

NOVEMBER
1950

RCA SERVICE COMPANY

NEWS



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

GOVERNMENT

gets a vice president

PINKNEY BREWER REED has been "Pinky" to friends in RCA for twenty years. Last month he was moved up from industrial equipment manager at RCA Victor to vice-president-in-charge of the Government Division at the Service Company.

This is not only an honor, but a big job, heading the new division which replaces the ten-year-old Government Section.

For some time, more RCA men have been in this service than during the peak of World War II activity and many more engineers will be needed to handle the exacting work in the field, which will go on building up. (*One country alone, France, the State Department indicates, will get some \$2 billion in arms and equipment next year, eventually about \$6 billion!*)

This is Big Business today and it is attracting stiff competition.

But Pinky has had plenty of experience in both business and competition. He has gone steadily upward since he first broke into RCA back in 1930, via Photophone in Chicago. O. V. Swisher, then in movie sound in Chicago; now merchandise manager of the Engineering Products 16mm group, hired him. He had met Swisher through movie house projectionists who were his friends while he was working his way through Armour Institute of Technology, in Chicago.

Early Start

The new vice-president can't remember when he didn't have some kind of job, even as a kid in Chicago, where his mother was a widow with two small sons. The daughter of an old southern family, she had moved from Mobile, Ala., to the windy city very early in Pinky's career.

Shortly after attaching himself to RCA Photophone, P. B. found himself in the Atlanta District, where he remained for several years. This is where he made his first mark as a salesman—after switching to Engineering Products sales.

In '42 he was assigned to Navy contract work at east coast shipyards and worked 'round the wartime clock on all RCA electronic gear aboard everything from subs to battle wagons. From '43 to '44, he was with the Fourth Fleet in the South Atlantic or with the Brazilian Navy, down in Recife, helping to outfit its subs. His wife and two boys (now ten and seven) were quartered in Miami.

Then he went to Washington on war contract negotiations. In more than a year, he got to know a lot of the capital's VIP's, including top officers in Navy BuShips; joined the American Society of Naval Engineers and the Institute of Radio Engineers. Switching to broadcast equipment sales in Washington, he sold



PINKY REED

more than \$1,000,000 worth, including one of the first complete TV stations.

In '47, as sales manager for Engineering Products in Cleveland, he captured a contest for the highest field sales against quota for the year. This time his triumph brought him into Camden as field sales manager, where he bettered his own record with the spectacular *Treasure Hunt* and *Magic Carpet* promotions.

Next, installed as manager of the Industrial Equipment Section, he immediately went ahead of expectations, not only in fatter sales percentages, but in budget control.



BEEN WITH RCA
ENJOYS GOING
FISHING
PARTIES
SINCE 1928
ON COMPANY



Ed Cahill

HERN
ESSER
TECH. PUB.



HIS HOBBIES:

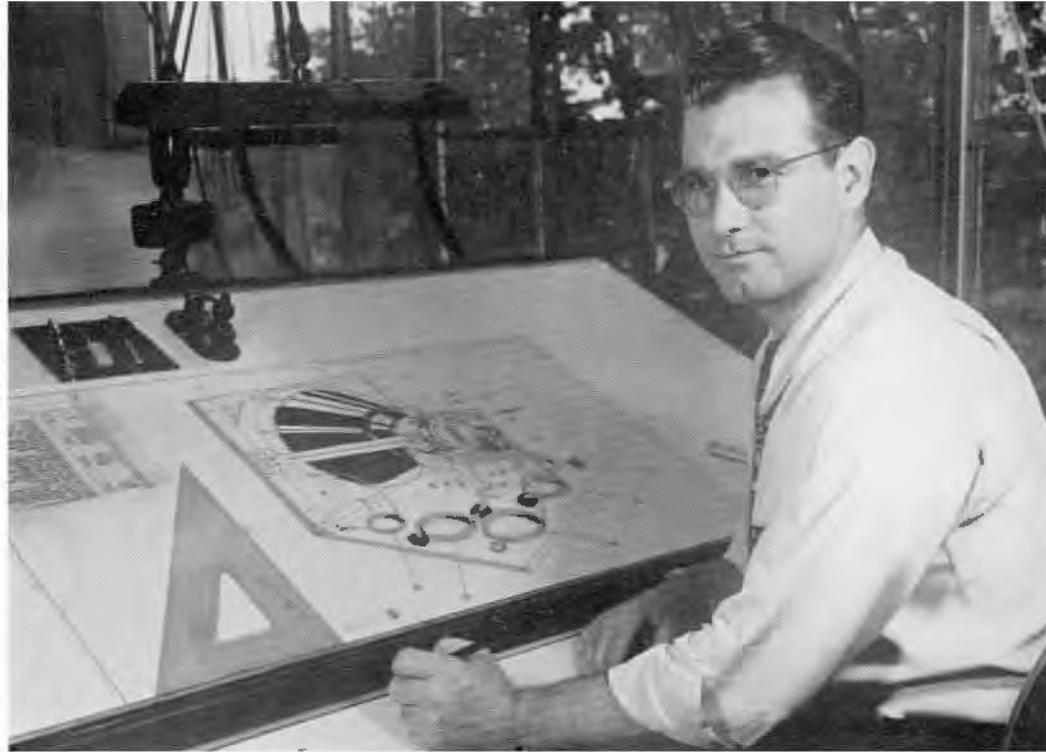
Loyalty and Art

THE SKETCH of Service Company President Ed Cahill (opposite page) is the work of Norman Monroe Ressler, 28-year-old technical illustrator at the home office.

In his spare time, Norm recently wrote and illustrated a 60-page book which included 20 plates similar to this one portraying teachers of his alma mater, Girard College, in Philadelphia, famous endowed boarding school for orphaned boys. First edition of the work, *Mighty Masters*, has been exhausted (1000 copies at \$1 each).

The illustrator-design draftsman was born on a Pennsylvania Dutch farm outside White Horse in Lancaster County. When he was seven, his constable father was killed in a gun fight in line of duty. Next year, the youngster entered Girard College, where he lived until he was 18. In 1938, he won the pencil sketch award in the Philadelphia high school cultural olympics.

With time out for a two-year, wartime stint in the Navy, from '43 to '45, Norm put in five years as a technical illustrator at the Lancaster tube factory (RCA), be-



NORM RESSLER

fore coming to Gloucester two years ago. He was a radarman 1/c aboard the heavy cruiser, *Brooklyn*, at Sicily, Anzio and the invasion of southern France, and won a "well-done" note from the skipper for volunteering and helping carry out a beach sortie ten miles behind Nazi lines at Anzio.

In his W. Collingswood (N. J.) home, he has an art studio and complete print shop with 40 drawers of type, a 7-x-10 press,

setup table, stapling machine, other accessories. He printed fancy tickets for the home office Halloween party, has made name cards for nearly everyone he's known. Recently, he was made very happy to be voted editor of Girard College's alumni magazine, *Steel & Garnet*.

He often crosses the Delaware River bridge to take a drive through the Girard campus. "It's the only home I can remember," he says.

KITCHEN HAM:

Call W2AFZ

THOSE MESSAGES THAT CLATTER in branches all over the land signed DP come from Della Maskell Parker, the Service Company's lady "sparks."

Mrs. Parker has been head teletype operator at the home office for more than two years. She's been a ham radio operator ever since high school days. Station W2AFZ, lodged on her kitchen table in West Philadelphia, is an old-time YL (female ham) call, well known in amateur circles as a fast key-worker. She rarely uses voice because what Della's interested in is "rig" construction and performance, not chit-chat.

