Command Press Kit	Box 59, Folder 24
10 September 1985 Digital Command/Square Screen Photographs	Photographs Box 5, Folder 31
22 September 1985 CLR 200 Press Kit	Box 59, Folder 25
22 September 1985 CLR 200 Photographs	Photographs Box 5, Folder 32
22 September 1985 CLR 200 Photographs	Color Photographs Box 1, Folder 28
27 November 1985 Satellite Launch Press Release	Box 59, Folder 26
16 December 1985 CLR 200 Press Kit	Box 59, Folder 27
16 December 1985 CLR 200 Press Photographs	Photographs Box 5, Folder 33
16 December 1985 CLR 200 Press Photographs	Color Photographs Box 1, Folder 29
1986 Color TV Line Photographs	Photographs Box 5, Folder 34
1986 Color TV Line Photographs	Color Photographs Box 1, Folder 30
1986 VCR Linen Photographs	Photographs Box 5, Folder 35

1986 Camcorder Line Photographs	Photographs Box 5, Folder 36
1986 Camcorder Line Photographs	Color Photographs Box 1, Folder 31
1986 Broadcast Stereo Adapter Photographs	Photographs Box 5, Folder 37
1986 Dimensia-Audio and Visual Photographs	Photographs Box 5, Folder 38
1986 Dimensia-Audio and Visual Photographs	Color Photographs Box 1, Folder 32
January 1986 Winter CES Press Kit	Box 60, Folder 1
January 1986 Winter CES Photographs	Photographs Box 5, Folder 39
January 1986 Winter CES Photographs	Color Photographs Box 1, Folder 33
February 1986 Sauter Biography Press Release	Box 60, Folder 2
25 February 1986 Stereo TV Press Kit	Box 60, Folder 3
25 February 1986 Stereo TV Photographs	Photographs Box 5, Folder 40
10 March 1986 Halley's Comet Press Kit	Box 60, Folder 4
May 1986 SPP Press Kit	Box 60, Folder 5
12 May 1986 SPP Press Photographs	Photographs Box 5, Folder 41
1 June 1986 Summer CES Press Kit	Box 60, Folder 6
1 June 1986 Summer CES Photographs	Photographs Box 5, Folder 42
1 June 1986 Summer CES Photographs	Color Photographs Box 1, Folder 34
24 June 1986 Consumer Electronic Sales Press Release	Box 60, Folder 7
24 June 1986 Program for TV Dealers Press Release	Box 60, Folder 8
24 June 1986 New California Building Photographs	Color Photographs Box 1, Folder 35
21 August 1986 VCR and Color Monitor Press Kit	Box 60, Folder 9
21 August 1986 VCR VMT400 Photographs	Photographs

	Box 5, Folder 43
21 August 1986 VCR VMT400 Photographs	Color Photographs Box 1, Folder 36
11 December 1986 CPR100 Press Kit	Box 60, Folder 10
11 December 1986 CPR100 Photographs	Photographs Box 5, Folder 44
1987 Christmas Press Kit	Box 60, Folder 11
1987 Christmas Press Kit Photographs	Photographs Box 5, Folder 45
1987 TV Line Photographs	Photographs Box 5, Folder 46
1987 Camcorder Line Photographs	Photographs Box 5, Folder 47
1987 VCR Line Photographs	Photographs Box 5, Folder 48
1987 VCR Line Photographs	Color Photographs Box 1, Folder 37
1987 J. Newbrough Photographs	Photographs Box 5, Folder 49
1987 J. Newbrough Photographs	OVA Color Photographs Box 1, Folder 1
1987 CD Player Photographs	Photographs Box 5, Folder 50
8 January 1987 CES News Release	Box 60, Folder 12
10 January 1987 Expands Video Display Monitor Business Press Release	Box 60, Folder 13
1987 Spring GE Press Releases	Box 60, Folder 14
31 May 1987 Summer CES Press Kit	Box 60, Folder 15
31 May 1987 Summer CES Photographs	Photographs Box 5, Folder 51
31 May 1987 Summer CES Photographs	Color Photographs Box 1, Folder 38
1 June 1987 Increased Sales Projection Press Kit	Box 60, Folder 16
1 June 1987 Increased Sales Projection Photographs	Photographs Box 5, Folder 52

6 June 1987 Thomson buys RCA Press Release	Box 60, Folder 17
6 June 1987 Thomson Buys RCA Photographs	Photographs Box 5, Folder 53
25 August 1987 VHS 10 th Anniversary Press Kit	Box 60, Folder 18
25 August 1987 VHS 10 th Anniversary Photographs	Photographs Box 5, Folder 54
25 August 1987 VHS 10 th Anniversary Photographs	OVA Photographs Box 2, Folder 28
25 August 1987 VHS 10 th Anniversary Photographs	OVA Color Photographs Box 1, Folder 2
7 October 1987 Press Release and Relater Material	Box 60, Folder 19
7 October 1987 Press Photographs	Photographs Box 5, Folder 55
7 October 1987 Press Photographs	Color Photographs Box 1, Folder 39
10 December 1987 New York City Press Kit	Box 60, Folder 20
10 December 1987 Press Photographs	Photographs Box 6, Folder 1
1988 TV Line Photographs	Photographs Box 6, Folder 2
1988 TV Line Photographs	Color Photographs Box 1, Folder 40
1988 "Red Racer" GE Radio Photograph	Color Photographs Box 1, Folder 41
7 January 1988 Winter CES Press Kit	Box 61, Folder 1
7 January 1988 Winter CES Press Photographs	Photographs Box 6, Folder 3
7 January 1988 Spacemaker CSM055 Photographs	Photographs Box 6, Folder 4
10 May 1988 GE Press Kit	Box 61, Folder 2
10 May 1988 GE Press Photographs	Photographs Box 6, Folder 5
10 May 1988 RCA Press Kit	Box 61, Folder 3
10 May 1988 RCA Press Photographs	Photographs Box 6, Folder 6

25 May 1988 ACTV-Background Press Kit	Box 61, Folder 4
26 May 1988 TCE Organization Press Kit GE	Box 61, Folder 5
TCE Press Photographs-GE	Photographs Box 6, Folder 7
TCE Press Photographs-GE	Color Photographs Box 1, Folder 42
31 May 1988 Dimensia Press Release	Box 61, Folder 6
31 May 1988 Dimensia Photographs	Color Photographs Box 1, Folder 43
5 June 1988 Summer CES Press Kit-GE	Box 61, Folder 7
5 June 1988 Summer CES GE Photographs	Photographs Box 6, Folder 8
5 June 1988 Summer CES GE Photographs	Color Photographs Box 1, Folder 44
5 June 1988 Summer CES Press Kit-RCA	Box 61, Folder 8
5 June 1988 Summer CES RCA Photographs	Photographs Box 6, Folder 9
5 June 1988 Summer CES RCA Photographs	Color Photographs Box 1, Folder 45
6 June 1988 Spacemaker Press Kit	Box 61, Folder 9
6 June 1988 Spacemaker Photographs	Photographs Box 6, Folder 10
17 August 1988 Press Conference Kit	Box 61, Folder 10
17 August 1988 Press Photographs	Photographs Box 6, Folder 11
17 August 1988 Press Photographs	Color Photographs Box 1, Folder 46
17 October 1988 Christmas Press Kit	Box 61, Folder 11
17 October 1988 Christmas Photographs	Photographs Box 6, Folder 12
2 December 1988 HDTV Press Release and Related Material	Box 61, Folder 12
15 December 1988 Christmas Press Conference Kit	Box 61, Folder 13
15 December 1988 Christmas Press Photographs	Photographs Box 6, Folder 13

1989 The ATV Challenge Press Information	Box 61, Folder 14
1989 TV Line Photographs	Photographs Box 6, Folder 14
1989 TV Line Photographs	Color Photographs Box 1, Folder 47
1989 Camcorder Line Photographs	Photographs Box 6, Folder 15
1989 Camcorder Line Photographs	Color Photographs Box 1, Folder 48
1989 VCR Line Photographs	Photographs Box 6, Folder 16
1989 GE Camcorder Line Photographs	Photographs Box 6, Folder 17
1989 GE TV Line Photographs	Photographs Box 6, Folder 18
1989 GE Accessories Photographs	Photographs Box 6, Folder 19
1989 Camcorders Grow in Popularity CC360 Photograph	Photographs Box 6, Folder 20
7 January 1989 Winter CES Press Kit	Box 61, Folder 15
7 January 1989 Winder CES Press Photographs	Photographs Box 6, Folder 21
7 January 1989 Winder CES Press Photographs	Color Photographs Box 1, Folder 49
7 January 1989 HDTV Debut Press Kit	Box 61, Folder 16
6 February 1989 HDTV Update Press Release	Box 61, Folder 17
6 February 1989 Company Speaks to House Committee Press Release	Box 61, Folder 18
11 February 1989 First 52" TV Press Release	Box 61, Folder 19
1 March 1989 Pro Edit Camcorders	Box 61, Folder 20
15 March 1989 Two New Camcorders Press Release	Box 61, Folder 21
15 March 1989 Two New Camcorders Photographs	Photographs Box 6, Folder 22
20 April 1989 First Over-the-Air Transmission of ATV Signal Press Release	Box 61, Folder 22

May 1989 ACTC “Studio of Tomorrow” Photographs	Photographs Box 6, Folder 23
May 1989 ACTC “Studio of Tomorrow” Photographs	Color Photographs Box 1, Folder 50
May 1989 First Satellite Transmission Photographs	Photographs Box 6, Folder 24
4 June 1989 Product Press Releases and Related Material	Box 61, Folder 23
4 June 1989 Product Press Releases and Related Material Photographs	Photographs Box 6, Folder 25
3 July 1989 Product Press Releases	Box 61, Folder 24
25 July 1989 GE Press Kit	Box 61, Folder 25
25 July 1989 GE Press Photographs	Photographs Box 6, Folder 26
27 July 1989 Widescreen Picture Tube Press Release	Box 61, Folder 26
August 1989 50 th Anniversary of Color TV Press Kit	Box 61, Folder 27
August 1989 50 th Anniversary of Color TV Photographs	Photographs Box 6, Folder 27
August 1989 HDTV Demonstrated Photographs	Photographs Box 6, Folder 28
August 1989 HDTV Demonstrated Photographs	Color Photographs Box 1, Folder 51
24 August 1989 70 Years of Leadership Press Release	Box 61, Folder 28
21 September 1989 Holleran Presentation Press Kit	Box 61, Folder 29
21 September 1989 Indy Car Sponsorship Press Kit	Box 61, Folder 30
21 September 1989 Holleran Press Photograph and Indy Car Sponsorship Photographs	Photographs Box 6, Folder 29
21 September 1989 Holleran Press Photograph and Indy Car Sponsorship Photographs	Color Photographs Box 1, Folder 52
26 October 1989 “The Princeton Engine” and “Video Supercomputer” Press Releases	Box 61, Folder 31
30 October 1989 GE Camcorder Press Release	Box 61, Folder 32
1 November 1989 Position Change Press Release	Box 61, Folder 33

3 November 1989 Position Change Press Release	Box 61, Folder 34
6 December 1989 New York City Press Kit	Box 61, Folder 35
6 December 1989 New York City Press Photographs	Photographs Box 6, Folder 30
1990 Camcorder Models Photographs	Photographs Box 7, Folder 1
1990 Camcorder Models Photographs	Photographs Box 7, Folder 2
1990 GE Camcorder models Photographs	Photographs Box 7, Folder 3
1990 GE Camcorder models Photographs	Color Photographs Box 1, Folder 53
1990 TV Line Photographs	Photographs Box 7, Folder 4
1990 VCR Line Photographs	Photographs Box 7, Folder 5
1990 Indianapolis PC Broadline Photographs	Photographs Box 7, Folder 6
6 January 1990 Large Screen Color Television Press Kit	Box 62, Folder 1
6 January 1990 Large Screen Color Television Photographs	Photographs Box 7, Folder 7
17 January 1990 Indy 500 RCA Car Press Release	Box 62, Folder 2
13 February 1990 HDTV Press Release	Box 62, Folder 3
13 February 1990 Realities Facing HDTV Photographs	Color Photographs Box 1, Folder 54
17 May 1990 RCA Show Press Kit	Box 62, Folder 4
17 May 1990 Press Kit Photographs	Photographs Box 7, Folder 8
30 May 1990 New York City Press Kit	Box 62, Folder 5
30 May 1990 New York City Press Photographs	Photographs Box 7, Folder 9
30 May 1990 New York City Press Photographs	Color Photographs Box 1, Folder 55
30 May 1990 Foreign Production Plants Press Release	Box 62, Folder 6

3 June 1990 High-End Sales Press Kit	Box 62, Folder 7
3 June 1990 High-End Sales Photographs	Photographs Box 7, Folder 10
3 June 1990 High-End Sales Photographs	Color Photographs Box 1, Folder 56
24 September 1990 Proscan Press Release and Related Materials	Box 62, Folder 8
17 October 1990 50 Millionth Color TV Press Release	Box 62, Folder 9
17 October 1990 Press Kit Photographs	Photographs Box 7, Folder 11
17 October 1990 Press Kit Photographs	Color Photographs Box 1, Folder 57
31 October 1990 BBC Chooses TCE Press Release	Box 62, Folder 10
5 December 1990 Press Kit and Related Material	Box 62, Folder 11
5 December 1990 Press Kit Photographs	Photographs Box 7, Folder 12
1991 "Special Sections" Press Kit	Box 62, Folder 12
1991 "Special Sections" Press Photographs	Photographs Box 7, Folder 13
1991 TV Line Photographs	Photographs Box 7, Folder 14
1991 Camcorder Line Photographs	Photographs Box 7, Folder 15
1991 Camcorder Line Photographs	Color Photographs Box 1, Folder 58
1991 Gemstar VCR Plus+ Photographs	Photographs Box 7, Folder 16
1991 Gemstar VCR Plus+ Photographs	Color Photographs Box 1, Folder 59
10 January 1991 Winter CES Press Kit with Related Material	Box 62, Folder 13
10 January 1991 Winter CES Press Photographs	Photographs Box 7, Folder 17
12 January 1991 GE Villa-CES Press Kit	Box 62, Folder 14

12 January 1991 GE Villa- CES Photographs	Photographs Box 7, Folder 18
11 February 1991 16 X 9 Launch Press Kit	Box 62, Folder 15
11 February 1991 116 X 9 Launch Photographs	Color Photographs Box 1, Folder 60
21 February 1991 GE Press Conference Kit	Box 62, Folder 16
21 February 1991 GE Press Photographs	Photographs Box 7, Folder 19
4 March 1991 Bloomington Distribution Center Press Releases	Box 62, Folder 17
21 March 1991 Display at "Bright Home" Press Release	Box 62, Folder 18
26 March 1991 Production Starts in Bloomington Press Release	Box 62, Folder 19
26 March 1991 Production Starts in Bloomington Photographs	Photographs Box 7, Folder 20
May 1991 Management Position Shift Press Release	Box 62, Folder 20
1 May 1991 Contest to Name Mascot Press Release	Box 62, Folder 21
10 May 1991 Indy 500 Press Release	Box 62, Folder 22
22 May 1991 Press Kit	Box 62, Folder 23
22 May 1991 Photographs	Photographs Box 7, Folder 21
22 May 1991 Photographs	Color Photographs Box 1, Folder 61
24 May 1991 Press Release	Box 62, Folder 24
2 June 1991 Summer CES Press Kit	Box 62, Folder 25
2 June 1991 Summer CES Photographs	Photographs Box 7, Folder 22
2 June 1991 Summer CES Photographs	Color Photographs Box 1, Folder 62
28 June 1991 Design Award Press Release	Box 62, Folder 26
19 July 1991 Proscan Award Winner Press Release	Box 62, Folder 27
19 July 1991 Proscan Award Winner	Photographs Box 7, Folder 23

