



# SERVICE



FOR THE 1956 PRESIDENT'S CUP CONTEST . . .

"OMAHA HAS THE MOST SATISFIED RCA CUSTOMERS"

See Pages Six and Seven

MAY, 1956

**RCA SERVICE COMPANY, Inc.**

World Radio History



# SERVICE

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## The

## Cover

The way to a President's Cup calls for teamwork and thoroughness. Technician Virgil Talbot, of Service Company's Omaha, Nebraska TV Branch, starts customer call correctly by displaying his RCA Service Co. identification. (See pages six & seven for Omaha's 'Cup' efforts)



# We're Not Selling But Telling



**I**N A RECENT joint statement marking RCA's 36th Annual Report, Brig. General David Sarnoff, Chairman of the Board, and RCA President Frank M. Folsom noted that "eighty per cent of RCA's total sales in 1955 were in products and services which did not exist, or were not commercially developed ten years ago."

So that everyone is kept aware of this continually changing parade of products and services your Company advertises. And its advertisements tell why our products and services are superior, how they may be obtained, where and how you use them, and, of course, something of the character of the Radio Corporation of America. In other words, inform you that a product or service is available and then explain to you its applications.

Because we get immersed in our individual jobs, we sometimes fall prey to "not seeing the forest for the trees." We take it for granted that our customers, or the public, or even our fellow employes have adequate knowledge of what we make and do.

We forget that seemingly basic information must be provided in a continuous manner for several reasons. Our products and services must be the finest so that RCA may best serve the country and maintain its leadership. Consumers' needs and desires change as consumers themselves change jobs, homes, age and economic status.

"Every year more people buy RCA Victor than any other television." That's not merely an advertising claim. It's a fact. The teen-ager of ten years ago has grown up seeing and hearing that statement. Today he's buying his own television set. That more of the consumers of his age group buy RCA Victor is not only a testimonial to a fine product but factual proof that people see, remember and judge RCA by what it says. Perhaps more important, they judge and trust RCA by what it says not only in advertisements but also by what its employes say about it and the Company for which they work.

If the former teen-ager is today a theater manager, we want him to know that we service, through our Technical Products Service Department, theater projection equipment. If he's in the Armed Forces, we'd like him to know our Government Service Department's field engineers install electronic gear and instruct military student classes. If he's a newlywed, we want him to know our Consumer Products Service Department services the new RCA Whirlpool appliances.

Because you are naturally interested in what your Company is doing—and because you'll be a better employe if you can see the forest—we reproduce product and service advertisements on our back cover.

So, we're not selling but *telling* you. And if we have or can choose a product or service you haven't known about . . . we're doing our specific job, telling.



Bob Brain, Paterson



George Emig, NE Phila.



Sam Fairbanks, Rahway

## Mid-Eastern 'Graduates' Seven Field Managers

Last month saw the completion of an intensive Mid-Eastern TV District supervisory training and selection program.

The official windup of this particular program came on April 20 when seven new field service managers were feted at a ceremony in the Orange, New Jersey, Savoy Plaza Hotel.

Eastern Area Manager R. C. Gray spoke to the "graduates" and distributed Certificates of Training, along with congratulations to the seven former technicians who have since been assigned to supervisory posts throughout the district.

Months before this selection program got underway with the enthusiastic support of Mid-Eastern District Manager Howard Johnson and his staff team, it was necessary to prepare a practical and complete training course.

It was decided that area, district and branch personnel would prepare an outline of field service managers' duties. Then as the outline took shape, instructors with heavy experience in the course subjects were assigned to prepare lecture material. This way, a "composite expert" instructed the class.

At the same time as the training course was in preparation, technicians throughout the district were asked to fill out a Personal Data Form. The information called for covered ambitions, desires, interest in supervisory level work, and ways that the individual tech might improve his performance.

The excellent response brought interviews by branch managers who recommended men with supervisory ability and potential.

Successful candidates were then screened by Field Sales Manager Frank X. Diamond and final selections made up the class of seven:

Vince Edmunds—Newark Branch. Vince was a supervisor when the

session began, but had not had the opportunity of any formal supervisory training. He was formerly a tech at Bayonne.

Bob Yankanin—Now field service supervisor, N.E. Philadelphia Branch. Former tech, Bob says he "has a good insight now into any problems he may encounter."

George Emig—Now FSM, formerly a technician at N.E. Philadelphia, the office manager trainee was assigned to field service manager training to better utilize his keen technical ability.

