



RCA SERVICE COMPANY

NEWS

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THEY WON A TOUGH FIGHT

THE FOUR PRESIDENT'S CUPS have gone home to Easton, Md., Omaha, Neb., Toledo, O., and Flushing, N. Y. Our television branches at these places carried off top honors in one of the most important contests the RCA Service Company ever put on: *Fix It For Sure—Fix It For Keeps!*

On July 6, in his Manhattan office, RCA President Frank Folsom personally rewarded the four branch managers for superior performance in delivering "good, prompt and courteous service," which, in maintaining RCA's TV leadership, is of utmost importance.

Crowding winners on the company scorecard were managers of more than half the offices across the land—all with better than 100-percent reduction of customer complaints

during the three-month drive. Back of them were their people—with outstanding individual records of improved service—and at their sides a national network of cooperative distributors who took an active part in *Fix-It*.

In the words of FRANK SMALTS, Consumer Complaints head—"The objective was accomplished."

Competition was fierce in all four leagues: Beam Benders, the largest branches (Flushing winner); Rectifiers, next largest (Toledo winner); Amplifiers (Omaha), and High Volters in which Easton triumphed.

Wherever the score was better than 100-percent reduction in customer complaints, the office received a congratulatory letter from Vice President JACK BOKSENBOM, who spearheaded the campaign. (Continued on next page)

COVETED CUPS are accepted in RCA President Frank Folsom's New York office by TV branch managers at ceremony attended by top company officials, (l. to r.): Vice President Jack Boksenbom, President Ed Cahill, Easton's Mgr Bob Barnes, Sales Mgr Bob Baggs, Omaha's Ken Hallberg, Washington District Mgr Bob Peard, Mr. Folsom, New York District Mgr Conrad Odden, Toledo's Orval Bowers, RCA Victor Operating Vice President Charles M. Odorizzi, Flushing's Tom Hermida, and RCA Victor Consumer Products Vice President Joseph B. Elliott.



EASTON: Strategy Paid Big Dividends



EASTON lines up for victory shot: Regina Gannon, clerk (front), is flanked by tech Elmer Krauss (l.) & Bob Barnes. (Top, l. to r.): Chas. Daubach, Gilbert Collins, John Janosik, and Elwood Jackson, all techs.

THE LIGHTWEIGHT High-Volter champ down in Maryland has to conquer the unusual as the usual thing. Located in central Eastern shore, Easton branch services 2400 square miles, covered by seven signals from Baltimore and Washington.

Installations range all the way from 24 feet above the roof to 80-foot towers, with 85 percent employing antenna rotors. Antennas are the stacked-conical type.

TOUGH FIGHT (Continued)

He reminded the branches that *Fix-It* will be repeated and a cup must be won three times to keep it.

Among High Volters, three branches, in addition to Easton, made spectacular no-complaint records: Jacksonville, Nashville, and San Antonio. Jack Boksenbom wrote: "I know you are disappointed in not bringing the cup to your branch this time. My only regret is that there aren't more cops!"

In addition to taking home the Oscars, the four branch managers, TOM HERMIDA, Flushing; ORVAL BOWERS, Toledo; KEN HALLBERG, Omaha; and BOB BARNES, Easton, are appearing in shirts picked out and presented to them by Mr. Folsom.

Attending the New York ceremony was the Award Committee: CHARLES ODORIZZI, operating vice president; JOE ELLIOTT, Consumer Products vice president; both RCA Victor; ED CAHILL, Service Company president; JACK BOKSENBOM, and BOB BAGGS, who accompanied the winners everywhere.

Next morning, 102 stories up in the Empire State building, they viewed the new centralized antenna tower, followed by an RCA color-TV demonstration. That night the boys saw *Guys and Dolls* on Broadway, went to some spots.

Meanwhile, branches were looking forward to their celebrations. All four winners—plus the three High Volter runners up—threw dinner dances, attended by Jack Boksenbom.

According to Frank Smalts, contest scorekeeper, "nearly every branch went into a minimum service backlog soon as *Fix-It* began." And, according to reports, there's no perceptible letup even now. President Folsom told winning managers:

"More important than winning the cup, you have won the confidence of customers. This is the essence of the Service Company's *Pledge of Principles*. If you always remember the

Biggest branch headache is the non-standard antenna used on "A"-type frame dwellings. Also, signal strength varies drastically from place to place, and keeps the fellows figuring how best to rig the set so the customer'll be happy and the RCA Service Company still maintain an efficient operation.

Every Thursday night of the contest, they settled down round a strategy board. This discussion of service problems paid big dividends—"stirred everyone to do his best."

Furthermore, competition among small branches was so acute the Maryland office couldn't gain a point on running mates. Frank Smalts, consumer-complaint manager and contest scorekeeper, made a quick inspection tour to pick Easton winner over Jacksonville, Nashville and San Antonio.

The thought of winning the President's Cup was enough to mount the drive. And the knowledge that RCA was spending a million dollars on the *World's Best Technicians* held Easton to a gait. In order to give same-day service on dead sets, the branch educated customers to call in for service before 10:30 of a morning. This allowed time to locate and route the two servicemen covering the Eastern Shore.