Besides, this after-dinner-and-dish-washing pastime compensates for a desire to go to sea as a sparks. But the com-

mercial operating field is closely guarded by male key-twitchers; she never got a break until the Pearl Harbor incident put a premium on manpower and drew in women able to do a man's job.

She handled traffic and c-w work, regarding aliens and their movements, for the Immigration & Naturalization Service for more than five years; came to the Service Company when the government agency moved to Washington.

This is her first communications job in industry. Before the war, Della worked as a secretary at the Aetna Casualty Insurance Co., in Philadelphia. She lives with her husband (OM in ham parlance), an employe of a Socony-Vacuum research laboratory; and 13-year-old stepson, who is showing an inclination to follow in his mother's footsteps. Too strong a yen for mother; she has a time keeping his hands off the rig Mr. Parker helped her build.

The head teletype operator, assisted by young Rosemary Melchert, handle as many as 200 TWX messages and 100 Western Union night letters in one day. The "twix" room is a bedlam of teletype clatter, warning bells and phone-ringing.

"Here's Rahway," Rosemary cries above the din. "Buffalo," Della calls and the next instant is headed from phone to teletype.

She only takes the messages or sends them; she hasn't time to read them.

DELLA PARKER



Electron Microscopes: a Fascination and

RCA SERVICEMAN ED SAUNDERS IS THE
DOCTOR THE NATION'S LEADING
DOCTORS CALL FOR



SERVICING the big RCA Universal scope calls for something more than mere circuit isolation. In one unit Ed Saunders (*above*) has three headaches: vacuum, mechanical and electronic

THE RADIO CORPORATION OF AMERICA manufactures one instrument which never hits the assembly line. It is put together in lots of twenty, takes three months to complete—by hand—comes out worth \$16,650 installed—and possessing a personality which holds the nation's top scientific brains at bay. It bows to one master, however—Edgar Lowick Saunders, field service supervisor of electron microscopes.

For five years, Ed Saunders has been traveling throughout the land, keeping some 300 of the big Universal scopes in working order, adjusting invisible specimens for microscopic photography, instructing the nation's most celebrated scientists in the delicate techniques of handling one of the age's very greatest electronic marvels—the only one wrapping up vacuum, mechanical and electronic problems in one package.

His job is an infatuation, also an exasperation.

"You're dealing with a vacuum," he explains in a voice of mixed complaint and enthusiasm. "A high-vacuum unit that has mechanical problems—a unit in which you can't isolate a circuit. . . . A microscope isn't something tangible like a TV set. Your whole thinking has to change.

"One revolution of the knob, for instance, moves the specimen field only 25-thousandths of an inch. When you've turned that knob 25 times searching the field, you think you've covered a mile, but you've examined only *one mill of space!*

Critical Judgments

"This gives you an idea of the machining problems involved. That's only one place something can go wrong. The vacuum unit itself, stacking four-and-a-half feet in the air, with no bolts holding it together, might have dirt inside the column (lint, dust, ionized-vapor coating) . . . trouble in one spot affects all others. Servicing depends on how much you know about the electron microscope."

Even if the instrument is in perfect condition, mechanically and electronically, it still may not be taking a satisfactory picture (micrograph or photograph of a specimen). That's Ed's problem, too. Before getting around to this he checks the instrument. Test equipment is the same as for any other electronic unit, with heavy duty falling on the oscilloscope (a cathode ray tube), which tests stability of power supply. He chooses this over the voltomyst (vacuum tube volt meter). Then he goes to work on the specimen which has defied microscopic examination.

It's the story of *little fleas have other fleas upon their backs to bite 'em; and these in turn have other fleas, and so on ad infinitum.*

This fall Serviceman Saunders called on the famous Dr. J. M. Hill at Baylor University Hospital, Dallas, Tex.; the man who defined the RH blood factor as an antibody which attaches itself



CONTACT



for RCA Field Engineers

with U. S. forces the world over



PUBLISHED BY RCA SERVICE CO., INC., A RCA SUBSIDIARY FOR ITS GOVERNMENT SERVICE DIVISION

International Trouble Shooter

EWING ANDREW HILDERBRAND became Navy and Army contract manager August 15, after serving as subcontracting administrator for half a year; not an unusual switch for Andy who has had a new assignment nearly every six months since he came to the company in January '43, as a field engineer on Navy contracts.

It didn't take six weeks for the man in the home office to change from Andy to Pop Hilderbrand to the tech reps out yonder. His hard-hitting enthusiasm is all centered on taking care of the boys, which also means helping wives left behind. He packs them off to join their mates, delivers bonds to the bank, calls up to report "John says to tell you everything's okay, he's found an apartment!"

Andy spends 90 percent of his time on the phone. In one hour he will contact two of the engineers in Washington, one in New York, one in San Francisco, and have a brief chat with Tokyo. It's no figure of speech to say he's constantly going round in circles in his swivel chair. In between, he takes care of emergency T & E's (travel & expense accounts); runs down to the postoffice to make sure a deadline's met.

Helps Out the Sheet

He even helps out the sheet. Calling four men in San Francisco about to embark for Honolulu, he yells: "Good sailing! Don't forget to get your pictures taken for the *Service News*."

Andy has packed a whale of a lot of engineering and business experience into the years since he was graduated from Southern Methodist in '39—with a BS in both EE and ME, straight A's in math (including three years of calculus), a membership in Sigma Tau, honorary engineering fraternity; and Kappa Mu Epsilon, its math equivalent.

He taught math at S.M.U. for two years, the longest time he spent on any one job. From '43 until '45, he put in and serviced radar at Seattle, Mare Island, Hunter's Point, Houston, New Orleans, etc., spent 14 months on Midway in the Pacific at the



ANDY HILDERBRAND

sub base, where, with his usual enthusiasm, he voluntarily helped throw up a small broadcast station.

While assigned to the Portsmouth (N. H.) Navy Yard in '45, he met a Canadian girl who had come for a visit; stayed on to be Mrs. Hilderbrand. That same year, he was called off war work and sent to the RCA plants in Indiana for RPT training. He handled RPT contracts for only one month before being shifted to L. I. City as shop technician in the original TV branch. Then he was called to open the Kearney branch, which included painting the shop (after he located one), turning on the lights, and keeping the place swept out, with the help of his wife.

From there he went to Cliffside Park, N. J., to open a branch; left there for the home office in '48; and three months later was ordered to open the Houston branch in his native Texas. April of the same year ('48), he and his family were back in Jersey. They live in Merchantville, Mr. and Mrs. and three kids: boys, 4 and 3; a girl, 5 months.

RCA FIELD ENGINEERS, FEF, TOKYO (*front, l. to r.*)—McGillicuddy, Masters, Rice, Grzesik, Mermer, Craft, Murette, Hansen; (*middle*)—Hatchwell, Donovan, Patneade, O'Reilly, Bjorman, Dick, Toscano, Salvetti; (*top*)—Lund, Cohen, Votavo, Duncan, Cepas, Kraus, Sheehan, Cafaro, Hartofil



Letters Home

Our field engineers are finding Europe a friendly place, by and large. Also they're finding lots of rain and more opportunity for hiking than ride-happy Yanks are used to.

Army and Navy contract manager Andy Hilderbrand feels powerful pulls on the purse strings, especially from Military Advisory Aids Group (MAAG) installation in Belgium, where a number of our fellows are working. He's also had some interesting letters along with the T & E slips.

Bill La Perch, of Philadelphia, who arrived in Brussels early in September, has written several times. Quotes from his letters tell the story:

Bob Hubbard, Jeff O'Connell and I flew out to Westover on Saturday . . . with a full colonel and the wife of a lieutenant colonel . . . bucket seats for us . . . Despite some discomfort, the trip over here was wonderful. Made excellent time and arrived in Frankfurt, Germany, on Sunday, late in the evening. . . .

