

FEBRUARY
1951

RCA SERVICE COMPANY

NEWS



PUBLISHED BY AND FOR MEMBERS OF THE RCA SERVICE COMPANY, INC. —A RADIO CORPORATION OF AMERICA SUBSIDIARY

Meet 50's Service Star

BOB BAGGS won the Award of Merit for 1950. Picked as one of 15 out of more than 14,000 salaried RCA Victor employes, the company's manager of television service sales and merchandising was cited for *original ideas, solid salesmanship, organizing ability and merchandising talent of the first order.*

That's what the framed, gold-lettered merit scroll said, but to Service Company contract salesmen out around the country, it said: TV districts opening up new service branches, branches mushrooming from tiny shops to big sprawling offices, more and more pay checks run off, and, finally, television set owners swamping the Customer Relations section with letters praising the service they receive from RCA (*see pages 4 and 5*).

That's not all; chain reaction, starting here, affects instrument, tube and other manufacturing by creating an increased demand for RCA Victor products. That's the kind of job the Award of Merit recognizes. When a big company like RCA Victor breaks all production records, as it did in 1950, it means that a lot of workers had a hand in the breaking.

For this reason, more than usual interest was centered on '50's awards, which were presented January 20 at a formal dinner in Philadelphia's Barclay Hotel, by Frank M. Folsom, RCA president, and Walter A. Buck, RCA Victor's vice president and general manager (also a merit winner this year).

The sixth annual Award of Merit Society gathering was attended by 60 recipients of the honor in previous years, including the Service Company's president, Ed Cahill, also Bill Zaun, Merrill Gander and Bob Gray.

The embossed citation and a solid gold money clip—in which is set a miniature watch, engraved with the winner's name—are the only material rewards going with RCA's highest honor. Bob Baggs had "Jr." added to his name, to make his 13-year-old son happy.

Though Robert Nathaniel Baggs is fast and high-pressure on the job, he's quick with a smile, always takes time to be cordial. People like him.

He came to RCA first in 1930, as a high-average student from Iowa State, left in '42 to manage merchandising for the International Resistance Co., Phila. Six years later, he was called back to help pioneer our Consumer Products division, set up to stimulate sales of service contracts when they no longer were required to accompany TV set sales.

For meeting rapidly changing marketing conditions with attractive contracts, Bob wears the solid-gold trophy. All servicemen and phone clerks know about sales plans 1 and 2 for mass and special markets; the plan which offset the summer slump; and the "profit protection" program for last year's TV line. These were originated by the sales manager.

Bob was a supervisor in the old Victor printing plant at Camden. Here was produced all printed material—from service notes to record envelopes—and here he became interested in advertising.

Printing is a sub-career he picked up at college, working five nights a week as a compositor in a print shop. He did some newspaper reporting at this time, too; was on the staff of the university paper, and president of the debating team.

Boyhood summers were spent working on farms, surrounding his native Garner, Iowa, a county-seat municipality where his father was superintendent of schools. (Both parents were born in England.)

Bob's electronics background was acquired in Camden factories, where RCA put its new recruit from college. (One of the men he worked under is Jules Renhard, now of Victor's Washington office.)

Three years later, in '33, he went back to printing as assistant supervisor of the aforementioned printery; soon was transferred to advertising at Tubes, then in the late

(Continued on last page)



Bob Baggs

TTTTT Pays Off



MR. & MRS. WINTON FARENWALD, with the two little Farenwalds, have just returned from Havana after two weeks in the sun, all expenses paid by the Service Company.

Winner of the famous *Ticket To The Tropics* sales contest is a dark horse. The Technical Products installation and service specialist from the Cleveland district was among the top ten engineers for most of the year-long race, but didn't overtake entrants in the No. 1 & 2 spots until the last week.

Win's winning came as a surprise to everybody but Win—and the Mrs. and kids. He knew he was going to make this trip—the first thing he ever won in his life. He knew because of two things: he's sure of himself as a salesman and as an I & S engineer; and he wanted this luxury for the family. It was the only way he could load them on a boat. He nosed out pacesetters with a last-minute sale of RF (high-frequency heating) equipment to Good-

year.

This sales smash climaxed the most successful promotion ever staged by

the Technical Products division, including 1949's *Big Five*. And more engineers crowded under the wire than ever before.

Fifteen percent of the contracts were



WINTON FARENWALD

signed for the industrial line—beverage inspection machinery, electron microscopes, industrial sound, RF heat, TV film projectors, metal detectors, exact-weight scales—the remainder for theatre sound.

The industrial average was high in its field. GEORGE SANDORE, for eight years manager of the Atlanta district and recently appointed sales and merchandising manager of the TP division, predicts that Industrial "will account for at least 20 percent of total sales in '51."

Among the districts, Atlanta and Dallas raced neck-and-neck nearly all the way, with Atlanta nosing ahead in the last few weeks. Philadelphia and Cleveland came in third and fourth, respectively; and New York and Kansas City, fifth and sixth.

Last January, when Vice President W. L. Jones asked servicemen throughout the land, "How would you like to take your family on a tropical vacation trip free—next January?"—amethyst seas and papaya trees seemed a long way off.

During the summer when the mercury exploded out of the top of Fahren-

heit in southern districts, the idea wasn't even appealing. But the Ticket To The Tropics promotion shot ahead with terrific enthusiasm. Not only was the TTTT goal real palmy in itself, but those extra commissions the plan provided were a driving force even when the main event seemed in the bag.

The two runners at Win's heels were: FRED BASSETT, Atlanta, who led the pack for a short stretch after adding Wometco Theatres, Miami (26 movies), to the contract list; and BOB STOKLEY, Dallas, who specialized in sale of projection parts plans, and was the favorite to win. He was out front consistently, dropped to second place when Fred moved into No. 1 spot, and back to third when Win won.

Win Wins Watch

Also, there was an engraved, very expensive watch for top man in each district in a special "fourth-quarter" contest. These tickers were captured by J. A. THORNTON, Atlanta; G. W. HALBERG, Chicago; W. M. FARENWALD, Cleveland; S. C. BULLINGTON, Dallas; C. D. HOUGHIN, Kansas City; E. POTHIER, Los Angeles; M. L. STANSBURY, New York; G. P. KNAPP, Philadelphia; H. W. PROSSER, Pittsburgh; W. D. COOLEY, San Francisco.