They not only took an Oscar but a star for no complaints.

NOT JUST SALES TALK

The man who maneuvered Easton into the championship, Bob Barnes, sees "no let down in the quality of work" which won the branch national honors.

By experience, he says, the office has learned:

THE CUSTOMER IS ALWAYS RIGHT.

SERVICE MUST BE SERVICE WITH A SMILE.

CUSTOMERS PAY OUR SALARIES.

CUSTOMERS PAY FOR SERVICE AND ARE

ENTITLED TO SERVICE WHEN THEY NEED IT.



Bob Barnes

BETTER KNOWN AS BOB, Easton's lanky manager is a Maryland native, born in Pocomoke City. Rome L. Barnes, Jr., is a member of the local businessmen's association, VFW, and Army Organized Reserve. In the Engineers last war, he fought in four campaigns and came out with a master sergeant's stripes. He used his GI advantages to take a two-year television course in Chicago.

Three years ago, he joined the Service Company with the Baltimore branch. He worked in the Annapolis area until reception was proven satisfactory on the Eastern Shore.

Bob Barnes is 28, married, has a four-year-old son, likes fishing and hunting, and, best of all, "just taking it easy on Sunday—my million-dollar day."

customer is the boss, nothing can stop us. The confidence you have won is the foundation of our future prosperity."

President ED CAHILL declared the TV industry's success is largely in the hands of its servicing agencies and pointed out that the company's extensive training program is underscoring courtesy as well as technical efficiency:

"The service agency has the triple responsibility of maintaining the customer's satisfaction with his receiver, the dealer's reputation for reliability and the manufacturer's reputation for quality," he said.

(Continued on page 4)

OMAHA: Mud Roads To Victory

TO USE Ken Hallberg's own words: "Without the finest group of people in *any* branch this couldn't have been possible" (see cut right).

To beat the whole ambitious lineup of Amplifiers, with the territorial tricks Omaha has to hurdle, was a great performance.

More, the welterweight winner was so hard-pressed by runnerup Fall River (345 percent improvement) that the only thing he could do was ring up an NC (no-complaint) decision.

The area serviced by Kenneth D. Hallberg's Omaha branch takes in many miles of mud roads. This means two trips a good part of the time—not recalls, but runs made necessary by the idiosyncracies of out-of-town roadbeds.

This bunch of handsome Nebraskans worked hard to win a cup, and they had a lot of fun doing it.



OMAHA pushes on review in front of branch (l. to r.): Kathy Ernst, chief clerk; Bob Franz bench tech; Dave Burbee, Bob Goben, Earl Kane, Harry Rae, Virg Talbot, Jesse Goben, all technicians; and Marlene Pierson, clerk.

West From Chicago



Ken Hallberg

FOR 27 YEARS, Kenneth D. Hallberg lived in Chicago. He came to Nebraska a year ago to take over at Omaha.

With Wayne Gould, Swede Olson and other Chicago pioneers, he helped start the Coaxial City branch—his first RCA job.

The cup conqueror is a graduate of Purdue University, and, during three-and-a-half years in the Navy, became a chief radio technician.

Ken is married, has a two-and-a-half-year-old daughter, Linda, and a four-month-old son, Kenneth.

WIN FIRST LEG ON COMPANY'S FIRST CUP

FOLSOM LAUDS FLUSHING

SKIPPER PRAISES EASTON

BOSS REWARDS OMAHA

CHIEF SMILES ON TOLEDO



FMF & Tom Hermida



FMF & Bob Bornes



FMF & Ken Hallberg



FMF & Orval Bowers

TOLEDO: Where The Fringe Is Strong



TOLEDO personnel before their spruce office (standing l. to r.): Jim Woodgate, Jack Schaefer, Virgil Rittichier, Owen Winkler, Rudy Petz, Bill Mellott, Fred Siebert, Wendell Camp, Ralph Marsh, Fred Fodell, Harry Rhodes, Mgr Orval Bowers, Bill Buschman, Fred Weishuhn, Frank Symbula, Dick Beaubian, Bill Nelson, Dan Sadowski, Jack Armstrong, Bill Gaines, Russ Klein, Harold Cook, Bruce Mason, Nick Guba, Bob Verdon. (Seated): Nancy Heath, Marion Wright, Marilyn Hamann, Marian Phillips, Virginia Parente. Among missing are Art Einfalt, Bill Orend, Don Waggoner.

TOLEDO SERVICES a large fringe area, which gets signals from surrounding cities, if they can break through local-station interference.

The problem: to bring up outside signals to compare favorably with the strong, high-quality local reception.

It's a problem, but one Toledo's been working on. When the contest was announced, branch people decided that even with this handicap, they'd take a shot at the title.

The whole branch signed the pledge to bring home the President's Cup. Every Thursday, when the weekly standing-report was due, techs and office people came to work ahead of time to see how the Rectifier bouts were going.

"Servicemen gathered in little groups and exchanged tips on how best to handle various types of customers," an office reporter writes, "with a view to eliminating every possible cause for complaint."