31 July 1991 Press Kit	Box 62, Folder 28
31 July 1991 Press Photographs	Photographs Box 7, Folder 24
5 August 1991 GE Line Press Kit	Box 62, Folder 29
5 August 1991 GE Line Photographs	Photographs Box 7, Folder 25
5 August 1991 GE Line Photographs	Color Photographs Box 1, Folder 63
7 August 1991 Bloomington Distribution Center Press Kit	Box 62, Folder 30
7 August 1991 Bloomington Distribution Center Photographs	Photographs Box 7, Folder 26
7 August 1991 Bloomington Distribution Center Photographs	Color Photographs Box 1, Folder 64
6 September 1991 Land for Park Press Kit	Box 62, Folder 31
17 September 1991 Branch Manager Press Release	Box 62, Folder 32
25 September 1991 Marketing Press Kit	Box 62, Folder 33
25 September 1991 Chipper Introduced Photographs	Photographs Box 7, Folder 27
24 October 1991 "XS Stereo Sound" Press Release	Box 62, Folder 34
28 October 1991 Product Management Press Release	Box 62, Folder 35
31 October 1991 Press Kit	Box 62, Folder 36
19 November 1991 RCA Championship Press Kit	Box 63, Folder 1
26 November 1991 Sales Prediction Press Release	Box 63, Folder 2
12 December 1991 "Videocrypt" Press Release	Box 63, Folder 3
16 December 1991 Proscan Press Conference Kit	Box 63, Folder 4
16 December 1991 Proscan Press Photographs	Photographs Box 7, Folder 28
16 December 1991 Proscan Press Photographs	Color Photographs Box 1, Folder 65
19 December 1991 Technology Group Press Release	Box 63, Folder 5
1992 Proscan Press Kit	Box 63, Folder 6
1992 Proscan TVs Photographs	Photographs

	Box 7, Folder 29
1992 Proscan TVs Photographs	Color Photographs Box 1, Folder 66
1992 TV Line Photographs	Photographs Box 7, Folder 30
1992 TV Line Photographs	Color Photographs Box 1, Folder 67
1992 16 X 9 Screen TVs Photographs	Photographs Box 7, Folder 31
1992 16 X 9 Screen TVs Photographs	Color Photographs Box 1, Folder 68
1992 Camcorder Line Photographs	Photographs Box 7, Folder 32
1992 Camcorder Line Photographs	Color Photographs Box 1, Folder 69
9 January 1992 Winter CES Press Kit	Box 63, Folder 7
9 January 1992 Winter CES Press Photographs	Photographs Box 7, Folder 33
23 January 1992 Proscan Press Release	Box 63, Folder 8
23 January 1992 Proscan Press Release	OMB 115, Box 2, Folder 12
31 January 1992 Advanced Television Research Consortium Press Kit	Box 63, Folder 9
31 January 1992 ATRC Press Photographs	Photographs Box 7, Folder 34
3 February 1992 Thomson to Provide DIRECTV Press Conference Kit	Box 63, Folder 10
3 February 1992 DIRECTV Photographs	Photographs Box 7, Folder 35
3 February 1992 DIRECTV Photographs	Color Photographs Box 1, Folder 70
12 February 1992 Broadcast of Winter Olympics Press Release	Box 63, Folder 11
14 February 1992 GE Sponsored America's Cup Press Release	Box 63, Folder 12
14 February 1992 America's Cup Photographs	Photographs Box 7, Folder 36

27 February 1992 10 Year Extension of GE Press Release	Box 63, Folder 13
March 1992 Positions Shift Press Release	Box 63, Folder 14
6 March 1992 Proscan Press Kit	Box 63, Folder 15
6 March 1992 Proscan Photographs	Photographs Box 7, Folder 37
11 March 1992 TCE-Popular Mechanics Design Honor Press Release	Box 63, Folder 16
15 April 1992 TCE Ground Breaking Press Kit and Press Releases	Box 63, Folder 17
15 April 1992 TCE Ground Breaking Photographs	Photographs Box 7, Folder 38
15 April 1992 TCE Ground Breaking Photographs	Color Photographs Box 1, Folder 71
28 April 1992 Position Shift Press Release	Box 63, Folder 18
3 May 1992 HDTV Press Releases	Box 63, Folder 19
6 May 1992 Press Kit	Box 63, Folder 20
6 May 1992 Press Kit Photographs	Photographs Box 7, Folder 39
6 May 1992 Press Kit Photographs	Color Photographs Box 1, Folder 72
29 May 1992 Summer CES Press Kit	Box 63, Folder 21
June 1992 Position Shift Press Releases	Box 63, Folder 22
30 June 1992 16 X 9 Screen TV Press Kit	Box 63, Folder 23
30 June 1992 16 X 9 Screen TV Photographs	Photographs Box 7, Folder 40
30 June 1992 Pairing Tennis and RCA Press Release	Box 63, Folder 24
11 August 1992 RCA Championship Press Kit	Box 63, Folder 25
18 August 1992 Closed Captioning Press Release	Box 63, Folder 26
20 August 1992 Bloomington RCA Championship Press Kit	Box 63, Folder 27
20 August 1992 Bloomington RCA Championship Photographs	Photographs Box 7, Folder 41

26 and 28 August 1992 Public Display Pres Releases	Box 63, Folder 28
September 1992 Info-theater with Gary Turner Photographs	Photographs Box 7, Folder 42
September 1992 Info-theater with Gary Turner Photographs	Color Photographs Box 1, Folder 73
2 and 3 September 1992 Publicity Press Releases	Box 63, Folder 29
17 September 1992 Marketing Press Kit	Box 63, Folder 30
17 September 1992 Marketing Press Kit Photographs	Photographs Box 7, Folder 43
30 September 1992 Advanced Television Research Consortium Press Kit	Box 64, Folder 1
30 September 1992 ATRC Photographs	Photographs Box 7, Folder 44
October 1992 Press Releases-Miscellaneous	Box 64, Folder 2
November 1992 Press Releases-Miscellaneous	Box 64, Folder 3
4 November 1992 GE Press Kit	Box 64, Folder 4
4 November 1992 GE Press Photographs	Photographs Box 7, Folder 45
5 November 1992 Two New Appointments at TCE Press Release	Box 64, Folder 5
13 December 1992 CinemaScreen Press Kit	Box 64, Folder 6
13 December 1992 CinemaScreen Press Photographs	Photographs Box 7, Folder 46
17 December 1992 Gift to IU Press Release	Box 64, Folder 7
1993 TV Line Photographs	Photographs Box 8, Folder 1
1993 TV Line Photographs	Color Photographs Box 1, Folder 74
1993 VCR Line Photographs	Photographs Box 8, Folder 2
1993 Camcorder Line Photographs	Photographs Box 8, Folder 3
1993 Camcorder Line Photographs	Color Photographs Box 1, Folder 75
1993 Hometheatre Display at Sears Photographs	Photographs

	Box 8, Folder 4
1993 Hometheatre Photographs	Photographs Box 8, Folder 5
1993 Hometheatre Photographs	Color Photographs Box 1, Folder 76
1993 3-D Sound Without Extra Speakers Photographs	Photographs Box 8, Folder 6
1993 3-D Sound Without Extra Speakers Photographs	Color Photographs Box 1, Folder 77
January 1993 Proscan 16 X 9 TV Photographs	Photographs Box 8, Folder 7
7 January 1993 Winter CES Press Kits	Box 64, Folder 8
7 January 1993 Winter CES Photographs	Photographs Box 8, Folder 8
7 January 1993 Winter CES Photographs	Color Photographs Box 1, Folder 78
9 January 1993 Press Kit	Box 64, Folder 9
9 January 1993 Press Kit Photographs	Photographs Box 8, Folder 9
19-22 February 1993 NAHB Show Press Kit	Box 64, Folder 10
19-22 February 1993 NAHB Show Photographs	Photographs Box 8, Folder 10
19-22 February 1993 NAHB Show Photographs	Color Photographs Box 1, Folder 79
March 1993 16 X 9 Proscan TVs Photographs	Photographs Box 8, Folder 11
March 1993 16 X 9 Proscan TVs Photographs	Color Photographs Box 1, Folder 80
24 March 1993 16 X 9 Widescreens Press Release	Box 64, Folder 11
31 March 1993 Cinemascreen TV Press Releases	Box 64, Folder 12
12 April 1993 LADD Press Kit	Box 64, Folder 13
12 April 1993 LADD Press Photographs	Photographs Box 8, Folder 12
12 April 1993 LADD Press Photographs	Color Photographs Box 1, Folder 81

5 May 1993 Sales Marketing Press Conference Kit	Box 64, Folder 14
5 May 1993 Press Kit Photographs	Photographs Box 8, Folder 13
5 May 1993 Press Kit Photographs	Color Photographs Box 1, Folder 82
6 May 1993 First Widescreen Bought Press Release	Box 64, Folder 15
6 May 1993 First Widescreen Purchase Photographs	Color Photographs Box 1, Folder 83
3 June 1993 DIRECTV CES Press Kit	Box 64, Folder 16
3 June 1993 Summer CES Press Kit	Box 64, Folder 17
3 June 1993 Summer CES Press Photographs	Photographs Box 8, Folder 14
3 June 1993 Summer CES Press Photographs	Color Photographs Box 1, Folder 84
14 July 1993 SBCA Convention Press Kit	Box 64, Folder 18
14 July 1993 SBCA Press Photographs	Photographs Box 8, Folder 15
19 August 1993 Marketing Press Kit	Box 64, Folder 19
19 August 1993 Marketing Photographs	Photographs Box 8, Folder 16
19 August 1993 Marketing Photographs	Color Photographs Box 1, Folder 85
15 October 1993 Home Theatre Press Kit	Box 64, Folder 20
15 October 1993 Home Theatre Photographs	Color Photographs Box 2, Folder 1
20 October 1993 "Player of the Year" Press Kit	Box 64, Folder 21
13 December 1993 Proscan Press Kit	Box 64, Folder 22
13 December 1993 Proscan Press Photographs	Photographs Box 8, Folder 17
13 December 1993 Proscan Press Photographs	Color Photographs Box 2, Folder 2
15 December 1993 DSS System Press Kit	Box 64, Folder 23
15 December 1993 DSS System Photographs	Photographs Box 8, Folder 18

1994 Winner of IDEA Silver Photographs	Color Photographs Box 2, Folder 3
5 January 1994 Winter CES Press Kit	Box 65, Folder 1
5 January 1994 Winter CES Photographs	Photographs Box 8, Folder 19
5 January 1994 Winter CES Photographs	Color Photographs Box 2, Folder 4
21 January 1994 NAHB Show Press Releases	Box 65, Folder 2
8 March 1994 "Player of the Year" Photographs	Photographs Box 8, Folder 20
8 March 1994 "Player of the Year" Press Kit	Box 65, Folder 3
20 March 1994 HDTV Grand Alliance Press Kit	Box 65, Folder 4
8 April 1994 GE- KitchenVision Press Kit	Box 65, Folder 5
8 April 1994 GE-KitchenVision Photographs	Photographs Box 8, Folder 21
8 April 1994 GE-KitchenVision Photographs	Color Photographs Box 2, Folder 5
14 April 1994 Hometheatre Press Kit	Box 65, Folder 6
14 April 1994 HomeTheatre Photographs	Photographs Box 8, Folder 22
14 April 1994 HomeTheatre Photographs	Color Photographs Box 2, Folder 6
20 April 1994 GE-KitchenVision Press Kit	Box 65, Folder 7
20 April 1994 GE-KitchenVision Photographs	Photographs Box 8, Folder 23
20 April 1994 GE-KitchenVision Photographs	Color Photographs Box 2, Folder 7
22 April 1994 TCE "Group Source of Year" Honor Press Release	Box 65, Folder 8
22 April 1994 TCE "Group Source of Year" Honor Photographs	Photographs Box 8, Folder 24
2 May 1994 Mother's Day Press Release	Box 65, Folder 9
19 May 1994 Grand Opening Indianapolis Press Kit	Box 65, Folder 10
19 May 1994 RCA Line Show Press Kit	Box 65, Folder 11

19 May 1994 RCA Line Show Photographs	Photographs Box 8, Folder 25
19 May 1994 RCA Line Show Photographs	Color Photographs Box 2, Folder 8
19 May 1994 Grand Opening Indianapolis Photographs	Photographs Box 8, Folder 26
19 May 1994 Grand Opening Indianapolis Photographs	Color Photographs Box 2, Folder 9
22 June 1994 Summer CES Press Kit	Box 65, Folder 12
22 June 1994 Summer CES Press Photographs	Photographs Box 8, Folder 27
22 June 1994 Summer CES Press Photographs	Color Photographs Box 2, Folder 10
23 June 1994 Press Kit	Box 65, Folder 13
23 June 1994 Press Kit Photographs	Photographs Box 8, Folder 28
23 June 1994 Press Kit Photographs	Color Photographs Box 2, Folder 11
July 1994 Press Releases-Miscellaneous	Box 65, Folder 14
3 August 1994 RCA Dome Press Kit	Box 65, Folder 15
5 August 1994 RCA Digital Satellite System Press Kit	Box 65, Folder 16
5 August 1994 RCA Digital Satellite Photographs	Photographs Box 8, Folder 29
24 August 1994 Law Suit Settled Press Release	Box 65, Folder 16
13 September 1994 Audio and Communications Press Conference Kit	Box 65, Folder 17
13 September 1994 Press Conference Photographs	Photographs Box 8, Folder 30
30 September 1994 Law Suit Settled Press Release	Box 65, Folder 18
3 October 1994 DSS Press Kit	Box 65, Folder 19
3 October 1994 DSS Photographs	Photographs Box 8, Folder 31
20 October 1994 Press Releases	Box 65, Folder 20
9 November 1994 Color TV 40 th Anniversary Press	Box 65, Folder 21

Kit and Related Material

9 November 1994 Color TV 40 th Anniversary Photographs	Photographs Box 8, Folder 32
9 November 1994 Color TV 40 th Anniversary Photographs	Color Photographs Box 2, Folder 12
25 November 1994 Position Shift Press Release	Box 65, Folder 22
11 December 1994 Proscan Press Kit	Box 65, Folder 23
11 December 1994 Proscan Press Photographs	Photographs Box 8, Folder 33
11 December 1994 Proscan Press Photographs	Color Photographs Box 2, Folder 13
5 January 1995 Winter CES Press Kit	Box 66, Folder 1
5 January 1995 Winter CES Photographs	Photographs Box 8, Folder 34
5 January 1995 Winter CES Photographs	Color Photographs Box 2, Folder 14
6 January 1995 Winter CES Press Kit	Box 66, Folder 2
7 January 1995 DSS Press Kit	Box 66, Folder 3
7 January 1995 DSS Photographs	Photographs Box 8, Folder 35
7 January 1995 DSS Photographs	Color Photographs Box 2, Folder 15
24 January 1995 DVD Press Kit	Box 66, Folder 4
24 January 1995 DVD Photographs	Photographs Box 8, Folder 36
27 January 1995 HomeTheatre Press Kit	Box 66, Folder 5
27 January 1995 HomeTheatre Line Photographs	Photographs Box 8, Folder 37
27 January 1995 HomeTheatre Line Photographs	Color Photographs Box 2, Folder 16
11 February 1995 RCA Digital Satellite System	Box 66, Folder 6
23 February 1995 Monster Cable Press Kit	Box 66, Folder 7
23 February 1995 Monster Cable Photographs	Color Photographs Box 2, Folder 17

March 1995 Joseph Clayton Press Release	Box 66, Folder 8
7 March 1995 RCA Sports Player Awards Press Kit	Box 66, Folder 9
7 March 1995 RCA Sports Player Awards Photographs	Photographs Box 8, Folder 38
7 March 1995 RCA Sports Player Awards Photographs	Color Photographs Box 2, Folder 18
15 March 1995 Projection Screen Press Kit	Box 66, Folder 10
15 March 1995 Projection Screen Photographs	Color Photographs Box 2, Folder 19
21 March 1995 TCE Earnings Press Kit	Box 66, Folder 11
10 April 1995 HDTV Grand Alliance Press Kit	Box 66, Folder 12
10 April 1995 HDTV Grand Alliance Photographs	Color Photographs Box 2, Folder 20
May 1995 Interactive Jukebox Press Kit	Box 66, Folder 13
May 1995 Robert Campbell Press Release	Box 66, Folder 14
4 May 1995 Thomson STAR Press Release	Box 66, Folder 15
Thomson STAR Photographs	Color Photographs Box 2, Folder 21
10 May 1995 Sun-TCE Press Kit	Box 66, Folder 16
10 May 1995 Sun-TCE Photographs	Photographs Box 8, Folder 39
25 May 1995 \$1 Million Winner Press Release	Box 66, Folder 17
25 May 1995 \$1 Million Winner Photographs	Color Photographs Box 2, Folder 22
26 May 1995 Lauren Christopher-DVD Development Press Release	Box 66, Folder 18
26 May 1995 Lauren Christopher Photographs	Photographs Box 8, Folder 40
6 June 1995 Line Show Press Kit	Box 66, Folder 19
6 June 1995 Line Show Photographs	Photographs Box 8, Folder 41
6 June 1995 Line Show Photographs	Color Photographs Box 2, Folder 23
19 June 1995 Line Show Press Kit	Box 66, Folder 20