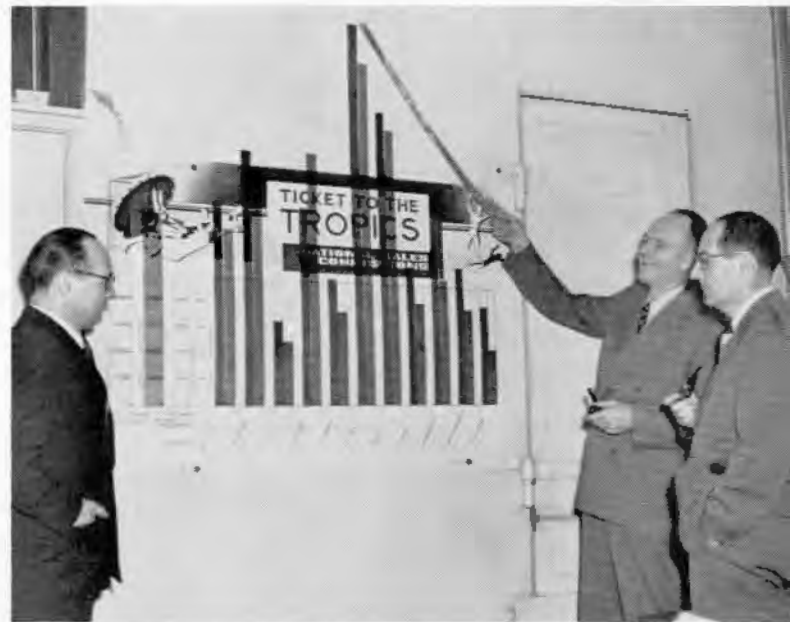
Engineers who earned \$50 each in commissions in the fourth quarter had their names placed in a drum for a \$200 drawing. Winner was E. I. KILKENNY, Boston.

To highlight the fact that every serviceman is a potential salesman—on the inside without having to talk his way in—the TP division inaugurated the 1950 Sales Plan, which included the TTTT race. Commissions were earned for new parts and service business in all product lines. This meant three percent for service contracts and ten percent for parts business.



↑
SURROUNDING Farenwald his bosses (l. to r.): Cleveland Regional Manager L. E. Swanson, Field Supervisor Floyd Armstrong, District Manager Hugh Frisbie

↓
VICE PRESIDENT W. L. JONES notifies winner by phone. Company execs standby (l. to r.): W. W. Jones, Dave Neill, advertising; A. Goodman, Mr. Jones, Carl Jahnson, President Ed Cohill



CARL JOHNSON, Operations head, points to overflowing district sales chart for W. W. Jones, Industrial boss (l.), and Adolph Goodman, Communications manager

Right there, every engineer had a big incentive to sell. Then, for the man who racked up the most commissions from January 1 until December 31, there was this tropical odyssey, all expenses paid up to \$1500.

Faraway Places

Where he went, who and how many he took, was his business. He might hop a flying boat to Hawaii, if there were just himself and wife, or he might go down and watch the sunset over the palms in Cuba, if he happened to have two children like Win's 4 & 8-year-olds.

Winton Farenwald has been with the Service Company since 1947, when he started as an I & S tech. Formerly he was with Westinghouse as a student engineer, and with Kelley-Koett as X-ray serviceman.

In the last war, Win was in the Signal Corps ('42-'46), attached to USAAF, served in Boca Raton, Fla., and England, where he taught radar counter measures. Originally from Philadelphia (Rnslyn), he took up stenography at Banks Business College there and electrical engineering at the University of Pennsylvania.

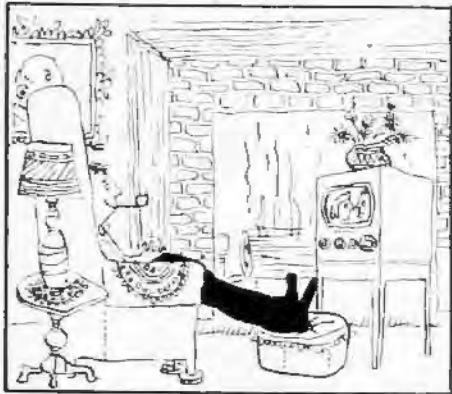
His pastime—aside from counting commissions—is building a home in Kent, Ohio.



Courtesy Keeps the Picture Pleasant

NOW IN DEEP WINTER, when a large part of the country is held indoors by rain and cold, if not by heavy snows, folks depend more than ever on their TV sets and on the men who can keep the pictures coming—RCA servicemen.

Naturally, the same crew which set up antennas in the balmy days of June and October still is expected to maintain those stacks in the snows and blows of November and February.



The result is, somebody's got to give. It would be nice if the customers would come through with patience, and understanding of the work backlogs which can pile up after a big storm, or a rush of holiday buying and subsequent adjustments.

But you can't count on that; you can only hope for it—and work toward it, says FRANK SMALTS, manager of the Consumer Complaint section. The way to work for it is to be, above all else, *courteous*, he points out; and he can roll out barrels of letters to prove his point.

Ever since the first TV branch opened up in L. I. City in 1945, the Service Company has been in receipt of an increasing number of letters commending the work, and manner, of its field techs.

We can do with more complimentary letters, however, or at least an ever-increasing, constantly-spreading public opinion along these lines.

Everybody talks, and many customers shout—one way or another. It's up to the RCA serviceman whether the decibels rise on *Three-Cheers for RCA!* or *Down with RCA!*

"When I was told I couldn't get any service, after all my pleadings, well, I just felt like shouting from the rooftop

—"Never buy an RCA!"—wrote a Bronx woman to BEN HARVEY, of the complaint section.

"Now, Mr. Harvey, after your quick response to my phone call, words can't express my gratitude. You know, it's people like you that make the RCA outfit."



Again from the Bronx came appreciation, this time for DONALD E. DUFORD: "Since our last letter we have had two men do a real job on our set . . . it would be a pleasure to recommend your service." Over in Brooklyn, SALVADORE DESPOSITO drew a letter for kindness and *courtesy*.

Customers are persistent in getting what they want, what they've paid for. Sometimes their feelings get a bit ruffled about what seems to be shortcomings in this direction.

But as soon as the job is squared-away; as soon as a representative is found who'll listen *courteously* and act efficiently, all's forgiven—and another RCA salesman is on the road.

Take this letter from Brooklyn, for example: "After quite a few calls to the main office of your concern, I was finally referred to OLIVER D. BROWN, of your Bushwick office. Immediately upon my first contact with Mr. Brown, I succeeded in receiving the kind of service RCA people are supposed to give. My receiver has been put in usable condition through his untiring efforts; Mr. Brown certainly has the RCA interests at heart. If you had more employes of the same caliber and initiative, the reputation of RCA would never be questioned."

There were several other thankful notes from the Brooklyn area: S. GEORGE ROSS, Sheepshead Bay, got two: "Just a note to thank you for your

splendid cooperation . . ." and "I would like to express my appreciation to Mr. Frank Folsom for the excellent service given me by your Mr. Ross. I have had many difficulties, and he always has been most willing to discuss them and see that everything possible is done to correct them. . . . It is a pleasure to deal with Mr. Ross, and I want you to know how grateful I am for his *courtesy*."

