

SEPTEMBER
1950

RCA SERVICE COMPANY

NEWS



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

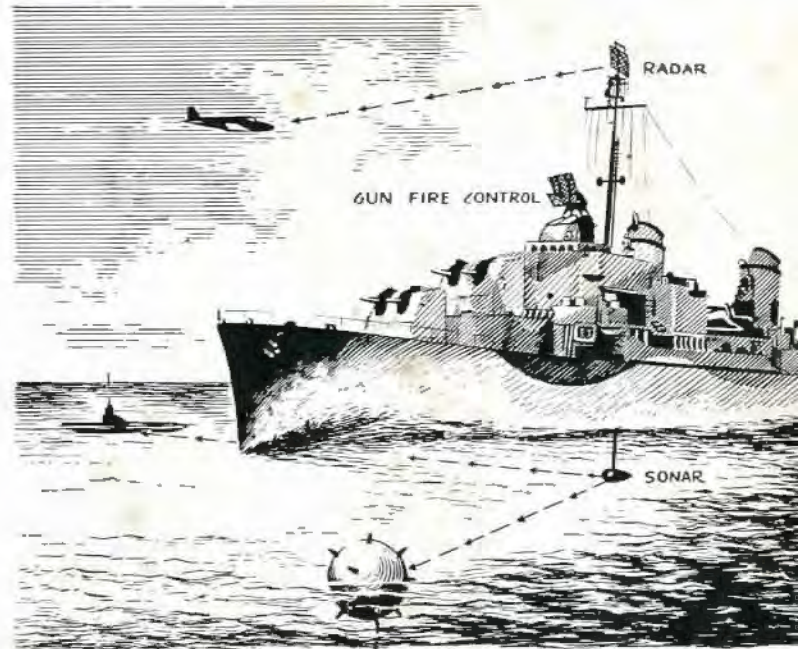
WAR WORK

UNLESS PEACE DAWNS SOON, the RCA Service Company's government section is going to need a vast increase in manpower. Syphoning of skilled technicians and executives from other groups has begun and is gaining momentum hourly.

"And acceleration of this section has barely started," says Paul Melroy, government's head. "Commitments already call for more men than we used in the last war. And, brother, much, much more war work's on the way!"

At this writing, Washington has requested scores of engineers for the U. S. air defense net, a great many for radio communications systems for overseas use. Service on other highly classified equipment is under contract—electronic guidance of missiles, radar evaluation on new electronic aids for the giant B-36 bomber, and many more.

Right now we have technicians at key naval shipyards throughout the U. S., servicing radar, sonar and homing bea-



DON LEIPHART (center), ace field engineer, of Norfolk, instructs Morine non-coms in RCA mobile communications



con (which calls planes into carrier or airfield). Additional assignments are coming up at Pacific bases where, so far, the major duty is in radio and teletype (TTY).

The company is negotiating with the Navy in the hope of supplying instructors for its new television courses. We are well equipped for this inasmuch as we have trained hundreds of technicians in the classroom, factory and on the job. The RCA dynamic demonstrator, for example—one of several training aids developed by the company—is employed for this purpose. Already, at Sands Point, L. I., we supply teachers for a special TV evaluation program.

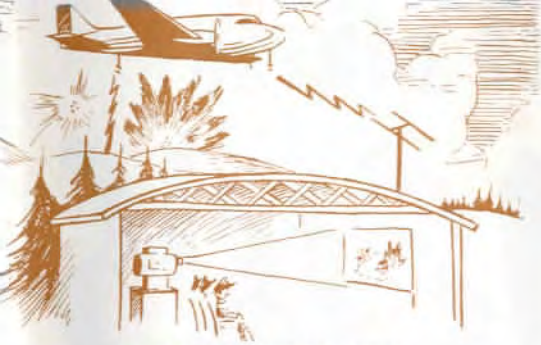
At Barney Bachin's repair shop in Camden, thousands of walkie-talkies have been repaired and modified for the Signal Corps. What started out as a major undertaking turned into a big push when the corps stepped up delivery dates.

For the last year, our engineers have been on duty at a majority of the bases of the Airways & Air Communications System (AACS), which is the Air Force branch charged with upkeep and instruction of personnel in teletype and tape facsimile (transmission of maps, weather data and other field information by wire).

Among the first to be drawn into the government section were David M. Brown, former TV district manager in Washington, and Warren Werner, until recently Philadelphia's TV district manager.

Dave Brown, who cranked an old "bed-springs" radar as a

(Continued on next page)



AIRBORNE TELEVISION

WAR WORK continued

Flow of servicemen into war work helps along the Naktong

Marine sergeant on Guadalcanal, now is eastern field supervisor, with headquarters in Washington. Enlisting in '41, he was shipped to Cuba, then Guadalcanal, with the 9th Defense Battalion, which in the Pacific was attached to the Army. Rendova, Munda, New Georgia followed before the hand-picked outfit rejoined the leathernecks at the Guam invasion.

After two years, Dave, with plenty of points, was ordered home to study all Navy communications, shipborne radar, even sonar. Discharged ten months later, the ex-staff sergeant picked up mechanic's jobs with the United Airlines, N. Y., then Capitol, Wa, D. C. In '46, he was employed at the original TV branch at L. I. City. Three months later, he was branch manager at Arlington, Va., and, by '47, Washington district manager.

Warren Werner, a lieutenant colonel and specialist in air defense networks and strategic bombing (B-29s) during World War II, is assisting in the direction of Air Force work.

A regular and one of the first ten Army men to work on radar ("the big mystery") back in '39, Warren went through all the grades, was commissioned in '41, and at outbreak of the war helped set up seven radar stations and a communications net for the Air Defense Command. In '43, he was with the Anti-Submarine Command when suddenly inducted into both the Caterpillar and Goldfish Clubs. Bailing out of a bomber into the ocean off the Florida coast, he was the only survivor picked up by a freighter some hours later.