19 June 1995 Line Show Photographs	Photographs Box 8, Folder 42
19 June 1995 Line Show Photographs	Color Photographs Box 2, Folder 24
21 June 1995 DIRECTV Latin America Press Release	Box 66, Folder 21
2 August 1995 Commercial Advance VCR Press Release	Box 66, Folder 22
21 September 1995 Press Release and Related Material	Box 66, Folder 23
21 September 1995 Press Release Photographs	Photographs Box 8, Folder 43
10 October 1995 Mexico CES Press Kit	Box 66, Folder 24
November 1995 Press Releases-Miscellaneous	Box 66, Folder 25
3 November 1996 NAHB Show Press Kit	Box 66, Folder 26
3 November 1995 NAHB Show Photographs	Color Photographs Box 2, Folder 25
8 November 1995 "Definitely Digital" Press Kit	Box 66, Folder 27
8 November 1995 "Definitely Digital" Photographs	Photographs Box 8, Folder 44
8 November 1995 "Definitely Digital" Photographs	Color Photographs Box 2, Folder 26
December 1995 Starsight Press Releases	Box 66, Folder 28
10 December 1995 Proscan Press Kit	Box 66, Folder 29
10 December 1995 Proscan Photographs	Photographs Box 8, Folder 45
1996 Satellite Press Kit	Box 67, Folder 1
1996 TV Line Photographs	Photographs Box 8, Folder 46
1996 VCR Line Photographs	Photographs Box 8, Folder 47
1996 VCR Line Photographs	Color Photographs Box 2, Folder 27
1996 Camcorder Line Photographs	Photographs Box 8, Folder 48

1996 Camcorder Line Photographs	Color Photographs Box 2, Folder 28
4 January 1996 Winter CES Press Kits	Box 67, Folder 2
4 January 1996 Winter CES Press Photographs	Photographs Box 8, Folder 49
4 January 1996 Winter CES Press Photographs	Color Photographs Box 2, Folder 29
27 January 1996 NAHB Show Press Kit	Box 67, Folder 3
27 January 1996 NAHB Show Photographs	Color Photographs Box 2, Folder 30
31 January 1996 CD Licensing Press Release	Box 67, Folder 4
13 February 1996 Brand Press Kit	Box 67, Folder 5
13 February 1996 Brand Press Photographs	Photographs Box 8, Folder 50
21 February 1996 Position Shift Press Release	Box 67, Folder 6
26 February 1996 Starsight Press Releases	Box 67, Folder 7
March 1996 Press Releases-Miscellaneous	Box 67, Folder 8
April 1996 Press Releases-Miscellaneous	Box 67, Folder 9
2 April 1996 "Genius Theatre" Press Kit	Box 67, Folder 10
2 April 1996 "Genius Theatre" Photographs	Color Photographs Box 2, Folder 31
7 May 1996 Product Preview Press Kit	Box 67, Folder 11
7 May 1996 Product Preview Photographs	Photographs Box 8, Folder 51
7 May 1996 Product Preview Photographs	Color Photographs Box 2, Folder 32
22 May 1996 RCA/Compaq Press Kit	Box 67, Folder 12
23 May 1996 TCE/Sun Press Kit	Box 67, Folder 13
28 May 1996 Press Kit	Box 67, Folder 14
28 May 1996 Press Photographs	Photographs Box 8, Folder 52
20 June 1996 TELE-TV Press Kit	Box 67, Folder 15
20 June 1996 Press Kit Photos	Photographs

	Box 8, Folder 53
11 July 1996 New Alliance Press Release	Box 67, Folder 16
17 July 1996 CD Player Press Kit	Box 67, Folder 17
17 July 1996 CD Player Press Photographs	Photographs Box 8, Folder 54
22 July 1996 Press Releases	Box 67, Folder 18
August 1996 Press Releases-Miscellaneous	Box 67, Folder 19
21 August 1996 Universal Accessories Press Kit	Box 67, Folder 20
21 August 1996 Universal Accessories Photographs	Photographs Box 8, Folder 55
September 1996 Press Releases-Miscellaneous	Box 67, Folder 21
6 September 1996 CEDIA Show Press Kit	Box 67, Folder 22
6 September 1996 CESIA Show Photographs	Color Photographs Box 2, Folder 33
October 1996 Press Releases-Miscellaneous	Box 67, Folder 23
November 1996 Press Releases-Miscellaneous	Box 67, Folder 24
4 November 1996 TV With Internet Access Press Kit	Box 67, Folder 25
15 November 1996 Remodeler's Show Press Kit	Box 67, Folder 26
15 November 1996 Remodeler's Show Photographs	Color Photographs Box 2, Folder 34
14 December 1996 Proscan Press Kit	Box 67, Folder 27
14 December 1996 Proscan Press Photographs	Photographs Box 8, Folder 56
14 December 1996 Proscan Press Photographs	Color Photographs Box 2, Folder 35
Ca. 1997 MGM DVD Titles Press Release	Box 68, Folder 1
1997 TV Line Photographs	Photographs Box 8, Folder 57
3 January 1997 Management Changes Press Release	Box 68, Folder 2
8 January 1997 Winter CES Press Kit	Box 68, Folder 3
8 January 1997 Winter CES Press Photographs	Color Photographs Box 2, Folder 36

9 January 1997 CES Press Kit	Box 68, Folder 4
9 January 1997 CES Press Kit Photographs	Photographs Box 8, Folder 58
10 January 1997 Winter CES-Digital Connections Press Kit	Box 68, Folder 5
25 January 1997 Home Builders Show Press Kit	Box 68, Folder 6
25 January 1997 Home Builders Show Photographs	Color Photographs Box 2, Folder 37
27 January 1997 Thomson, Avalon Partnership Press Release	Box 68, Folder 7
30 January 1997 Factory Closing Press Release	Box 68, Folder 8
4 February 1997 HDTV Press Release	Box 68, Folder 9
13 February 1997 Bloomington Branch Closure Press Kit	Box 68, Folder 10
24 February 1997 New Branch Managers-TCE Press Release	Box 68, Folder 11
26 February 1997 Children's Audio Products Press Release	Box 68, Folder 12
6 March 1997 Operating Loss Press Release	Box 68, Folder 13
8 March 1997 Thomson Press Release	Box 68, Folder 14
12 March 1997 Breton-New Position Press Release	Box 68, Folder 15
12 March 1997 RCA and Final Four Press Release	Box 68, Folder 16
13 and 19 March 1997 Remote Press Releases	Box 68, Folder 17
23 March 1997 Shelter Press Conference Kit	Box 68, Folder 18
23 March 1997 Shelter Press Photographs	Photographs Box 9, Folder 1
23 March 1997 Shelter Press Photographs	Color Photographs Box 2, Folder 38
26 March 1997 RCA MasterCard Press Release and Related Material	Box 68, Folder 19
27 March 1997 Converging Technologies Press Release	Box 68, Folder 20
7 April 1997 HDTV Press Release	Box 68, Folder 21
9 and 10 April 1997 DVD Press Kit	Box 68, Folder 22

9 April 1997 DVD Press Photographs	Photographs Box 9, Folder 2
10 April 1997 Bush/Thomson Partnership Press Release	Box 68, Folder 23
24 April 1997 Spyglass/Thomson Partnership Press Release	Box 68, Folder 24
28 April 1997 RCA/Compaq Partnership Press Release	Box 68, Folder 25
13 May 1997 Thomson/Sarnoff Corporation Press Release	Box 68, Folder 26
19 May 1997 NetChannel Press Release	Box 68, Folder 27
23 June 1997 New wireless TV System Press Release	Box 68, Folder 28
25 June 1997 HDTV Grand Alliance Press Release	Box 68, Folder 29
9 July 1997 NetChannel Press Release	Box 68, Folder 30
10 July 1997 Emmy for HDTV Role Press Release	Box 68, Folder 31
17 July 1997 Network Computer Press Kit	Box 68, Folder 32
22 July 1997 Management Change Press Release	Box 68, Folder 33
24 July 1997 Press Photographs	Photographs Box 9, Folder 3
29 July 1997 CD Player Press Kit	Box 68, Folder 34
29 July 1997 CD Player Photographs	Photographs Box 9, Folder 4
4 August 1997 Product Preview Press Kit	Box 68, Folder 35
4 August 1997 Product Preview Press Photographs	Photographs Box 9, Folder 5
11 August 1997 First Coach of the Year Press Release	Box 68, Folder 36
18 August 1997 NetChannel Press Kit	Box 68, Folder 37
19 August 1997 HomeTheatre Press Kit	Box 68, Folder 38
19 August 1997 Press Kit Photographs	Photographs Box 9, Folder 6
19 August 1997 Press Kit Photographs	Color Photographs Box 2, Folder 39

19 August 1997 Press Kit Photographs	Slide Bin 1: Slides 5
26 August 1997 NFL Sponsorship Press Kit	Box 68, Folder 39
9 September 1997 Divx Press Release	Box 68, Folder 40
18 September 1997 Cable Modem Standard Press Release	Box 68, Folder 41
29 September 1997 Compensation for Bloomington Closing Press Release	Box 68, Folder 42
10 October 1997 GE Super Radio III Press Release	Box 68, Folder 43
22 October 1997 DVD Promotion Release	Box 68, Folder 44
3 November 1997 NetChannel Press Kit	Box 68, Folder 45
26 November 1997 RCA Press Photos	DVD Box 1, Disc 2
13 December 1997 Proscan Press Kit	Box 68, Folder 46
13 December 1997 Proscan Press Photographs	Photographs Box 9, Folder 7
1998 TCE Consumer Electronics Show DVD	DVD Box 1, Disc 3
5 January 1998 Proscan Press Kit	Box 69, Folder 1
5 January 1998 Proscan Press Kit	OMB 115, Box 2, Folder 11
5 January 1998 Proscan Press Kit Photographs	Photographs Box 9, Folder 8
8 January 1998 Winter CES Press Kit	Box 69, Folder 2
8 January 1998 Winter CES Press Photographs	Photographs Box 9, Folder 9
8 January 1998 Winter CES Press Photographs	Color Photographs Box 2, Folder 40
8 – 12 January 1998 “RCA/ Thomson – CES” Various Coverage	Videotapes Box 3, Tape 2
1 February 1998 Press Releases	Box 69, Folder 3
23 February 1998 Product Photographs	Photographs Box 9, Folder 10
March 1998 Press Releases-Miscellaneous	Box 69, Folder 4
22 March 1998 Press Kit	Box 69, Folder 5

6 April 1998 Thee Distributors Press Release	Box 69, Folder 6
May 1998 Press Releases- Miscellaneous	Box 69, Folder 7
4 May 1998 Digital Cable Modem Press Kit	Box 69, Folder 8
27 May 1998 Dolby Press Release	Box 69, Folder 9
3 June 1998 Product Preview Press Kit	Box 69, Folder 10
3 June 1998 Product Preview Press Kit Photographs	Photographs Box 9, Folder 11
25 June 1998 New CD Player Press Release	Box 69, Folder 11
29 June 1998 HDTV Press Release and Presentation Transcripts	Box 69, Folder 12
29 June 1998 HDTV Press Release	OMB 115, Box 2, Folder 13
23 July 1998 Digital Press Release	Box 69, Folder 13
30 July 1998 Interactive TV Press Release	Box 69, Folder 14
August 1998 Press Releases-Miscellaneous	Box 69, Folder 15
18 August 1998 HDTV Press Releases	Box 69, Folder 16
18 August 1998 Product Photographs	Color Photographs Box 2, Folder 41
September 1998 Press Releases-Miscellaneous	Box 69, Folder 17
3 September 1998 DIRECTV/HDTV Press Kit	Box 69, Folder 18
3 September 1998 DIRECTV/HDTV Press Kit Photographs	Color Photographs Box 2, Folder 42
12 September 1998 Proscan Press Kit	Box 69, Folder 19
12 September 1998 Proscan Press Photographs	Photographs Box 9, Folder 12
12 September 1998 Proscan Press Photographs	Slide Bin 1: Slides 6-9
1 October 1998 DVD Press Kit	Box 69, Folder 20
1 October 1998 DVD Press Photographs	Color Photographs Box 2, Folder 43
12 October 1998 HDTV Launch Material	Box 69, Folder 21
13 October 1998 New GE Telephones Press Release	Box 69, Folder 22

20 and 28 October 1998 DIRECTV Press Kit	Box 69, Folder 23
28 October 1998 Digital HDTV Press Releases	Box 69, Folder 24
28 October 1998 U.S. Satellite Broadcasting Press Kit	Box 69, Folder 25
28 October 1998 Press Photographs	Photographs Box 9, Folder 13
28 October 1998 Press Photographs	Color Photographs Box 2, Folder 44
November 1998 Press Releases-Miscellaneous	Box 69, Folder 26
16 November 1998 Accessories Press Kit	Box 69, Folder 27
16 November 1998 Accessories	Photographs Box 9, Folder 14
2 December 1998 Cable Press Release	Box 69, Folder 28
12 December 1998 Proscan Press Kit	Box 69, Folder 29
12 December 1998 Proscan Pres Photographs	Color Photographs Box 2, Folder 45
18 December 1998 HDTV Demos Press Release	Box 69, Folder 30
6 January 1999 Winter CES Press Kit	Box 70, Folder 1
6 January 1999 Winter CES Press Kit	Box 70, Folder 2
6 January 1999 Winter CES Press Kit	Box 70, Folder 3
6 January 1999 Winter CES Press Photographs	Color Photographs Box 2, Folder 46
February 1999 GE and Gemstar Press Releases	Box 70, Folder 4
26 February 1999 GE Radio	Color Photographs Box 2, Folder 47
March 1999 Press Releases-Miscellaneous	Box 70, Folder 5
24 March 1999 Press Kit with Related Material	Box 70, Folder 6
24 March 1999 Press Kit Photographs	Color Photographs Box 2, Folder 48
April 1999 Press Releases-Miscellaneous	Box 70, Folder 7
20 April 1999 60 Years of TV and Future Concepts Press Kit	Box 70, Folder 8
20 April 1999 Press Kit Photographs	Photographs

	Box 9, Folder 15
20 April 1999 Press Kit Photographs	Color Photographs Box 2, Folder 49
1999 TCE 60 th Anniversary of TV Video	Videotapes Box 4, Tape 3
May 1999 Company Background and Executive Bio	Box 70, Folder 9
3 May 1999 Las Vegas Press Kit	Box 70, Folder 10
3 May 1999 Press Kit Photographs	Photographs Box 9, Folder 16
3 May 1999 Press Kit Photographs	Color Photographs Box 2, Folder 50
5 May 1999 Press Kit	Box 70, Folder 11
5 May 1999 Press Kit Photographs	Color Photographs Box 2, Folder 51
6 May 1999 Product Press Releases	Box 70, Folder 12
6 May 1999 Press Photographs	Photographs Box 9, Folder 17
15 May 1999 RadioShack Alliance Press Release	Box 70, Folder 13
June 1999 Business and Product Press Releases	Box 70, Folder 14
16 June 1999 "V-Chip" Press Kit	Box 70, Folder 15
16 June 1999 "V-Chip" Press Kit Photographs	Photographs Box 9, Folder 18
16 June 1999 "V-Chip" Press Kit Photographs	Color Photographs Box 2, Folder 52
July 1999 Business and Product Press Releases	Box 70, Folder 16
6 and 15 July 1999 Lyra Press Kit	Box 70, Folder 17
6 and 15 July 1999 Press Kit Photographs	Photographs Box 9, Folder 19
6 and 15 July 1999 Press Kit Photographs	Color Photographs Box 2, Folder 53
19 and 20 July 1999 Alcatel Press Kit	Box 70, Folder 18
20 July 1999 Summer CES Press Kit	Box 70, Folder 19
26 July 1999 TCE Press Photos	DVD Box 1, Disc 4