S. H. SYMOLON, Springfield Gardens manager, was thanked for the assistance of RAYMOND WEBB, and everyone



at the branch was wished a happy New Year.

CHARLES MENDEZ, Jr., of the same location, was praised for "such efficiency, cheerfulness and cleanliness that I felt I had to put in a good word for him. It was raining hard that day and working on a roof would be enough to sour anyone's disposition. I hope in the future I will be as satisfied with your service as I am now with Mr. Mendez."



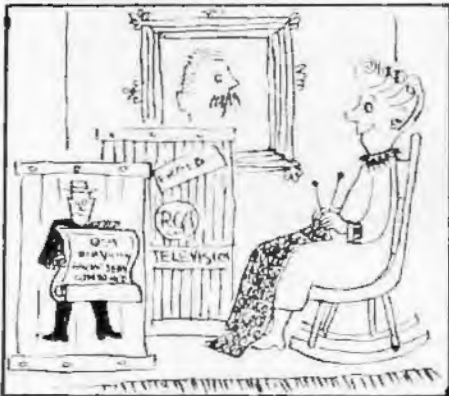
The Service Company's board chairman, C. M. Odorizzi, received a strong plug for BILL BRADSHAW, of Franklin Square, who "was able to put the set

in good operating condition on the premises. I am very grateful for the active interest of your company in this complaint and am writing to Mr. E. C. Cahill to thank him too.

"The personal touch added by the visit of your efficient Mr. Bradshaw can certainly be counted upon to build customer confidence." (This isn't the first time Bill's been plugged. See November *Service News*).

Out in Lynwood, Calif., a customer wanted "to thank the serviceman that came, IVAN HOLST; for if all your servicemen are like him, you sure have good ones. . . . If my set should need repair again, I should very much like to have the same fellow, as he was very neat around my home."

Down in Birmingham, Ala., a shut-in former schoolteacher was given a TV set by her pupils. "When it was delivered to my home and I saw RCA on the carton," she wrote, "I was doubly grateful. I just knew I had the best. I'm an RCA press agent; several of my friends have purchased RCA's."



In Chicago, HARRY CLAUSEN was described as "a credit to your company." Also in the Windy City another serviceman made a stubborn FM radio work on a TV set for the first time.

West Side Detroit's THADDEUS OPALINSKI cared for a complaint with courtesy. Also, his definite appointment, carefully kept, was appreciated.

And the "Prophets are not without honor" even in their own company. PAT CILLO, HENRY WERBEN and JOHN JOHNSON went out to Cleveland, O., from Fort Lee, N. J., to help knock down an order pileup. And Ed MARSH, I & S supervisor, East Cleveland, admitted "their production has been on a par with the best of our own men."

From Swansea, Mass., a contract holder wrote: "Every time I ask for service, I get it—fast and satisfactorily. The Fall River office always is courteous and helpful. The men who come to my home are competent and neat. I

think the manager, HAROLD TJARNELL, is directly responsible for the efficiency."



In Teaneck, N. J., FRANK REMANIAK, Fort Lee, was commended for "quality of workmanship and courteous and polite manner," and in Weehawkin for "very good and courteous service."

FRANK ROHR, Bayonne, was praised by a dealer. BILL BRERETON, Camden, was thanked for "excellent service," and WALTER AVERMAN, Pittsburgh, Pa., for a courteous and efficient job. (Nor was this Walt's first rave.)

C. E. Burnett, of the RCA Tube Department, Harrison, N. J., wrote in: "I would like to report excellent service. I would like to thank GEORGE HICKS' organization (Netcong) for the fine job it has done for me to date . . . I had the pleasure of watching ROBERT CRAWFORD make the antenna installation, which he certainly did in a most expeditious manner. . . . Incidentally, I find several of my neighbors have RCA contracts and are quite pleased with them."

MARK PERKINS, manager of the Miami (Fla.) branch since its opening two years ago, was responsible for a letter which brought a slap on the back from Sales & Merchandising Manager Bob Baggs, who wrote:

I don't know whether or not you saw it when it was sent out, but congratulations are certainly in order for operating a branch which encourages this kind of letter. Good luck and best regards!

The letter, from a local service agent, follows:

"At this time we would like to inform you how pleased we are with the local Service Company. We have been in the service business for a long time, but never have thought it possible for any company to render the prompt, efficient and courteous service which your local organization has with our contracts.

"We look forward to a pleasant and profitable 1951 with RCA Victor sales and RCA Victor service."

Air Lift

President Ed Cahill has an aviator to lift some of the load off his shoulders.

EDWARD C. BUURMA took over Feb. 1 as his assistant. He came from the Shows & Exhibitions group at Camden, which works with our Demonstration engineers. He was nearly three years with that crew.

Buurma has been flying planes, as a civilian and Army pilot since '37, when he was at the University of Illinois; has held a commercial license for 12 years; still goes in for weekend take-offs.

Some months after he won his Army wings, in '42, he cracked up a P-40 (Warhawk) at Duncan Field, San Antonio, was hospitalized for 18 months. He came out of the Army, in '46, a major.

He's a graduate of the Air Tactical School, Command & General Staff School, and Air Staff College. After the war, he was headquartered in Manila and Tokyo with the FEAF and PacAir.

Ed, a native of Oak Park, Ill., lives in Haddonfield, N. J., with his wife and 19-month-old daughter.

Financial Turnover

BILL CESANEK, 24, has been upped to supervisor of the Sales Accounting group.

He was supervisor of the Accounts Payable unit until a recent Financial turnover shoved BILL McCLELLAND up from Bill's new post to manager of General Accounting. JOHN CONNOLLY, formerly General Accounting, replaces Cesanek.

The young exec came to RCA in '48 to work in Fixed Assets soon after being graduated from Peirce Business School, Phila. His class was made up largely of older GI-Bill men, but Bill stood near the top anyway.

After serving two years in the old Army Air Corps as an aviation cadet, VJ-Day caused his discharge two weeks before wings were due.

Moneymaker

GEORGE SANDORE, Technical Products' new sales & merchandising manager, has been with RCA for 20 years. He was hired to put the first sound in movies south of the border; rang the bell a decade ago by being first to make service pay off in big districts; he was then manager in Kansas City. For the last eight years, he's been boss at Atlanta.



ED EDGREN

THE BUSINESS OF TRANSPORTING people or product from here to *anywhere* has been reduced to routine by years of experience for Edwin F. Edgren, manager since October of the company's truck-and-auto fleet. His chief concern here—preventive maintenance and fleet appearance.