The colonel was very pleased to see us since they are having trouble with a modified equipment. Apparently a regimental team from Fort Bliss has been unable to straighten it out, and this will be a test of our ability. . . .

Brussels seems like a fairly nice town although terribly expensive. . . . Please call my wife, Andy . . . tell her everything is fine. . . .

This has been rather a wandering report since it's now 12:30 at night and I'm a little beatup from the four-engine mule train we took over here. Had to go into town to send your cable and had a chance to practice my French. Surprisingly enough, they apparently understood me.

September 13

Things are starting to move over here. Hubbard and O'Connell are up at Antwerp. I would have gone also but they have already loaded me down with a job. . . . It is fairly interesting working with the Belgians and they are very cooperative. . . . Surprisingly, the language problem is not difficult, and I find that my brand of French (one word in French, one word in English with gestures) seems to work.

I told you that someone at the MAAG had accidentally taken my overnight bag with all my shirts. Yesterday they told me about this job I'm on, and told me I was going to meet the Belgian colonel who is in charge of the main signal depot for the Belgian Army. Right away quick, I rushed out and bought a brand new shirt (at twice the price at home) to impress the colonel. Well, I met the colonel, and five minutes later both of us were climbing around inside a tank. You can imagine the condition of the shirt.

September 17

As you can guess . . . plenty of work. Every time you turn around you get hit in the seat of the pants with a cannon. . . . Everybody here is really cooperative,

INSPECTION

Pinky Reed, Government Division vice president, left on November 17 for a three-week, on-the-spot inspection of all field engineers and their facilities on the West Coast, at Pearl Harbor, and in the Far East.

Coliseum & Red Heads

Frank Lutzock, of Vallejo, California, is having a big time in Italy training Italian officers to become instructors. Snatches of his travelogue to Andy Hilderbrand:

"The Embassy here in Rome has been very helpful. . . . As you probably know, the Holy Year Pilgrimage (once every 25 years) makes Rome a melting pot or Mecca for all the foreigners. Reservations have to be acquired far in advance. 1950 is not the year to visit Italy. . . .

"The points of interest are many here and just a stone's throw from the hotel. . . . Vatican a short ride on the bus . . . the Coliseum. Many pieces of architecture date back to 500 B.C. and seem well preserved. The architecture is massive and reminds you of Grand Central. . . .

"The women are beautiful, many blondes and red heads . . ."

and things are working out very nicely. . . . Food is good. Living at pension recommended by the boys at MAAG. Very comfortable but the furnishings are very ornate.

October 8

Finally located an apartment and am practically a native now. I have developed a permanent cough, and my complexion has faded to a deathly white. All I need is a bicycle and I'll be eligible for Belgian citizenship. The weather here consists of just one thing—rain.

As you can see from the attached T & E's, I've been traveling quite a bit this past week. The work is fascinating and the people very cooperative. Everything seems to be going very well and Col. Lee seems quite pleased with the work we have accomplished.

October 14

The work here is fascinating. For the past week I have been up near Liege instructing a unit there. . . . The Belgian personnel are swell, and very quick to catch on . . . what they lack in equipment they certainly make up in enthusiasm and hard work.

Harry Mills, of Dover, Mass., also is in Belgium, and **George V. Mohn**, of Collingswood, N. J. Here's part of a note from George:

October 8

"Several of us got down to Heidelberg to visit the town and castle. This area wasn't bombed or shelled. It proved to be a most interesting jaunt and much film was exposed. Never did so much walking—new shoes in U. S. and heels were shot by the time we left Germany. Estimate we walked five to eight miles a day in covering Frankfurt and surrounding country. Here in Belgium it's even worse. . . .

Log

Danny (D.J.) O'Brien is back on Navy contract work at Mare Island, doing the same job he did during the recent war: instructing Navy personnel. Assignment came from the San Francisco TV branch, and he had three weeks' special training for the job at an east coast Navy Yard.

Don L. Leiphard, ace-high man with the Navy at Norfolk, recently was given a handsome leather briefcase by students of his radar class.

Russ D. Zimmerman is a sonar specialist for the Navy in the Pacific. During World War II, he was in government work, and since 1945, he's serviced just about everything in the way of Technical Products equipment.

Wayne D. Gould, former TV branch manager at Indianapolis, is field supervisor for the Far Eastern Command, Signal Corps. Concerning duty in Korea, he reports from Tokyo:

"There's no night life over there, and the only close and friendly neighbors that the fellows are associated with are the native fleas. A man's best friend in Korea is his DDT bomb."

Five new additions to Navy's ComSer-Pac are: **Bill (W. W.) Aitken**, **George W. Hunt**, **Harvey Schwartz**, **Harry R. Boes**, **Stan (S. A.) Clemenz**. Bill hails from the St. Paul TV branch.

Steve Heller, Eastern Air Defense Force supervisor, headquartered at Newburgh, N. Y., is up for a ten-year service button. He recently was sales coordinator in the Washington TV district.

The Navy has pulled **Jack Worthington**, former chief tech of the Gwinhurst (Del.) branch, out of Fort Custis, Va., (AF) for active duty as an instructor at Key West. He was a member of the active reserve.

Lenarth Tegner, for the last year stationed with the Air Force at Lowry Field, Colorado, is on his way to join RCA field engineers already in Germany.

CONTACT wants to thank all you guys for correspondence received up to press date, Nov. 16, much of which arrived too late to be included here but will be tossed in next issue. This includes stuff from **John Kohler**, our man at the Norton AF Base, Calif.

FOTO—FOGS

Frank Lutzock is looking ahead to the future; building a library of slides to perpetuate his travels abroad. He has 2¼ x 2¼ negatives, and if any of the rep techs in other parts of the world would like to swap, he's willing to provide the high spots of Rome.

The city is lovely actually (Brussels). . . . No war damage at all . . . old sections of the city are interesting: narrow winding streets of cobble stone, flower boxes on every window sill. . . . My best investment has been one of the light plastic rain coats you carry in your rear pocket."

BENT EAR; NO BRASS



Tom Whitney

Field operations manager of the Government Division is no armchair general. Thomas Gale Whitney wants all you guys in the field to know that his steam-heated, stateside office is operations base only as long as it's got to be.

He's been out on test flights and shake-down cruises, was in charge of shipborne radar operations during the war, from '42 until '44. He knows they're always headaches and he's there to help you lick 'em. No field rep needs harbor any beefs, because Tom Whitney has ears bent to criticism, suggestions.

We're just seeing the beginning of this business, he says. Here there's a future.

Tom took over his job Oct. 16, after more than a year as manager of the Commercial Service Section (RPT). Contract managers of the various services report to him. He's in charge of all field engineers, specifies procurement needs, overseas movements and efficiency.

A native of Mexico, N. Y., he was graduated from Union College, Schenectady, in '25, worked for 13 years for Western Electric as a field engineer. Before coming to this company as a theatre engineer, he was with National Theatre Supply. From '44 to '49, he was Cleveland district manager, Technical Products; built up the biggest industrial-line business in any district.

Off hours, Tom lives comfortably on his 18-acre farm outside Moorestown, N. J., cultivates three to four acres, including an orchard; is in the market for some sheep, a cow. He has a daughter, 8; a son, 2. Everybody enjoys visiting the place and the door's always off the latch. Stop in and light up a corn cob with him some Sunday.

Opportunity

PERSONAL NOTICE

BEAUTIFUL ITALIAN GIRL, 24 years old, wishes to marry American. Write Esther Callegari, Via Pallacorda 11/a, Rome.