Next, he was flying over India, the Hump in China, Guam, Tinian and other Pacific and Far Eastern hot spots as communications officer for the 58th Wing, first B-29 group out there. Except for Doolittle's boys, the Wing's crews were the first to bomb Japan. Lt. Col. Werner left the Army in '46,

and soon was working for the Service Company at the old Collingswood (N. J.) branch. Two years later, he was appointed Philadelphia district manager.

Bill Zaun's quality control section has been tapped for proved engineers: Andy Conrad and Andy Hilderbrand are reporting in Government now, Conrad to head up engineering and Hilderbrand Navy work. Joe Pesce, recently with theatre sales at Victor, is stationed at the Wright-Patterson AF base, Dayton, O., as administrative liaison engineer. W. F. Hardman has been liaison man at the Pentagon for the last eight months. R. V. Zimmerman, Chicago RF heating, has been recalled to government work, is now at Norfolk on sonar.

Lloyd Yoh, recently coordinator of the VA hospital service contracts has been assigned to supervise contract administration. Bill Hazeley, Paul Melroy's assistant for the last five years, will continue in administration. At one time or another, Bill has serviced every piece of war gear produced by RCA. Once, he checked out the entire gunfire control systems (switchboard circuits) of three heavy cruisers: *U.S.S. Salem, Newport News* and *Des Moines*. Also, he's a CIC (combat information center) expert, which makes him master of perhaps the two most complex of all warship electronic systems.

The only two electronic fog-horns in the world (both owned by the Coast Guard) were installed by Bill. Except for the last eight months in the home office, he has been in the field constantly, since joining RCA in '43 as test man on transmitters at Victor.

Lloyd Yoh has been with the company 17 years. Starting in manufacturing at Camden in '32 with an EE degree from Penn State, he was advanced to field engineer in Cincinnati. Later, he became Technical Products manager in Cleveland.



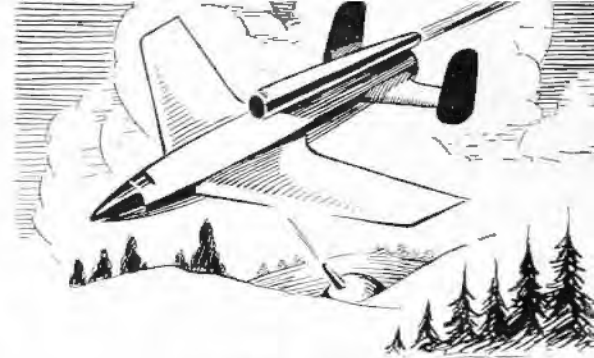
Bill Hazeley

Warren Werner

Dave Brown

Lloyd Yoh

From RCA come materials for military power of U.S.A.



GUIDED MISSILE

In '42, he was drafted into the government section to service battle announce, gunfire control, facsimile; operated from the home office but got on several shakedown cruises. Finally he was put in charge of the modification program, and following the war was made manager of the RF generator group before his appointment as assistant to Vice President J. A. Milling.

There are many others who could be called to repeat their World War II performances. Frank Hartwick, mobile communications, Los Angeles, added up more than 100,000 airline miles during a year in the Pacific. Frank received a commendation for *extraordinary diligence and devotion to duty under difficult and hazardous conditions* from Navy Secretary James Forrestal.

Tommy Flythe, Quality, was in the Aleutians; Ed Tracy, Engineering Products, in the Pacific. Ed was handed a War Production Board *Citation of Merit* by President Roosevelt for his improvement of airborne radar testing. He served also in Iceland with the popular Pryor Watts, killed March, '45, in the crash of a bomber at Orlando, Fla., while testing shoran.

The New England TV district manager, Fred Lakewitz, was one of the first in war work. Once, he disappeared for three days, hidden behind Navy sealed orders, on a patrol vessel. Another time he stood GQ for 12 hours while his subchaser contacted and dealt with a Nazi sub.

Eugene D. Van Duyn, Kansas City district manager, Technical Products, left his wife and four youngsters in New York while he went off for a ten-day chore of training Atlantic de-

stroyer crews; got back six months later via the Caribbean. P. C. McGaughey, RPT, followed Van Duyn at Guantanamo for a year; was in turn followed by Leon Fetter, Publications. Earl Whittaker, Demonstration, worked Bermuda for a year. Walt Gilreath, Dallas Technical Products district manager, supervised the French and Belgian Congo operations. Harry Taylor, Technical Products field supervisor, headed the installation in England of one of the world's largest short-wave transmitters to beam BBC propaganda on Germany.

Andy Hilderbrand and Tom Shipferling, Engineering Products, stood guard on lonely Midway Island. Frank Helgeson, Demonstration, was at Guam. Young Charlie Hobbs, Publications, lost his "U. S. Technician" patch and other belongings when a kamikaze knocked the carrier *Enterprise* out of action off the Japanese island Kyushu. (He was servicing night bombing equipment.) Merrill Gander, chief engineer, returning from servicing PBV altimeters, was on a ferry boat in the harbor when the Nips struck Pearl Harbor, Dec. 7, '41.

From commander Service Squadron 7 (Pacific Fleet) came a letter of appreciation naming nine RCA servicemen, five of whom still are with us: D. J. O'Brien, I & S supervisor, San Francisco, who brought home an Australian wife; Harry A. Davidson, mobile communications, Atlanta; Ray A. Colvin, communications, home office; Charles Gibbs, RF heating, Pittsburgh, and R. V. Zimmerman. Also from the Navy came *Certificates of Merit* for Bill Zaun and Paul Melroy. Chief BuShips wrote Bill: *This*

(Continued on page 7)



Charlie Hobbs

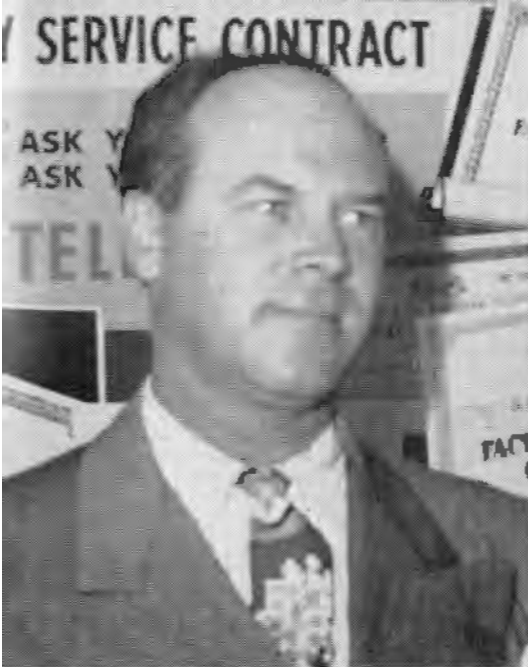
YOU CAN STILL get in to see W. L. Jones if you have a problem or an idea—but you'll have to fight your way through a maze of papers, scurrying minor executives, ringing phones, and minor executive possibilities. The vice-president in Technical Products is back where he was a few years ago—catching priority orders from the government, finding servicemen to carry them out.