They eliminated them, all right, down to 185 percent—46 percent ahead of the nearest contender—Netcong, N. J.

TOUGH FIGHT (Continued)

Distributors everywhere helped launch *Fix-It* by despatching representatives to campaign-kickoff meetings. One firm followed through with a full-page ad in a big-city paper, while others presented prizes to winners.

BOB BAGGS disclosed that a high percentage of contracts were renewed during the drive, a substantial percent above last year.

"And this," he noted, "in the face of a very tight TV market. I congratulate managers for building organizations which will win a President's Cup for them. Pictures on these pages explain why we're proud to send our people to customers."

BILL BARTON, manager of TV Operations (commercial), asked for a continuation of the campaign spirit:

"Remember that TV's big growth still is to come. New channels will open the entire country. TV now reaches only a part of the people and a still smaller part enjoys good reception and a choice of stations.

"The 13 million receivers now in the hands of the public probably will go up to 30 or 35 million in the next few years—

Farmer, Sergeant



Orval Bowers

BEFORE Toledo's boss went into the Army in 1941, he fixed radios and ran a 200-acre farm. After leaving the Signal Corps—where he taught radio for four years at Fort Monmouth, N. J.—he again fixed radios. Four years ago he came with the Service Company at Kearney, N. J.

At Fords, N. J., his next stop, he was relief manager; held the same job at Glen Rock until he opened the Oakhurst branch,

where he stayed on as head man. Last December, he moved to Toledo. Orval Bowers is married, has two children, and still goes in for outdoor life he learned to love back on the farm.

He was born in Valley Springs, S. D., in 1914, and was graduated from the local high school at Volga. He completed the National Radio Institute course 15 years ago.

WHY THEY WON

In the midst of our celebration of our victory in the President's Cup campaign, the entire personnel of the Toledo branch wishes to take this opportunity to thank our manager, Mr. Bowers, for leading us to this goal.

In the short time in which he has been with us, he has established himself as a friendly, competent and sympathetic leader. We are tremendously proud of our Branch, and sincerely congratulate Mr. Bowers on guiding us to this achievement.—Toledo Branch Personnel.

not in big jumps, but gradually as new outlets open. Television-served areas could spread from touching the present 90 million Americans to include 125 million.

"More stations, more sets, more servicing jobs—most job for the best service."

FLUSHING: Lightfooted Heavyweight



MEET the Flushing winners, folks. They came from way behind to topple Franklin Square, Bronx, and Sheepshead Bay

ALTHOUGH the heavyweight Flushing branch had lots of technical problems, it wasn't any of these which was the highest hurdle. It was the heavy competition of the other big Beam Benders.

What got the group the championship, with a record of 163 percent—19 percent ahead of the field—was a classic example of close teamwork and careful strategy.

"We established and maintained leadership by close cooperation of our various departments," I & S Field Supervisor LEONARD BALJAY reports. "All job orders were handled by an efficient phone room on a 100-percent appointment basis.

"Technicians in the field, shop and stockroom were alert; the front office kept accurate records; sales, with especially-assigned

men, assured us continued customer satisfaction.

"Complaints were attended by a supervisor the day they were received. Even doubtful situations were reported so they might be successfully concluded with minimum trouble."

Flushing thanks CONRAD ODDEN's New York district office for fast transference of calls; BOB HERROLD's Material Control for expediting parts; and FRANK SMALTS' Consumer Relations for "all-around splendid cooperation."

In addition to Baljay's and Manager Tom Hermida's, coaching also came from the following corners: EDWIN MCCAFFREY, I & S supervisor; JOHN CRONIN and JOE KELLY, field supers; ED BLALKOWSKI, office manager; DOROTHY WETHERELL, phone supervisor; and BOB LACQUETTE, fleet administration.



Toppers an top with top antenna atop Empire State Bldg.

THE 100-PERCENTERS

MANY BRANCHES who didn't win a President' Cup are doing the best-possible job anyway. Quota was based on performance a year ago. If a branch was doing a good job then, it had a tougher time to make 100 percent than one operating with less efficiency. We actually have a company-family of copnotchers. Following are those whose complaints were cut 100 percent—or more:

BEAM BENDERS—Flushing, Franklin Square, Bronx, Sheepshead Bay, Fort Lee, Newark, Bushwick, Chicago (S. side). **RECTIFIERS**—Toledo, Netcong, Westchester, Cleveland, Springfield Gardens, Detroit (E. side). **AMPLIFIERS**—Omaha,

Studies to Win

FOUR YEARS AGO, Tom Hermida was a new installation tech at Brooklyn branch, with six years at Sperry Gyroscope and a World War II Navy career in electronics behind him. Ahead were five more years of night school—and the whole "land of opportunity" at RCA.

Now Tom has only one more year of school to go (which makes nine in all) and he will have won an EE degree from NYU. Also, he has two managerships to his credit and two contests. As head of Sheepshead Bay, he was in on the *Operations Broadway* fun last January, and now he's polished off the *President's Cup* for the branch he's directed since February.

This very good branch manager and comer is only 29, lives at Valley Stream, L. I., with his wife, and son, Tommy, 8.