9 August 1999 SCM Microsystems Press Release	Box 70, Folder 20
19 August 1999 Product Press Kit	Box 70, Folder 21
19 August 1999 Product Press Photographs	Color Photographs Box 2, Folder 54
27 August 1999 European Business Press Releases	Box 70, Folder 22
20 September 1999 Pres Release-Miscellaneous	Box 70, Folder 23
25 September 1999 Proscan Press Kit	Box 70, Folder 24
25 September 1999 Proscan Press Photographs	Color Photographs Box 2, Folder 55
October 1999 Business and Product Press Releases	Box 70, Folder 25
6 October 1999 Lyra Launch Press Kit and Related Material	Box 70, Folder 26
6 October 1999 Lyra	Color Photographs Box 2, Folder 56
10 November 1999 Products Press Releases	Box 70, Folder 27
16 November 1999 TCE Press Photos	DVD Box 1, Disc 5
23 November 1999 Holiday Season Press Releases	Box 70, Folder 28
23 November 1999 Press Photographs	Color Photographs Box 2, Folder 57
1 December 1999 Press Releases-Miscellaneous	Box 70, Folder 29
6-10 December 1999 Press Kit	Box 70, Folder 30
6 and 8 December 1999 Press Photographs	Color Photographs Box 2, Folder 58
9 and 16 December 1999 Cable Press Kit	Box 70, Folder 31
9 and 16 December 1999 Cable Press Kit Photographs	Color Photographs Box 2, Folder 59
1999 Thomson IFA Berlin Fair DVD	DVD Box 1, Disc 6
1999 Mac. – MM36100SR/ DTC100	DVD Box 1, Disc 7
1999 TCE “Hot Products” Master	DVD Box 1, Disc 8
1999 TCE “Hot Products”	DVD Box 1, Disc 9
January 2000 Press Releases-Miscellaneous	Box 71, Folder 1
6 January 2000 Press Releases-Miscellaneous	Box 71, Folder 2

February 2000 Press Releases-Miscellaneous	Box 71, Folder 3
10 and 14 March 2000 X Bow and E-Book Press Releases	Box 71, Folder 4
April 2000 Press Releases-Miscellaneous	Box 71, Folder 5
17 April 2000 GE Press Photographs	Color Photographs Box 2, Folder 60
18 April 2000 Press Photographs	Color Photographs Box 2, Folder 61
25 April 2000 Product Press Photographs	Color Photographs Box 2, Folder 62
May 2000 Press Releases-Miscellaneous	Box 71, Folder 6
8 May 2000 Cable Press Kit	Box 71, Folder 7
8 May 2000 Cable Press Photographs	Color Photographs Box 2, Folder 63
19 May 2000 Press Photographs	Color Photographs Box 2, Folder 64
June 2000 Press Releases-Miscellaneous	Box 71, Folder 8
6 June 2000 RadioShack Press Kit	Box 71, Folder 9
6 June 2000 RadioShack	Photographs Box 9, Folder 20
6 June 2000 RadioShack	Color Photographs Box 2, Folder 65
12 June 2000 Press Kit	Box 71, Folder 10
12 June 2000 Press Kit Photographs	Photographs Box 9, Folder 21
20 June 2000 Press Photographs	Color Photographs Box 2, Folder 66
July 2000 Press Releases-Miscellaneous	Box 71, Folder 11
20 July 2000 Press Releases	Box 71, Folder 12
20 July 2000 Product Press Photographs	Color Photographs Box 2, Folder 67
9 and 10 August 2000 Press Releases	Box 71, Folder 13
18 August 2000 Press Releases	Box 71, Folder 14
8 September 2000 Press Releases-Proscan,	Box 71, Folder 15

DIRECTV, DVD

24 September 2000 e-Book Preview Press Release	Box 71, Folder 16
October 2000 Press Releases-Miscellaneous	Box 71, Folder 17
12 October 2000 e-Book Press Kit	Box 71, Folder 18
12 October 2000 e-Book Press Kit Photographs	Color Photographs Box 2, Folder 68
November 2000 Press Releases-Miscellaneous	Box 71, Folder 19
8 November 2000 Tech Photos	Color Photographs Box 2, Folder 69
29 November 2000 Cable Press Releases	Box 71, Folder 20
December 2000 Press Releases-Miscellaneous	Box 71, Folder 21
1 and 12 December 2000 Singingfish.com Search Engine Press Releases and Related Materials	Box 71, Folder 22
7 December 2000 Thomson Photos	DVD Box 1, Disc 13
15 December 2000 Press Photos	Color Photographs Box 2, Folder 70
2000 Thomson CES	DVD Box 1, Disc 10
2000 Thomson/RCA CES	DVD Box 1, Disc 11
2000 Thomson CE Accessory Images	DVD Box 1, Disc 12
2001 RCA Scenium Press Kit and Related Material	Box 72, Folder 1
January 2001 Press Releases-Miscellaneous	Box 72, Folder 2
5 January 2001 Digital Products Press Kit	Box 72, Folder 3
12 February 2001 Financial Results Press Information	Box 72, Folder 4
March 2001 Press Releases-Miscellaneous	Box 72, Folder 5
April 2001 Press Releases-Miscellaneous	Box 72, Folder 6
May 2001 Press Releases-Miscellaneous	Box 72, Folder 7
June 2001 Press Releases-Miscellaneous	Box 72, Folder 8
29 June 2001 TCE Multimedia Press Kit	DVD Box 1, Disc 14
July 2001 Press Releases-Miscellaneous	Box 72, Folder 9
August 2001 Press Releases-Miscellaneous	Box 72, Folder 10

2 August 2001 DIRECTV Press Kit	Box 72, Folder 11
8 August 2001 Thomson Multimedia	DVD Box 1, Disc 15
4 and 5 September 2001 Press Releases- Miscellaneous	Box 72, Folder 12
17 October 2001 Quarter Revenue Press Release	Box 72, Folder 13
November 2001 Press Releases-Miscellaneous	Box 72, Folder 14
13 December 2001 Gracenote Press Release	Box 72, Folder 15
2001 RCA Digital Products Introduction	DVD Box 1, Disc 16
2001 TCE Line Show	DVD Box 1, Disc 17
2001/2002 TCE Latin America Product Images – Master	DVD Box 1, Disc 18
7 January 2002 Press Kit	Box 72, Folder 16
8 and 10 January 2002 mp3 PRO and ST Microelectronics Press Releases	Box 72, Folder 17
14-30 January 2002 Business and Product Press Releases	Box 72, Folder 18
February 2002 Business Press Releases	Box 72, Folder 19
March 2002 Business and Product Press Releases	Box 72, Folder 20
April 2002 Business and Product Press Releases	Box 72, Folder 21
May 2002 Press Releases-Miscellaneous	Box 72, Folder 22
3 and 4 June 2002 DSL and MSN Press Releases	Box 72, Folder 23
July 2002 Business and Product Press Releases	Box 72, Folder 24
10 July 2002 Lyra Press Releases	Box 72, Folder 25
10 July 2002 RCA Scenium Line Review	DVD Box 1, Disc 22
August 2002 Business and Product Press Releases	Box 72, Folder 26
September 2002 Business and Product Press Releases	Box 72, Folder 27
October 2002 Business and Product Press Releases	Box 72, Folder 28
December 2002 Business and Product Press Releases	Box 72, Folder 29
2002 CES TMM PowerPoint	DVD Box 1, Disc 19
2002 CES Press Kit	DVD Box 1, Disc 20

2002 Scenium Press Kit	DVD Box 1, Disc 21
2002 RCA CES Press Kit	DVD Box 1, Disc 23
January 2003 Product and Business Press Releases	Box 73, Folder 1
8 January 2003 Scenium Press Kit	Box 73, Folder 2
8 January 2003 Scenium Press Kit Visuals	DVD Box 1, Disc 24
February 2003 Product and Revenue Press Releases	Box 73, Folder 3
March 2003 Product and Business Press Releases	Box 73, Folder 4
April 2003 Press Releases-Miscellaneous	Box 73, Folder 5
May 2003 Business Press Releases	Box 73, Folder 6
22 May 2003 Scenium Press Kit	Box 73, Folder 7
28 May 2003 Line Review	DVD Box 1, Disc 25
June 2003 Business and Outlook Press Releases	Box 73, Folder 8
July 2003 Product, Revenue, and Business Press Releases	Box 73, Folder 9
August 2003 Press Releases-Miscellaneous	Box 73, Folder 10
September 2003 Business Press Releases	Box 73, Folder 11
October 2003 Revenue and Business Press Releases	Box 73, Folder 12
November 2003 Product Press Releases	Box 73, Folder 13
2003 TCE CES Press Kit	DVD Box 1, Disc 26
January 2004 Product Press Releases	Box 73, Folder 14
March 2004 Business Press Releases	Box 73, Folder 15
23 March 2004 50 th Anniversary of Color TV Press Releases	Box 73, Folder 16
April 2004 Product Press Releases	Box 73, Folder 17
5 May 2004 Scenium Press Kit	Box 73, Folder 18
May 2004 RCA Scenium Photos	DVD Box 1, Disc 27
June 2004 Product Press Releases	Box 73, Folder 19
July 2004 Product Press Releases	Box 73, Folder 20
17 August 2004 GE Spacemaker Press Release	Box 73, Folder 21

September 2004 Product Press Releases	Box 73, Folder 22
November 2004 Scenium Press Release	Box 73, Folder 23
5 January 2005 Acoustic Research Press Releases	Box 74, Folder 1
January 2005 Product Press Releases	Box 74, Folder 2
February 2005 Product Press Release	Box 74, Folder 3
March 2005 Product Press Release	Box 74, Folder 4
April 2005 Product Press Releases	Box 74, Folder 5
June 2005 Product Press Releases	Box 74, Folder 6
July 2005 Product Press Releases	Box74 , Folder 7
August 2005 Product Press Releases	Box 74, Folder 8
September 2005 Product and Business Press Releases	Box 74, Folder 9
November 2005 Product Press Releases	Box 74, Folder 10
2005 RCA CES Press Kit	DVD Box 1, Disc 28
January 2006 Business and Product Press Releases	Box 74, Folder 11
April 2006 Product Press Releases	Box 74, Folder 12
May 2006 Product Press Release	Box 74, Folder 13
June 2006 Product Pres Releases	Box 74, Folder 14
July 2006 Product Press Releases	Box 74, Folder 15
October 2006 Product Press Release	Box 74, Folder 16
November 2006 Product Press Releases	Box 74, Folder 17
January 2007 Product Press Releases	Box 74, Folder 18
12 March 2007 Energy Efficiency Press Release	Box 74, Folder 19
1983 Product Preview Press Event Information	Box 74, Folder 20
1985 Product Preview Press Event Information	Box 74, Folder 21
1987 Product Preview Press Event Information	Box 74, Folder 22
16-22 March 1988 Press Event Information	Box 76, Folder 1
25 May 1988 ACTV-Press Event Information	Box 76, Folder 2
17 August 1988 Press Event Information	Box 76, Folder 3

10 and 11 May 1989 Product Preview Press Event Information	Box 76, Folder 4
1989 Summer CES Press Event Information	Box 76, Folder 5
1989 Winter CES Press Event Information	Box 76, Folder 6
January 1990 Winter CES Press Event Information	Box 76, Folder 7
22-26 March 1990 Press Event Information	Box 76, Folder 8
16 and 17 May 1990 Press Event Information	Box 76, Folder 9
30 May 1990 Camcorder Press Event Information	Box 76, Folder 10
June 1990 Summer CES Press Event Information	Box 76, Folder 11
August 1990 Press Event Information	Box 76, Folder 12
23 September 1990 Proscan Press Event Information	Box 76, Folder 13
17 and 18 October 1990 Press Event Information	Box 77, Folder 1
31 January 1991 Winter CES Press Event Information	Box 77, Folder 2
16 March 1991 Press Trip Information	Box 77, Folder 3
22 May 1991 Line Show Press Event Information	Box 77, Folder 4
9 June 1991 Summer CES Press Event Information	Box 77, Folder 5
7 August 1991 Dedication Press Event Information	Box 77, Folder 6
9 January 1992 Winter CES Press Event Information	Box 77, Folder 7
30 January 1992 Press Event Information	Box 77, Folder 8
31 January 1992 Press Event Information	Box 77, Folder 9
4 February 1992 Press Event Information	Box 77, Folder 10
6 May 1992 Line Show-Press Event Information	Box 77, Folder 11
19 August 1992 Press Event Information	Box 77, Folder 12
17 September 1992 Press Event Information	Box 77, Folder 13
28 September 1992 Press Event Information	Box 77, Folder 14
4 November 1992 GE Press Event Information	Box 78, Folder 1
31 March 1993 Press Event Information	Box 78, Folder 2
5 and 6 May 1993 Press Event Information	Box 78, Folder 3
3 June 1993 Summer CES Press Event Information	Box 78, Folder 4

19 August 1993 Press Event Information	Box 78, Folder 5
27 and 28 September 1993 Press Event Information	Box 78, Folder 6
1 December 1993 Paris Meeting Information	Box 78, Folder 7
11 and 12 December 1993 Proscan Press Event Information	Box 78, Folder 8
5 January 1994 Winter CES Press Event Information	Box 78, Folder 9
8 March 1994 Press Event Information	Box 78, Folder 10
19 and 20 May 1994 Line Show-Press Event Information	Box 78, Folder 11
22 June 1994 Summer CES Press Event Information	Box 78, Folder 12
9 November 1994 Press Event Information	Box 78 , Folder 13
24 January 1995 Press Event Information	Box 78, Folder 14
7 March 1995 Press Event Information	Box 78, Folder 15
10 May 1995 Press Event Information	Box 78, Folder 16
1997 Information on Press Releases and Correspondence	Box 78a, Folder 1
1989 CES Innovations '89	Box 78a, Folder 2
1992 Innovations '92 information	Box 78a, Folder 3
1992 Camcorders, Innovations '92	Box 78a, Folder 4
1992 Wireless Headphones, Innovations '92	Box 78a, Folder 5
1992 GE TVs, Innovations '92	Box 78a, Folder 6
1992 GE VCRs, Innovations '92	Box 78a, Folder 7
1992 VCRs, Innovations '92	Box 78a, Folder 8
1992 DVD player, Innovations '92	Box 78a, Folder 9
1992 TVs, Innovations '92	Box 78a, Folder 10
1992 ProScan TVs, Innovations '92	Box 78a, Folder 11
1992 ProScan VCR, Innovations '92	Box 78a, Folder 12
1994 Innovations '94	Box 78a, Folder 13
1994 Audio and Speakers, Innovations '95	Box 78a, Folder 14
1994 Cabinets, Innovations '95	Box 78a, Folder 15

1994 Phones, Innovations '95	Box 78a, Folder 16
1994 Accessories, Innovations '95	Box 78a, Folder 17
1994 Satellite Equipment, Innovations '95	Box 78a, Folder 18
1994 VCRs, Innovations '95	Box 78a, Folder 19
1994 Camcorders, Innovations '95	Box 78a, Folder 20
1994 TVs, Innovations '95	Box 78a, Folder 21
1994 Home Theatre, Innovations '95	Box 78a, Folder 22
1995 Home Theatre Cable, Innovations '96	Box 78a, Folder 23
1995 TVs, Innovations '96	Box 78a, Folder 24
1995 DVD Players, Innovations '96	Box 78a, Folder 25
1995 VCRs, Innovations '96	Box 78a, Folder 26
1995 Satellite Equipment, Innovations '96	Box 78a, Folder 27
1995 Remote Controls, Innovations '96	Box 78a, Folder 28
1995 Stereos, Innovations '96	Box 78a, Folder 29
1995 GE Phones and Answering Machines, Innovations '96	Box 78a, Folder 30
1995 GE TVs, Innovations '96	Box 78a, Folder 31
1995 GE Remote Controls, Innovations '96	Box 78a, Folder 32
1995 GE Radios, Innovations '96	Box 78a, Folder 33
1995 GE VCRs, Innovations '96	Box 78a, Folder 34
1995 ProScan Satellite Equipment, Innovations '96	Box 78a, Folder 35
1995 ProScan VCR, Innovations '96	Box 78a, Folder 36
1995 ProScan Remote Control, Innovations '96	Box 78a, Folder 37
1995 ProScan TVs, Innovations '96	Box 78a, Folder 38
1996 Miscellaneous Correspondence about Innovations and the Winners '97	Box 78b, Folder 1
1996 ProScan TV, Innovations '97	Box 78b, Folder 2
1996 RCA TVs, Innovations '97	Box 78b, Folder 3
1996 TV/VCRs, Innovations '97	Box 78b, Folder 4