Like some other important people in the Radio Corporation of America, the quiet man from Kentucky got his start with a set of earphones in 1918, sailed the seven seas for ten years as wireless operator for the old American Marconi Co. In '28, he struck the shoals of sound-on-film when these installations were taking toll of expert technicians. From Photophone survey engineer, he graduated to pioneer district manager in Philadelphia, went on to head the New York district, and finally took over the eastern division. Soon after he was brought into the home office in '36, he was appointed national service manager, and in '43 vice-president.

The Marconi-RCA merger in 1919 makes Mr. Jones the senior RCA man hereabouts by nearly a decade.



W. L. JONES



Do you know?

JOE OGDEN

Joseph Boardman Ogden, in charge of TV service sales in the field, expects to lead a 95-percent portable life for the next 12 months. Already, in less than a year, he's hiked, motored and flown 50,000 miles around the dealer-distributor circuits. No armchair general, Joe'll slam down the phone and declare: *We can't expect sales just because we're RCA. Our product's good, sure, but it's gotta be sold. Only thing I'm interested in is 102 percent renewals!*

Compact, forceful, Joe spearheads sales campaigns in the districts, waits around until he knows everybody knows what everything's about — then pushes on, maybe beating it home for a change of laundry first. In this way he's helping put over the current successful "profit protection" campaign for dealers.

Son of a sales executive, he was graduated from the Ohio U. business school in '34. During the war, he was production-planning manager at RCA's Lancaster (Pa.) tube factory, then went into business in Lancaster for himself — throwing up TV towers 90 to 103 feet high. One day, 90 feet up, Joe looked down, saw no safety net, and decided against the setup. And, having "saturated" the local market anyway, he headed for the Service Company and national outlets. At home in Haddonfield, N. J., are two children and a wife he calls his "Saturday night girl."



GAIL NEWTON

Peggy Gail Newton has been supervisor of Central Files in the home office for three years; with the help of five other girls keeps 130 files. It's a tall order for a little girl 21, demanding on-the-toes accuracy. But when it comes to toes and accuracy, Gail's right there. After hours, she's nearly always on tiptoe; weekdays practicing ballet, tap and acrobatic technique, week-ends appearing in a Jersey club for experience.

At about the time she came to the company, she started studying The Dance in earnest, first in a Camden studio, and for the last ten months with Philadelphia's Katherine Littlefield. In July she made her first professional appearance. (Gail's father, Harry Ashton, was a commercial artist who died three years ago. The daughter lives with her mother, two sisters, and four brothers in East Camden. Her mother heads Gail's cheering section.)

A sensible girl, the supervisor has toes firmly on the ground. She started her business career when she was 16 as a mail clerk at Victor while still in high school. She's not rushing anywhere, she says, just taking her time, meanwhile getting enough sleep and good substantial food to keep her in trim for two big jobs.

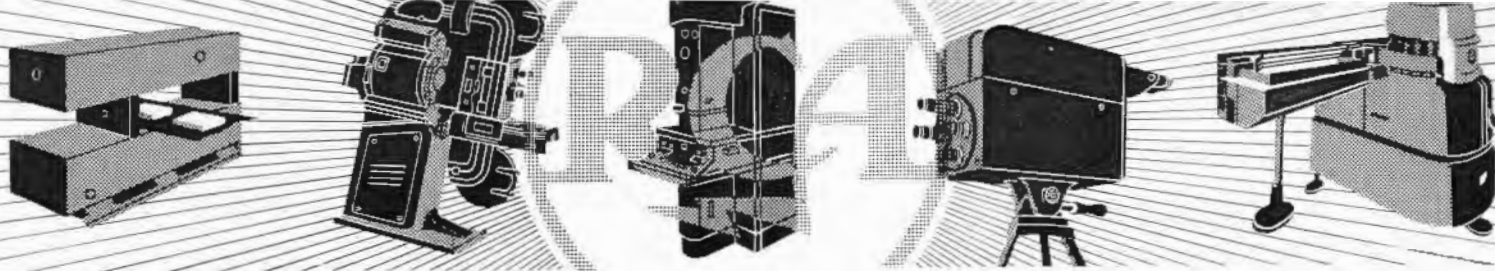


DICK PROPST

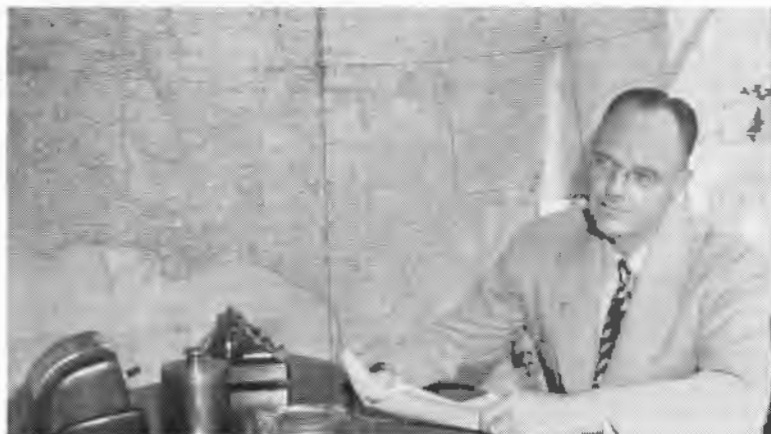
Herbert (Dick to Texas) Propst spends five out of six weeks on the road — a long road that stretches from Dallas headquarters to San Antonio, Houston, Memphis and Oklahoma City. The sixth week he spends on the phone.