Tom Hermida

Fall River, Utica, Syracuse, Reading, Pontiac, San Francisco, Andover. **HIGH VOLTERS**—Easton, Jacksonville, Nashville, San Antonio, Charlotte, Huntington, Lansing, Fort Worth, Daventport, Kalamazoo, Atlanta, New Orleans, Fremont, Grand Rapids, Follansbee, Binghamton, Saginaw, Batavia, Des Moines, Birmingham, Erie, Seattle, Norfolk, Flint, Tulsa, New Castle, Ann Arbor.

"Invent" Yourself Rich!



New England TV Manager Fred Lakewitz (l.), Personnel Manager Hal Metz, Roy Tetreault and Wendell Stone

YOUR SUGGESTIONS saved the RCA Service Company an estimated \$45,639.57 in just three months.

Through March 19-to-June 21, of this year, 184 ideas were looked into, 129 new ones acknowledged (to be examined in turn later), 21 accepted—and more than \$2000 awarded in RCA checks.

Former coordinator Bill Dondero has moved on to a similar post at the Harrison tube plant, but his spot is filled by WILLARD GRAHAM, of Personnel's Safety and Insurance section; the system gives every idea submitted a thorough investigation.

Star suggestion-producer for the three months is AL FALCIANI (opposite page), named SSS conservation champ of the Service Company. The title carries with it a check for \$500.

Two New England TV districtmen also had "great thoughts," but in the "same channel." RAYMOND TETREULT, of Fall River, and WENDELL STONE, New Haven, forwarded separate systems for one-man installations of high antennas. Both suggestions have been combined into one system, which already is in practice at some branches and is being extended nationally. Personnel Manager Hal Metz awarded the men \$250 each.

ARTHUR DIVINE, Houston serviceman, won \$125 and a silver



Arthur Divine and Manager John Rudins

Joe Jepsky & Byron Atwood



Century Club pin for an idea to improve the mast-raising jig. Presentation was made by Branch Manager John Rudins.

Philadelphia's Technical Products' district provided a \$50-winner. Engineer OSCAR W. LUMMIS solved an emergency-tube replacement problem on movie sound equipment; was handed his check by District Manager Myron Wheaton.

In Boston, JOE JEPSKY received \$27 from field I & S supervisor Byron Atwood for a stocking idea.

This contest has no time-, number-, or award-limit. Any idea that means a saving to the company—big or little—means money for the originator. An alert suggestion committee, under Willard Graham, consists of JIM HANNUM, television; BILL HAZELEY, Government; LEY WATSON, Tech Products; ED GRIFFITHS, Financial; TOMMY FLYTHE, Quality.



Philadelphia Tech Products super Ben Biben (l.), Manager Myron Wheaton, Oscar Lummis, Clerk Wilfred Strieby

NEW COORDINATOR

WILLARD GRAHAM, first to receive suggestions, also is first to see your insurance applications and employees' sales store requisitions.

Three months ago, Wil, 26, left a Philadelphia insurance office to come to work for Carl Hecker, Safety and Insurance manager. His sales store at Gloucester is open daily from 11:30 A. M. to 12:30 P. M.

He's a life-long resident of Pennsauken, N. J., and a business-administration grad of Temple in '49.



Willard Graham

A \$500 TWIST

SSS CHAMPION ALBERT WILLIAM FALCIANI is the bench-tech department, I & S dispatcher, and home-study course instructor at the Bridgeton (N. J.) TV branch. He needs ideas just to keep all these operations in line.

One of his ideas recently hit the ten strike at the home office, and was worth \$500 spot cash to the Service Company. Many installation men have added a knot in the guy wire after clamping it down; now Al has promoted the system of using a double-half hitch or clove hitch to do the entire job in antenna installations up to 24 feet.

This eliminates use of the steel (peanut) clamp and thimbles, saves more than \$8000 a year, also much-needed metal.

"The suggestion was the greatest material-savings idea submitted during the Triple S campaign," Ed BUURMA, "Mr. Conservation" and President Ed Cahill's staff assistant, said in making known the Service Company's conservation champ.

The 27-year-old South Jerseyite has immediate use for the \$500; it's going smack into the brick home he just finished building in Malaga. The house, which has ten rooms and two baths, is home for his wife and 16-month-old daughter. He not only designed the Malaga mansion but helped put it up.

Qualified Submariner

Malaga (*pop. about 500*) is where Al was born and brought up, in a family of ten brothers and sisters. He has studied electrical engineering for two years at the University of Minnesota, when he went into Signal Corps Civil Service in 1942. Next, in the Navy, as an electrician's mate 2/c, he saw Pacific duty in the subs, *Requin*, *Truta* and *Lapon*.

After his discharge, in 1946, he attended an electrical school for a year and then worked for a glass company in Vineland, N. J., as a machinist. For nearly four years, Al Falciani has been with the Service Company, in the old Bryn Mawr TV branch, Gwinhurst (Del.), old Collingswood, and Camden. He moved down to Bridgeton two and a half years ago.

Al, a self-assured fellow, likes the commercial side of the TV business as well as the technical, and is a strong customer man. In a branch with 13 techs and six office people, under Manager BOB SCULLY, he answers "more anxious calls."