To please Ed, you've got to be not only an expert driver but possessed of the same common-sense feeling for a motor vehicle that men used to have for their horses. He's conducting an education campaign along these lines right now, and hopes soon to put out a manual on care and appearance of automotives in our industry.

Ed came to us from the State of Maine, where he was director of travel, responsible for nearly 2800 vehicles. Before that, he was with Bath Iron Works, Bath, Me., for seven and a half years; left for the state job in '48 when the shipyard (destroyer builder) disbanded its subsidiary manufacturing company (vending machines), of which he was general manager.

Prescribes health insurance for trucks

He did a big job for the U. S. in Trinidad, B. W. I., back in '39. Trinidad officials wouldn't permit the Army to use its railroads for carrying labor to the site of a base under construction (Fort Reed). So Ed built bus bodies and mounted them on truck chassis—240 of them—opened up depots over the entire island and hauled 16,000 men to and from Ft. Reed. In addition, he was in charge of warehousing and commissary.

The fleet manager did a similar piece of work during the war at Bath Iron, transported 13,000 workers and materials from points as far as 65 miles from the yards when rationing was an added problem.

Born and brought up in Worcester, Mass., Ed Edgren was working his way through Syracuse U., clerking in a bank, when World War I interrupted. The Army started him in transportation. After the war, the bank gave him a grant to complete college; finally put him to handling transportation accounts full time.

When the conversion from street cars to busses was the rage all over the country, he left the bank to open up an accounting practice, specializing in transportation.

He and his wife live in Pennsauken, N. J. They have two married children. The son is a professional radio announcer. The late Bob Edgren, famous New York sports columnist, was a first cousin.

Detroit Pops its Buttons

NOW THAT IT HAS ITS SECOND WIND, the staff of Detroit's Eastside branch is feeling a warm glow over the super-efficient handling of its Christmas rush. And manager Francis D. Mosser has the buttons back on his coat. He says "they all popped off with pride over the tremendous job turned in by our people."

It seems that Frank held a meeting on December 19 at which plans were laid to handle the last-minute, picture-by-Christmas push. All techs were on hand and were briefed on tactics.

"By Dec. 22, we were in perfect condition," writes Mosser. "We were putting in installations within four hours from the time we received the request. Of course, the majority were temporary, but everyone got pictures by Christmas—everyone who requested an installation up to five o'clock on Dec. 23."

Eastside Detroit was opened officially June, 1950, and most of the men in this drive were recent recruits, hired last year, but trained by veterans.

The branch has set another record. Last November, when



OLGA CAPELLO

the manpower shortage loomed, the first girl was hired for sales work. Blonde, black-eyed Olga Capello was thoroughly trained by the local sales manager, Paul Walter Kugler, and "turned in such a good job that Mr. Kugler is now concerned lest Olga replace him in his job," according to Mosser.



CONTACT



for RCA Field Engineers

with U. S. forces the world over



PUBLISHED BY THE RCA SERVICE COMPANY, INC., AN RCA SUBSIDIARY FOR ITS GOVERNMENT SERVICE DIVISION



BONNE ANNE

Celebrating New Year's in Brussels are (l. to r.): Jahn Bassi, Bill La Perch, Jeff O'Cannell, R. Hubbard, G. Mohn



JOE GREZSIK helps keep the stars and stripes flying over Iwo Jima



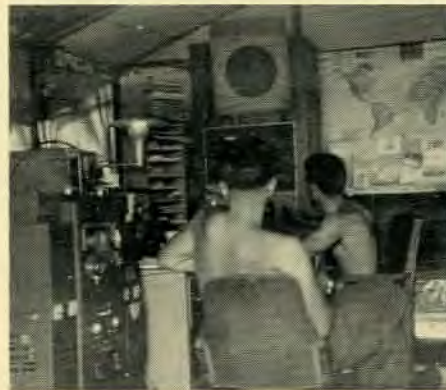
GABRIEL A. SWEENEY covers Mojave desert with company service for AF HOMESTEAD for most of our F/E in Tokyo area is Riverview Hotel



BILL WINTERS, Paris, talks shop with Brig. Gen. Babet, training chief RADIO SHACK in Pacific paradise where RCA boys spark AACSS net



PETE CEPAS cultivates foreman Tomako, has Jap crew highballing



ERSTWHILE GUERRILLA



Charlie Holmes

CHARLES M. HOLMES, recently come to the Government Division, has worked with RCA a time or two before, and what happened to him in between is quite a story.

Charlie was born in Manila, Philippines, back in 1912, according to our correspondent, John B. Kohler, at an Air Force base in Southern California.

Holmes' father was an ex-Navy electrician from Idaho who married an island belle and homesteaded there. The couple's son was educated at Mapua Institute of Technology, and then, with an EE degree, joined RCA Communications.

He spent a year in New York as an office tech; in '37 was shipped back to the Philippines as assistant-engineer-in-charge of the Manila transmitting station.

Four years later, the U. S. Army destroyed the station before evacuating Manila. Left without a job, Charlie turned his talents to war-making; joined the fierce island guerrillas and fought the Japs throughout their occupation of the islands.

As chief of guerrilla communications, he constructed all types of equipment from discarded or purloined bits of materiel; hid out in the mountains, lived on scraps, and traded slugs with the Nips when necessary.

One day, Charlie was setting up some transmitting gear in the remains of a private residence when he looked out the window to see Japs surrounding the house. He shoved the equipment under rubble and grabbed a cooking pot. When the enemy entered, the communications chief was stirring up a mess of stew.

A few days previously, Charlie's commander had been decapitated when Japs caught him playing with radio, so Charlie was anxious. But he so impressed the Nips with his poor-frightened-native act that they not only let him go but gave him a pass.

After the peace, our tech rep went to work for Press Wireless, Inc., which established the first postwar communications on the islands, but resigned to take complete charge of rehabilitating RCA's transmitting station at Manila. Also, he was made responsible for building an immense receiving station, covering more than 300 acres, at Cavite.

He left this spot to join his family in Los Angeles, where they had been evacuated years before. Here he did radio repair and construction work for a monitoring service company. He has held a 1st class phone, 2d class CW, and aircraft pilot's tickets for many years. Back with RCA in the Service Company, his latest achievement is conquering the A. C. & W. control consoles at Fort MacArthur and Edwards Air Force base.

Foreign Legion philosopher



John Kohler

IN A PLYWOOD SHANTY scrounged by the A. C. & W. (Air Communication & Warning) group from a weather bureau, John B. Kohler, field engineer, dreams of a New Jersey apple tree, philosophizes about tech reps, and feels like a member of the Foreign Legion at a French outpost waiting for the Arabs to attack.