—From Foreign Correspondent Frank Lutsock

Ambassadors at Large

By P. B. Reed

Vice President in Charge of
the Government Service Division

Probably not many of our engineers ever thought of entering the diplomatic service. The talents and training for the two fields don't seem to run in parallel lines. And yet, right now we've got RCA ambassadors all over the world.

Some of them actually call on high officials and pick up their mail at the local embassy. That's not exactly what we mean. That's part of it, but the big part is the everyday contact with men overseas who are working at the same job, living the same sort of lives in metropolises and crossroads from Taegu to Athens.

Our technician ambassadors are not ministers with portfolio, responsible for earth-shaking political decisions. They are just fellows doing a job. They are as much on their own as any tourist, but they get in where tourists rarely wander—into the factory, the shopping queue, the bus line-up of the man in the street.

Service Tradition

And today their skill in the science of electronics plays a tremendously important role in the fight against aggression. With test meter and American know-how our men are making this science work for defense and peace. The job we'd rather do would be to bring the wonders of electronics to all people as a means of entertainment, education and culture. In doing the job we have before us, the RCA field engineer of today has a *tradition of distinguished service* to live up to. Many RCA Government engineers served their country and their company with noteworthy distinction during World War II.

These fellows who now are doing a stint for their country, through the organization of the Radio Corporation of America, were carefully chosen for character as well as skill. In the first wave of this new project they are finding enjoyment and hardship, beautiful scenes, poor transportation, good and bad food, low funds, high prices, quick friendships, helpful strangers.

And underneath these superficial experiences, they are finding the best chance ever offered to spread America's philosophy. It doesn't make us feel boastful to realize that in this scheme of things RCA is America; it makes us feel dependent on the men out there who are selling, not only a brand of service, but a way of life.

TECHNICAL PUBLISHER



Andy Conrad

Andy Conrad has what you need to do your job.

As head of the Technical section, he takes care of the training needs of new men in the field, determines requirements for tools and test equipment; supplies fieldmen with technical data—service tips, engineering drawings, and technical publications.

Andy came to his present post from tube quality control, which he headed for about a year.

Before signing up with RCA in '46, as branch manager at Albany, he was in the Signal Corps, a radar maintenance officer in New Guinea and the Philippines. A native of Walpole Mass., and graduate of Lafayette College, he is married to a Philadelphia girl; lives in Chestnut Hill, Phila.

Interlude



GEORGE MOHN & HARRY MILLS, between boiled potatoes and rocky roads, enjoy quaint streets of Frankfurt-A-Main on their way to Brussels

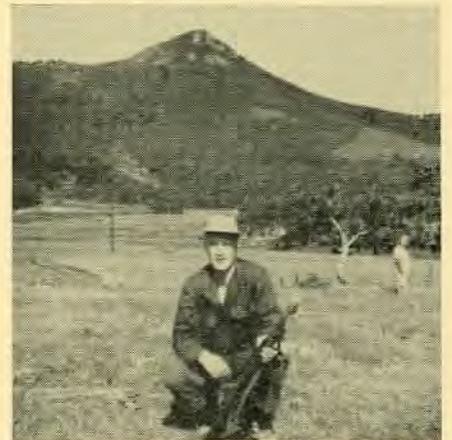
KOREA: the BIG SHOW

During a stopover in Pusan, South Korea, while island-hopping in the Pacific, Joseph A. Hatchwell picked up these pictures of a couple of his Far Eastern Air Force boys up near THE FRONT. Joe believes Milwaukee's Morris Earl Patneau and the Bronx's Lionel Norman Mermer are the first Service Company crew to work right behind the fighting lines, and that the pair "deserves lots of credit, because they have done a good job for us."

About two weeks before the landings at Inchon, these RCA techs were only 15 miles from the shooting, somewhere near Taegu. The carbine in Patneau's hand (see cut right) is equipment with which all servicemen are sent out on official business in Korea. They also pack 'em along on mountain hikes (always in protective three-man groups) on an afternoon off. Patneau and Mermer rattled on location in the boxcar pictured below, and set up operations out of packing crates. Last heard of, they were back in Pusan, getting to know the local gentry.

Joe left Bill Zaun's subcontracting operation in the home office to become supervisor of our tech reps with the FEAF and temporary leader of the Signal Corps gang in the Pacific, headquartering in Tokyo. He was the first to ship out after the Communist attack. The 31-year-old bachelor put in eight months in the Pacific during the last war as an electronics officer (Lt. jg) aboard the communications ship, *USS Eldorado*, which carried Admiral Kelly Turner's flag.

Patneau is only 23; but he did radio and radar repair for the Army Air Corps for three years, is a member of the Wisconsin Air National Guard. He left the Milwaukee branch (and a Mrs.) to go to Korea. Mermer, 25-year-old ex-Marine corporal, who was a civil service radar serviceman from '46 to '49, has a mother and sister living in the Bronx.



ONE-HAND SERVICE, if needed—Morris Patneau, formerly Milwaukee branch, worked 15 miles behind Taegu lines at height of Korean War



WITH MILITARY STAFF—Patneau (seated) and Lionel Mermer, (right) in front of the electronics shop in Pusan



GOING PLACES—L. N. Mermer (right) next to troop train (boxcar) which took the field engineers to Taegu



HOME COMFORT—Washroom atop Radar Hill, Pusan. Wayne Gould, our Signal Corps boss, says a man's best friend in this land is his DDT bomb



FRIENDLY FOLK—Mermer with retired South Korean farmer (a Patriarch), an old hand at posing for Yanks



NOT N. J.—"A good name," says Mermer, but a lang way from home. This photograph was snapped in Japan



PUBLIC RELATIONS—Far Eastern Air Force tech-rep head, Joe Hatchwell, with South Koreans. Joe's been nearly 4 years with RCA on the road

an Exasperation

TEAM: Service Manager Ken Haywood with Salesman Harvey Merrill (left) and West Coast Serviceman Jerry Ebenhahn. Illustration (left) is from ad introducing portable electron microscope



to red cells. (Babies born with this type of blood are in danger of very early death.)

When Ed walked in the scientist growled:

"You can have this thing for \$5000!"

"Wait 'till I get to the bank," Ed replied, with the confidence of a man who's been servicing the scopes for a long time. And, being an honest fellow, he had to admit he could make the scientist eat his words.

"I can take a picture with it that you can't buy for \$50,000," he went on, and set to work to prove it. Ed found the instrument mechanically okay. The specimen, however, was not properly prepared or adjusted to the microscope. He adjusted it. And he got the picture Dr. Hill couldn't buy for \$50,000.

"The scopes have individual personalities," Ed said. "You've got to know them."

Although no short story can prepare the ordinary mind to seriously consider the problem of one-tenth of one micron (*a particle between .01 and .0001 millimeter in diameter, or approximately .000039th of an inch in the metric system*), some idea can be gleaned of the implications of handling such invisible specimens when you realize that this is going on every day in cancer research foundations. An invisible cancer tissue is mounted on a specimen screen about one-eighth of an inch in diameter. Observed through the scope is about *eight ten-thousandths of an inch* of that specimen—the *eight ten-thousandths of an inch* that's opening new vistas in the search for a cancer cure.

Eleven Servicemen

Under Ken Haywood, group manager of electron microscopes, Ed is supervisor for two servicemen in New York: C. C. (Charlie) Miller and Marvin Boatright; two in Philadelphia: A. L. (Al) Komer and L. D. (Lee) Cochran; two in Cleveland: Jerry Palmer and Glen Chase; and Henry Geers, Atlanta; Stanley (Stan) Gremillion, Dallas; George Halberg, Chicago; George Reiger, Pittsburgh; Jerry Ebenhahn, San Francisco. New service fields this year are Pittsburgh, Detroit, Dallas, Atlanta and Chicago. Ed is largely responsible for breaking in servicemen; also he made up the blueprint they follow.