He's been renominated to the executive board of Local 1448, IBEW, after a year in the post.

The Falciani family welcomes guests to Malaga home



Phone clerk Marian Shiles approves switch from peanut clamp Al (*l.*) holds out to Manager Bob Scully, also an ex-submariner, who heads Bridgeton and Atlantic City offices. Bridgeton branch ranks 5th in 'no complaints'



Al Falciani (*l.*) explains to "Mr. Conservation," Ed Buurma (*seated*), and former Suggestion coordinator Bill Dondero how he got idea for \$500 check just received

Al and wife, Marie, supervise Baby Patricio Ann removing precious check from its envelope at their South New Jersey home on which the money will be spent



Mobile, microwave: likely "sleepers"



Mobile Fixed-Station
Antenna atop
Texas Drilling Rig

MOBILE AND MICROWAVE communications equipment is a lode that so far has been only tapped for pay dirt. Its growing use in the pipeline and taxi industries and on turnpikes should prove a service bonanza.

With RCA Victor's heavy sales and advertising shovels at work, the Service Company soon will be able to scoop up its share of the gold. Engineering Products is directing a barrage of brochures at lumber, oil, gas and pipeline interests, utilities, the movies, construction, and mining.

The entire activity here is under **ADOLPH GOODMAN**, manager of commercial operations, Technical Products. But the Akron (O.) TV branch services the mobile communications contract at the local Goodyear plant. And the Follansbee (W. Va.) office cares for microwave at a nearby strip-coal mine.

Other contracts are with the New York police department, both the Fall River and Hartford gas companies, New Jersey Fish and Game Commission, Carnegie (Pa.) police and local taxi company, City of Barberton, O.; Jones & Loughlin Steel.

20 TV Branches

T. (GRIFF) GRIFFIN, communications service manager, estimates Tech Products will have set up 20 TV branches to handle this type service by the end of '51, a modest guess. Vice President **W. L. JONES** places the figure higher. Another contract is for the New Jersey Turnpike, which will run from north to south Jersey: from George Washington bridge to the new Memorial bridge, at Deepwater, on the Delaware.

Griff terms growth of the two-way mobile communications business "phenomenal." Though one-way mobile gear was introduced as early as 1928, two-way was just off the designing board back in '36. Today, there are some 200,000 licensed equipments, with often more than 200 under one license.

The reasons for the growth: first, size has been cut. Receivers used to be as big as modern transmitters and receivers together. Now the largest mobile radio made by RCA is only six-by-12-by-18 inches; and it weighs less than 50 pounds.

Also, the FCC has relaxed its hold on frequencies. In '36, only four channels were used; today, nearly 1000 are employed. Finally, the switch from AM to FM broadcasting has upped mobile efficiency through increased signal-to-noise ratio. RCA currently builds only FM sets. At its inception, mobile was restricted to Federal and civil units. Expanded frequencies opened the air to limitless commercial users.

Microwave is frequently used in conjunction with mobile. This system is an economical method of point-to-point communication over long distances. Designed for fixed installation, it can be used by police and foresters to form statewide networks. Many types of information media can be transmitted at once over microwave: multiple-voice channels, teletype, telegraph, telemeter (metering by remote control), facsimile.

The Pennsylvania Turnpike, for instance, handles all communications—including police, administration, teletype and maintenance—via RCA microwave.

Push-Button

Union Electric, of St. Louis, will use our microwave in conjunction with mobile for voice communication between central-dispatching sub-stations and dam sites. In addition, point-to-point telemeter will be employed to indicate power flow at focal points in the power net. Microwave will furnish supervisory control over switches and breakers at sub-stations, will complete a push-button operation on a 2000-megacycle long leg and a 960-mc short leg. The long leg extends 150 miles.

R. H. (RUSS) TILDEN, communications coordinator, says "we're playing round the edges of the microwave field. It's fully as BIG

Adolph
Goodman,
boss of
Communications



as mobile, has tremendous potential. Microwave offers more channels and more band-width when you get up higher." One of the biggest potentials: the pipe-line industry.

The pattern for communications installation and service is **Russ Tilden's** job. He has designed two types of installation plans: "turnkey" and supervisory. Former is the complete job done by our techs; latter is done by customer-people or customer-contractees, with Service Company supervision.

Also, he's worked out the Contract with its variations. It ranges from full service—providing six scheduled calls a year, emergency repair, part and tube replacement—to demand service. He's playing a one-man game, drafts policy, price and procedure. Under procedure, for instance, comes the plan for building a service system within TV branches. When a communications contract is acquired in a certain locale, the

nearest branch is sent test equipment and specialist assistance. From then on, it's a TV and communications branch.

In the field, Engineer Griffin has 11 experts working, ten on mobile, the other on microwave. Except for three who work out of the home office, they are headquartered in TV district or branch offices. HARRY DAVIDSON, Atlanta; FRANK HARTWICK, Hollywood; LLOYD PHILLIPS and ANTHONY RICCI, both home office, are all old-timers with the company. The others are relatively new: LEO BOLLARI, Rahway; ANDY DEMI and BOB MCCOY, St. Louis; JOHN JARNEFELD, Chicago; DUNCAN MCKENNA, Philadelphia; GLEN MORR, Cleveland.