"We now resemble some plastic substance stiff enough to stand up, but which can be made to lean in any direction," he explains. "We must learn that our success is measured by group accomplishment rather than accomplishment of any one individual."

John's scene of duty is the Mojave desert in southern California. "The alkali dust and sand is in everything," he writes, "your eyes, nose, ears, hair, mouth, clothes; even your food. Your throat is always dry and water does nothing to quench your thirst."

"During the day the sun beats down and the mercury surges mightily against the top of its glass prison . . . At night, you freeze even with your overcoat on in bed under a stack of GI blankets. The air is clear and cold and the stars were never so bright back east."

"We have found good food and good lodgings at reason-

able prices; food for the gourmet. Bad food and bad lodgings at exorbitant prices . . .

"Most of us have been rugged individualists in our thinking habits, working alone on a single project and laboring for personal success. In our present activities we must learn to forget our personal ambitions, our personal likes and dislikes . . ."

OPERATION MORALE



CUTTING IT UP IN TIJUANA, Mexican hot spot, after hours are Government engineers with Navy BuShips, San Diego; Russ Zimmerman & Frank Beckel (l. to r., standing); Henry Sarabacho, Howard Meier & Arthur Mack (seated, l. to r.); Harvey Schwartz plunks guitar and rides zebra

Special Assignment



Fred Chiei

Roughly speaking, Government Division field engineers are sent out as teachers to instruct Army, Navy and Air Force men in operation and service of gear. Actually, a lot of jobs come up that never were, never could be, written into the books.

FRED CHIEI, special assignment engineer under Andy Conrad, has been coping with one of these situations. As a result of his research, RCA Victor is designing a new Loran system (long-range electronic navigation for aircraft and ships), and the U. S. is ahead of the pack in the field.

Fred was transferred to war work from the Franklin Square TV branch last September. In answer to a distress call from Victor, he was dispatched immediately to an AF base in Texas, where they were having trouble with a pilot Loran.

Loran in Jets

For a month, he labored from early morning until nearly midnight daily, teaching, servicing and installing the system. Then he went on to North American Aviation and Douglas aircraft, both Long Beach, and repeated the program. He set up Loran in jet bombers for test flights, serviced the new gear on the ships' return. He never had time to get off the ground himself.

After a quick trip home to check new manufacturing, he went out to Wright Field, Dayton, to teach and demonstrate the long-range navigation device. He conducted one-nighters at airfields enroute.

Another result of Fred's efforts was his learning nearly as much as he taught.

Fred Chiei has been with RCA since 1947, when he joined the L. I. City office as a technician, later transferred to Franklin Square. Before coming here, he was a project engineer at Sperry Gyroscope on military contracts. During the war, he was an electronics officer (Lt. jg) with a Naval Aviation unit on Okinawa.

He studied Loran at MIT in the Navy. Also, he attended RCA Institutes, Grove City College, N. Y., and City College of New York.



TOKYO

SCENE

Government mainstays Patsy Toscano, John Cafaro, Mathieu Masters, talk it over with captain at station



Joe Hatchwell (l.) & Wayne Gould (r.) Tokyo supervisors, fish off Jap coast



BILL SALVETTI (l.) and GEO. DUNCAN indulge general day-off pastimes—photo posing and shooting the breeze

GEORGE MARETTE, F/E field eng., works on customer relations of future with an interested younger audience



BILL DONOVAN & JOHN LUND's U. S. constabulary is approved by copper

TOM O'REILLY (l.) formerly Branx TV, and staff members on a Pacific atoll



ATOLL

PLAYTIME

Letters Home

Christmas, New Years, birthdays and vacations go on as usual in the far corners of the globe where RCA field reps furnish know-how and ingenuity.

And since the fellows have shaken down into their various new billets, letters coming to Andy Hilderbrand, Army & Navy contract manager, really glow.

Latest communication from **Bill La Perch**, in Belgium, for instance, is all about his vacation in Italy: "a fake with a very high price tag" but "truly beautiful."

Bill took his wife along and they paid a visit to **Frank Lutsock** (expert ruins photographer). Frank took them to a restaurant where the waiters spoke no English.

"I ordered chicken soup in French," writes Bill. "I told him chicken and noodles, nothing else. The waiter arrived with a chicken in one hand, a plate of spaghetti with no sauce in the other. I'll be glad to get back to America for some Italian cooking."

He also described the "glass factories," set up for the tourist trade in Venice, where "In my opinion, the only work the factory does is to remove the *made-in-Japan* labels. In fact, it wouldn't surprise me if the ruins of ancient Rome weren't built some dark night about 50 years ago."

He did, however, like the climate, had a fine time. Now he's back at work, his activities divided "between the actual presentation of training at the regimental level, which takes three weeks out of the month; and the school at Vilvoorde."



Kuypers & Coffin

Max Kuypers, in Greece, reports "rain all the time and cold but . . . a nice holiday. **Bernard Coffin** and I went to the embassy New Year's Eve party, so it was just as if we were stateside. Things are shaping up good and next week we start the course."

Bob Hubbard had a surprise in Brussels. His request order for a new tube manual, business cards and pocket-reference books arrived on his birthday, by accident of the post. A card from Vice President Pinky Reed did, too—by no accident.

Diplomacy at Work

Bill LaPerch made over the training program for the Belgians, got a terrific commendation from MAAG (Military Aids Advisory Group). RCA's radio technical representative at Brussels received the following letter from Brigadier General C. T. Lanham, BCS, chief:

I am delighted to learn that you have succeeded in convincing the Belgians to reduce the length of their course at Vilvoorde. This indicates not only a high order of technical knowledge but an equally high order of diplomacy, persuasiveness and initiative. By this accomplishment, you have contributed materially to the solution of the overall problem of technician shortages . . . I offer you my personal congratulations and my official commendation for a splendid and striking piece of work.

Bill Aitkin writes from southern Japan that things are coming through "in excellent condition." He also said "thanks for the Government Division Christmas card." He spent the Yule at a posh hotel, "really a most luxurious weekend. Breakfast in bed and everything that goes with a holiday out of this world!"

Writing from Japan, **Bob Marshall** says he's "received the *Service News* and noted with enthusiasm the special section set aside for us. We are always happy to hear how everyone else is making out and to keep abreast developments in the home office. Keep up the good work!"

The home office's T & E authority, **Dick Derlin**, heard from **Jeff O'Connell** in a little Dutch town, described as "rough living after the luxury of Brussels."

"I stay in a small hotel with no heat in the room, no hot water and one central bathroom. However, the people are nice and the food is excellent; also the cost of living is way down.