Walt Kowal—Joining the Company at the old Bronxville Branch, Walt says, "The information gained is comparable to several months' field training."

Bob Brain—Former tech at Newark, Bob's now Paterson Branch Field Service Manager. Bob commented, "If each of the fellows could go through this training, nearly all our difficulties would disappear."

Sam Fairbanks—Former tech at Rahway, Sam is back as Rahway's FSM. He adds, "I'm very impressed with management's agreement on the importance of the customer in our business."

Bob Houston—Ex-Rahway tech, Bob noted that the course was very complete and gave him a helpful foundation. Now Newark FSM.



Bob Houston, Newark



Vince Edmunds, Newark

(Above) Walt Kowal, Ft. Lee

Bob Yankanin, NE Phila.



## RCA SERVICE FOR YOUR WHIRLPOOL HOME APPLIANCES!

Specially-trained technicians from our local service branch are "at your service" for repairs and adjustments on these appliances:

- GAS RANGES
- ELECTRIC RANGES
- AUTOMATIC WASHERS
- AUTOMATIC DRYERS
- IRONERS
- WRINGER WASHERS
- FREEZERS



# In Columbus . . . The Appliance Service Is Rolling

In Columbus, Ohio, Branch they started servicing appliances on April 1, 1956.

Branch Sales Manager Bill Ranshous recounts how the branch went about setting up its operations.

"We began preliminary negotiations with Ohio Appliances, Inc., about three months before our April 1 target date.

"There were four 'serious' meetings and numerous 'side' meetings before we were appointed for the parts distributorship and servicing agency on RCA Whirlpool appliances. In on most of the 'heavier' meetings were: Sales and Merchandising Manager Bob Baggs, Appliance Service Sales Coordinator Tom Magonigle, District Mgr. Russ Hanson, District Field Sales Mgr. Jack Laschinger, Branch Mgr. John Enevoldsen and myself, with assistance from Appliance Service Sales Mgr. Jim McTeigue and Appliance Operations Coordinator Harry Erickson.

"Direct meetings with Ohio Appliances generally involved Ohio Appliances, Inc., President Edward Foster, Ohio Appl. Columbus Branch Mgr. John Faul, John Enevoldsen and myself.

"Once the appliance servicing picture cleared, we had parts shipped to us by Whirlpool, American Sales (former distributors), and Ohio Appliances. Boxes of parts were stacked to the ceiling in our newly expanded stockroom. If you can visualize three truckloads of parts for all types of appliances arriving within a few days, you get a general impression of how hectic it was. While the parts were still arriving, the phones began ringing with service calls—all to be done as soon as possible.

"We hired three 'white goods' appliance servicemen and a stockroom man at the same time, in addition to two new office girls.

"Fortunately, the distributor, dealers and customers graciously understood the changeover, so no ill-will was created.

"However, the new operation wasn't all grim. Orientation comes slowly. For example, once in a while a job

card for a model CA 80 washer will come through with 'No Pix' checked in the model number block. But by now, most of our original expansion problems have been solved through gaining experience with the parts and products."

Now Columbus looks forward with confidence to its new "companion" service on appliances.



Appliance serviceman Ken Spears removes the agitator from a washer (l.) and checks a range's oven

## 98% of Accidents Are Preventable

At work, in the home, on the highway, and in all other places, people are getting hurt. According to the National Safety Council's preliminary report for 1955 more than 92,000 people were killed and over 1,900,000 were seriously injured. Several other million received only minor injuries which could have been serious—or even fatal.

The most amazing fact about all this is that courtesy and common sense could have prevented 98% of the accidents (the other 2% is attributable to tornados, floods, and other events which are uncontrollable).

During the second half of 1956, don't be one of the chance takers. Don't allow yourself to be "counted" by the statisticians of the National Safety Council.

At home, repair items that are damaged or faulty; clean areas, where unused articles have accumulated, especially in the cellar, attic, or on the stairs; replace defective objects and other items that cannot safely be repaired. At work, check your work area and give your supervisor an opportunity to eliminate all unsafe conditions. On the highway, your chances of survival will be greater if you have all vital car parts checked before another day goes by (brakes, horn, windshield wipers, lights, tires, wheels).

During the remainder of 1956, firmly resolve that all exposures that may cause you to be hurt will be corrected. You will thus be helping yourself by eliminating the temptations to take another chance.