One reason for the new men in the field is the *Little Giant* instrument. This month, the RCA table-model electron micro-

scope makes its bow in schools, hospitals and industries. Orders started coming in as soon as its advent was announced, because the small, permanent-magnet EMT costs only \$6250 installed. Although its limitations are somewhat greater than the big fellow's, it can be operated by a high school student with a little instruction. Primary uses: instruction and quality control (sample checks).

Thrilled by Scopes

All of the people who work on the scopes are fascinated by them: engineers, builders, and salesmen. Consequently, everybody works as a team. With Ed, the electron microscope is a dedication. He not only repairs 'em; he sells 'em.

"We servicemen have the best opportunity in this respect," he declares, "because we're on the scene more often and for a longer time than salesmen." And that's not all. He arranges demonstrations, recently put on one at the Atlantic City convention of the American Medical Association. He doesn't overlook anything that might be competition at the affairs either; he makes written reports on these findings.

The big EMU (Universal) scopes are employed in the study of biochemistry, physics, bacteriology, resins. The U. S. Government has found countless uses for them, specifically through the Atomic Energy Commission, Army Ordnance, Chemical Warfare, Germ Warfare, Air Force materiel, Army & Navy medical research, Naval Gun Factory, National Advisory Committee on Aeronautics, and so forth.

Atomic scientists study atomic structure by means of electron microscopy, interatomic spacings through a new electron defraction unit (RCA). This last costs nearly \$20,000. The microscope gives particle shape and size; the defraction unit identifies particles by element or composition, takes a fingerprint of them, so to speak. (Gold, for example, always gives the same pattern.) The first defraction unit was put in last January at the University of Michigan. Ed oversees service on the several now in use.

In ordnance, the scope examines all kinds of materials for relative strength and resistance. A gun may be fired a hundred times, then a steel replica is studied to see what all the shooting did to the steel. What ordnance does, private industry does to

(Continued on page 7)

AKRON grows

By MANAGER G. W. MASTERS



GEORGE MASTERS
... wouldn't trade jobs

THE SHOP WASN'T MUCH TO LOOK AT when we were handed the keys to our building in July of '48. It was a 12 x 35-foot structure nestled cosily next to the railroad yard. Schedules often were delayed awaiting passing of a slow freight. Our neighbors were the Choo Choo Bar and the Roundhouse Cafe.

The Akron branch was born of necessity. Bob Goes, manager at Cleveland, had to send an increasing number of technicians into Akron to keep up with the



MALCOLM PFAFF, who a year ago rose from stockman to the chief clerkship

demand for RCA service. Dick McKnight, now chief tech; and Bill Larsen, presently with the Navy, opened the doors. Soon winter was with us, and found us wearing coats indoors. We continued to grow and spring found us with expansion problems and no place to expand.

In July '49, we were provided with a new building, 4600 feet square. It is in Cuyahoga Falls, suburb of Akron. From here we maintain a few thousand service contracts in a 1500 square-mile area. This requires a staff of 38, of which 28 are

technicians. We average dozens of installations and hundreds of calls each week. Fourteen trucks and ten employe-owned cars are used. Channels 4, 5 & 9 are received from Cleveland 30 miles to the north.

The branch had the local distinction of designing and successfully installing the first multiple-outlet dealer distribution system. Employing 21 outlets, operating simultaneously, it was set up for A. Polsky Co., one of Akron's leading department stores, in '49. Since the city is 30 miles from the transmitter and the store in the downtown noise area, the job was more complex than usual. RCA's prestige was increased with this success.

We have two bowling teams, captained by Kenneth Hall and Joseph Popelmayer, which compete weekly in the local Merchants League. Former I & S supervisor John O'Connor is branch manager in Flint. Stan Burek, Kalamazoo manager, helped pioneer Akron installations, working out of Cleveland. His efforts helped pave the way for sound dealer relations in what is now a thriving market.



TOM SEIDELL, I & S supervisor, who has been with Akron branch one year

"THE FINEST GROUP OF MEN AND WOMEN" THE BOSS "EVER HAD THE PLEASURE OF WORKING WITH"— (Front row from left): T. Seidell, I & S super; L. Judy, stockman; A. Boudler, J. Licitri, both installation; A. Caputo, J. Hudak, bath service; J. Ross, telephone; A. Clugh, clerical; B. Thome, telephone; J. Lomax, J. Popelmayer, W. Andres, all service; A. Rice, tech; E. Kaluzne, service; M. Pfaff, chief clerk; Manager Masters. (Back row): K. Hall, contract rep; E. McCord, K. Sullivan, installation; B. Sullivan, service; D. Over, W. Murray, installation; R. McKnight, chief tech; E. Jones, service; I. Thompson, installation; M. Griffin, W. Andrews, service; C. Kochurchak, installation; F. Sellers, P. Goodall, J. Wells, all service; R. Wright, tech; L. Rudnick, installation.



MANAGER MASTERS wouldn't trade this job for anything in the world. He thinks the Akron branch has the finest group of men and women I have ever had the pleasure of working with. No job is too big, or none too small, for any member of this branch to pitch in and do his part willingly. I consider myself fortunate to be a part of this team.

When it comes to morale, George believes his group tops the list. It's the Akron environment does it, he thinks; it's the best place he's ever lived. Frequent parties and dances build up good feeling, too. In a little over a year-and-a-half (since April '49), he has more than doubled the size of his branch.

George came with RCA in 1945 for installation work at the old Collingswood (N. J.) branch; became I & S supervisor. He opened the Reading shop in April '48, five months later moved to his native Allentown, Pa., for seven months, before heading for Akron as manager.

He built his first radio at the senior Master's knee "on Dad's time off from being a fire marshal at the Philadelphia Navy Yard." He got sidetracked for three years as a junior accountant, but was inspired to enlist in the Air Corps one day in '41, when a flock of Army planes droned over Allentown. Next year, he went overseas with the 38th Bomber Group as a radio operator in B-29's, flew 21 missions in the early days over New Guinea, E. Indies, Philippines, Okinawa; was grounded by an arthritis attack, and made communications chief of the squadron which won three Presidential unit-citations.

George spent his GI money in a Philadelphia TV school before coming with the Service Company; married a Philadelphia girl.

GOOD TOWN

Akron—rubber capital of the world—is the home of blimps, barrage balloons and their predecessors, the giant dirigibles. Its Goodyear Air Dock, which once housed the Akron and Macon, is the world's biggest building without interior supports, is as high as a 22-story apartment house. Here also are Derby Downs, where the annual Soapbox champ is picked from foreign and U. S. kid contestants. World's largest fishing tackle factory's here, one of the nation's largest cereal mills, plants producing matches, clay products, machinery, batteries, and chemicals. There are 407,981 inhabitants.



BETTE THOME, phone clerk, who has sold many contracts and been highly complimented for efficiency by dealers



AKRON, OHIO
... the branch likes it here

MICROSCOPES—continued

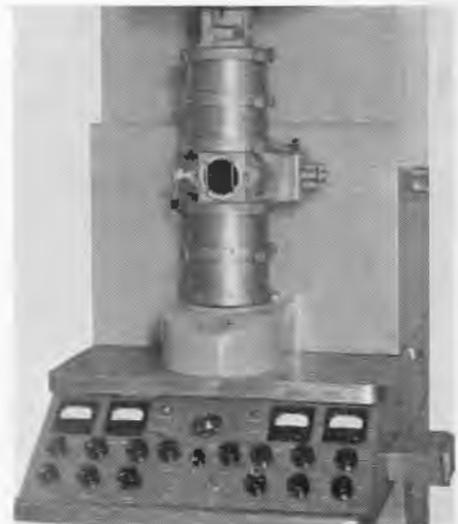
improve its products. The new, less-expensive, easier-to-manipulate table model will enable more industries, more research centers to benefit by the only method of examining structure invisible to the strongest light microscope.