"The soldier (see cut below) is a Belgian sergeant who helped us on the radar set. Though he spoke no English, we (**Bob Hubbard** and I) worked together for six weeks and got along very well."



Jeff O'Connell & Friend

Log

Bob Sharp's back in Andy Conrad's Engineering Section after battling polio since last fall. He started Feb. 11, reporting for half a day on crutches, but hopes to toss the sticks in a couple of months, work full time very soon. Bob came on as a student engineer in TV engineering at the home office two years ago. With his wife and youngster, he lives at 238 W. Warner St., Woodbury, N. J.

Bob Duncan, special assignment engineer, since last August, left Feb. 12 to report to the Navy, where he was a gyro specialist (1/c) for two years. With the company nearly five years, he worked at the Franklin Square TV branch, and in TV Engineering and Quality at the home office.

Future File

Mr. and Mrs. **Douglas Kroeger** are receiving congratulations for their new son, **Scott Douglas**, born Jan. 11, at Montgomery, Ala., where Doug is stationed at the Maxwell AF base.

Field Supervisor **Don Lawler**, with the AF at Oklahoma City, is the father of a son, born Dec. 18.

It's a girl for the **Derrick Barrentines**. Derrick, assigned for some time to the Charleston (S. C.) Navy Yard, is working at Norfolk right now. He has another youngster, a boy, 3½.



Don Leiphart

As a Navy chief, from '42 to '46, **Don Leiphart** taught radar to sailors at Norfolk. He's still at Norfolk, concentrating on IFF instruction.

Don has been in RCA military work ever since coming to the Service Company at the end of his Navy career. First assignment was heading up the old Government section's training school for a year and a half at the home office under Paul Melroy.

Next, he taught the Air Force first applications of guided missiles in the field; was chief engineer for a year in the Government section before returning to Norfolk in January 1950. He has a wife and two children. His home: Punxsutawney, Pa.

Coaxial City

— Chicago

RUSS HANSEN'S DISTRICT employs well over 400 persons in a dozen branches; branches so active that one increased its television installations from 50 a month to 50 a day within a three-month period last year. During the same season, another upped its business 150 percent! None of the remaining ten lagged far behind.

The result is that Russell C. Hansen, manager of the Chicago TV district, is up to his friendly grin in contracts, nearly over his ears in service calls—too busy for anything that doesn't bear directly on customers or district personnel.

Russ puts his own people first. *Watch out for them and they'll watch out for the customers.* This emphasis, natural to him, pays off on the books every day.

A former coworker uses up all his superlatives on Russ: "... a guy you can't help but like. The boys'll do things for him they wouldn't do for the company . . . He can bawl you out, and make you like it."

Businessman

The admiration isn't aroused just because the district manager "fights for his men," but also because he's a shrewd, profit-conscious businessman, quick on the uptake and powerful in the follow-through.

"He's a spark to fire off," the former associate adds. "... explosive; makes up his mind quickly, but always decisively. A phone call can set him off . . ."

District headquarters is Oak Park, a Chicago suburb, where Russ is assisted by BILL NUBEK, chief clerk; BUD BURKHARDT, distributor of vital material; ELMER NICHOLS, sales coordinator. BETTY POGUE is his secretary; FLORENCE MORGAN, the clerk.

Russ Hansen has been in this locale since he was called in from his job of RPT rep in San Francisco to open the old Foster Ave. branch, fifth in the land, in the fall of 1946. BOB NEWTON, present Detroit district head and GEORGE FISH, subcontracting boss, home office, helped him.

A native of Wisconsin, Russ started in on University of Wisconsin extension courses but gave up when he married. His career began with the Wisconsin Telephone Co., where he was employed



RUSS HANSEN



Sig Olson



Ed Gaiden and Ray Drews

for more than 18 years before joining RCA in '44 as a Navy tech rep. He was at Portsmouth, Mare Island, San Diego, San Francisco, New London; went out to Pearl Harbor to relieve HARRY MILLS at the sub base there and remained for eight months.

After the war, he did liaison work between the Indianapolis and Bloomington plants and the home office; got up service notes on new radio receivers before shifting to RPT in San Francisco.

Two of his four sons, Russell and Daryl, are still in school; the other two

in the Navy. Robert, 21—on his second hitch—is aboard a cruiser; 19-year-old Bill a carrier. Russ Hansen hails from a family of sailors.

To old friends, jocular Russ is "Grandpappy Hansen," the old hand among district managers, who's served as a school house for younger ones, including BOB PEARD, Washington, and HOWARD BENNETT, North Jersey; and branch managers—R. E. JORDAN, Atlanta; R. F. ADAMS, Memphis; and JOHNNY RUDENS, Houston.

(Continued on next page)



Betty Brightmore, phones; Clarence Johnson, tech, (center), both South Side; and Leo Munson, tech, old Milwaukee Ave.

Also, he's built all his own managers—SIG OLSON, South Side branch; ED GAIDEN, Oak Park; CARL EHRHARD, Milwaukee Ave., all Chicago; and BOB SHUGARS, Milwaukee, Wis.; BILL HESS, Wilmette, Ill.; A. C. MARQUARDT, Indianapolis; KEN HALLBERG, Omaha; E. W. STEPHENS, Davenport; K. G. PIERCE, Gary; J. G. SMITH, Des Moines; W. T. EDWARDS, Batavia, Ill.

To his boys, Russ is a strict Swedish schoolmaster, who'll accept only letter-perfect jobs. But—they know that doing a good job for Russ means a promotion.

By being well up on personal problems he gains confidences and acceptance of his guidance. And he won't hold onto a man who can get a better writeup outside the district, which is another reason the boys put out their best. To a lot of men Russ Hansen has been a star to steer by.

SIGURD (SWEDE) OLSON runs the biggest branch in the midwest, Chicago's

Bell Avenue on the South Side. He took over last June, after Bob Peard left to manage the Washington (D. C.) district.

When the first South Side office opened in the spring of 1947 in a structure on 69th St., it was the butt of the district—"The ballroom on the South Side." The place was bigger than the original Foster Ave. setup, from which it emerged, yet handled only a little more than 1000 accounts.

The joke never had time to get stale, however, because less than a year after the inauguration on 69th St., the number of contracts had risen to 7000. Now, the number has shot through the ceiling, and the original staff of eight has leveled off at 120.

The present location, 7031 S. Bell Ave., was opened in June '49. **ELMER NICHOLS**, I & S supervisor, acted as liaison man between the builder and Facilities to get the work done fast.



The 69th St. "ballroom" had shrunk to a vestibule under the contract avalanche. This was during **HOWARD BENNETT**'s regime. He had replaced the

Exterior Oak Park branch and Chicago district office, (left); interior, general office; the Bell Ave. branch (South Side)





Andy Naughton, sales; Art Kunde, sales mgr.; both Oak Park (l.); Carl Ehrhard, Knax Ave. boss; Tom Moore, sales mgr.