EARLE WHITAKER, recently of the Demonstration group, and one of three members who put on the TV show for King Gustav VI, of Sweden, and telecast the Nobel prize awards (see January SERVICE NEWS) is working solely on microwave out of the home office, at Gloucester, N. J.



Harry Davidson Lloyd Phillips Mr. & Mrs. Hartwick

It was a year ago that Engineering Products asked the Service Company to give this line the same strong support that bolstered the television business. Not that this is a new line, but rather a minor one which RCA is going to put in the majors—with our company catching.

ANTHONY M. (TONY) RICCI, fieldmen leader, got his introduction to radio's intricacies while "in close association with SA through SL, SG, TBL, TBK, etc." as a destroyerman in War II. Joining RCA's AM-FM broadcast group in 1948, he put in such stations as WCBM, WGH, WICA, WEOK, WOSU. Two years later, he went with Mobile, has been ranging far and wide ever since. He's supervising installation of an extensive mobile system for the Philadelphia Fire Department right now.

The other engineer working out of Gloucester, LLOYD B. PHILLIPS, came with RCA 21 years ago, stayed in special-apparatus test for 11 years. From 1941-45, he was with Crosley, returned to service Mobile four-and-a-half years ago.

Mobile unit modified for fixed-station operation



R. H. (Russ) Tilden and T. (Griff) Griffin

GOODMAN'S TWO RIGHT HANDS

Communications' twin bosses, under Adolph Goodman, have been at their present desks a comparatively short time. T. (GRIFF) GRIFFIN was brought in from the field in January of this year to handle the technical end. RUSS TILDEN started last August on the paper work.

Griff's RCA history goes back to 1930, when he quit GE to work in Camden's Test section. After two years of that, he left to become an engineer at WGH, Norfolk. On his return, in '35, he went into service work on movie and mobile equipment, when this last was brand new. By '47, he was field I & S supervisor of TV-broadcasting transmitters.

His department, which includes the ten mobile experts and one microwave specialist, also takes in AM, FM and TV broadcasting, and aviation communications "when there is any"—"anything with transmitters," he explains.

He is, of course, a ham from way back; began fooling with radio in high school at his native Pine Tops, N. C. In '28, after graduating from the University of North Carolina, he received a fellowship for a year in advanced radio.

Nowadays, Griff's spare time isn't spent key-twitching, but in solving field-measuring and equipment headaches in the basement of his Collingswood (N. J.) home.

Russ Tilden hails from Iowa, where his father was a country doctor. He was graduated from the University of Iowa in 1928, and arrived at RCA in KEN HAYWOOD's Photophone district office, Philadelphia, in 1942.

In six months, he went over to war work, dealt with contract claims in the home office until switched to TV material-control after VJ-Day. Two years later, he moved into TV operations. Russ took on communication problems last August. MEARL TILDEN, Tech Publications manager, is his brother.

At 39, GLEN E. MORR, Cleveland, has been in radio for 20 years—as a student in Chicago, home serviceman, teacher, NBC engineer in Cleveland (1½-years), ship operator on the New York-and-India run, Ohio State Police operator, engineer at WMAN in Mansfield, O.; and for five years proprietor of a two-way mobile station in Mansfield.

Last February, he sold his business and went to work for the Service Company. He still lives in Mansfield with his wife and two children, eight and 14 years old.



Glen Morr

Whose Word Is Worth A Million?

How MUCH GAFF is there in a million dollars worth of telephone talk?

Admiral Walter A. Buck says one-third of the total. In the next few weeks, it's up to us to prove that this estimate by the vice president and general manager of RCA Victor is conservative.

Beginning June 11, Victor was called on to get behind a drive to slash last year's million-dollar bill for long-distance calls by 33 percent.

The Service Company, however, already had launched its campaign against unessential discourses and good-fellow reunions on out-of-town lines.

Be a clock-watcher (on the phone)



Our world-wide operation is a breeding ground for phone-happy employes, surveys reveal. Ringing up Kalamazoo or Tokyo soon as a transaction's on the fire has become a part of the tension-easing urge here.

"While RCA Victor's goal is 33 percent, we still believe it possible for the home office to achieve from 40 to 50 percent reduction," Treasurer and Controller DON KUNSMAN insists.

*Don't talk yourself blue and the Corp. in the red.
Put it in writing if there's much to be said.*

BILL BARTON, manager of commercial TV operations, announces "an additional 20 percent-to-total-sales" increase in branch phone and telegraph tolls for the first four months of this year as compared to the same period a year ago—a loss to the company of approximately \$26,000.

He's asking TV offices to set "last year's ratio" as this year's goal, but *without sacrifice of customer service.*

Vice President W. L. JONES told Technical Products district offices to establish phone-reduction percentages for their particular operations. These were reviewed last month.