Columbus' "White Goods" crew. (L. to r.): Ken Spears, Art Allen, Harry Campbell, Bill Beard and Jim Brownfield



A scene from "The King and I." (At right), a scene in Rodgers & Hammerstein's "Carousel"



## Tech Products Engineers Score With 20th Century-Fox

WHEN Twentieth Century-Fox Film Corporation decided to present special trade demonstrations launching their new CinemaScope 55 process, they selected Rodgers and Hammerstein's "Carousel" and "The King and I" to insure attention—and Technical Products Service Department field engineers to insure topnotch performance of theater sound and projection equipment.

Hailed as the most exciting development in the history of Twentieth Century-Fox, the film studio says the new CinemaScope 55 process far surpasses anything they have ever used for motion picture production. Studio officials point out that "every scene is needle sharp, free from all distortions at far edges and the top and bottom of the screen." And they add that all scenes can now be projected any theater distance without "going thin." In other words, the theater projectionist has less of a problem with focus and definition using CinemaScope 55.

The heart of the new process is in the cameras. Although the cameras, developed at a cost of \$50,000 each to the studio, shoot a 55 mm negative, this negative can be reduced to a 35 mm projection print with complete fidelity, for projection in theaters throughout the world. Theaters will not have to have any new equipment whatsoever to take full advantage of the revolutionary process.

Following 18 special screenings at selected theaters across the nation where Tech's engineers prepared the standard theater equipment, E. I. Sponable, Twentieth Century's director of research and development, wrote ". . . the efforts of all your service engineers—and especially, of course, Mr. H. H. Burgess and Mr. E. D. Clifton, who served so ably as our representatives at certain of these demonstrations—contributed very largely to the overwhelmingly successful outcome of the entire undertaking."

Typical of the engineering performances turned in by Tech men was the cited one by Ellis (Ed) Clifton, of Poughkeepsie, N. Y. Veteran FE Clifton toured the country with studio personnel demonstrating the "rush shots" to theater exhibitors and stockholders.

"My responsibility," said Ed, "was to check and adjust sound and projection equipment for optimum viewing, and to answer any technical questions from the audience.

"Bausch and Lomb Optical Company worked closely with the demonstrators, supplying their Anamorphic lens and their superb f1.8 objective lens in the required sizes. Their engineers turned out in full force at the Rochester (N. Y.) demonstration, along with the American Optical Society. Bausch and Lomb executives were particularly interested in the results obtained with their lens and a new type reflector known as the 'cold reflector.' This reflector passes infrared light and reflects only visible light, greatly reducing heat on the film."

All of which means, according to Twentieth Century-Fox specialists, that CinemaScope 55 gives audiences more of a feeling of realistic participation in the dramatic scenes than any other process used by the motion picture industry.

Impressive to Ed Clifton was the excellent reception and support he got from studio and exhibitor personnel, who complied with his requests down to the last detail; in one instance, even to the point of replacing projectors with only four hours' notice.

Impressive, likewise, to the studio specialists was the fact that in over sixty demonstrations they didn't have a single "misfire," an unmatched degree of craftsmanship by Tech's engineers fitting the perfection of Rodgers and Hammerstein.



H. H. Burgess



E. D. Clifton



## 1955 PRESIDENT'S CUP AWARD WINNER

**Branch Telephone Clerk Evelyn Wolf pins "Our Aim" (customer satisfaction) lapel button on Technician Jim Shook (Note 1955 President's Cup behind the tech)**

"If I were this customer, would I call on RCA service again?"

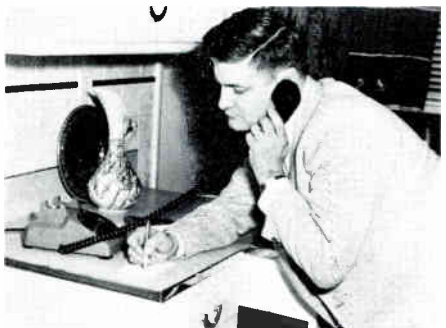
That's the question in the minds of Omaha, Nebraska, Branch technicians just before they leave a customer's home. Branch Manager Don Fette says, "We have stressed 'Put yourself in the customer's place' on every service call."