After opening of the new office, Howard was sent on to assist Russ Hansen in district headquarters and BOB PEARD was brought in from his Milwaukee Ave. location to carry the heavier load on Bell Ave. After about a year, Bob was transferred to Washington and Swede had the job.

Swede was born 35 years ago on Chicago's North Side, of Swedish parents. He played a lot of softball in neighborhood AA's and started studying architecture in high school, but wound up as a machinist with the Studebaker aviation plant in Chicago.

When the war broke, Swede was married and had one child; still he enlisted in the Navy. His electronics career started, he was discharged a radio tech 2/c.

Swede Olson landed at Nagasaki about two months after the A-bomb. "The place was really flat," he says.

"The people still were covered with bandages. There was a peculiar dead odor I'll never forget—dust and dead odor. As soon as it rained you were knee deep in mud."

During a Jap celebration of Pearl Harbor Day, the repair ship's crew engaged in fisticuffs with repatriated Nip troops at Sasebo, Kyushu. Six of Swede's mates got hurt.

Before joining RCA as a helper at the Foster Ave. branch, Swede worked as a machinist and sheetmetal man in Chicago; attended a TV school on GI credit. He ran the Wilmette office for a year after it opened, went on to boss the Milwaukee Ave. branch before taking his present post.

THE CHICAGO SUBURB OF OAK PARK has the district's second largest branch.

The 30-year-old manager gets along all right with the work load, because EDWARD JOSEPH GAIDEN is an old hand at juggling jobs.

(Continued on next page)

original manager, WAYNE GOULD, now head of our Army & Navy tech reps in the Far East. (Wayne went on to score a big success in Indianapolis.)

General office view, South Side Chicago branch, (center), new company location on Knox Av. to replace Milwaukee Av.



CHICAGO continued

He'll admit he's "banged around," and it's an even-on bet no one in the company can beat him for virtuosity in turning a dollar.

The job list starts back when he was a kid in Chicago. His mother was a widow; so Ed, of course, worked—12 hours a day in a meat market.

Recognition

During the depression he dug ditches for the Civilian Conservation Corps until the 3 C's found he could take over classes in radio transmission and photography.

Eventually, he landed a job as cash boy in Wieboldts department store, went on to salesman in men's furnishings, to buyer of women's ready-to-wear.

He quit to work his way through Northwestern U., cashiering on the subway at night. Ed's health wouldn't take it. He gave up job and school; finally went into an ordnance plant in Elwood, Ill., as inspector.

Somewhere along the line, he also was a paperhanger, printer's devil, gas station attendant, taxi driver. While at RCA Institutes, New York studying radio, TV, business English, calculus, etc.—along with the Demonstration Group's JOHN FOX and Toledo Manager LLOYD KIGER—he organized a students' association of handymen to wax trailers, paint cars, do electrical work.

Also, he drove house trailers between Elkhart, Ind., and New York City; laid linoleum, did landscaping.

Extra-Curricular

It's a good thing there're regulations to circumscribe Ed Gaiden's job or he'd be in a constant demand with customers for repairs on everything from customers' coke machines to kitchen sinks.



"Name it; I've worked on it one time or another," says Ed.

AF Role

He was in the Army for three years: section chief and tech sergeant with the 15th Air Force, operating in Italy. The war over, he went to RCA Institutes for two years; then was assigned to Foster Ave. in April '48 as a tech. He ran the Wilmette branch for about four months before taking over at Oak Park. (He has one sub-branch, at St. Charles, Ill.)

Two Gaiden-trained men have become managers: BOB ADAMS, of Tulsa; and BILL HESS, of Wilmette.

Tireless Ed never got to be a crooner or a poet; his wife handles that end. He met her at a USO dance where she was singing with the band. Her style is mostly lullabies nowadays, for there're three little Gaidens: three, two, and one; but she still chirps her own lyrics to current pop tunes.

Swings the Circuit

District Manager Russ Hansen has been able to get out and around the branches more often since BILL NUBEK became his right-hand man several months ago in helping to clear up paper work and correspondence. Bill was chief clerk in the Oak Park branch before moving over to the district side.



Russ Hansen's district headquarters at Oak Park branch, in Chicago suburb

← Familiar scene at Milwaukee Ave. is for record, since moved to Knox Ave.

→ Jim Rodgers conducts district cross-over training in Bell Ave. classroom



Jack Ulrich and Chief Tech Wes Shaw (l. to r.) on old Milwaukee Ave. bench

It is a big district to get around, pegged on the east at Indianapolis, where there is one television broadcasting station; in the northwest by Minneapolis and St. Paul (the Twin Cities have two stations); and in the west by Omaha, with two outlets; by Des Moines, with one; and Davenport, two. Biggest sales, of course, are concentrated in Chicago.

Russ considers himself fortunate to have developed his organization early in midwest television history. He was able to skim the cream of TV technicians before they all but disappeared from the labor market.

Third on Hit Parade

After New York and North Jersey, the Chicago district is third on the Service Company hit parade.

Last year, the big TV networks put in at the four local stations—WBKB (Balaban-Katz Theatres, Channel 4, new in 1946); WENR (ABC, Channel 7, '48); WGN-TV (DuMont, Channel 9, '48); WNBQ (NBC, Channel 5, '49).

Being fought for are broadcasting rights to three other channels.



Service that Smiles Sells



EILEEN McINTYRE

EFFICIENCY AND KNOW-HOW are prime requisites in a company concerned with electronics services, but unless these are spearheaded by courtesy they can't get a chance to show.

Our telephone clerks in the branch offices make our frontal attack, and our engineers in the field form our first line of defense. The unseen telephone clerk infiltrates the customer's lines; *customers buy or reject contracts on the basis of the telephone treatment they receive.*

Our girls know this. And the longer they are with us, the more they realize that Promptness, Courtesy and Common Sense are the advertising broadsides handed out daily to customers and potential clients. It's the Voice With A Smile which keeps RCA service in the running, and Financial turning out pay checks.

Eileen McIntyre has been with the company only a year, but when the current courtesy campaign got underway, she came up with the perfect slogan—*COURTESY IS CONTAGIOUS, LET'S ALL CATCH IT!*

The No. 1 girl on the switchboards at the midwest's biggest branch, Bell Avenue, South Side Chicago, knows all phone requests are made by human beings, and that all humans react favorably to courtesy.

Wired Sunshine

Eileen didn't have to mull over the idea, or lie awake nights dreaming up a catchline; it just happened, out of her everyday experience. Junpy customers are routine in the TV business, and she knows how quickly the most agitated contract-holder is soothed by application of wired sunshine.