*Don't hang on the wire and hang the expense;
Stick to a postage stamp, that's common sense.*

We're thus politely urged to take part in this reasonable drive for big economy. If we don't voluntarily, certain strangulation can be applied. As Admiral Buck puts it:

"We would much rather have voluntary cooperation and achieve the objective than to find it necessary to impose stricter measures to insure our success in the campaign."

Though success of the drive is a matter of top-level consideration, no rules have been enforced, no restrictions imposed, no time-limit set. And there are no locks on the phones. It's all being done with a PLEASE.

But when, in an emergency, you do make a long-distance call, you'll have to spar with the operator, who'll break in to announce, "You're three minutes are up!" Tell your story without flubdub, keep it concise, go on knowing what you're going to say—in three minutes.

*Silence — on Long Distance —
Is gold in the Company Coffers.*

Already set up in a far-flung RCA are all the time-and-money saving devices customary to big business. We rent tie-lines to put through calls between places of close contact i.e., Camden and New York. Our teletype and TWX systems spread throughout the U. S. in principal cities. There's always Western Union.

Air mail letters go everywhere with amazing speed, and air mail special delivery is faster.

It's nearly as easy to pick up a pen as it is to grab the long-distance horn; but the phone, like baseball, is the great American habit—we call Brussels instead of writing.

*The pen is mightier than the sword—
And cheaper than Long Distance.*

Here in the Service Company, JERRY PFISTER, manager of Budgets and Procedure, is coordinating our campaign with RCA Victor's. CHARLES ODORIZZI, Victor's operating vice president, is overall coordinator. All supervisors and department heads are responsible for quotas. Let's cut down on chatter.

*We spent a million bucks on chatter.
It's not our dough, so it doesn't matter,
Except that our jobs depend on the way
RCA can make—and balance—the hay.*



LATEST GROUP OF TV OFFICE-SUPERVISOR TRAINEES turned out by home office in June. Bill Barton, operations manager (commercial), headed committee which got up indoctrination for recruits in accounting, operations, quality. Other committeemen: Orrin Wenzel, audit; Hugh McTeigue, training. (L. to r., top): Herb Hampton, St. Louis; Eugene Ford, Chicago; Gale Rutter, Gloucester wage and salary; Paul Brimer, Mo.; Charles Alborn, Batavia; Henry Grun, Baltimore; Jim Keyes, Chicago; Dale Brown, New York; Dick Anderson, Collingswood; Dave Traub, Baltimore; Steve Hicke, St. Louis. (Bottom): Larry Davlin, Chicago; Jack Marohn, Kankakee; Deane Wiseman, Ed Houlihan, both Chicago; Ray Daniels, Phila.

P I C K U P

HITS THREE-BAGGER



A. J. Skorupka

A. J. SKORUPKA recently hit a three-bagger out in Chicago's Knox ave. branch.

Called in to service a 16-inch console, he won the cheers of three RCA television set owners at the same address. The following letter to Carl Ehrhard, branch manager, tells the story:

"There are three RCA contracts under my name at the same address, for my brother, mother and myself. You can appreciate that we have had occasion to call servicemen quite a few times.

"The man who came last night (Skorupka) was so courteous, efficient and had so much know-how, I felt I had to write.

"After the serviceman completed his work last night, my family was amazed at the clarity of the picture. He explained what he was doing and generally made us happy that we had an RCA contract serviced by such a fine fellow."

Power-hitter Skorupka, of New Haven, Conn., has been rattling our Chicago TV-district fences since January, 1949.

"He's always been an outstanding performer," Carl says. He's Navy trained.



Malcolm King

Mr. RCA In Venezuela

HARRY TAYLOR's on the road again.

Tech Products' ace engineer, who gets around more than a band leader, is in Venezuela, putting in communications for a company which will mine ore for the new U. S. Steel plant above Philadelphia.

The job's to take six weeks, but don't envy Harry; it's summer there and near the Equator. It's the first time the English-born engineer has been in SA in 20 years. He used to work on powerhouse equipment down there, and the liner in which he was chief electrician for more than two years called there.

He's the guy who said: "Brother, you're Mr. RCA—on the road!"

His Master's Face?



Pat

Pat's crowding Little Nipper.

Every time the TV set is switched on in the home of B. R. Margerum, 629 Girard st., N. E., Washington, D. C., the family Boston Bull jumps up front on the aisle, "assumes the above place and pose."

His picture-to-prove it was sent in by local manager FRANK (TARK) TARKINGTON.

Not Worried

MALCOLM KING (left) retires this month from Financial at 65. He has two goals: a new job and to enjoy his home. He has one plan: a two-month vacation.

He's not prepared to worry. He and his wife have the RCA pension and social security. Also, he has some savings bonds. His life insurance, made out to Mrs. King, is paid up.

The lightening calculator has worked "in and around" accounting, "mostly in," he says, for 40 years. Mr. and Mrs. King have no children. His desire is simply to stay in his Merchantville (N. J.) apartment where he's lived for 20 years and to play cards one night a week with a local M.D. and other old friends.

PROMOTED



Harold Madison

HAROLD MADISON, Tech Products supervisor, Los Angeles, succeeds Stub Schultz as San Francisco TP district manager. (Stub now is west coast Navy-contract super.) Hal joined RCA Photophone in 1931, was a west-coast Government rep under Paul Melroy during War II.