ED SAUNDERS WENT TO WORK on his present job in 1945, following nine months with homing beacons at Pearl Harbor. He was at Norfolk before that, and at Glenn Martin Aircraft, Middle River, Md., for awhile. His first Service Company assignment, in '42, was Photophone field engineer in Boston, a natural opening after 14-year servicing of movie house equipment, mostly in Virginia.

He sweated out his electrical training in a four-year apprenticeship at a Newport

News shipyard, after he was graduated from the local high school. It was specialized training . . . only 12 in the school. Students spent two days a week in the classroom, the rest of the time in the yard working on practical problems under supervision. You had to be good to last, because they were not turning out mechanics; they were building up supervisors. Earnest Ed Saunders got to know ships from stem to stern, and electronics with equal thoroughness.

He has a son in Collingswood (N. J.) high who is aiming to take an EE degree some day. Home is Westmont. Ken Hayward is trying to arrange to get him into it more often; wants him in the home office except for very special field problems. His hobby is photography—the kind you can see without a vacuum.



Defraction Unit

1 out of 6 American Homes need TV Service

THE WORLD SERIES brought America in from country and shore; the football and political seasons kept it around the family TV. By the end of the year, it's expected the nation will be packed in front of 8,000,000 of the magic boxes.

As the avalanche of sales keeps piling up, the entertainment industry keeps stepping up its programming. Last month, 21 new shows were fed into the coaxial cables by the four networks. Top radio, stage and movie stars were brought in. Musical comedies were televised, full-length movies. In Philadelphia alone, 45 films of varying lengths were shown each week.

And 12 million more people were able to enter the never-never land of video when cables were extended to 14 cities as far south as Jacksonville and as far west as Omaha. TV became the No. 1 form of entertainment in one out of every six American homes. Sixty-five percent of the public was believed in touch with the new medium; and they told us it was only the beginning.

"Don't tell me," sighed Frank Smalts; and the postman groaned under another letter load. The manager of Customer Relations has his finger on the pulse of many of these one-in-six homes, and at the slightest off-beat of their TV systems has got to be ready for action. Imagine what happens when a set conks out just as Joe DiMaggio gets set for extra bases! Or suppose Navy has the ball on Army's one-yard line and—no picture!

The mail that floods in concerning such disasters is not all of the fan variety; but the notes which arrive following a remedy would make top TV talent turn green with envy.

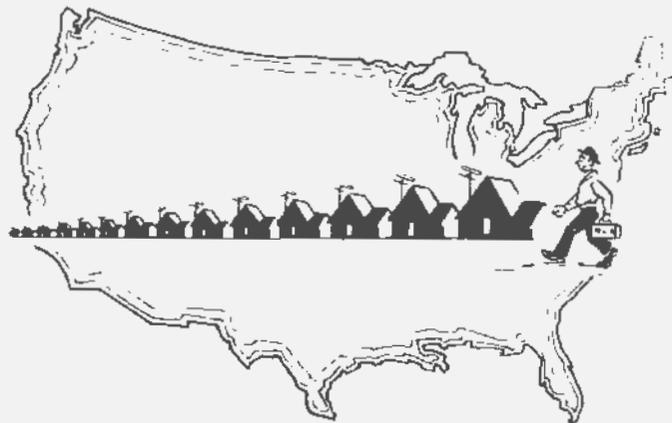
Undoubtedly, there are television owners who need and receive service with never a written comment pro or con; but the number who put their feelings in writing is astounding.

There are communications on engraved stationery from such imposing outfits as the Philharmonic-Symphony Society of New York; from senior members of old established law firms in New York and Washington; from business bosses from Broadway to Miami Beach to Hollywood & Vine—formal acknowledgements of jobs well done.

Then there are scrawled letters from folks in whose lives a television isn't just a few hours' entertainment, but a blessing. There was a woman in a Jersey town who had bought one for her invalid husband three years ago. He enjoyed it for the few remaining months of his life. Recently, she wrote in, following a service call:

"If it was not for my television I could not have taken my great grief after being married 60 years. It kept my mind from worry . . . I sincerely trust the good work of RCA and staff continues in these very trying times."

From Detroit, Mich., a foreign-born woman wrote in to commend the service of Manager Francis Mosser and



Tech Paul Kugler, of the East Side branch; and General David Sarnoff, chairman of the board of RCA.

"Thanks again," she said. "It has been wonderful to be able to write and explain and get service from RCA, tops of all. I want to thank Gen. D. Sarnoff very much for taking his time to look into my letter and get me what I wanted. That is the way of the American people."

Out in Los Angeles, there's a technician, Bill Hamakawa, who got a fan letter last month, mentioning the elation of a landlord for an antenna installation on a tough brick firewall. Also, out Hollywood way, Harold Remmen was the subject of "a word of praise" because of his *efficiency, willingness to serve, and pride in his work.*

From a satisfied customer in Penns Grove, N. J., came a letter of appreciation for service, listing Franklin Boyer, Charles Dilks and Russell Pawling, of the Camden branch. *Everything from their appearance to their work has been excellent in all respects,* said the letter.

From a Rahway business man came

a note to Ed Cahill saying: *I felt I had to take a few minutes out to congratulate you and thank your organization for running what I consider one of the best service operations I have ever done business with . . . please pass this along to the local office in Rahway.*

Then there was a penny card in the Flushing (L. I.) branch—"Thanks for the great job you done on my TV set." Dewey Jerome Heil, also of Flushing, was described as a serviceman who "certainly knows his onions."

The Franklin Square office was the subject of several letters: One customer was in a state because his neighbors complained about his "hanging antenna;" and he was relieved when it was righted promptly; another complimented the *fine attitude and obvious technical ability* of Bill Bradshaw. The same branch's Everett Anderson was lauded for *intelligence, courtesy and efficiency.*

In New York (Bronx), Matthew Zadroga surprised a customer by completing a difficult peaked roof installation by himself, quickly, competently and safely.

In Philadelphia, Abe Schulhoff was praised for *unusual willingness* to help a client. A Lancaster (Pa.) citizen wrote in that though he did not feel his new set needed as much service as the price of the contract would indicate, he was signing one nevertheless. "During the years to follow, we suppose things will pretty much even themselves out costwise," he figured. It was a neighborly letter, full of confidence in RCA—the same sort of confidence a small-town inhabitant is used to feeling for his corner store.

In Pittsburgh, Walter Averman was "admired" for *courtesy, patience and conscientious manner.* The "proud owners" of an RCA set in Ridgefield, Conn., wrote a citation of the whole Norwalk branch, and, specifically, Dorothy Jane Amundsen, Frank Sullivan, and John Vagge. In Hyde Park, Mass., a man was sure that a "big concern" like RCA would not let a "little discrepancy like mine go without looking into the matter," and thanked the Cambridge branch for looking into the "little discrepancy."



RPT MEN *l. to r.*: Chicago's Roy Isnogle, Kansas City's Max Owensby, Dallas' Frank Kosol, Home Off.'s P. C. McGaughey

Radio-Phono-TV Roundup

RPT FIELD REPRESENTATIVES headed home from a series of general quality discussions last month. Among those in the roundup at Camden were Roy Isnogle, Chicago; Max Owensby, Kansas City; and Frank Kasal, Dallas.