On a big day—Monday, say,—Bell Avenue handles from 500 to 600 calls. Tuesday and Saturday (until 1 P. M.) also are heavy. Other days average about 300 each. Though there are five—and sometimes seven—ladies to handle the load, all critical calls are turned over to Eileen.

She doesn't regard this as a hard assignment. She's got a soft heart, she says; and the people feel that. The chief operator plugs in on the trouble, and the customer has not only all the stock answers but answers to any problem which deviates from the norm. She's fast and she's efficient. But she never cuts the client off with her speed; she never overwhelms him with her knowledge of rules and regulations.

Eileen's smile isn't plastic, and her voice isn't chrome plate. The people feel that. She always listens before she

answers, and even when she's forced to be firm, she's diplomatic. "Yesterday, for instance," she explains in that sunny tone, "a woman called 12 times and each time she wouldn't hold the line; screamed that she was 'too busy' to wait to talk to the service department. The woman wanted a new cabinet on demand-service; something we couldn't do anyway."

The Nerve

Now anybody knows that if the woman called a dozen times, she was handled courteously—or she wouldn't have had the nerve to repeat so often. And anyone knows that if she kept up that length of time, and was handled with patience each time, she was impressed. Of course she was. *Eileen isn't one to lose customers!*

"If I were hard-boiled," she says, "I couldn't reason with customers who want so much. By being a little sweet, I always seem to get results. Most customers are reasonable. But many forget we have thousands of people to deal with."

So, Eileen waits for a chance to let the sunshine get through, and, as quickly as courtesy allows, eases off the board—having obtained all necessary job-card data. The most apoplectic customer is let down lightly; he never slips through her fingers.

Born on the South Side 21 years ago, she got her first headset training with Illinois Bell and A. T. & T. After two and a half years, she was a long-distance operator at A. T. & T. when she left for RCA last July. She came on as a phone clerk at Bell Avenue but now is in charge of the office's 14 lines; broke in the four clerks and two part-time operators.

Quite Single, Quite Happy

Off hours she often spends in her apartment drawing. (She made a sketch of a girl with a headset to go with her slogan.) "I live alone," says Eileen McIntyre, "and like it. I'm quite single and quite happy."

It's that cheerfulness which gets across to customers whether they call in mild dismay over some TV disturbance, or in a lather over the end of the world (of entertainment anyway).

All this responsibility doesn't wear on the girl with the wavy brown hair and soft brown eyes. At the end of the most gruelling day, she's ready for fun. She is the third highest girl in the bowling league and loves to skate.

"I'd rather ice skate than eat!" she says.



AWARD OF MERIT WINNERS & RCA PRESIDENT pictured following presentation of awards. (First row, l. to r.): Whitney L. Garrett, Henry G. Baker, Home Instruments vice president and Award of Merit selection committee chairman; Frank M. Falsom, RCA president; Walter A. Buck, RCA Victor vice president and general manager; James M. Toney, Theodore A. Smith. (Second row): Charles T. Miller, Edwin J. Conway, Nicholas J. Cappello, Karl E. Glander, Dr. George R. Shaw, James T. Wasson, Rocco A. Palese. (Top): Fred B. Stone, Douglas Y. Smith, John Q. Cannon, Robert N. Baggs.

50's SERVICE STAR (Continued)

thirties went on to Home Instrument, where for two years he was a sales rep in Philadelphia and Baltimore.

In 1940, he was in special promotions at Camden, and in '41 picked to head up advertising at Tubes. Next year, he left to join International Resistance, a principal supplier to RCA.

The Baggs live in Haddonfield, N. J.; have four children: Bob, Jr., 13; Judith Ann, 17; Jeanne, 5; and John, five months. At 41, our sales manager doesn't get a lot of time to fish but keeps an outboard motor in the cellar just in case.

ADMIRAL BUCK was cited by Mr. Folsom for taking over management reins early in 1950 and guiding RCA Victor through the

most successful year in its history. The 13 others who were celebrated:

JOHN Q. CANNON, Home Instrument and Distribution counsel, for understanding of commercial operations in relation to the law; **NICHOLAS J. CAPPELLO**, Labor Relations manager, Camden, whose knowledge of manufacturing helped gain amicable labor contracts.

EDWIN J. CONWAY, Monticello (Ind.) plant manager, for overcoming manpower and materials shortages to bring about a cabinet production increase; **WHITNEY L. GARRETT**, Tubes' Chicago renewal sales representative, for not only making his competitive territory a top sales area for five years, but for assistance in other areas.

KARL E. GLANDER, Records' manager of inventory, Indianapolis, who reduced shipping time to distributors; **CHARLES T. MILLER**, parts preparation superintendent, Tubes, whose new procedures increased components production.

ROCCO A. PALESE, production control clerk, Camden, who expedited flow of tight materials to Indianapolis and Bloomington TV assembly lines; **DR. GEORGE R. SHAW**, whose staff perfected the metal rectangular kinescope, carried out advance development of the tri-color tube, developed a super-power triode.

DOUGLAS Y. SMITH, manager Lancaster Tubes plant, which achieved all-time pro-

duction records with reduced costs, outstanding morale; **THEODORE A. SMITH**, assistant general manager, Engineering Products, for business forecasts.

FRED B. STONE, Home Instrument liaison engineer with Tubes, who helped eliminate TV reception troubles; **JAMES M. TONEY**, Public Relations director, for carrying out a tremendous Home Instrument ad campaign, and **JAMES T. WASSON**, warehousing manager, Engineering Products, Camden, for breaking shipping bottlenecks.

PARTY BOYS

Twelve TV field managers recently were whisked by Field Sales Mgr. Joe Ogden through a sequence of parties that went on for four days, carried them from the Bellevue, Phila., to the Copa, N. Y.

The men, winners of the dazzling **OPERATION BROADWAY** (renewal sales) contest, were: district mgrs., Conrad Odden, N. Y.; and Howard Bennett, N. Jersey; and branch mgrs., Paul Wagner, Boston; Tom Hermida, Sheepshead Bay; Geo. Hicks, Netcong; Paul Matthews, Phila.; Frank Tarkington, Wa.; Dick Helhoski, Dayton; Bert McShara, W. Detroit; Carl Ehrhard, Chicago; Lyle Morrow, St. Louis; Jim McAllister, Hollywood.

RCA SERVICE COMPANY NEWS

The RCA Service Company News is published at Camden, New Jersey, for employes of the RCA Service Company, Inc. Address: W3-1 (Ext. PG-315).

Editor
MANNING SMITH

Vol. 8, No. 2

February, 1951