Two More Firsts

The Service Company headed Camden-area RCA again in two recent drives: the defense-bond and blood-donor campaigns.

In bonds, we increased investors from 170 to 431: 71.59 per cent of our people. The bloodmobile took away 83 per cent of the home-office quota for the year.

Along with giving much-needed blood, donors had fun: picked numbers for a door prize. Winner was British-born MARJORIE LINN, of Payroll, former WAAF, now married to a former Air Corps sergeant, and mother of two kids, 6 and 3.

CARL HECKER, Safety and Insurance manager, who headed the drives, presented Marjorie with an RCA table-model radio (above), while chief coordinator MILLIE DENGLER, Facilities, smiled on. Last year, we got 140 percent of our blood quota.



Carl, Marjorie, Millie

Safe as You Make It

by
Conrad R. Odden
Manager,
New York Television District



Conrad Odden

ANY DAY can become one long-regretted because we forgot the word *Safety*.

Get up early. Give yourself time to shave, bathe and enjoy your breakfast. You'll live longer. Have time to say good-bye to your family. You'll be happier.

Avoid rushing off in your car in order to reach the job on time. Your nerves will play no tricks on you during the day. And you'll avoid lost time.

No one is King of the Highway. No one "gets away with it" indefinitely.

Your daily work will be lighter and easier if you keep your equipment well arranged in the truck. Brakes will never fail you if you treat them carefully every day. Traffic cops won't hand you a ticket if you stop at the "stop" sign.

If the other driver wants to be a fool, you play it wise. The cards are stacked against him.

Check your ladder and your safety rope. Your life may depend on them.

Treat our customers' property with care. The world is full of 50-cent vases which suddenly become rare if you break one. Move it out of the way, or better: let the customer move it. Never leave it on the set you are working on. Don't move furniture. The older the item, the more expensive it is to fix it. Ask the customer to do the moving.

RCA SERVICE COMPANY NEWS

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Editor
MANNING SMITH

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THEY THOUGHT IT WAS TIME



NEW ENGLAND TV managers working under district head Fred Lakewitz (r.) thought they should show the boss how they felt about him, gave him the clock you see. L. to r. are Chuck Krueger, chief clerk, Boston; John Nye (background), Tomkins Cove; T. McCraith, Buffalo; Bob Wilson, Utica

THE BOYS WHO WORK FOR FRED LAKEWITZ have been wanting to show "Lake" how much they appreciate him, so at a recent meeting of branch managers in Boston the men who head the New England TV offices presented their boss with a desk clock, appropriately engraved—and made it a party.

Lake, a likeable and efficient overseer, has been district topper since the first of 1948. His branches take in northern New York, in addition to New England states—include Syracuse, Rochester, Albany, Buffalo. He lives in his native Boston.

A colorful career in electronics and television, which started in 1919 with the old Marconi Co., as ship wireless operator, has covered nearly all electrical developments in 32 years. In 1924, he was in charge of original experiments on military-aircraft radio at Chicopee Falls, Mass. During '27 and '28, he put in ship-to-shore communications on the New England coast.

When Photophone boomed, he worked in it overseas: England, France, Italy, Switzerland, Greece, Turkey, Egypt, Syria. In England, he set up 400 talking-picture

systems in eight months. After three years of wiring sound on a global basis, he came back and wired it in upstate New York.

Last war, he was an RCA "shakedown" man at 26 Navy yards and bases in New England. On shakedown cruises, he rode all types of warships. Once, he stood GQ for 12 hours while a subchaser dropped "ash cans" of TNT on a U-boat.

After VJ Day, he branched out in Tech Products, and, before taking over his present assignment, serviced RF-heat, metal detectors, etc. He and PAUL WAGNER, Boston branch boss, put on the first television demonstration in that city.

And all these years, there's been WIRXR. Lake works the world. He has ham-calling cards from operators in Japan, South Africa, even from behind the Iron Curtain. Early in the war, he saved a ship off Costa Rica. The Norwegian freighter, *Gertrude Rask*, with a crew of 35, struck a Nazi mine. Lake picked up the SOS, relayed it to the Brooklyn Navy Yard. Destroyers shot out of Panama. The *Gertrude Rask* is only one of a number of ships-in-distress he has helped.

U. S. HONOR

A Minute-Man flag has been presented to the Service Company by the Treasury Department "for outstanding achievement" in the recent Defense Bond drive when we signed 71.59 percent of our people.

Carl Hecker, Safety and Insurance manager, who headed the campaign, accepted the flag from a Treasury official at a ceremony on July 18 in RCA Victor's public relations office.

Use your drop cloth. A rug never looks attractive with a hole burnt in it, and blobs of solder never are nice to look at. Careless handling of customer property invariably means a bill for damage which exceeds the price of a whole year's RCA Factory Service contract.

And, handle the chassis so you suffer no personal injury. You are of little value while you are suffering from the results of hernia or strain. Protect your eyes.

Remember what you hear and see at safety meetings, held for your benefit. You owe it to yourself to practice *Safety*.