And Manager Fette is no different than his fellow branch managers and their teams—all pledged and dedi-



**Virgil Talbot makes a rear chassis adjustment to a color television set**

**Service completed, technician checks the receiver with Mrs. Ray Schroeder for satisfaction**



**As the job took longer than expected, tech gets permission to phone next customer, explaining delay**



**Technician Earl Kane loads color chassis into neatly arranged truck**



**Earl inspects his parts' kit for completeness before leaving**

## Omaha Aims for Another

ated to providing the utmost in customer satisfaction leading to a coveted President's Cup.

The 1956 President's Cup Contest began when Service Company President E. C. Cahill disclosed that RCA President Frank M. Folsom agreed to a rebirth of the theme of the successful 1951 campaign, "Fix It For Sure . . . Fix It For Keeps!"

The basis of this seventh President's Cup campaign is customer satisfaction. As President Folsom declared in his personal message to the branches, "The keynote is satisfied customers . . . good, dependable service is important to the consumer, as well as to the dealers and distributors who sell our sets."

Only four of the nation's top-rating branches will be in the winner's circle when Mr. Folsom presents the



Omaha techs sign a "Pledge" to render courteous, efficient service. (Left to right:) Marv Stanislaus, Br. Mgr. Don Fette, Virgil Talbot, Jim Shook, Earl Kane and Jess Goben. Picture of Omaha's first President's Cup won in 1951 hangs on the wall in place of honor

## Other President's Cup

handsome cup, symbolic of the attainment of superior customer satisfaction, in his New York office.

With the branches divided into four groups, according to size, and the contest split into three phases, each branch strives to maintain its assigned goal. Credited with contest points each week, the number of points scored depends upon its complaint ratio . . . and, now, with heavy color TV responsibilities, a branch is charged two points for any color servicing complaint.

The enthusiastic response by field and home office has led past President's Cup Contests to chalk up a truly remarkable record not only in customer satisfaction but also improved TV servicing workmanship.

A 1955 "Cup Award" winner, Omaha typifies the best in spirit and traditional all-out drive that makes for a pace setter.

And Omaha not only wants a President's Cup this year—Don Fette says:

"We plan on becoming the first branch in the nation to:  
 (1) Win the coveted trophy two years in succession, and  
 (2) Win *permanent possession* of the trophy (we have already taken the Cup twice)."

What formula does Don apply toward reaching Omaha's goal? None—other than leading an informed, experienced team of servicing specialists willing to exert their very best in providing the finest possible service.

No branch ever won a President's Cup on any individual's performance. It's a team job, and Don is the first to admit it.

"We have a terrific team that has won twice. Every one of our employees was with us through the 1955 contest—so they are just another year better at 'giving customer satisfaction.' Our team is in this contest with more enthusiasm, confidence and desire to win than ever demonstrated before."

Now, only time *and performance* will pay off for branches just like Omaha when July 5 signals the close of the third and final phase of the 1956 President's Cup Contest.

The challenge is there. The opportunity is there.

Omaha answers, "We believe the final contest results will show that Omaha has the most satisfied RCA customers."



Omaha Br. Service Mgr. Dave Burbee (l.) exchanges contest information with Sidles Co. (RCA distrib.) TV Regional Mgr. Art Peterson



Consumer Products VP Don Kunsman outlines President's Cup contest plans to home office television district "sponsors"



All "sponsors" of various TV districts during the "Cup" contest. (L. to r.) L. Weber, H. Poole, L. Borgeson and J. Lippincott compare plans



At Langley citation ceremony, (l. to r.) Capt. W. C. Pitts, Jr., Clyde Christom, William Connors, and Field Supervisor Carl Harvey

## 'Wagonwheels' Cites Two FE's

Two Government field engineers were recently awarded Field Service Citations for meritorious service in connection with Project Wagonwheels at Langley AFB, Virginia.

Both men, William Connors and Clyde Christom, received their awards from Carl Harvey, Tactical Air Command Field Supervisor headquartered at Langley.

The field engineers have been in on the design and installation of Wagonwheels practically since its inception in March, 1954.

Bill Connors, a genial Ohio-born bachelor, chalked up his second citation with this award. He got his first for crawling around the mountains and hills of Japan bringing help to remote early warning sites of the Japan Air Defense Force, from 1950 to 1954.