Since coming with RCA in '49, Dick has been southwest territory group representative for RPT (radio, phonograph, TV), helping distributors with emergency problems, rechecking instruments for quality, adjusting parts claims, conducting service lectures, and handling consumer complaints. Weekends he is home with his wife and Dalmatian dog, which follows him about the 25-acre backyard. His two pastimes are pulling Johnson grass, which, he says, "grows as high as corn in a week in Texas," and operating ham radio station W5QNY, trying to contact RCA friends in Camden, Harrison, N. J., and elsewhere.

Dick has stuck with radio since he was 12, when he won the Boy Scout merit badge in his home town (Alliance, O.) for constructing a receiver. During the war, he was overseas in radio three years with the 8th Air Force Fighter Command in London and Strategic and Tactical Air Force in Paris, Rheims, Frankfurt. For outstanding communications work between fighter planes and headquarters, Gen. Carl Spaatz bestowed upon Dick the Bronze Star and personally promoted him from master sergeant to 2nd lieutenant.



Carl Johnson carries colors in merger of prosperous Theatre & Industrial Services



Carl Johnson

UNDER ONE BANNER

THEATRE AND INDUSTRIAL SERVICE sections have been integrated under one man. Appointment of Carl Johnson, former theatre chief, as section manager of District Operations is announced by Vice President W. L. Jones.

Industrial service group topper, W. W. Jones, will report to Carl, who now is responsible for all types of service handled by the Technical Products district organization, with the exception of communications. Object of the merger is improved home office coordination among the various product lines as well as between the districts and home office. Older of the two groups is Theatre, now in its 23d year, which has supervised the installation of virtually all RCA movie sound sold since its inception in 1928.

Though 1950 saw the first serious decline in movie attendance since just before World War II, field service personnel had an active half year—sparked in large measure by the Ticket to the Tropics sales plan. Many hundreds of new contracts have been signed so far in '50 with independent theatres and only a few less by chain houses of 32 circuits. Drive-ins under contract total double a year ago.

Last year, the first permanent theatre television installation was completed in time for the world series showing in Boston, and this July, work on putting in the first PT-100 instantaneous type theatre TV projector was begun at the Fabian-Fox, Brooklyn.

Effective July 1, we were awarded contracts covering sound and projection in 38 theatres at 31 Veterans Administration hospitals. At the same time, Industrial service received contracts to service radio and public address systems in 76 VA hospitals, since upped to 106. This group has thrived under increasing pressure since it came into being in '40, when public address

was its principal concern. Today, Industrial covers a broad field: beverage inspection machines, electron microscopes, TV film projectors, RF heating equipment, industrial sound, metal detectors, and exact weight scales.

Newest service, appealing to a limitless number of organizations, is a complete motion picture presentation package. Its uses: sales meetings and instruction. It features a professional projectionist and relieves the company putting on the program of presentation details.

Under the new arrangement, K. P. Haywood and G. A. Toepperwein, unit managers in the Industrial line, will report to W. W. Jones. Reporting to Carl are L. B. Hart, contract administrative group manager for both Theatre and Industrial, and Ed Stanko, technical group manager, also for both services. In addition to topping the joint operation, Carl continues for the present as acting head of the Theatre group.

Skipper of the twin-engine section was theatre manager since '46, when he returned to the Service Co. from the Marine Corps, which occupied him from '43 until '45 as captain in Washington, D. C., in charge of ground radar installation and maintenance. (He's a major in the Volunteer Reserve.) Previous to the leathernecks experience, Carl was director of the company's school for the Signal Corps in Philadelphia, where airborne radar was taught from May '42 until August '43. He came with RCA 20 years ago, as a Photophone field engineer in Phoenix. He also headquartered in San Bernardino, Dallas and Houston, later was district manager in Dallas and Kansas City. Born in Wausau, Wis., he is an honor grad (electrical engineering) from Wisconsin U.

NEW ORLEANS

WHEN THEY SPEAK OF THE "SLEEPY SOUTH," they don't mean New Orleans, says J. L. Jenkins, branch manager down in Louisiana.

"This is a fast-moving town," Jim states. "One of the key ports to the Gulf of Mexico and South America, it contains people from all over the world. Any day in the week business is booming in downtown New Orleans."

The branch, which has a difficult single-station market, has been in operation a little more than a year-and-a-half, enjoying competition all the way. It seems competition fell back on the weapon of cut-throat prices for its attack (\$10, for 90 days).

Jim Jenkins countered with good, fast

service — held his ground, and has been winning new heights steadily. "This type of competition was good for us," he declares, "since it made a top salesman out of every man in the branch." Now the branch plans to move into new headquarters in a more strategic spot.

Jim has four men helping him: three technicians and a clerk. The last, 22-year-old Henry F. A. Caire, has been with the branch since it opened in November, 1948. A local boy, he belongs to the Louisiana State National Guard, speaks French fluently, and does a bang-up job handling clerical matters in this bi-lingual neighborhood.

Charles D. Green, 38, "top technician" of the shop, is a Navy veteran of World



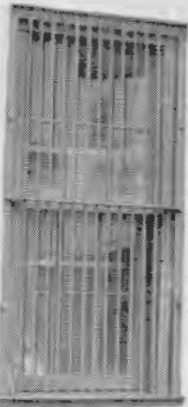
War II. For two years, he taught advanced electronics in the Navy at Treasure Island, Calif., and, for six months, serviced radar equipment for Terminal Island Navy Yard, at San Pedro. He worked as engineer for WMBS in Memphis, Tenn., for a year, and for two more as an X-ray tech in Kansas City. (Charlie is a safety winner of note. See page 11.)