ROY ISNOGLE has been covering the Chicago area for four-and-a-half years, taking in Milwaukee, St. Louis, South Bend, Davenport, Peoria. He spends half his time on the road, the other half in Chicago, where the big business is. In addition to making distributor-dealer contacts, he lectures on servicing radio, phonograph, television. During the recent TV service clinics, he addressed some 4000 independent dealers and their service representatives.

He's been with the company since he switched payrolls but not jobs in the last war. He was serving the War Department as a civilian installation man, checking electronic equipment for combat serviceability from Key West to Cape Hatteras. In '44, he joined RCA to perform the same duty along the east coast. He was broken in by P. C. (Mac) McGaughey, manager of the RPT group. In '46 he was assigned to his present post.

MAX OWENSBY has to spend three-quarters of his time on the road. He's clocking 3500 miles a month on the speedometer of his '98" Oldsmobile—some of it in whirlwind flights over prairie roads from KC to Omaha, to Des Moines to Sioux Falls to Minneapolis. Whenever possible, the field rep in District 6 rides with the Home Instrument salesman: "We're RCA in the market."

Max grew up in his territory on a farm in Kansas. When he was 13 he subscribed to the NRI correspondence course in radio; diligently plodded through to completion. In high school he won second place in a competition of the state Junior Academy of Science with a home-made wireless phono-oscillator.

After taking an engineering degree in Kansas State Teachers' College ('41), he became an electronics instructor with the Air

Force at Madison, Wis. Then he worked as a lab tech in Kansas City, ran the service department for a local radio dealer, and finally joined RCA's KC distributor. He went all out RCA two years ago. Since coaxial cables and microwave relay two months ago linked New York with Minneapolis, Des Moines and Kansas City, Max is busier and happier than ever. The net shows, traveling more than 2000 miles to his territory, are "coming through fine," he says.

Time off the road, the 29-year-old engineer spends with his wife and daughters, two and three, outside Kansas City right on the old Santa Fe trail.

FRANK KASAL is a newcomer to the company. He succeeds Dick Propst, who left the Southwest District to become West Coast field supervisor of Air Force work. Frank comes from the RCA distrib in Dallas, for whom he worked for 11 years.

He has lived in Dallas all his life, was born there shortly after his Czech parents settled in the town, and is looking forward to "getting around." He'll do that because the territory stretches east to Memphis, west to San Antonio, north to Oklahoma City, south to New Orleans.

You'd think a guy with Frank's war record would feel he's been around. He slogged his way out of Burma with Gen. "Vinegar Joe" Stilwell, 250 miles. Traveling back and forth to China over the Hump airlift was a common ferry ride. He carried out orders for the British Admiral Lord Louis Mountbatten, director of forces in southeast Asia.

"He was a stickler for communications," Frank says. "Even when it was impossible he demanded it. And got it."

After handling point-to-point communications with the Signal Corps in the CBI for three years (radio teletype to Washington, D. C.), Master Sergeant Kasal came home, took up civilian electronics where he had left off.

GET-TOGETHER for RPT quality discussion at home office included (*from left*): Ed Cahill, Service Company president; Carl Welsher, Customers Products manager; Joe Kavanagh, RPT rep. in Atlanta; Tom Whitney, former RPT head; Bill Powell, Philadelphia; Don Brady, Newark; Bab Hurd, New York; Clint Walter, products coordinator; Bud Greenholtz, Cleveland; Don White, Indianapolis; Bruce Rich, Boston; Mac McGaughey, RPT manager; Paul Rosekrans, Charlotte; Frank Kasal, Dallas.



Theatre Television has a Primer

A BEHIND THE SCENES INVESTIGATION of the RCA theatre-TV boom highlights the Service Company's versatility. Not only does it service, sell and invent, but publishes at high speed when necessary. In the last six months RCA Victor sold ten complete theatre television systems of the PT-100 type. Nine of these are installed: *Fabian Fox* and *Marine* theatres, Brooklyn; *Queens* (L. I.); *Fordham* (Bronx); *Capitol*, Binghamton; *Palace*, Albany; *Tivoli*, Chicago; *Pilgrim*, Boston; *Fay's Providence*. Another is going in at Los Angeles' *Crpheum*. Two experimental units have been installed.

Within a two-week period last month, RCA shipped complete systems to eight movie houses from California to Long Island, and additional units are in production at Camden to fill orders on hand.

Before this new intricate equipment can be put in, each theatre must be surveyed and each community must be examined for fire laws and building ordinances. And since the field is brand new, there was no standard of procedure.

That's where the Service Company had to come in in a hurry with an official manual. Fred H. McCarthy, of the theatre section, under Ed Stanko, got up the pamphlet in two months, along with his routine engineering work. It is called *Exhibitor's Installation Instructions*, and was put together a page at a time, run off by mimeograph, and bound—23 pages, ten charts. Fred made up the pages, wrote original copy, touched up photos, revised drawings on hand, drew a two-page-fold blueprint. His main source of information: the surveys of fieldmen.

This is the manual contractors use to help estimate installation cost, as well as to execute the job. It's the handbook exhibitors use to save time and money on the project; the textbook for anyone connected with selling, using, or paying for theatre TV. Two thousand copies have been issued.



FRED MCCARTHY

With this new type of movie entertainment taking hold, the RCA theatre exhibit at the Lake Placid Club, N. Y., last month (Oct. 16-20), attracted special attention from visitors to the 68th semi-annual convention of the Society of Motion Picture & Television Engineers.

Ed Stanko and C. Y. Keen read a paper to the gathering on *Installation of Theatre Television Equipment*.

Meanwhile, movie and TV industry broadcasters are getting up programs for the new outlet. These will develop through three general phases. First, the showing of regular off-the-air programs, such as the more heavily publicized football games, for which several theatres have agreements with broadcasters. Second, *exclusive* showing of special events, and, finally, the signing or production of major attractions for exclusive showing in large numbers of houses simultaneously.

If there's to be a race between theatres having the TV equipment in, or the entertainment moguls having

programs ready for market, at least the Service Company already has shot the "get-ready" gun with its service setup, training program and the new manual.

Manual author McCarthy has been with RCA for 11 years, hired by Ed Cahill in Chicago, where he had been service manager for the old Majestic-Chicago Co. (radios) and the General Household Utility Co. (also radios) for about eight years each.

In addition to getting up manuals fast, Mac finds time to keep shipshape an auxiliary sloop on the Delaware at Dredge Harbor, and to help pilot the Camden County Sea Scouts. He has overall charge of Sea Scout ship 103 of Oaklyn. He lives in Oaklyn, N. J., with his wife and two sons: Bob, 20, who is a home office mail boy; and Fred, Jr., 23, engineer of a seagoing tug out of Philadelphia.

STRAIGHT FACTS ON COLOR

Brigadier General David Sarnoff,
chairman of the board of RCA, says:

"We regard this decision (the FCC's adoption of an incompatible, degraded color system) as scientifically unsound and against the public interest. . . . The hundreds of millions of dollars that present set owners would have to spend and that future set owners would have to pay to obtain a degraded picture with an incompatible system reduces today's (Oct. 11) order to an absurdity.

"When we were asked to comment on the first report of the commission issued September 1, we said: 'Never before has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that, if they do not obey, drastic consequences to the public will follow.' That threat has today been carried out.

"RCA continues to maintain its position that the public interest can only be served by the adoption of . . . a system which requires no changes whatever in existing sets and involves no expense to the present owners of television sets . . ."