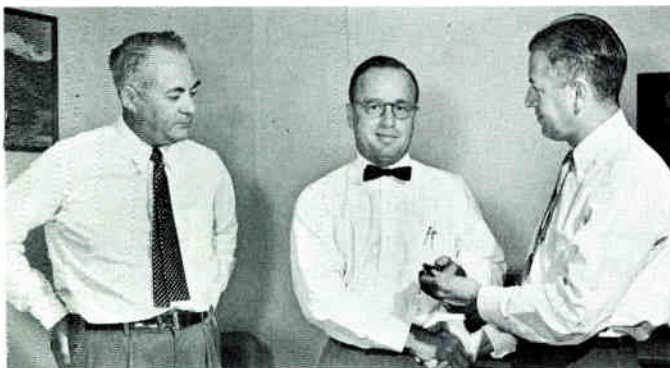
A WWII veteran, he's looking for another overseas assignment when Wagonwheels is completed.

Clyde "Chris" Christom joined the Service Company in 1950 and worked on assignment with the Missile Test Project out of Cocoa, Florida.

Assigned to Wagonwheels in May, 1954, he brought his wife and two boys to Virginia where they could join him in his hobbies of boating and occasional skin diving.

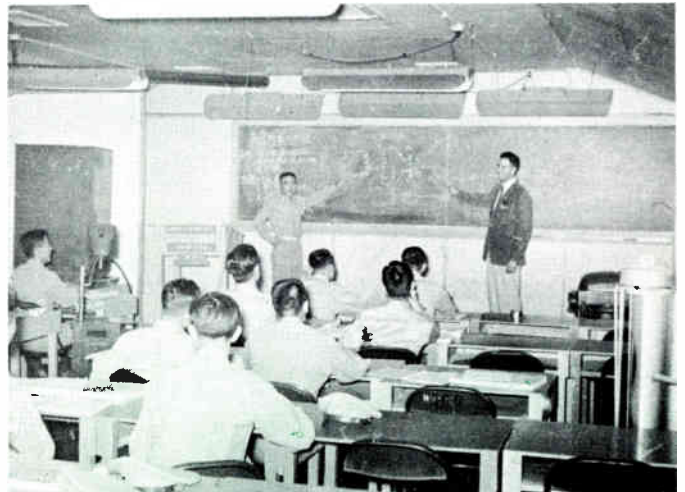
Native of Gotham, Chris attended Brooklyn Polytechnic Institute and served in World War II as a radio operator-mechanic with the Signal Corps.

## MTP Manager Awarded 10-Year Pin



Presenting MTP Mgr. A. L. Conrad (center) his 10-yr. RCA Service pin is VP P. B. Reed (r.) and Exec. VP C. M. Odorizzi, Sales & Service, RCA

## Ft. Bliss Class for ROK Officers



A special class consisting of 33 ROK (Republic of Korea) army officers is assigned to the radar-fire control SCR 584 Section at Ft. Bliss, Texas, where the officer-students are learning the intricacies of fire control—without the benefit of a working knowledge of the English language!

The problem is solved by having each instructor in the 584 Section work with an interpreter who translates the lecture into Korean.

Instructor Joseph Haik (*in photograph above*) lectures his ROK class, explaining a power supply and voltage regulator circuit, while ROK Capt. Yong Duk Chung supplies the interpretation.

## BuShips Engineers on the Move

The last three months were "musical chairs" months for BuShips engineers assigned to Naval Activities on the west coast.

J. J. Ralston, Ron Williams and Ernie Vallas returned to CONUS from assignments in Japan. Robert Ingram, Fred Robbins and Al Pratt replaced these men in the overseas billets.

Bob West was transferred from San Diego to Long Beach, while Don Graham is slated to move from San Diego to Treasure Island.

Howie Meier and Roy Williams returned to home office and reassignment to the Talos project.

Karl Mendes was reassigned from home office to the west coast and then to Japan.

John Marsh and Harry Desposito departed for West-Pac with a Naval task force as consultants.

Don Olson and Gene Kasak went to Great Lakes for six weeks to observe training on new sonar equipment being installed on Navy ships.

Jim McKown moved from San Diego into a new post as group leader for Mobile Electronics Technical Unit Eleven at Long Beach.

Clarence Johnson is reassigned from Long Beach to his new group leader position at Mare Island Shipyard, Vallejo, California.

While the extent of these movements is unusual, the engineers are on BuShips contract and BuShips determines where the engineer's services and experiences may best be utilized.