1996 TV with PIP and Starsight, Innovations '97	Box 78b, Folder 5
1996 DVD Players, Innovations '97	Box 78b, Folder 6
1996 Home Security, Innovations '97	Box 78b, Folder 7
1996 Universal Remote, Innovations '97	Box 78b, Folder 8
1996 Miscellaneous Accessories, Innovations '97	Box 78b, Folder 9
1996 Telephones, Innovations '97	Box 78b, Folder 10
1996 Audio, Innovations '97	Box 78b, Folder 11
1996 Miscellaneous Audio/Communications, Innovations '97	Box 78b, Folder 12
1996 DSS, Innovations '97	Box 78b, Folder 13
1996 RCA/Compaq Miscellaneous, Innovations '97	Box 78b, Folder 14
1996 VCRs, Innovations '97	Box 78b, Folder 15
1996 Camcorders, Innovations '97	Box 78b, Folder 16
1997 Miscellaneous Correspondence about Innovations '98	Box 78b, Folder 17
1997 ProScan TVs, Innovations '98	Box 78b, Folder 18
1997 RCA TVs, Innovations '98	Box 78b, Folder 19
1997 DVD Players, Innovations '98	Box 78b, Folder 20
1997 Accessories, Innovations '98	Box 78b, Folder 21
1997 Telephones, Innovations '98	Box 78b, Folder 22
1997 Answer Machine, Innovations '98	Box 78b, Folder 23
1997 Radios, Innovations '98	Box 78b, Folder 24
1997 Miscellaneous Audio, Innovations '98	Box 78b, Folder 25
1997 DSS, Innovations '98	Box 78b, Folder 26
1997 RCA/Compaq, Innovations '98	Box 78b, Folder 27
1997 VCRs, Innovations '98	Box 78b, Folder 28
1997 Camcorders, Innovations '98	Box 78b, Folder 29

Series 8: Artifacts

CONTENTS

CONTAINER

Beethoven Symphony No.5, in C Minor (Opus 67) Records	2007.0265
“Dance of the Hours”/ “Kammenoi-Ostrow” Record	2007.0265
“Don’t Be Cross Waltz”/ “The Jolly Coppersmith” Record	2007.0265
“If You Look in Her Eyes”/”Blue Bird” Record	2007.0265
“Melody Land”/ “Cheer Up ‘Liza” Record	2007.0265
“Mother’s Hands”/ “When the Harvest Moon is Shining” Record	2007.0265
Tschaikowsky, Concerto No. 1, in B Flat Mino (Opus 23) Record	2007.0265
Tschaikowsky, Romeo and Juliet Overture Record	2007.0265
Tschaikowsky, Symphony No. 6, in B minor Record	2007.0265
“What Do You Do Sunday, Mark?”/ “Oh How She Lied to Me” Record	2007.0265
“You Can’t Make a Fool Out of Me”/ “Pal of My Dreams’ Record	2007.0265
Two RCA Color Samples from The US Alumination Corp.	2007.0265
ProScan Placard	2007.0265
GE Kitchen Phone Display and Instructions	2007.0265
RCA/ Indiana Pacers Official Bandana	2007.0265

Series 9: Visuals

CONTENTS	CONTAINER
RCA Presentation: Color TV: Yesterday, Today and Tomorrow	Videotapes Box 1, Tape 3
Predecessor of RCA Victor Building	Photographs Box 11, Folder 9
Berliner-Gramophone Store	Photographs Box 11, Folder 10
Miscellaneous Radio Photographs	Photographs Box 11, Folder 11
Radio Production Plant Photographs	Photographs Box 11, Folder 12

Victrola Photographs	Photographs Box 11, Folder 14
Victrola Photographs	OVA Photographs Box 2, Folder 29
Girl, dog, and Victrola	8 x 10 Acetate Negative
Prior to 1920 Radio Photographs	Photographs Box 11, Folder 15
1915 Victor Talking Machine Exhibit	Photographs Box 11, Folder 16
1920-1945 Product Photographs - Radios	Photographs Box 11, Folder 17
Product Photographs – Phonograph	OVA Photographs Box 2, Folder 30
Product Photographs –Super Hetrodyne	OVA Photographs Box 2, Folder 31
Product Photographs –Radio	OVA Photographs Box 3, Folder 1
c. 1920s Radio Photographs (1)	Photographs Box 11, Folder 18
c. 1920s Radio Photographs (2)	Photographs Box 11, Folder 19
1922-23 Product Photographs - Radiola	OVA Photographs Box 3, Folder 2
1924 Product Photographs - Radiola	OVA Photographs Box 3, Folder 3
1925-27 Product Photographs - Radiola	OVA Photographs Box 3, Folder 4
1925-28 Product Photographs - Radiola	OVA Photographs Box 3, Folder 5
1927-28 Product Photographs - Radiola	OVA Photographs Box 3, Folder 6
1928-30 Product Photographs - Radiola	OVA Photographs Box 3, Folder 7
1930s Radio Photographs	Photographs Box 12, Folder 2
1931-32 Product Photographs - Radio	OVA Photographs Box 3, Folder 8

1936 E-Line Photographs	Photographs Box 12, Folder 3
1937 Hindenburg Crash Photographs	Photographs Box 12, Folder 4
1937 and 1938 F-Line Photographs (1 of 3)	Photographs Box 12, Folder 5
1937 and 1938 F-Line Photographs (2 of 3)	Photographs Box 12, Folder 6
1937 and 1938 F-Line Photographs (3 of 3)	Photographs Box 12, Folder 7
1938-1939 G-Line Photographs (1 of 2)	Photographs Box 12, Folder 8
1938-1939 G-Line Photographs (2 of 2)	Photographs Box 12, Folder 9
1940s Radio Receivers Photographs	Photographs Box 12, Folder 10
1940s Radio Photographs	Photographs Box 12, Folder 11
1940-42 Product Photographs - Radio	OVA Photographs Box 3, Folder 9
1940-1941 J-Line Radio Photographs (1 of 3)	Photographs Box 12, Folder 12
1941-1942 J-Line Radio Photographs (2 of 3)	Photographs Box 12, Folder 13
1941-1942 J-Line Radio Photographs (3 of 3)	Photographs Box 12, Folder 14
1942-1943 M-Line Radio Photographs (1)	Photographs Box 13, Folder 1
1942-1943 M-Line Radio Photographs (2)	Photographs Box 13, Folder 2
1945-1946 Radio Photographs	Photographs Box 13, Folder 3
1947 Radio Photographs	Photographs Box 13, Folder 4
1948-1949 Radio Photographs	Photographs Box 13, Folder 5
1950 Personal, Small Radio Photographs	Photographs

	Box 13, Folder 6
1950s Radio Photographs	Photographs Box 13, Folder 7
1946 Victrola Photographs	Photographs Box 13, Folder 8
Phonograph Production-Cambridge, OH	Photographs Box 13, Folder 9
1947 Product Photographs	Photographs Box 13, Folder 10
1948-1949 Product Photographs	Photographs Box 13, Folder 11
Records Photographs	Photographs Box 13, Folder 12
1950s Radio Station for Korea	Photographs Box 13, Folder 13
Pre-1955 RCA Victor Photograph	OVA Photographs Box 3, Folder 10
1955 Sarnoff with Pocket Radio	OVA Photographs Box 3, Folder 11
Radio Photographs	Photographs Box 13, Folder 14
Radio Photographs	Color Photographs Box 3, Folder 45
Radio Photographs	OVA Photographs Box 3, Folder 12
Television Production Photographs	Photographs Box 13, Folder 15
Early Television Broadcasting	Photographs Box 13, Folder 16
Television Tubes	Photographs Box 13, Folder 17
1920-1945 Product Photographs - TV	Photographs Box 13, Folder 18
1920s Television Photographs	Photographs Box 13, Folder 19
1930s Television Photographs	Photographs Box 13, Folder 20

1939 First RCA Television and 1939 World Fair Photographs	Photographs Box 13, Folder 21
1939 World's Fair Exhibit	Photographs Box 13, Folder 22
1940s Television Photographs (1 of 3)	Photographs Box 14, Folder 1
1940s Television Photographs (2 of 3)	Photographs Box 14, Folder 2
1940s Television Photographs (3 of 3)	Photographs Box 14, Folder 3
1949 Television Projection and Control Panel	Photographs Box 14, Folder 4
Television Photographs	Photographs Box 14, Folder 5
1950s Television Photographs (1 of 2)	Photographs Box 14, Folder 6
1950s Television Photographs (2 of 2)	Photographs Box 14, Folder 7
1950s Television Photographs	Color Photographs Box 3, Folder 46
1950s Television Photographs	OVA Photographs Box 3, Folder 13
Television Tube Production	OVA Photographs Box 3, Folder 14
1950s Television Production at Bloomington Plant	Photographs Box 14, Folder 8
1950s Projection Photographs	Photographs Box 14, Folder 9
1950s Television Broadcasting	Photographs Box 14, Folder 10
1950s World's Fair Color Photography/ Color TV	4 x 5 Polyester Negative
1950s Color Television	Glass Slides Box 1, No. 1
1950s Color Television	Glass Slides Box 1, No. 2
1950s Color Television with Howdy Doody	Glass Slides Box 1, No. 3

1950s Television Control	Glass Slides Box 1, No. 4
1950s Television with Controls	Glass Slides Box 1, No. 5
1950s Color Television	Glass Slides Box 1, No. 6
1957 Color Television	Glass Slides Box 1, No. 7
1950s Color Television	Glass Slides Box 1, No. 8
1950s Color Television	Glass Slides Box 1, No. 9
1950s Color Television	Glass Slides Box 1, No. 10
1950s Color Television	Glass Slides Box 1, No. 11
1950s Color Television	Glass Slides Box 1, No. 12
Color Television Articles	Glass Slides Box 1, No. 13
1950s Color Television	Glass Slides Box 1, No. 14
1950s Color Television	Glass Slides Box 2, No. 1
1950s Color Television	Glass Slides Box 2, No. 2
RCA Victor Image	Glass Slides Box 2, No. 3
1950s Color Television	Glass Slides Box 2, No. 4
1950s Inside of a Television	Glass Slides Box 2, No. 5
1950s Inside of a Television	Glass Slides Box 2, No. 6
1950s Color Television	Glass Slides Box 2, No. 7
1950s Television Control	Glass Slides Box 2, No. 8

1950s Inside of a Television	Glass Slides Box 2, No. 9
1950s Inside of a Television	Glass Slides Box 2, No. 10
1950s Inside of Two Televisions	Glass Slides Box 2, No. 11
1950s Color Television	Glass Slides Box 2, No. 12
1950s Television	Glass Slides Box 2, No. 13
1950s Inside of a Television (without glass)	Glass Slides Box 2, No. 14
1950s Color Television (without glass)	Glass Slides Box 2, No. 15
1950s Television (without glass)	Glass Slides Box 2, No. 16
1951 Tricolor Television Picture Tube	Photographs Box 14, Folder 11
Color TV Public Showing	Photographs Box 14, Folder 12
1954 First Color Television	Photographs Box 14, Folder 13
1954 First Color Television	Color Photographs Box 3, Folder 47
1954 Television Photographs	Photographs Box 14, Folder 14
1 November 1957 Coffee Table Television	8 x 10 Acetate Negative
Backpack Television Transmitter	Photographs Box 14, Folder 15
Accessories Visuals	Photographs Box 15, Folder 1
Accessories Visuals	Color Photographs Box 3, Folder 48
Camcorder Photographs	Photographs Box 15, Folder 2
Camcorder Photographs	Color Photographs Box 3, Folder 49

Camcorder Photographs	OVA Photographs Box 3, Folder 15
Camera Photographs	Photographs Box 15, Folder 3
Camera Photographs	Color Photographs Box 3, Folder 50
VCR Photographs	Photographs Box 15, Folder 4
VCR Photographs	Color Photographs Box 3, Folder 51
DVD Player Photographs	Photographs Box 15, Folder 5
DVD Player Photographs	Color Photographs Box 3, Folder 52
Remote Control Photographs	Photographs Box 15, Folder 6
Remote Control Photographs	Color Photographs Box 4, Folder 1
ProScan Product Photographs	Photographs Box 15, Folder 7
ProScan Product Photographs	Color Photographs Box 4, Folder 2
All-in-One Photographs	Photographs Box 15, Folder 8
Telephone Photographs	Photographs Box 15, Folder 9
Telephone Photographs	Color Photographs Box 4, Folder 3
Nipper and Chipper Photographs	Photographs Box 15, Folder 10
Nipper and Chipper Photographs	Color Photographs Box 4, Folder 4
Radio Museum Photographs	Color Photographs Box 4, Folder 5
Photographs of People and Celebrities (1 of 2)	Photographs Box 15, Folder 11
Photographs of People and Celebrities	Color Photographs

	Box 4, Folder 6
Photographs of People and Celebrities (2 of 2)	Photographs Box 15, Folder 12
Joe Donahue Receives an Award	Color Photographs Box 4, Folder 7
Larry Byrd at Conseco Fieldhouse	Color Photographs Box 4, Folder 8
Space Launch	Photographs Box 15, Folder 13
Space Launch	Color Photographs Box 4, Folder 9
Portable Radio and Lyra Photographs	Photographs Box 15, Folder 14
Portable Radio and Lyra Photographs	Color Photographs Box 4, Folder 10
Genius Theatre Photographs	Photographs Box 15, Folder 15
Genius Theatre Photographs	Color Photographs Box 4, Folder 11
Home Theatre Photographs	Photographs Box 15, Folder 16
Home Theatre Photographs	Color Photographs Box 4, Folder 12
HDTV Photographs	Color Photographs Box 4, Folder 13
Television Photographs	Photographs Box 15, Folder 17
Television Photographs	Color Photographs Box 4, Folder 14
Television Photographs	OVA Photographs Box 3, Folder 16
1970s Television Photographs	Photographs Box 15, Folder 18
1970s Television Photographs	Color Photographs Box 4, Folder 15
August 1971 RCA Exhibits in Disney World	Photographs Box 15, Folder 19

1973 Color TVs go to Taiwan	Photographs Box 15, Folder 20
Jack Benny Dinner “Jack Benny’s First Farewell”	Photographs Box 15, Folder 21
Jack Benny’s Second Farewell and related material	OVA Photographs Box 3, Folder 17
1973 Digital Clock Radios	Photographs Box 15, Folder 22
1973 Photographs	Photographs Box 15, Folder 23
13 September 1973 Rowan and Martin TV Special	Photographs Box 15, Folder 24
13 September 1973 Rowan and Martin TV Special	OVA Photographs Box 3, Folder 18
Oct 1973 Bob Hope TV Special	Photographs Box 15, Folder 25
October 1979 Indianapolis Plant	Photographs Box 15, Folder 26
1980s Television Photographs	Photographs Box 15, Folder 27
1980s Television Photographs	OVA Photographs Box 3, Folder 19
1980s Television Photographs	Color Photographs Box 4, Folder 16
c. 1980 Space Mountain Construction Photographs	Photographs Box 15, Folder 28
c. 1980 Space Mountain Construction Photographs	Color Photographs Box 4, Folder 17
c. 1980 Space Mountain (1 of 2)	Photographs Box 15, Folder 29
c. 1980 Space Mountain (1 of 2)	Color Photographs Box 4, Folder 18
c. 1980 Space Mountain (2 of 2)	Photographs Box 15, Folder 30
c. 1980 Space Mountain	OVA Photographs Box 3, Folder 20
Photographs from Alain Gomez’s Visit to the Indianapolis Plant, 1987	Photographs Box 16, Folder 3

1988 Camcorder Photographs	Photographs Box 16, Folder 4
June 1988 Party Photographs (1 of 2)	Color Photographs Box 4, Folder 19
June 1988 Party Photographs (2 of 2)	Color Photographs Box 4, Folder 20
HDTV Meeting Photographs	Color Photographs Box 4, Folder 22
1990s Bloomington Plant	Photographs Box 16, Folder 7
1990s Bloomington Plant	Color Photographs Box 4, Folder 24
Bloomington NTSC Video	Videotapes Box 3, Tape 1
New Headquarters-Indianapolis	Photographs Box 16, Folder 8
New Headquarters-Indianapolis	Color Photographs Box 4, Folder 25
June 1990 Chicago Event Photographs	Color Photographs Box 4, Folder 26
May 1999 RCA – Lyra Product Introduction Video	Videotapes Box 4, Tape 1
PowerPoint docs	DVD Box 1, Disc 29
Scenium – RCA Electronic Press Kit Visuals	DVD Box 2, Disc 1
Scenium – Product Images and Logos	DVD Box 2, Disc 2
Scenium – CD Front Art	DVD Box 2, Disc 3
Scenium – New Master CD	DVD Box 2, Disc 4
Lyra – CES CD-ROM	DVD Box 2, Disc 5
Lyra – CES 6 Photos	DVD Box 2, Disc 6
Lyra – HD mp3/ mp3 pro	DVD Box 2, Disc 7
Lyra – RD900W Shots – Wireless	DVD Box 2, Disc 8
Lyra – TCE Multimedia CD-ROM	DVD Box 2, Disc 9
Lyra/DVD – TCE CES Photos	DVD Box 2, Disc 10