Walter A. Buck, vice president and
general manager, RCA Victor, says:

"...The public interest can only be served by the adoption of standards which provide for a color television system that is fully compatible with present black and white television, that requires no changes whatever in existing sets . . ."

"RCA has developed and demonstrated, experimentally, the possibilities of such a fully compatible all-electronic high-definition system of color television. This system with the single tri-color picture tube, developed by RCA, has been hailed as one of the outstanding scientific advances of modern times.

"RCA will continue its development of all electronic color television to full commercial stature. RCA will demonstrate the progress it is making in this development and prove that the sound future of color television can be built and will be built on bedrock principles.

"Meanwhile we shall keep faith with the eight million American families who have invested their money in black and white television sets."

PICKUP

FIELD EXPERIENCE



Adolph Goodman and Ira Rothbaum

Having cast his moorings in the advertising section of Technical Products, IRA ROTHBAUM let go his spring lines on the west coast and slid into the broad Pacific aboard a Navy transport.

Right now the communications officer (Lt. jg) is turning to in the radio shack, brushing up on teletype and the "strip board." On the bridge, he can operate all the new and improved electronic gear: direction finder, an echo sounder that constantly records water depth; radar and sonar. He knew the old type during the recent war when he was skipper of an LCT (landing craft tank).

The 26-year-old U. of N. Carolina graduate was with the Service Company only seven months, but said he hated to leave the *niciest people I've ever met*. He also leaves his wife and nine-month-old son. Ira came from Victor where he was hired as a Home Instruments copywriter in '47, fresh out of college. He was written up as a senior scribe when lured away by ADOLPH GOODMAN, Technical's advertising & promotion manager.

Girl



RUTH BAKER ROMANO, secretary to Audit Manager Orrin Wenzel, is our pretty girl this month. Just turned 21, she's been with RCA three years; was brought up mostly in England.

Lucky Four

Lima, Bogota, Dominican Republic, and Cuba—those are some of the fair spots four of FRANK HELGESON's Demonstration Group engineers are making this month and next.

The lucky four—ED SNYDER, HARRY EWING, E. T. BROWN, GEORGE CLOSS—are employing, among other things, RCA's TV camera to televise surgical operations for E. R. Squibb & Co. They plan to be back home in Jersey, Christmas Eve, have promised us photographs. Air takeoff date for men and equipment was in the middle of November.

RCA SNYDERS



BESSIE SNYDER, former Gloucester plant matron, retired at 65 last July. But she came back the other day when she realized she never had received her 20-year pin. J. P. Baksenbam, controller and treasurer, took care of the matter right away. Now Mrs. Snyder is proudly displaying her badge of service, won through 17 years on the coil reject table in Camden, eight as matron at No. 10 building, a year in Gloucester. Her husband, Elmer, had finished 19 years with Victor when he died in '42. A son, Elmer, Jr., Records, has been with the company 17 years.

CASUALTY



Bob Scully

The company had three members on the serious sick list last month.

BOB SCULLY, Bridgeton (N. J.) branch manager and formerly of the Training Section, is in an improved condition in Newcomb Hospital, Vineland, where he was taken suffering shoulder and rib fractures, dislocated hip and lung injury as the result of a crash between his car and a truck, Oct. 23, while driving to work. His wife and three children live in Oaklyn, N. J. He was a submariner during the war.

BOB SHARP, Government Division engineer, is scheduled for a convalescent leave from Municipal Hospital, Camden, Thanksgiving weekend. He came down with polio Oct. 15. Physicians believe he will be able to remain at home the first of next year. He has a wife and child in Woodbury, N. J. Bob had been in Gloucester two weeks, after a three-month assignment at a southern Army camp, when he was stricken.

STEVE NIELSEN, a member of Chief Engineer Merrill Gander's office, returned home from Cooper Hospital, Camden, following several days treatment of a leg infection.

Future File

F. C. HARTWICK, communications, Los Angeles, announces "the arrival of a new service engineer," Gregory Charles Hartwick, on Sept. 29.

SALES MEET called last month by Sales Mgr. Joe Ogden (*left*) had these branch sales managers on stage (*from left*): Frank Brockerman, Brooklyn; Jim Butke, Baltimore; Phil Hunt, Bronx; George Keenan, Bayonne; Paul Baiwir, Washington; Ray Lilley, Fort Lee; Charles Sargent, Cambridge.



from

Cabin

to

Captain



DISTRICT MGR. FRED LAKEWITZ & C. M. ODORIZZI
... with mallet head antenna

CHARLES M. ODORIZZI has been elected vice president of the RCA Victor Division by the Board of Directors of the Radio Corporation of America, effective Nov. 1.

The former vice president in charge of service (since July 1949) started life in a Wisconsin log cabin, left home to work as a Hurley (Wis.) bank teller for three years, then attended night classes at Northwestern University for four semesters.

While still a young man, he became service manager for General Electric in Illinois and northern Indiana, but left the middle west to organize the service department for the world's largest distributor of home appliances, in Manhattan.

It was in 1937 that Mr. Odorizzi joined Montgomery Ward, where he became general manager of service operations; later vice president and general manager of the Mail Order Division. His most recent accomplishment for the Service Company was organization of the new Government Service Division, headed by P. B. Reed. Mr. Odorizzi will remain active in the Service Company as chairman of the board.

He also will be responsible for the following General Office departments: Accounting, Engineering, Finance, Materials, Personnel, Plant Engineering, Public Relations.

Shortly after the appointment was announced by Walter A. Buck, RCA Victor's vice president and general manager, Mr. Odorizzi was presented with a citation of merit by the Service Company staff on behalf of all the employees. The text was as follows:

This first and only citation ever granted by the RCA Service Company is conferred on Charles M. Odorizzi in recognition of the magnitude and scope of his contributions.

Under his leadership in one short year he has immeasurably enhanced the value and prestige of the Company in the eyes of the public, the radio and television industry, and the various divisions of the Radio Corporation of America.

He has contributed unstintingly of his personal time and extraordinary talent in working with his associates in this company to develop a successful organization.

His helpful guidance in formulating operating principles and policies has been an inspiration to the entire organization. It is deeply and sincerely appreciated by those privileged to sign this citation for themselves and their associates.

The parchment scroll was signed by the President; Division, District and Section Managers.

25-Year Store Veteran Switches to RCA

THE NEW MANAGER of the Commercial Service Section (RPT) left a large and familiar commercial family behind in Indiana to make a new life in Jersey.

Clifford Riggsbee marked 25 years of service with L. S. Ayres department store, Indianapolis, Oct. 13; next day left to join the Service Company. His first job was selling radios at Ayres in 1925. Soon he was made manager of the store's radio

service work room. In '43, he was appointed superintendent of all 16 work rooms, which handled such varied activities as radio, television, corsets, printing.

While forging ahead in the commercial world, he never gave up radio, for which he was granted a ham license in '27. In '34, he joined the Naval Reserve as a radio specialist. For the last nine years, he's been communications officer for the Indiana Civil Air Patrol, USAF, in which he organized 85 net stations.

Since '35, when he equipped a racing car with a home-made high frequency two-way radio for the Indianapolis Speedway, he's been a leading light of the famed course: first, as AAA observer of the 500-mile event; finally, chief observer.

His outside interest right now is looking for a Haddonfield home to house his wife, a native of these parts, and five sons: Robert, 7; Richard, 8; James, 10; John 20; Clifford, 22, who will graduate from the Naval Academy in June.



RIGSBEE (l. to r. from top): Clifford, Father Cliff, John, Jim, Robert, Richard.

RCA SERVICE COMPANY NEWS

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Editor
MANNING SMITH

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