# Kirksville Govt. Field Engineer Awarded Service Citation



FE Warren Chase (*center*) with fellow Govt. engineers (*l. to r., front row:*) Earl Durbin, Mgr. Albin Izydore. (*Back row:*) Bud Better, and Steve Pelentay, all of the 790th AC&W Squadron, Kirksville, Missouri

Government Service Department Field Engineer Warren R. Chase, currently attached to the Kirksville Air Force Station, Kirksville, Missouri, as a communications engineer, was recently awarded a Field Service Citation for meritorious service by the RCA Service Company, Inc., during informal ceremonies held at the station.

The citation was presented by Major Ronald J. MacGillis, commander, with Kirksville communications officer, Major Claude L. Allen, Engineer-Manager Albin Izydore and Central Area Supervisor William Masters.

The coveted citation singled out FE Chase for his "accomplishments as a field engineer," as being "vital to military defense," and because "his performance showed outstanding technical skill during 1955."

The engineer has been assigned to the air station since October, 1954.

Born in Mason City, Nebraska, he instructed classes in electronics at the Capitol Radio Engineering Institute between 1941 and 1943. Then he joined Radio Station KURV as chief engineer and remained in that job until 1947. Until he joined the RCA Service Company, Warren was an electronics test equipment engineer in San Antonio, Texas.

He now resides in Kirksville with his wife, Marion, and their three daughters, Diane, Peggy Anne and Nancy.

# 8 GSD Instructors at Ft. Bliss Win Field Citations

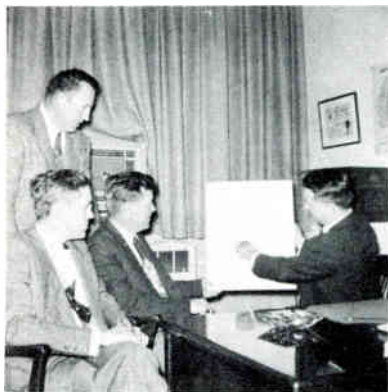


Col. M. M. Kallman, Director of the Dept. of Guided Missiles, awards Joseph Welsh a Field Service Citation. Lt. Col. R. N. Ross (*l.*) and Mgr. John Nook (*3rd from left*) observe the ceremony along with citation holders R. T. Granger and F. S. Nyland (*r.*), contract instructors



Director of the Gunnery Dept., Col. J. S. Albergotti, presents the service citation to D. E. Selle. Other citations awarded went to (*left to right*) Teddie Whitaker, R. E. Finnis, G. A. Burns and H. F. Strauser. Mgr. J. C. Nook (*r.*) watches proceedings

# The Field Reports - - - A Branch / District Roundup



Boston Br. Mgr. Wally Campbell goes over plans with Serv. Mgr. Tom Collins (*std.*), Don Tabbutt and Jack Murdock, the latter two both ex-techs promoted to Field Serv. Mgr.

Wally began his service career in Boston and is the former Flushing Branch Mgr.

Jack's also "back home" where he began eight years ago.

San Francisco . . . TP Field Office Manager George Benjamin forwarded to home office letters of commendation sent in by San Francisco Comptroller H. D. Ross for FE's Ed Burke and Bill Larkin. Seems that the city's Laguna Honda Home for Indigent has acquired some used motion picture projection equipment . . . needed it installed . . . Ed and Bill performed the gratis job and earned the letters.

Jackson, Michigan . . .

John Sabin (*l.*), who only joined the Service Company last October, answered a "poor picture" complaint, did such a fine job of selling RCA service that the customer dropped into RCA dealer George McGee's (*r.*) appliance store to compliment John's attitude and ability . . . bought an RCA Estate Range. Says dealer McGee, "It's good service with the proper approach that makes the sales job easy."



Mrs. Chris Hanrahan received the Sales Blazer award for the New York District from Flushing Br. Mgr. Marty Rubin. The only saleswoman in the district, she notes that the most important factor in successful selling is the desire to sell, plus understanding the position of your buyer

St. Louis . . . Jack Linneman, a journeyman technician at the St. Louis TV Branch, was called upon to make a delivery at 5 a.m. And since he's a seasoned father he was able to help deliver his fourth child. Afterward he commented, "Delivering TV chassis is much easier."