Tony Spinks is another Navy product. He started with the Service Company in

FROM FAMED CANAL STREET (foreground) THE SOUTHERN METROPOLIS' FRENCH QUARTER, VIEUX CARRE, IS SEEN TO LEFT



RCA SERVICE CO. INC.
TELEVISION



BRANCH & MEN (l. to r.): Spinks, Green, Caire, Jenkins, Hunter



JIM JENKINS, manager, runs a competitive business, happy shop



SAFETY WINNER Charlie Green also is top tech at branch; his partner, Tony Spinks, is the 6' 6" outside man

January, 1948, in the Bronx, N. Y., when he was 22; came to New Orleans when this branch opened. He's not only a good technician, but expert bill collector. Jenkins think maybe this is because Tony is six-feet-six, weighs 210.

Henry C. Hunter, 34, is "a little fellow" who "can do the work of two men" and has "personality plus with everyone." Starting with the company, almost new in the field, in December '48, he has moved ahead with speed.

Jim Jenkins started in the St. Louis branch in April, 1947, as a technician. He then became the company's first dispatcher before he was promoted to manager at Memphis. He was transferred to New Orleans in July, 1949.



FRENCH-SPEAKING branch clerk, Henry F. A. Caire, in August attended summer maneuvers of Louisiana National Guard

WAR WORK continued

award is made for your outstanding accomplishments in supervising the electronic field engineers of the Service Company.

Paul received a similar writeup for sonar work. He was in the original cast of the Government Section when it was formed in 1940. So also were N. D. Cole, now a film recording engineer, N. Y.; and W. L. Lawrence, Victor promotion. Ed Tracy and Merrill Gander were in radar. Next year, Bill Zaun was named assistant manager of the company in charge of government activities, reporting to Vice President W. L. Jones. Reporting to Bill at war's end were section heads Melroy and Tom Whitney, sonar and radar; Harold Markley, airborne communications; Ned Gerry, administration.

Hundreds of field engineers were put to work on contracts with the Navy, Army, Signal Corps, Coast Guard, War Shipping Administration, Red Cross, O.S.S. They were deployed over the world. In France, Italy, and at home our engineers instructed airmen in radar, tail warning, precision shoran. In England they modified airborne altimeter for low-level flying.

In France, Belgium, Italy they supervised tape facsimile in tanks and armored cars for liaison and casualty reports. From bases in Casablanca, Gibraltar, Oran, RCA engineers put in

and kept going shipborne radar, gunfire control, battle announce, radio, sonar. At Brazzaville and Leopoldville, African headquarters of the Free French and Free Belgian governments, respectively, and in England, they oversaw installation of highpower broadcast transmitters. For the Brazilian Navy at Recife, they held training classes in electronic equipment.

Navy BuShips expressed appreciation for the field engineers as a whole, *working under difficult circumstances and in hazardous locations in their stations at strategic points in a far-flung battlefront*, pointing out that it was not necessary to name one individual above another. Also from the bureau came special recognition for the men who conducted the instruction courses on MAR-UHF equipment for trainees at U. S. and Pearl Harbor Navy yards.

Meanwhile, on the home front we produced technical publications for the armed forces in the use of our equipment, such as "Instructions for the Operation of Battle Announce," "Instructions for the Operation of SA2-PPI Radar with JF Receiver," "Maintenance Manual for QCQ-Sonar," and "Navy Synchronos." For this last the Navy asked and got publication rights.

Financial Gets Help

MANY OF THE CALCULATIONS from the oceans of figures flowing through the home office financial department spring from the brains of three accountants recently hand picked by J. P. Boksenbom, Service Company treasurer and controller. All are from RCA Victor.

Veteran Robert Lee Coshland will check the figures on new government contracts. William Thomas McClelland on sales, and Edgar Herbert Griffiths credits. Ed Griffiths, hustling, 29-year-old credit supervisor, was called from general office accounting, in Camden, where he was No. 1 man in TV service charges. He is an alumnus of Waldron Academy, St. Joseph's Prep and College, all Philadelphia area, who spent 39 months with the 80th Army division as a rifle company tech sergeant; fought in front lines at St. Lo and in Germany.



Griffiths

During three years in St. Joe's College (interrupted by the war), he coached all the sports at Waldron. Ed has been with RCA since December, '48, when he joined Camden's credit department. He's married and lives in Germantown, Philadelphia.

Bill McClelland succeeds Bill Andrews (new coordinator of sales promotion) in sales accounting. Born in Manila, where his father was in government service, Bill McClelland moved to Philadelphia at 18 to become in 1928 Boy Scout mayor of the city.



McClelland

Youth activities and good works are his special interest. With 18 years of Scouting behind him, Bill now presides over the sponsoring organization for 200 teen-age members of the Yeaton (Pa.) Youth Center. He's a graduate of the University of Pennsylvania ('31), has worked for Curtis Publishing and Baldwin Locomotive (the latter company during the war in tank production); came to RCA (Engineering Products) in '44. He was cost accountant for that department. In recent years, Bill has given some 20 blood donations.

Organizer of the new government contract cost accounting group is Bob Coshland, also imported from general accounting, Camden, where he was staff assistant to D. L. Trouant, accounting director.

Bob has had a variety of financial experience since coming with RCA in '41 at Victor's new commercial research organization in Chicago, which concentrated on new methods of wholesaling. Next year, he was in Camden getting up job manuals on accounting activities



Coshland

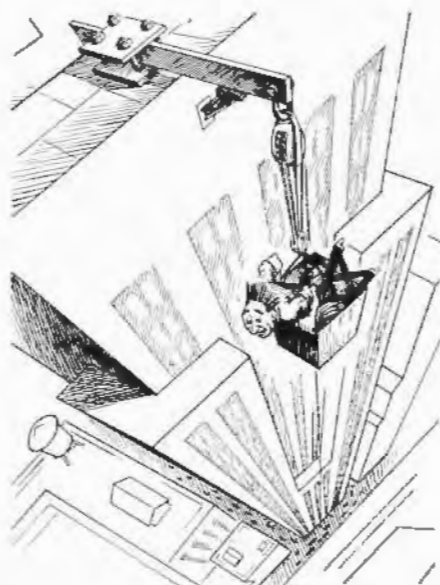
under P. W. Hessinger, now manager of RCA Victor Mexicana. For the last two years, he has been on special assignments.