DVD – 3 DVD's-RCA/ CD-R/ ProScan	DVD Box 2, Disc 11
DVD – RC5225P Photos	DVD Box 2, Disc 12
DVD – RCA 3 DVD's/ CD-R	DVD Box 2, Disc 13
REB 1200 Minority	DVD Box 2, Disc 14
26965GE 1/3 & Thom Cordless 2 FNL	DVD Box 2, Disc 15
DTV1394 & DV1/HDMI	DVD Box 2, Disc 16
PSP4200	DVD Box 2, Disc 17
REB1100 & REB 1200 Photos	DVD Box 2, Disc 18
CC 9370 & CC 1005	DVD Box 2, Disc 19
PS27810, PSP4230SC, RD1000MINI, & RP5007	DVD Box 2, Disc 20
TCE – 8 Sets of Photos	DVD Box 2, Disc 21
SystemLink	DVD Box 2, Disc 22
TCE V-Chip Promo	DVD Box 2, Disc 23
4 Images of Early Radios	DVD Box 2, Disc 24
WebTV/ Transluents	DVD Box 2, Disc 25
TCE Manta Ray TV	DVD Box 2, Disc 26
TCE CC9370 & CDS1005	DVD Box 2, Disc 27
9 Images of RCA Advertisements and Postcards	DVD Box 2, Disc 28
9 Images of TVs, DVD Players, & Audio Devices/ CD-2	DVD Box 2, Disc 29
17 Images of Early Television	DVD Box 2, Disc 30
4 Black & White TV Images	DVD Box 2, Disc 31
8 Images of TVs and DVD Player/ CD-1	DVD Box 2, Disc 32
E13208GYSR/ F36665SR	DVD Box 2, Disc 33
Photoshop 1394 + HDMI/ .jpg	DVD Box 2, Disc 34
RCA HDTV Video	Videotapes Box 4, Tape 4
NFL Game Photographs	Photographs Box 16, Folder 9
NFL Game Photographs	Color Photographs Box 4, Folder 27

RCA Sports Photographs	Color Photographs Box 4, Folder 28
Television Photographs	Photographs Box 16, Folder 10
Television Photographs	Color Photographs Box 4, Folder 29
Miscellaneous Product Photographs	Photographs Box 16, Folder 11
Miscellaneous Product Photographs	Color Photographs Box 4, Folder 30
Miscellaneous Product Photographs	OVA Photographs Box 3, Folder 21
Miscellaneous Photographs	Photographs Box 16, Folder 12
Miscellaneous Photographs	Color Photographs Box 4, Folder 31

Series 10: DSS

CONTENTS

DSS National Launch: Television Coverage Video
(Part 1 of 2)

DSS National Launch: Television Coverage Video
(Part 2 of 2)

13 October 1994 DSS National Launch: Video News
Release

18 May 1994 DSS Video News Release: Jackson,
Mississippi

9 February 1994 RCA DSS Highlights from the 1994
Winter CES

1994 TCE RCA "DSS 1994" Tele-visions

Undated DSS Racing Press Releases

Undated Small Satellite Pres Release

Undated DSS Product Photographs

Undated DSS Product Photographs

CONTAINER

Videotapes
Box 1, Tape 1

Videotapes
Box 1, Tape 2

Videotapes
Box 2, Tape 1

Videotapes
Box 2, Tape 2

Videotapes
Box 2, Tape 3

Videotapes
Box 4, Tape 2

Box 79 , Folder 1

Box 79, Folder 2

Photographs
Box 10, Folder 1

Color Photographs
Box 3, Folder 1

Undated People and DSS Products Photographs	Photographs Box 10, Folder 2
Undated People and DSS Products Photographs	Color Photographs Box 3, Folder 2
Undated Satellite Photographs	Photographs Box 10, Folder 3
Undated Satellite Photographs	Color Photographs Box 3, Folder 3
Undated DSS Guide	Box 86, Folder 1
Undated User Interface Demo	Box 86, Folder 2
Undated DSS Brochures	Box 85, Folder 1
12 December 1991 VideoCrypt Scrambling Press Release	Box 79, Folder 3
February 1992 DirecTV Photographs	Photographs Box 10, Folder 4
3 February 1992 Thomson and News Datacom Press Release	Box 79, Folder 4
4 February 1992 Thomas Bracken Press Release	Box 79, Folder 5
4 February 1992 Participation in DBS Press Release	Box 79, Folder 6
20 February 1992 Keno Thomas Press Release	Box 79, Folder 7
March 1992 DirecTV Photographs	Photographs Box 10, Folder 5
March 1992 DirecTV Photographs	Color Photographs Box 3, Folder 4
11 March 1992 Richard Jensen Press Release	Box 79, Folder 8
7 April 1992 MPEG Encoding System Press Release	Box 79, Folder 9
22 April 1992 DBS in Rural America Press Release	Box 79, Folder 10
28 April 1992 James Meyer Press Release	Box 79 , Folder 11
11 May 1992 Lintas: Campbell-Ewald Press Release	Box 79, Folder 12
18 May 1992 David Baylor Press Release	Box 79, Folder 13
28 May 1992 Future Products Press Release	Box 79, Folder 14
13 July 1992 DirecTV Subsidiary Press Release	Box 79, Folder 15

29 July 1992 DirecTV Distribution Center Press Release	Box 79, Folder 16
13 August 1992 DirecTV Billing System Press Release	Box 79, Folder 17
19 August 1992 James Meyer Remarks Press Release	Box 79, Folder 18
9 September 1992 Matrixx Marketing Press Release	Box 79, Folder 19
28 September 1992 HDTV Overview Press Release	Box 79, Folder 20
30 September 1992 Thomson Polkolor Press Release	Box 79, Folder 21
1 October 1992 Stephen Ste. Marie Press Release	Box 79, Folder 22
15 October 1992 Sony Agreement Press Release	Box 79, Folder 23
21 October 1992 Dual-Payload Satellite Press Release	Box 79, Folder 24
28 October 1992 Louise Wildee Press Release	Box 79, Folder 25
5 November 1992 Steven Orland Press Release	Box 79, Folder 26
9 November 1992 Stanley Kozlowski Press Release	Box 79, Folder 27
24 November 1992 DBS Compression Demonstration Press Release	Box 79, Folder 28
1993 DSS Dish Photographs	Photographs Box 10, Folder 6
1993 DSS Dish Photographs	Color Photographs Box 3, Folder 5
1993 USSB Brochures	Box 85, Folder 2
1993 DirecTV Brochure	Box 85, Folder 3
1993 DSS Brochures	Box 85, Folder 4
1993 DSS Spec Sheets	Box 85, Folder 5
1993 DBS Advertisement	Box 85, Folder 6
January 1993 Meyer and O'Hara with DSS Photographs	Photographs Box 10, Folder 7
7 January 1993 Winter CES Highlights Press Release	Box 79, Folder 29
7 January 1993 Line of DBS Systems Press Release	Box 79, Folder 30
7 January 1993 DBS program Press Release	Box 79, Folder 31
February 1993 Custom Home Theater Pamphlet	OMB 115,

	Box 2, Folder 14
February 1993 Custom Home Theater Photographs	Photographs Box 10, Folder 8
February 1993 Custom Home Theater Photographs	Color Photographs Box 3, Folder 6
1 February 1993 Compression Labs Press Release	Box 79, Folder 32
14 February 1993 Rural Satellite Dealers Press Release	Box , Folder 33
14 February 1993 Rural Satellite Dealers Press Release Photographs	Photographs Box 10, Folder 9
18 February 1993 Hughes DirecTV Canada Press Release	Box 79, Folder 34
19 February 1993 Homebuilders Press Release	Box 79, Folder 35
March 1993 DSS/Hubbard Photographs	Color Photographs Box 3, Folder 7
3 March 1993 USSB and DBS Agreement Press Release	Box 79, Folder 36
11 March 1993 Channel Master Press Release	Box 79, Folder 37
12 March 1993 Consumer-Friendly Systems Press Release	Box 79, Folder 38
16 March 1993 JCPenney and USSB Press Release	Box 79, Folder 39
16 March 1993 DSS hardware and C-Cube Microsystems Press Release	Box 79, Folder 40
17 March 1993 HDTV Special Report Press Release	Box 79, Folder 41
21 April 1993 Sony and DirecTV Agreement Press Release	Box 79, Folder 42
4 May 1993 TVRO Dealer Agents Press Release	Box 79, Folder 43
4 May 1993 First Americans to Own Widescreen Proscan TV Photograph	Color Photographs Box 3, Folder 8
5 May 1993 Cable Programmers Press Release	Box 79, Folder 44
6 May 1993 MPEG Decoders Test Press Release	Box 79, Folder 45
20 May 1993 Hubbard Remarks Press Info	Box 79, Folder 46
20 May 1993 Launches 2 nd DirecTV Satellite Press Release	Box 79, Folder 47

27 May 1993 CBC and DirecTV Agreement Press Release	Box 79 , Folder 48
June 1993 Meyer and Christopher DSS Demonstration Photographs	Photographs Box 10, Folder 10
3 June 1993 Clayton Remarks Press Info	Box 79, Folder 49
3 June 1993 Satellite TV Service Press Release	Box 79, Folder 50
3 June 1993 DirecTV Press Releases	Box 79, Folder 51
4 June 1993 Evaluation of TV products Press Release	Box 79, Folder 52
9 June 1993 Hubbard chooses Oakdale, MN Press Release	Box 79, Folder 53
23 June 1993 Carl Wegener Press Release	Box 79, Folder 54
7 July 1993 DirecTV Signs 3 rd Major Motion Picture Studio Press Release	Box 79, Folder 55
14 July 1993 USSB Press Releases	Box 79, Folder 56
15 July 1993 SBCA Convention Press Kit	Box 79, Folder 57
15 July 1993 SBCA Convention Press Kit Photographs	Photographs Box 10, Folder 11
29 July 1993 DSS Uplink Center	Box 79, Folder 58
August 1993 Satellite Photographs	Photographs Box 10, Folder 12
August 1993 Satellite Photographs	Color Photographs Box 3, Folder 9
August 1993 Satellite installation Photographs	Photographs Box 10, Folder 13
August 1993 Satellite installation Photographs	Color Photographs Box 3, Folder 10
19 August 1993 Clayton Remarks Press Info	Box 79, Folder 59
19 August 1993 TV Receiver Sales Grow Press Release	Box 79, Folder 60
23 August 1993 John Degan Press Release	Box 79, Folder 61
27 August 1993 Home Theater models Photographs	Photographs Box 10, Folder 14
30 August 1993 DSS Group/McGuire Photograph	Photographs Box 10, Folder 15

September 1993 NRTC Signing Photographs	Photographs Box 10, Folder 16
September 1993 NRTC Signing Photographs	Color Photographs Box 3, Folder 11
4 October 1993 TVRO Market Press Release	Box 79, Folder 62
18 October 1993 USSB Chooses Sony Press Release	Box 79, Folder 63
19 October 1993 Sony Adopts DSS Technology Press Release	Box 79, Folder 64
10 October 1993 Sony Provides DBS Equipment Press Release	Box 79, Folder 65
28 October 1993 Bozell Worldwide, Inc. Press Release	Box 79, Folder 66
28 October 1993 DirecTV Delivers Medical Programming Press Release	Box 79, Folder 67
3 November 1993 Compression Labs Press Release	Box 79, Folder 68
12 November 1993 DSS Display at Swallens Press Release	Box 79, Folder 69
16 November 1993 Meyer Remarks Press Info	Box 79, Folder 70
16 November 1993 DSS and DirecTV Press Releases	Box 79, Folder 71
22 November 1993 First Satellite Shipped Press Release	Box 79, Folder 72
1 December 1993 AT&T Press Release	Box 79, Folder 73
7 December 1993 Paris Press Kit	Box 79, Folder 74
8 December 1993 DirecTV Adds 6 Services Press Release	Box 79, Folder 75
13 December 1993 1994 Forecast Press Release	Box 79, Folder 76
15 December 1993 USSB Press Releases	Box 79, Folder 77
15 December 1993 DSS Press Conference Kit	Box 79, Folder 78
15 December 1993 DSS Press Kit Photographs	Photographs Box 10, Folder 17
15 December 1993 DSS Press Kit Photographs	Color Photographs Box 3, Folder 12
17 December 1993 DBS Satellite Launch	Box 79, Folder 79

17 December 1993 First All-Digital Satellite Broadcast Service Press Release	Box 79, Folder 80
1994 DSS Information Booklet	Box 85, Folder 7
1994 DSS Brochures	Box 85, Folder 8
1994 DSS Photographs	Photographs Box 10, Folder 18
1994 DSS Photographs	Color Photographs Box 3, Folder 13
January 1994 Clayton and Meyer with DSS Display Photographs	Photographs Box 10, Folder 19
January 1994 Clayton and Meyer with DSS Display Photographs	Color Photographs Box 3, Folder 14
5 January 1994 USSB Press Kit	Box 80, Folder 1
5 January 1994 Sears, Circuit City , and ESPN Press Releases	Box 80, Folder 2
6 January 1994 Winter CES Press Kit	Box 80, Folder 3
6 January 1994 Winter CES Press Kit Photographs	Photographs Box 10, Folder 20
6 January 1994 Winter CES Press Kit Photographs	Color Photographs Box 3, Folder 15
20 January 1994 Dow Jones and USSB Press Release	Box 80, Folder 5
26 January 1994 Dealers to Sell DirecTV Press Release	Box 80, Folder 6
27 January 1994 Satellite Retailers offered DSS Press Release	Box 80, Folder 7
10 February 1994 SBCA Press Kit	Box 80, Folder 8
10 February 1994 SBCA Press Kit Photographs	Photographs Box 10, Folder 21
24 February 1994 Launches 2 nd DirecTV Satellite Press Release	Box 80, Folder 9
1 March 1994 Dealer Price List	Box 86, Folder 3
10 March 1994 TV Asia Signs with DirecTV Press Release	Box 80, Folder 10
31 March 1994 DirecTV Facility Press Release	Box 80, Folder 11
1 April 1994 DSS Installer Instructions	Box 86, Folder 4

May 1994 TV Models Photographs	Photographs Box 10, Folder 22
19 May 1994 Business Strategy Press Release	Box 80, Folder 12
June 1994 Three DSS Press Releases	Box 80, Folder 13
13 June 1994 Primestar Announcement Q&A	Box 86, Folder 5
16 June 1994 Jackson, MS Press Release	Box 80, Folder 14
16 June 1994 Jackson, MS Photographs	Color Photographs Box 3, Folder 16
17 June 1994 First DSS Sale Photographs	Photographs Box 10, Folder 23
20 June 1994 Shreveport, LA Press Release	Box 80, Folder 15
22 June 1994 Summer CES Press Kit	Box 80, Folder 16
22 June 1994 Summer CES Press Kit Photographs	Photographs Box 10, Folder 24
22 June 1994 Summer CES Press Kit Photographs	Color Photographs Box 3, Folder 17
22 June 1994 Weekend Sellout Press Release	Box 80, Folder 17
27 June 1994 Little Rock, AR Press Release	Box 80, Folder 18
29 June 1994 Tulsa, OK and Albuquerque, NM Press Releases	Box 80, Folder 19
13 July 1994 Indiana State Museum Press Release	Box 80, Folder 20
15 July 1994 Indianapolis Press Release	Box 80, Folder 21
22 July 1994 Winston-Salem, NC and Montgomery, AL Press Releases	Box 80, Folder 22
23 July 1994 DSS Press Conference Kit	Box 80, Folder 23
23 July 1994 DSS Press Conference Kit Photographs	Photographs Box 10, Folder 25
29 July 1994 Roanoke, VA and Greenville, SC Press Releases	Box 80, Folder 24
August 1994 DSS-22 High End System Photographs	Photographs Box 10, Folder 26
August 1994 DSS-22 High End System Photographs	Color Photographs Box 3, Folder 18