A Chicago training meeting is the reason for this gathering: (*L. to r., seated*) G. Slaby, B. S. Mgr., Oak Park; R. Mayerchin, F. S. Mgr., South Side, Chicago; R. Zeising, B. S. Mgr., Northfield; P. Owens, F. S. Mgr., North Side, Chicago; D. Gill, F. S. Mgr., Oak Park; and W. Harris, B. S. Mgr., St. Louis. (*Standing:*) W. Neubek, Field Off. Mgr., Chicago Dist.; R. Janzow, Western Area Eng.; R. Wadeson, B. S. Mgr., Chicago South Side; G. Chilson, B. S. Mgr., St. Paul; G. Campagna, F. S. Mgr., Oak Park; I. Amundson, F. S. Mgr., Chicago South Side; H. Barica, B. S. Mgr., Milwaukee; N. Edward, B. S. Mgr., Webster Groves; C. Olson, B. S. Mgr., Chicago North Side; and R. Boese, District Training Administrator, Chicago

Franklin Square . . . Br. Mgr. Jack Simpson points with pride to branch newspaper departments like "The Franklin Inquirer" in the Franklin Square Shooter where branch personnel kick around topical questions, and "Bowling News," where the keglers tote up tallies—both departments run by branch-spirited employees.

Providence, R. I.: When you're Acting Chief Tech like George Goudreau (*r.*), and you speak French but handled the Italian-speaking territory just as well as the French-speaking . . . SERVICE reporter Bill Fitzgerald says it proves a good serviceman is always welcome anywhere



# FOTO FEATURES



**Hollywood:** John M. Bergstrom, from Shop Foreman to Service Manager. In his 9th year with the Company, John began on antenna installation, then moved to tech

## In the Promotion Picture



**HOLLYWOOD:** Former Service Manager at Hollywood, Ray Sokolowski (l.) has been named Sales Manager.

Ray started with the Service Company five years ago as an installation man, before moving up to his former post as Serv. Mgr.

Ray, his wife, Libby, and two children make their home in the San Fernando Valley.

**FLUSHING:** Now Branch Manager at Flushing, Marty Rubin joined the Company April, 1948, as a tech at the Cliffside Park Branch.

Within two months he transferred to the then new Bayonne, N. J., Branch and left in May, 1952, when he was promoted to Manager at Asbury Park. A year later he went to Boston as Manager and now heads Flushing.



**Arlington:** William H. Aikman (l.) was recently promoted to Branch Service Manager. He joined the RCA Service Co. over five years ago. Bill is an ex-Navyman, having served as an electronics technician. Formerly an instructor with the Natl. Rifle Assoc., he holds marksman honors

**New England TV District Accountant** Edward Clark displays a broken leg—the result of a recent week's skiing vacation in North Conway, N. H. Despite his handicap, Ed still traveled the district, even through late Spring blizzards and storms



Emily V. Arko, of Cleveland Tech Products District Office, receives a \$40 suggestion award check from Dist. Mgr. H. E. Frisbie while FE Earl Lohr (l.) and Jack Moore watch the presentation. The secretary suggested a saving by revising a procedure returning unused theater appointment cards. Award helped her to buy a new coat



Three Flushing techs, J. Hodgson, T. Humble and A. Kauth, put their collective ladder experience to good use when they helped J. Kobbe put a 12-ft. dormer on his expansion attic—completing the large order in only one day!

# "...Our Radio System Paid for itself on this one Job Alone!"

—Says Al Lizza, President, Lizza & Sons, Inc.  
Contractors for Garden State Parkway



*Trucks operating on parkway construction are under radio control at all times.*

*"With our operations extending over 22 miles of the Garden State Parkway, I can pick up the mike and talk to any man on the job. If any of the rigs break down, we get a service truck out on the road in a few minutes. Operations at the plant can be quickly adjusted, too, so that our fleet of hot-mix doesn't pile up at the 'down' machine."*

Lizza & Sons has mobile units in the superintendent's car, master mechanic's and foremen's trucks, and other units on the lube trucks, two of the graders and five of the pickups. A control station at the asphalt plant keeps a dispatcher in touch with trucks at all times. Radio has earned hundreds of dollars a month in time saved by quick intercommunication between personnel. *"It's likely our radio system paid for itself on this one job,"* adds Mr. Lizza.

Savings on the job mean increased profits. You'll find out, too, that actually radio costs you very little because it's *self-amortizing*.

**GET THE BEST—GET RCA 2-WAY RADIO!** Quality that only the leader in radio and electronics can offer gives assurance of top performance under the most grueling conditions. Simplest maintenance and operating requirements. The RCA Service Company provides installation and service to keep your equipment operating at its best.



*(Top) Al Lizza at mike in field office talks to service trucks on road; and (above) Wally Slauson, Superintendent, trouble shoots operations from his car.*