A native New Yorker and graduate of Columbia College ('29), he took his master's degree from the business school there in '30, went to work for Macy's until '38 when he struck out into freelance consulting.

Bob and his wife (a Barnard College girl he met at Columbia) are civic-minded. In Haddonfield, N. J., both are members of the PTA (he is on the executive committee), both are on the committee for community concerts and are in the Haddonfield Plays & Players. Their eight-year-old son has had several amateur stage appearances. Also, they have a six-year-old daughter. Mrs. Coshland, a former librarian, sings in the chorus of the Haddon Fortnightly. He is vice-president of the RCA Victor Horticultural Society and once played on RCA's bridge team.

Life's too high all around

LATEST NEWS ON THE SOUTH AMERICAN FRONT is that Willard (Wild Bill) Hanson is learning all about *Mañana*. He'll get around to raising that TV sta-



tion for Brazil (see last month's NEWS) sometime tomorrow — but don't ask him when that'll be. Today, they'll throw a quickie demonstration for 10,000 Brazilians and a party for a few political big-wigs, editors, presidents, vice-presidents — and Wild Bill.

"As usual," he wrote, "the deal is not what we expected. The antenna is not up yet. The pieces are being hauled around with a hand block and tackle — one piece at a time — up the outside of a 500-foot building. The transmitter is assembled and O.K. but . . . the workmen dropped the inner conductor out of a 20-foot section of transmission line down a stairwell for 17 floors . . . someone lost an elbow fitting."

And there was trouble about a dummy load for the water circulator. Half-a-dozen transformers and chokes were opened as received and had to be re-

wound locally. A dozen electrolytics were worn and leaking; the field sync generator developed "too many random vertical pulses."

"Besides," Bill went on, "the people concerned think television is a three-ring circus. No sooner did I get the field equipment going than they wanted demonstrations. So far we have held half a dozen and another is scheduled . . . had 10,000 people watching in the art museum and on street corners . . . so far have televised Dominican friars, President Dutra, and Nelson Rockefeller."

"After I get the system going I must set up an installation group and get at least 50 receivers out before the grand inauguration. . . . The only trouble with this deal is that these people never sleep. I am dining and wining with presidents, vice-presidents, millionaires and big-shot editors. WOW!"

ANTENAPLEX: 3-way drive



Bill Bohlke and Blanche McMichael

RCA ANTENAPLEX SYSTEM has a built-in boomerang which bounces back to affect three departments of the parent company: Engineering Products, which sells it; Home Instruments, which sells TV receivers; and the Service Company, which will now lay-out, install and service Antenaplex of all kinds.

With Antenaplex, RCA sells three times in one apartment house or hotel: first, the system to the owner; next, the tenant notes the RCA emblem on the outlet, and is influenced to buy an RCA set; calls in RCA service to put it in and keep it going.

This new line is taking hold so fast that the three organizations affected have had to speed up a coordinated sales-service program.

The new improved equipment now is being manufactured in sufficient quantity to meet increasing demands. Orders are in process, for instance, from the New England Mutual Insurance Company's de luxe Memorial Drive Apartment in Cambridge. The Phillips Petroleum Apartment at Bartlesville, Okla.—with TV broadcast 40 miles away in Tulsa received through 211 outlets—is reported now wanting an AM hookup to add to its TV-FM reception. At three New York low-rent housing developments Antenaplex will serve 2500 apartments in 19 buildings.

In locations where there is no TV (as in Altoona, Pa.), RCA will offer centralized radio, with loudspeakers in every hotel room, hooked to a centralized receiver in the main office. In addition to entertainment, a loudspeaker in every room provides an excellent emergency precaution. (If a hotel in Chicago had had centralized radio, the some 70 persons who lost their lives in a fire there a few years back might have been saved.)

The system can be wired in along with Antenaplex if desired. As Bill Bohlke expressed it, "We're offering apartments, hotels and hospitals a complete wrap-up."

There is a growing backlog of orders for service, and the Service Company, which formerly supervised installation, now undertakes handling the complete installation and supplies the engineering layout on big systems. Some of our people have had more than 20 years of experience on radio and sound distribution systems.

"No other company can make such a claim," Bill points out.

Another reason for the hurry in the Antenaplex field: municipalities and states exhibit a growing tendency to get up ordinances against roof-crowding with antennas. Besides being unsightly, the forests of rods and wires interfere with fire-fighting.

Bill Bohlke is the sparkplug of the Antenaplex push. (His secretary, pretty Blanche McMichael, is seen above.) Merrill Gander, the Service Company's chief engineer, is developing the technical aspects of low-cost equipment installation and service. Cliff More, of Merrill's office, is chief Antenaplex engineer in the home office. Herb Smith, district sales coordinator in Chicago, has been appointed Antenaplex sales assistant to Bill Bohlke.

TWENTY-NINE-YEAR-OLD HERBERT CHESTER SMITH, of Chicago, came with RCA in early 1948 as television installation man at the South Side branch in that city; later supervised initial and renewal contract sales for seven months before becoming sales coordinator in charge of dealer-district contracts in Chicago.

He's a straight Chicagoan, worked there for the U. S. Rubber Company,

Seagram's, and Pullman Car Company.

During World War II, he was with the Army's 29th Division for 14 months in France, Germany and Holland, as a private first class doughboy. After that he went back to school for a year and a half to study electrical engineering.

His big hobby is photography; he boasts both a Koelle reflex and a 16 mm motion picture camera plus developing equipment. He has worked with color and was in the studio helping with the strobe flash when it first came out right after the war.

In Chicago, his two-and-a-half-room bachelor apartment was jammed with photographic and electronic test equipment, technical books, a tape recorder, record albums and special-made player.

His brother, Jim Smith, is TV branch manager at Des Moines. Herb has a week's seniority.