August 1994 Installer Guide	Box 86, Folder 6
August 1994 User's Manual	Box 86, Folder 7
4 August 1994 SBCA Convention Press Kit	Box 80, Folder 25
4 August 1994 SBCA Convention Press Kit Photographs	Photographs Box 10, Folder 27
5 August 1994 Expanding DSS Markets Press Release	Box 80, Folder 26
24 August 1994 Discover Award Press Release and Information	Box 80, Folder 27
September 1994 USSB Press Release	Box 80, Folder 28
September 1994 RCA Component of DSS Press Kit	Box 80, Folder 29
9 September 1994 West Virginia, Utah, and Iowa Press Releases	Box 80, Folder 30
28 September 1994 Bonus Program Press Release	Box 80, Folder 31
30 September 1994 Agenda for VIP Reception	Box 80, Folder 32
October 1994 DSS Market Press Kit	Box 80, Folder 33
October 1994 DSS Market Press Kit Photographs	Photographs Box 10, Folder 28
20 October 1994 National Launch Wrap-Up Report and Media Coverage	Box 80, Folder 34
24 October 1994 Monday Night Football Press Release	Box 80, Folder 35
28 October 1994 Portland, OR Press Release	Box 80, Folder 36
December 1994 Wireless Phone Jack System Photographs	Photographs Box 10, Folder 29
1995 NASCAR Winston Cup Press Kit	Box 81, Folder 1
1995 DSS Latin America Photographs	Photographs Box 10, Folder 30
1995 DSS Latin America Photographs	Color Photographs Box 3, Folder 19
1995 DSS Brochures	Box 85, Folder 9
1995 Satellites Advertisement	Box 85, Folder 10
1995 Training Publication	Box 86, Folder 8

1995 Owner's Manual	Box 86, Folder 9
January 1995 DSS Advertisement	Box 85, Folder 11
6 January 1995 DSS Press Conference Kit	Box 81, Folder 2
6 January 1995 DSS Press Conference Kit Photographs	Photographs Box 10, Folder 31
7 January 1995 Las Vegas Press Conference Kit	Box 81, Folder 3
7 January 1995 Las Vegas Press Kit Photographs	Photographs Box 10, Folder 32
7 January 1995 Las Vegas Press Kit Photographs	Color Photographs Box 3, Folder 20
February 1995 NASCAR Racing Team Photographs	Color Photographs Box 3, Folder 21
11 February 1995 NASCAR Team Sponsor Press Release	Box 81, Folder 4
18 February 1995 Pit Strategy Press Release	Box 81, Folder 5
28 February 1995 Edward Huguez Press Release	Box 81, Folder 6
14 March 1995 SBCA Press Kit	Box 81, Folder 7
14 March 1995 SBCA Press Kit Photograph	Color Photographs Box 3, Folder 22
15 March 1995 First Digital Recording of DSS Signal Photographs	Photographs Box 10, Folder 33
15 March 1995 First Digital Recording of DSS Signal Photographs	Color Photographs Box 3, Folder 23
22 March 1995 Consumer Sweepstakes Press Release	Box 81, Folder 8
26 March 1995 NASCAR Press Conference Kit	Box 81, Folder 9
30 March 1995 USSB April Programs Press Release	Box 81, Folder 10
4 April 1995 Variety/Wertheim Schroder Press Kit	Box 81, Folder 11
4 April 1995 D-VHS VCR Test Press Release	Box 81, Folder 12
11 April 1995 DirecTV and U.S. Navy Press Release	Box 81, Folder 13
13 April 1995 Erik Moe, Jr. Press Release	Box 81, Folder 14
17 April 1995 USSB and NRTC DSS Owners Press Release	Box 81, Folder 15
20 April 1995 One Millionth DSS Production Press	Box 81, Folder 16

Kit	
20 April 1995 One Millionth DSS production Press Kit	Photographs Box 10, Folder 34
24 April 1995 DirecTV Launch Date Press Release	Box 81, Folder 17
26 April 1995 USSB Press Release	Box 81, Folder 18
8 May 1995 Payment/Interest Plan Press Release	Box 81, Folder 19
9 May 1995 USSB and Sony Press Release	Box 81, Folder 20
10 May 1995 Interactive Conference Press Release	Box 81, Folder 21
16 May 1995 DirecTV and MGM Agreement Press Release	Box 81, Folder 22
18 May 1995 USSB Spotlight Press Release	Box 81, Folder 23
18 May 1995 DirecTV Expands Press Release	Box 81, Folder 24
22 May 1995 DirecTV and Liberty Satellite, and Linda Brill Press Releases	Box 81, Folder 25
June 1995 DSS Accessories Photographs	Photographs Box 10, Folder 35
June 1995 DSS Accessories Photographs	Color Photographs Box 3, Folder 24
7 June 1995 Adds 2 nd STARZ! Channel Press Release	Box 81, Folder 26
7 June 1995 Merchandising Programs Press Release	Box 81, Folder 27
9 June 1995 DirecTV Launches 3 rd Broadcast Press Release	Box 81, Folder 28
12 June 1995 Tony Wolf Press Release	Box 81, Folder 29
15 June 1995 Affinity Group, Inc. Press Release	Box 81, Folder 30
17 June 1995 Home Theater HiFi Show Press Kit	Box 81, Folder 31
17 June 1995 Home Theater HiFi Show Press Kit Photographs	Photographs Box 10, Folder 36
17 June 1995 Home Theater HiFi Show Press Kit Photographs	Color Photographs Box 3, Folder 25
19 June 1995 DirecTV Prepares Legal Action Press Release	Box 81, Folder 32
21 June 1995 Galaxy Latin America Press Release	Box 81, Folder 33

28 June 1995 Parental Control Press Release	Box 81, Folder 34
29 June 1995 Madison Square Garden Network Press Release	Box 81, Folder 35
30 June 1995 Fourth of July Campaign Press Release	Box 81, Folder 36
6 July 1995 Boxing on USSB Press Release	Box 82, Folder 1
7 July 1995 Radio Campaign Press Release	Box 82, Folder 2
21 July 1995 Tyson Press Release	Box 82, Folder 3
27 July 1995 DirecTV Upgrades Press Release	Box 82, Folder 4
3 August 1995 DSS-II Press Kit	Box 82, Folder 5
3 August 1995 DSS-II Press Kit Photographs	Photographs Box 10, Folder 37
3 August 1995 DSS-II Press Kit Photographs	Color Photographs Box 3, Folder 26
3 August 1995 DirecTV Financing Programs Press Release	Box 82, Folder 6
11 August 1995 \$1 Billion Business Press Release	Box 82, Folder 7
16 August 1995 USSB Component of DSS Press Kit	Box 82, Folder 8
16 August 1995 USSB Component Press Kit Photographs	Photographs Box 10, Folder 38
17 August 1995 SBCA Press Kit	Box 82, Folder 9
17 August 1995 SBCA Press Kit Photographs	Color Photographs Box 3, Folder 27
17 August 1995 DirecTV and Coppola Agreement Press Release	Box 82, Folder 10
22 August 1995 Major League Baseball Press Release	Box 82, Folder 11
24 August 1995 DirecTV Marketing/Communications Changes Press Release	Box 82, Folder 12
29 August 1995 DirecTV Adds HSN Press Release	Box 82, Folder 13
30 August 1995 USSB Featured Programs Press Releases	Box 82, Folder 14
5 September 1995 Civil Complaint Press Release	Box 82, Folder 15
6 September 1995 Home Training Service Press Release	Box 82, Folder 16

7 September 1995 GE Brand DSS Units Press Release	Box 82, Folder 17
8 September 1995 Mohawk Electronics Press Release	Box 82, Folder 18
12 September 1995 DirecTV Adds Newport Press Releases	Box 82, Folder 19
14 September 1995 Halloween Programming Press Release	Box 82, Folder 20
20 September 1995 Southwestern Bell Press Release	Box 82, Folder 21
21 September 1995 Tele-TV Contract Q&A	Box 82, Folder 22
26 September 1995 USSB Program Press Release	Box 82, Folder 23
27 September 1995 Four Leaders Press Release	Box 82, Folder 24
28 September 1995 Commission Program Press Release	Box 82, Folder 25
2 October 1995 NBA Team Package Press Release	Box 82, Folder 26
3 October 1995 Greatest Innovation Press Release	Box 82, Folder 27
10 October 1995 Mexico City Press Kit	Box 82, Folder 28
10 October 1995 Mexico City Press Kit Photographs	Photographs Box 10, Folder 39
13 October 1995 DirecTV in Alaska Press Release	Box 82, Folder 29
18 October 1995 DSS-II Press Event Kit	Box 82, Folder 30
18 October 1995 DSS-II Press Event Kit Photographs	Photographs Box 10, Folder 40
19 October 1995 DirecTV Website Press Release	Box 82, Folder 31
25 October 1995 USSB Press Releases	Box 82, Folder 32
25 October 1995 Three DSS Manufacturers Press Release	Box 82, Folder 33
30 October 1995 Austin Consumers Press Release	Box 82, Folder 34
1 November 1995 DirecTV Press Releases	Box 82, Folder 35
8 November 1995 Five Weeks Free Press Release	Box 82, Folder 36
13 November 1995 DirecTV Great Eight Press Release	Box 82, Folder 37
14 November 1995 Free-To-Guest Services Press Release	Box 82, Folder 38

29 November 1995 Movies in Letterbox Press Release	Box 82, Folder 39
1 December 1995 USSB Stock Press Release	Box 82, Folder 40
14 December 1995 USSB Christmas Press Releases	Box 82, Folder 41
28 December 1995 Blockbuster Movies Press Release	Box 82, Folder 42
1996 USSB Information Press Release	Box 83, Folder 1
1996 DSS Spec Sheets	Box 85, Folder 12
1996 DSS Brochure	Box 85, Folder 13
1996 DSS On-Screen Photographs	Color Photographs Box 3, Folder 28
1996 Tele-TV Photographs	Photographs Box 10, Folder 41
3 January 1996 Pay Per View Agreements Press Release	Box 83, Folder 2
4 January 1996 Larry Pesce with DSS Photographs	Photographs Box 10, Folder 42
4 January 1996 Larry Pesce with DSS Photographs	Color Photographs Box 3, Folder 29
6 January 1996 CES Press Kit	Box 83, Folder 3
6 January 1996 CES Press Kit Photographs	Photographs Box 10, Folder 43
8 January 1996 USSB and TVRO Press Release	Box 83, Folder 4
12 January 1996 USSB on DSS Press Release	Box 83, Folder 5
15 January 1996 DirecTV Program Packages Press Release	Box 83, Folder 6
19 January 1996 February Movies Press Release	Box 83, Folder 7
22 January 1996 AT&T and DirecTV Press Release	Box 83, Folder 8
1 February 1996 USSB Stock Press Release	Box 83, Folder 9
5 February 1996 "Tell-A-Friend" Sweepstakes Press Release	Box 83, Folder 10
6 February 1996 DirecTV and Command Video Press Release	Box 83, Folder 11

22 February 1996 Sundance Channel Press Release	Box 83, Folder 12
27 February 1996 USSB Entertainment Plus Press Release	Box 83, Folder 13
28 February 1996 Major League Baseball Press Release	Box 83, Folder 14
28 February 1996 Bruno-Tyson Bout Press Release	Box 83, Folder 15
3 March 1996 SBCA Press Kit	Box 83, Folder 16
3 March 1996 SBCA Press Kit Photographs	Photographs Box 10, Folder 44
4 March 1996 DirecTV Programs Press Release	Box 83, Folder 17
5 March 1996 USSB Marketing Campaign Press Releases	Box 83, Folder 18
11 March 1996 Microsoft Agreement Press Release	Box 83, Folder 19
12 March 1996 Robert Meyers Press Release	Box 83, Folder 20
18 March 1996 Sony Jumbo Tron Press Release	Box 83, Folder 21
22 March 1996 Easter Programming Press Release	Box 83, Folder 22
25 March 1996 AT&T Press Release	Box 83, Folder 23
29 March 1996 Progress Since IPO Press Release	Box 83, Folder 24
10 April 1996 USSB Programs Press Release	Box 83, Folder 25
11 April 1996 USSB Expansion and Awards Press Releases	Box 83, Folder 26
23 April 1996 USSB Results Press Release	Box 83, Folder 27
24 April 1996 USSB Wins Telly Press Release	Box 83, Folder 28
26 April 1996 DirecTV and Philips Partnership Press Release	Box 83, Folder 29
30 April 1996 USSB Offers Nick At Nite Press Release	Box 83, Folder 30
May 1996 Sales of Mini-dish Photograph	Photographs Box 10, Folder 45
3 May 1996 Susan Collins Press Release	Box 83, Folder 31
7 May 1996 Special Markets Press Release	Box 83, Folder 32
7 May 1996 Airtime to Presidential Candidates Press Release	Box 83, Folder 33

21 May 1996 Subscription Discount Press Release	Box 83, Folder 34
23 May 1996 Electronics Show Press Release	Box 83, Folder 35
23 May 1996 2nd Generation Line Press Release	Box 83, Folder 36
29 May 1996 DirecTV Seminar Press Release	Box 83, Folder 37
29 May 1996 USSB Boxing Programs Press Release	Box 83, Folder 38
3 June 1996 USSB Awards Press Releases	Box 83, Folder 39
4 June 1996 Advertising Campaign Press Release	Box 83, Folder 40
4 June 1996 Luis Miguel Press Release	Box 83, Folder 41
5 June 1996 \$100 Billion Projected Sales Press Release	Box 83, Folder 42
25 June 1996 DirecTV Adds 10 Channels Press Release	Box 83, Folder 43
27 June 1996 Initiative Taken Press Release	Box 83, Folder 44
28 June 1996 Earns Gold "Effie" Press Release	Box 83, Folder 45
28 June 1996 Gold "Effie" Press Release Photograph	Photographs Box 10, Folder 46
2 July 1996 Louis Zachary and Peter Frenzer Press Release	Box 83, Folder 46
8 July 1996 Eddy Hartenstein Press Release	Box 83, Folder 47
12 July 1996 Tom French Press Release	Box 83, Folder 48
15 July 1996 DirecTV Offers MSNBC Press Release	Box 83, Folder 49
24 July 1996 Subscriber Statistics Press Release	Box 83, Folder 50
1 August 1996 USSB Boxing Offer Press Release	Box 83, Folder 51
8 August 1996 Fiscal Results Press Release	Box 83, Folder 52
12 August 1996 Free DSS Hardware Press Release	Box 83, Folder 53
15 August 1996 SBCA Press Kit	Box 83, Folder 54
15 August 1996 SBCA Press Kit Photographs	Photographs Box 10, Folder 47
15 August 1996 SBCA Press Kit Photographs	Color Photographs Box 3, Folder 30
26 August 1996 Cash Back Offer Press Release	Box 83, Folder 55

26 August 1996 Marketing Press Releases	Box 83, Folder 56
23 September 1996 DirecTV Offers Specials Press Release	Box 83, Folder 57
24 September 1996 ToughWoman Championship Press Release	Box 83, Folder 58
24 September 1996 Targeted Products Press Release	Box 83, Folder 59
2 October 1996 DirecTV Programs and Providers Press Releases	Box 83, Folder 60
18 October 1996 DirecTV Delivers World Series Press Release	Box 83, Folder 61
18 October 1996 Patrick Milan Press Release	Box 83, Folder 62
21 October 1996 College Basketball on DirecTV Press Release	Box 83, Folder 63
22 October 1996 DirecTV and NBA Agreement Press Release	Box 83, Folder 64
23 October 1996 Activates 2 Millionth Subscriber Press Release	Box 83, Folder 65
29 October 1996 31 Supersonics Games Press Release	Box 83, Folder 66
30 October 1996 3 rd Annual Caribbean Muzik Festival Press Release	Box 83, Folder 67
31 October 1996 Night of Boxing Press Release	Box 83, Folder 68
4 November 1996 Free NFL Sunday Press Release	Box 83, Folder 69
21 November 1996 Growth of DSS Press Releases	Box 83, Folder 70
25 November 1996 DirecTV Great Eight Press Release	Box 83, Folder 71
25 November 1996 Clayton Resigns Press Release	Box 83, Folder 72
December 1996 Digital HDTV Advertisement	Box 85, Folder 14
2 December 1996 DirecTV Offers Health Network Press Release	Box 83, Folder 73
5 December 1996 James Meyer Press Release	Box 83, Folder 74
17 December 1996 Martin Scorsese Ad Campaign Press Release	Box 83, Folder 75
18 December 1996 USSB Delivers Midnight Mass Press Release	Box 83, Folder 76