Herb Smith

Good Manners Mean Good Business

NO SENSIBLE SERVICEMAN could imagine another serviceman being rude to a lady — especially a lady with the good old Irish name of Monaghan. Nevertheless, it happened, and the correspondence and phoning and dithering back and forth were enough to outweigh the Korean crisis, locally, at least.

Of course it all came out happily in the end, because the lady was a reasonable person with a legitimate complaint and the gentleman she finally contacted in the RCA Service Company was exactly that — a gentleman — and would not stand for a lady being told to “shut up” — especially a lady with a good old Irish name.

Likewise, of course, the serviceman who did the telling off was neither one nor the other — a gentleman nor a member of the Service Company, but an unfortunate guy from the outside called upon to handle the job of fixing her television set, including the cabinet.

Now both are fixed, thanks to the management of the Newark branch, especially, CARMEN J. NEWMAN. So, Mrs. Monaghan wrote in to say:

“Your company more than lives up to the contract. . . . Your men promptly came up and fixed the set to *my utter satisfaction*. . . . Trained men, four different ones, have been here. I am not given to writing letters but this service should be told about. I have caused one sister-in-law and a friend to buy RCA sets, which they have

now, just because I told them what prompt service goes with an RCA set.”

There were plenty of other customer letters received during the past month complimenting our men on their promptness and efficiency. OSCAR McELWEE, out in Chicago, was so helpful he inspired a TV set owner to write a very nice letter. And in Rahway, N. J., MIKE ZOLDE was given a bouquet along with the request that he be the one sent whenever service was needed.

In the Long Island branch is JOHN G. POVANDA, who did such a splendid job in one home the customer wrote: “I have had other servicemen check my TV set prior to this particular man but none seemed as thorough.” A customer in the



Bronx vowed that he could now for the first time enjoy ball games since BRYAN McCRAVE and RUDOLPH PATROVICH called at his house.

HENRY FORSCUTT and CALLAGHAN McCARTHY, of the Glen Rock, N. J., office, and servicemen of the Collingdale, Pa., shop were all subjects of raves.

From a Newark, N. J., TV-set owner came a fan letter for the instrument itself. The set was bought in March, '48, has been used on an average of eight hours a day ever since — which the writer calculated as a total of 6560 hours. It still has the original tube and required only minor repairs.

Back to individuals: WALTER AVERMAN, out in Pittsburgh, was reported to be “not only an excellent mechanic but a gentleman in every sense of the word.” JACK REILLY, Sheepshead Bay, was in receipt of a pleasant letter, and BERNARD STREETER, of Long Island, was complimented for knowing “at one look” exactly what was ailing with a set. SAM COSTA, of Glen Rock, fixed up a model, which, according to the customer's letter, had not been aided by the ministrations of 12 men before him!

HAROLD MIHALAK, Maplewood; and JOHN CONK, Plainfield, both N. J.; and our home office man, HERB EADLINE, also inspired mailed-in appreciation.

Safety Note

STOP! for school buses

THIS MONTH SCHOOLS REOPEN, and once more a precious fleet of buses takes to the highways of the nation. A school bus is the responsibility, not only of the man driving it — but of every other driver on the road. Therefore, Personnel has provided a summary of rules from all the states for passing school hacks, compiled by the National Safety Council.

“Every driver, whether on company business or for his personal pleasure, should be thoroughly familiar with the regulations pertaining to passing school buses,” says G. H. Metz, Personnel manager. “These regulations are somewhat different in the various states, but in practically every one they are *vigorously enforced*. Listed is a summary of individual

state laws on going around school buses stopped to load or unload pupils.”

In the following 35 states, vehicles approaching from any direction must come to a complete stop — Alabama, Arizona, Arkansas, Delaware, Florida, Georgia, Idaho, Indiana, Illinois, Iowa, Kentucky, Louisiana, Maryland, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, N. Carolina, N. Dakota, Ohio, Pennsylvania, Rhode Island, S. Carolina, Tennessee, Vermont, Virginia, Washington, W. Virginia, Wyoming. (Special provisions are made for multiple-lane highways in Delaware, Indiana, Missouri, New Mexico, Ohio, Oregon, Pennsylvania, S. Carolina, Washington.)

In five, vehicles must halt for buses at a standstill but may then pass at a “reasonable” or “prudent” rate (not in excess of ten miles per hour) — California, Massachusetts, Nevada, Oklahoma, Texas.

In four, vehicles must slow to a speed not in excess of that state's designated miles per hour for passing a school bus — Colorado (10 mph); Kansas (10); Utah (20); Wisconsin (15).

In Connecticut, vehicles must stop, then proceed at a “reasonable” speed; in Maine, the “reasonable” speed after a full stop must not exceed 10 mph; and in Michigan, after stopping, a vehicle may proceed with “caution.” South Dakota is the only state which has no law on the subject.

PICKUP

NIGHT WORK FINISHED

Bob Miller likes to be in on big operations, do big things. That's why he joined the Service Company; that's why he spent every night of his life since war's end working to win a Bachelor of Law degree from the University of Baltimore last June.

Robert B. Miller's entire college course was taken after his discharge from the



Bob Miller

Navy—thanks to the GI bill. He has been with the company for three years; went on as clerk with the new Baltimore branch, where he's now I & S supervisor.

Five nights a week he attended law school, four hours a night. Saturday nights he had to study cases at the library, and Sundays he had to devote to his text books. Not much time was left over for his wife and son, Robert.

Before this strenuous routine began, and before the war, Bob, who is 29, won journeyman's papers in the machinist's trade, working at the Naval gun factory in Washington, D. C. He worked in an office for four years before that, though he always wanted to be a lawyer, even in high school, from which he was graduated in '39. His pre-law schooling was at Baltimore's Junior College, which awarded him his Associate of Arts degree in '47.

On their vacation Bob and Mrs. Miller toured New England—and had a little time to get acquainted.

Safe Driving Pays

Charles Green, technician at the New Orleans branch, was awarded a Certificate of Merit by the mayor of New Orleans for being the "Best Driver of the Week" on June 22. *I always assume that the other car has more important business than I do,* was the explanation Charlie gave for his skill. A \$10 prize accompanied the honor.