1997 DSS Spec Sheet	Box 85, Folder 15
10 January 1997 Winter CES Press Kit	Box 84, Folder 1
10 January 1997 Winter CES Press Kit Photographs	Color Photographs Box 3, Folder 31
7 March 1997 DSS and NCAA Press Release	Box 84, Folder 2
12 March 1997 NCAA Final Four Press Release	Box 84, Folder 3
24 March 1997 SBCA Press Kit	Box 84, Folder 4
5 June 1997 DSS 3 Press Kit	Box 84, Folder 5
5 June 1997 DSS 3 Press Kit Photographs	Photographs Box 10, Folder 48
20 June 1997 Digital Road Press Release	Box 84, Folder 6
23 June 1997 Pacific Bell Press Release	Box 84, Folder 7
22 July 1997 John Kielty Press Release	Box 84, Folder 8
24 July 1997 SBCA Press Kit	Box 84, Folder 9
24 July 1997 SBCA Press Kit Photographs	Photographs Box 10, Folder 49
24 July 1997 SBCA Press Kit Photographs	Color Photographs Box 3, Folder 32
19 August 1997 TV Guide and DSS Press Kit	Box 84, Folder 10
19 August 1997 TV Guide and DSS Press Kit Photographs	Photographs Box 10, Folder 50
19 August 1997 TV Guide and DSS Press Kit Photographs	Color Photographs Box 3, Folder 33
26 August 1997 Sports Association Press Releases	Box 84, Folder 11
3 November 1997 Network Computer Press Kit	Box 84, Folder 12
15 December 1997 DSD Launch in Indonesia Photographs	Color Photographs Box 3, Folder 34
1998 DSS Spec Sheets	Box 85, Folder 16
9 January 1998 Consumer Electronics Show Press Kit	Box 84, Folder 13
9 January 1998 Consumer Electronics Show Press Kit Photographs	Color Photographs Box 3, Folder 35

22 January 1998 NFL Theme Park Press Release	Box 84, Folder 14
29 January 1998 Third Generation Press Release	Box 84, Folder 15
27 May 1998 New York Press Kit	Box 84, Folder 16
3 June 1998 Two Models Press Release	Box 84, Folder 17
10 June 1998 3 rd Generation Models Press Release	Box 84, Folder 18
15 June 1998 Five Millionth Shipment Press Release	Box 84, Folder 19
17 June 1998 Five Million Decoder/Receivers Press Release	Box 84, Folder 20
9 October 1998 Latin America Press Release	Box 84, Folder 21
2 December 1998 Field Trials Press Release	Box 84, Folder 22
12 December 1998 Ammirati Puris Lintas Press Release	Box 84, Folder 23
1999 DSS Spec Sheets	Box 85, Folder 17
1999 DSS TV Photographs	Color Photographs Box 3, Folder 36
11 March 1999 Satellite and Remote Photographs	Photographs Box 10, Folder 51
2000 DSS Spec Sheets	Box 85, Folder 18

Series 11: Miscellaneous

CONTENTS

Sarnoff's Note and Articles Sent to a Boy Scout Troop (with envelope)

Invitation to RCA SelectaVision Event (with envelope)

Consumer Electronics Reviews and Terminology Dictionary

1960s Customer Service Letters

US Alumination Corporation Letter Concerning RCA Coasters (with envelope)

Electronic Media Update, 1984

Indianapolis Museum of Art Publication featuring RCA Phonograph

CONTAINER

Box 105, Folder 1

Box 105, Folder 2

Box 105, Folder 3

Box 105, Folder 4

Box 105, Folder 5

Box 105, Folder 6

Box 105, Folder 7

Photo List, 1981	Box 105, Folder 8
Radiotron Detector	Box 105, Folder 9
Jack Wayman Article (Founded CES)	Box 105, Folder 10
Family Photo Letter to Sarnoff	Box 105, Folder 11
Adventures in Physics Letter (Father of Television)	Box 105, Folder 12
International Radio Consultative Committee (CCIR) Antenna Diagrams	Box 105, Folder 13
Television Programs, 1963	Box 105, Folder 14
RCA Championships Official Program, 1999	Box 105, Folder 15
Satellite Broadcasting and Communications Association Media Kit	Box 105, Folder 16
Magazines that Feature an RCA product	Box 105, Folder 17
1996 RCA Demo Disc – DVD Player	DVD Box 1, Disc 1

Series 12: Internal Correspondence and Publications

CONTENTS	CONTAINER
RCA notes n.d.	Box 96, Folder 8
June 1942 – 22 June 1944 RCA Memos	Box 96, Folder 9
January 1964 – 18 August 1968 RCA Family and News Letter	Box 96, Folder 10
1967 Memo on Module Coordinate	Box 96, Folder 11
1970 RCA Family	Box 96, Folder 12
1971 Memo on Proposed Schedule for VTP-R Program	Box 96, Folder 13
1972 RCA Newsletter, RCA Family, and RCA Service	Box 96, Folder 14
1973 Memos on Advertisement Photographs	Box 96, Folder 15
1973 RCA Family and Memo on RCA Family	Box 96, Folder 16
1974 RCA Family	Box 96, Folder 17
19 February 1975 Memo on Disney	Box 96, Folder 18
1976 Promotion Ideas for Better Incentive Programs	Box 96, Folder 19

1977 Memos	Box 96, Folder 20
1977 RCA Family	Box 96, Folder 21
1978 Memos Merv Griffin and 50 million TV sets	Box 96, Folder 22
1979 Memo SelectaVision Presentation, Memo on January sales, and on the '78 Annual Report	Box 96, Folder 23
1979 Training Topics	Box 96, Folder 24
1979 ProducTalk and RCA Family	Box 96, Folder 25
1980 Training Topics	Box 96, Folder 26
1980 ProducTalk and RCA Family	Box 96, Folder 27
1980 Training Pamphlet on RCA SelectaVision VideoDisc	OMB, Box 2, Folder 9
1981 Memos	Box 96, Folder 28
1981 Training Topics	Box 96, Folder 29
1981 ProducTalk, On the Street with Nipper, ProducTech, and RCA Engineer	Box 96, Folder 30
1981 Salaried Employees Handbook with Memo from K. U. Clary	Box 96, Folder 31
1982 Memo on May SPP	Box 96, Folder 32
1982 Training Topics	Box 96, Folder 33
1982 On the Street with Nipper, DSM, and Seminar Publication	Box 96, Folder 34
1983 Memos	Box 96, Folder 35
1983 Training Topics	Box 96, Folder 36
1983 ProducTech, ProducTalk, RCA Trend, and CED Videodisc News	Box 96, Folder 37
1983 Internal copies and notes on Mailings to EXCEL ONE HUNDRED members	Box 97, Folder 1
1984 Memos VideoDisc Audit and Strike-It-Rich Program and others	Box 97, Folder 2
1984 Training Topics and Workbook	Box 97, Folder 3
1984 ProducTech and RCA Trend	Box 97, Folder 4
1984 Dimensia Launch	Box 97, Folder 5

1984 Dimensia Launch, San Francisco	Photographs Box 16, Folder 2
1984 Dimensia	Box 97, Folder 6
January 1984 Memos	Box 97, Folder 7
February 1984 Memos	Box 97, Folder 8
March 1984 Memos (1 of 2)	Box 97, Folder 9
March 1984 Memos (2 of 2)	Box 97, Folder 8
April 1984 Memos	Box 98, Folder 1
May 1984 Memos	Box 98, Folder 2
June 1984 Memos	Box 98, Folder 3
July 1984 Memos	Box 98, Folder 4
August 1984 Memo	Box 98, Folder 5
September 1984 Memos	Box 98, Folder 6
October 1984 Memos	Box 98, Folder 7
November 1984 Memos	Box 98, Folder 8
December 1984 Memos	Box 99, Folder 1
January 1985 Memos (1 of 2)	Box 99, Folder 2
January 1985 Memos (2 of 2)	Box 99, Folder 3
February 1985 Memos	Box 99, Folder 4
March 1985 Memos (1 of 2)	Box 99, Folder 5
March 1985 Memos (2 of 2)	Box 99, Folder 6
April 1985 Memos	Box 99, Folder 7
May 1985 Memos	Box 100, Folder 1
June 1985 Memos (1 of 2)	Box 100, Folder 2
June 1985 Memos (2 of 2)	Box 100, Folder 3
July 1985 Memos	Box 100, Folder 4
August 1985 Memos	Box 100, Folder 5
September 1985 Memos (1 of 2)	Box 100, Folder 6
1985 Training Topics	Box 100, Folder 7

1985 ProducTalk	Box 100, Folder 8
1986 Memos	Box 100, Folder 9
1986 Training Topics	Box 100, Folder 10
1986 ProducTalk, ProducTech, and RCA Family Newsletter	Box 100, Folder 11
1986 RCA Policies	Box 100, Folder 12
1987 Memos	Box 100, Folder 13
1987 Training Topics	Box 100, Folder 14
1987 ProducTalk, Today's RCA, and Informations Magazine	Box 100, Folder 15
1987 Internal copies and notes on EXCEL Club letters and conference (1 of 2)	Box 101, Folder 1
1987 Internal copies and notes on EXCEL Club letters and conference (2 of 2)	Box 101, Folder 2
1987 RCA Consumer Electronics Procedures (1 of 2)	Box 101, Folder 3
1987 RCA Consumer Electronics Procedures (2 of 2)	Box 101, Folder 4
1988 Memos	Box 101, Folder 5
1988 RCA Consumer Electronics News, ProducTalk for RCA and GE, and Informations Magazine	Box 101, Folder 6
1988 Quality of Service Survey	Box 101, Folder 7
1989 Memos	Box 101, Folder 8
1989 Consumer Electronics News and TCE World	Box 101, Folder 9
1989 Employment Information	Box 101, Folder 10
1990 Thomson Magazines, Focus on Indianapolis, TCE World News , and Thomson World Roundup	Box 101, Folder 11
1990 Technical Excellence Recognition & Communication Dinner	Box 101, Folder 12
1991 Memos	Box 102, Folder 1
1991 Training Topics	Box 102, Folder 2
1991 Thomson Magazine, Thomson World Roundup, and TCE World News	Box 102, Folder 3
1992 Memos Including IDSA Memos from 1992-1994	Box 102, Folder 4

IDSA Photographs	Photographs Box 16, Folder 6
IDSA Photographs	Color Photographs Box 4, Folder 23
1992 Training Topics	Box 102, Folder 5
1992 TCE World News and Thomson World Roundup	Box 102, Folder 6
1992 Thomson Technology	Box 102, Folder 7
October – December 1993 Florida Meeting	Box 102, Folder 8
1993 Training Topics	Box 102, Folder 9
1993 World Review TCE	Box 102, Folder 10
1994 Training Topics	Box 102, Folder 11
1994 TCE World	Box 102, Folder 12
1995 Memos	Box 102, Folder 13
1996 Memos	Box 102, Folder 14
1 July 1997 – 10 February 1998 Leonard Guy Memos	Box 102, Folder 15
1998 Memos	Box 102, Folder 16
1998 Chain ReAction	Box 102, Folder 17
1999 Memos on Lyra and others	Box 102, Folder 18
2001 Memos	Box 102, Folder 19
Undated: GE Employee Product Purchase Plan, Salaried Employees' Handbook, and Career Guides	Box 102, Folder 20
Communicate: The Magazine of RCA, 1973-1975	Box 102, Folder 21
Communicate: The Magazine of RCA, 1976-1977	Box 102, Folder 22
Communicate: The Magazine of RCA, 1978-1980	Box 102a, Folder 1
Communicate: The Magazine of RCA, 1981-1983	Box 102a, Folder 2

SERIES 13: COMPANIES AFFILIATED WITH TCE/RCA

CONTENTS	CONTAINER
Aerostar Industry Co., INC.	Box 88, Folder 1
Altera Corp.	Box 88, Folder 2

AMD	Box 88, Folder 3
Amphion Semiconductor LTD.	Box 88, Folder 4
Analog Devices	Box 88, Folder 5
ANT	Box 88, Folder 6
Arianespace, INC.	Box 88, Folder 7
ATI Technologies INC.	Box 88, Folder 8
ATMEL	Box 88, Folder 9
AT&T/ Lucent Technologies (1 of 2)	Box 88, Folder 10
AT&T/ Lucent Technologies (2 of 2)	Box 88, Folder 11
Audio – Syracuse (1 of 2)	Box 89, Folder 1
Audio – Syracuse (2 of 2)	Box 89, Folder 2
BDTI	Box 89, Folder 3
Blue Ray/ Blue Laser	Box 89, Folder 4
CacheVision	Box 89, Folder 5
Carroll Gantz Design	Box 89, Folder 6
C-Cube	Box 89, Folder 7
Celstream	Box 89, Folder 8
Dataquest	Box 89, Folder 9
DIRECTV	Box 90, Folder 1
Disney	Box 90, Folder 2
Divio	Box 90, Folder 3
Earlham College	Box 90, Folder 4
Easyplug	Box 90, Folder 5
Efficient Channel Coding, INC. (ECC)	Box 90, Folder 6
Entrust	Box 90, Folder 7
Equator Technologies, INC. (1 of 2)	Box 90, Folder 8
Equator Technologies, INC. (2 of 2)	Box 90, Folder 9
ESCIENT	Box 90, Folder 10

ESS Technology, INC.	Box 90, Folder 11
ETM 3-SC	Box 90, Folder 12
Exatel Visual Systems, INC.	Box 90, Folder 13
Fonix Corp.	Box 90, Folder 14
Gemstar Technology Development LTD.	Box 90, Folder 15
Genesis Microchip	Box 90, Folder 16
Globespan/ Virata	Box 90, Folder 17
IBM – Power PC (1 of 2)	Box 91, Folder 1
IBM – Power PC (2 of 2)	Box 91, Folder 2
IDT	Box 91, Folder 3
iSuppli	Box 91, Folder 4
ISO 9001	Box 91, Folder 5
Key Tronic Corp.	Box 91, Folder 6
Libit Signal Processing Ltd.	Box 91, Folder 7
Lowe's	Box 91, Folder 8
Matrix Semiconductors	Box 91, Folder 8
Maxim Integrated Products	Box 91, Folder 9
Mentor Graphics Corp.	Box 91, Folder 10
Mexico Lab	Box 91, Folder 11
Micron Technology, INC.	Box 92, Folder 1
Microsoft	Box 92, Folder 2
M - Systems	Box 92, Folder 3
Network Computer, INC.	Box 92, Folder 4
Nucleus	Box 92, Folder 5
Oak Technologies	Box 92, Folder 6
On Demand	Box 92, Folder 7
Phoenix Technology	Box 92, Folder 8
PLX Technology, INC.	Box 92, Folder 9
Polaroid (1 of 3)	Box 92, Folder 10

Polaroid (2 of 3)	Box 93, Folder 1
Polaroid (3 of 3)	Box 93, Folder 2
Product Volumes	Box 93, Folder 3
Qualcomm	Box 93, Folder 4
Quantum/ Maxtor	Box 93, Folder 5
Rachis Corp.	Box 93, Folder 6
RADVision	Box 93, Folder 7
Rambus	Box 93, Folder 8
Raytheon Electronics	Box 93, Folder 9
Rockwell (1 of 2)	Box 93, Folder 10
Rockwell (2 of 2)	Box 94, Folder 1
S3	Box 94, Folder 2
Sarif, INC.	Box 94, Folder 3
Silicon Graphics, INC.	Box 94, Folder 4
Silicon Image, INC.	Box 94, Folder 5
Silicon Systems, INC.	Box 94, Folder 6
Spyglass	Box 94, Folder 7
Stanford Telecom	Box 94, Folder 8
S - Vision	Box 94, Folder 9
Synopsys, INC.	Box 94, Folder 10
Technicolor	Box 94, Folder 11
TeleCruz Technology, INC.	Box 94, Folder 12
Temic Telefunken RF Technology	Box 95, Folder 1
TeraLogic, INC. (1 of 2)	Box 95, Folder 2
TeraLogic, INC. (2 of 2)	Box 95, Folder 3
Top-TV	Box 95, Folder 4
TSMC	Box 95, Folder 5
Vocal Technologies Ltd.	Box 95, Folder 6

VM Labs (1 of 2)	Box 95, Folder 7
VM Labs (2 of 2)	Box 95, Folder 8
VTC, INC.	Box 95, Folder 9
Western Digital	Box 96, Folder 1
Wireless Computing	Box 96, Folder 2
Wright Line	Box 96, Folder 3
WSi	Box 96, Folder 4
Xynetix Design Systems, INC	Box 96, Folder 5
Zarlink Semiconductor	Box 96, Folder 6
Zoran Corp.	Box 96, Folder 7

CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

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3. Select "Call Number" from the "Search In:" box.
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5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.