That \$5 Again

That \$5 the *News* has been waving around is about to go to the cleverest bidder. The contest to find a snappier title for this page will close September 18.

Readers will be invited to vote on one of six names picked by the judges: G. H. Metz, Personnel manager, and Gail Newton, Central Files supervisor (see page 4). Watch in October for the names, plus the coupon to be used in voting.

Everybody's hoping for a real eye-catcher, telling at a glance that this page concerns simply the happenings of electronic engineers, TV and theatre servicemen, our office girls and families. Come on, get smart—\$5 to the smartest.

Storm-Proof Antennas

S. Norwalk, Conn., July 1950—In Ridgefield, near here, on July 13, a flash tornado struck and caused more than \$100,000 worth of destruction. The wind velocity—estimated at over 100 miles per hour—twisted and snapped off trees half way up their trunks and in some instances lifted and dropped trees 20 to 80 feet from their roots. The roof of the local school house was ripped away at an estimated loss of \$50,000.

Why am I telling you all this? Because *not one* RCA antenna was reported down or in need of service. The average antenna in this locality ranges from 24 to 33 feet high. —*David H. Reynolds, salesman*

PICKED PINUP



Betty Collins

Camden branch switchboard operator is the first in a series of pretty girls with which *Pickup* is to be brightened each month. Every office is urged to send in its representatives. This blue-eyed, splendidly set up native of Collingswood, N. J., was crowned Miss Collingswood in '48.

SERVICE TIPS

C. M. Odorizzi, vice-president in charge of RCA Victor service, suggests the *News* run service aids devised by fieldmen. A good idea; we await yours.

DECOY of company trucks was lined up by N. Y. District Manager Conrad Odden (inset) for unveiling of RCA's new TV line at Exhibition Hall, July 16. Opening day, both sides of street were lined with trucks—which helped attract crowds to make big newspaper headlines. Odden kept six trucks always on view, also handed out a sales-service package to everyone. Package was made available to all distributors for new-line showings.





Admiral Buck

IT'S A GOOD TIME to have an admiral at the helm of industry. And probably RCA has the best possible man in the best possible spot: Walter A. Buck, retired rear admiral, newly elected vice-president and general manager of the RCA Victor Division.

In the Navy, Admiral Buck was a business man — on Navy business — responsible for procuring supplies and material for the fleets and shore establishments. In industry, he is a leader, expecting and getting the best out of both men and materials at his command, and constantly

All's Ready for GQ

alert to company *esprit de corps*.

A few words from his message recently distributed to "fellow members of the RCA Victor Family" gives a better insight into his character and working methods than anything a third person might write:

It is important for all our people to know that our company, which takes its responsibilities as a patriotic American organization seriously, is and has been planning for any emergency that might arise. . . . If the time comes when our government asks us to convert a part or all of our facilities to military production, it would be most advantageous to our people if this were to take place in an orderly, smooth fashion with an absolute minimum of job disruption. . . .

Let us carry out our tasks calmly. . . . Let us do so fortified by the knowledge that even as we pursue our day-to-day activities our company is prepared for and has pledged our fullest cooperation in the national effort. . . . We know that every man and woman in the RCA Victor Division, the RCA Service Co., and the RCA Distributing Corp. will carry out General Sarnoff's pledge when called on. (The pledge made by wire to President Truman July 20.)

The successor to the late J. G. Wilson

came to Victor in '49 as operating vice-president from Radiomarine Corporation (RCA), where he was president. Behind him were 30 years of distinguished service in the Navy, which commissioned him as an ensign in 1917 from his home town of Oskaloosa, Kansas. His first sea-going assignment was supply officer aboard the *U.S.S. Canandaigua*, one of four ships cited for laying the most mines in northern waters. In '22, he spent two years at the Harvard business school.

After serving on the famed cruiser *Marblehead* and destroyer *Wright*, he was enrolled at the Army Industrial College, Washington, then was ordered to Philadelphia as executive officer of the Supply Corps training school. During World War II, he rose from commander to rear admiral; was named paymaster general and chief of the Bureau of Supplies & Accounts in '46.

What he likes to talk about are the three champion baseball teams he managed for the Navy; what he likes to do is listen to RCA Victor records with his wife, Mildred. He has two sons, both in the Navy. Walter J., 26, is a lieutenant (jg), Supply Corps; John A., 22, a midshipman, Annapolis. Admiral and Mrs. Buck live in an apartment in the Philadelphia suburbs.

Philadelphia's New TV Manager Met the Atom

PHILADELPHIA'S NEW TV DISTRICT MANAGER is John Ogilvie, 32, who was manager of the Bronx TV branch, one of the company's largest.

His experience is somewhat out of the ordinary. During the war, he was a second class petty officer in electronics—received 13 months training in the subject—and was ordered to the communications ship, *U. S. S. Avery Island*.

But it was after the war that his duties became unusual. John witnessed the Bikini atom bomb blast. He had helped put the German cruiser, *Prinz Eugen*, and the Jap cruiser, *Sakawa*, in condition for the target tests, equipped them with recording devices; and was present in July, '46, when they were atomized.

In spite of a proffered commission, he left the Navy in '47, and in March, '48, stepped over to the Service Company as a Bronx branch technician, soon was made manager.

A kid just out of school in his native Manhattan, John went to the Rockefeller Institute of Medical Research as assistant to the office manager. At 20, he was a laboratory technician.

His enthusiasms require skill: three years running he won the national championship for airplane scale models, made power-driven miniature racing cars, and

built a glorious 14-foot sailing craft for racing, now berthed in L. I. Sound. Urbane John Ogilvie is a bachelor and good skier.



John Ogilvie

RCA SERVICE COMPANY NEWS

The RCA Service Company News is published at Camden, New Jersey, for employees of the RCA Service Company, Inc. Editorial offices are located in Building W3, Floor 1, Extension 165.

Editor
MANNING SMITH

Vol. 7, No. 9

September, 1950