



RCA SERVICE COMPANY

NEWS

FEBRUARY, 1952



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

COMPANY HAS THREE MERIT WINNERS

THE RCA SERVICE COMPANY proudly presents its three Award of Merit men: MORRIS PATNEAUDE, veteran Korean field engineer; CONRAD ODDEN, topflight leader of the New York television-service district, and HARRY BOWES, the outstanding branch manager.

The three won RCA's highest honor. Out of nearly 15,000 salaried workers of the Victor Division, only 15 were chosen to receive recognition for "extraordinary service during the year 1951."

A solid gold money clip, inset with a jeweled watch, bearing the recipient's engraved name, was presented to

each winner by Admiral Walter A. Buck, vice president and general manager of RCA Victor, at a dinner in Philadelphia, January 19.

Framed embossed scrolls, containing individual citations, were the other material evidences of the honor. The dinner was attended by a host of top RCA officials and 85 former recipients of the award.

Readers are familiar with Patneau's story. The 27-year-old field engineer is at Westover AF base, Massachusetts, after following the fighting front up and down Korea for 13 months as a volunteer. (Continued on page 12)

Award of Merit

Winners

(l. to r.):

Harry Bowes,

Conrad Odden,

Morris Patneau



Cups Go To New Homes

EVERYBODY WON the second President's Cup contest, because, in the words of Vice President JACK BOKSENBOM, "we accomplished our objective"—customer complaints about television service stayed under last year for the entire 11 weeks of the drive.

The trophies will shine in new homes, at our branch in Hollywood, Rams league winner; Columbus, Bears star; Dallas, Eagles victor; and Oklahoma City, Lions high-scorer.

League gridiron struggles followed varied lines. For instance, durable Dallas had the longest winning streak. After one week's warmup, it monopolized first place, finished 377 percent under complaint quota. Nearest competitor: Gary, with 199.

Oklahoma City, on the other hand, won over Richmond, Va., by only about one one-hundredths of a percent. Both are "no-complaint" offices, along with five others; Saginaw, Charlotte, Salt Lake City, Jackson, Mich.; Harlingen, Texas.

Columbus and Hollywood (winner also of the Million Dollar renewal-sales contest) had struggles. The December 23 scorecard showed both in No. 2 spot, the Rams headlining Bronx, the Bears Akron. In October, Hollywood ranked next to last.

Branch managers who will accept cups on behalf of their people are JIM McALLISTER, second oldest branch boss in length of service, for Hollywood; young JACK VANCLEVE for Columbus; BOB ADAMS for Dallas; BOB HARTLEB, Oklahoma City.

The big Manhattan junket for winning managers, the office parties, and awarding of the four Oscars by RCA President Frank Folsom will bring to a close, in the near future, this phase of the drive for Courtesy Counts—Workmanship Wins!

Gen. Sarnoff Looks Ahead — and Further Ahead



(Leydenfrost illustrations courtesy Popular Mechanics)

TRANS-ATLANTIC TV signals may someday be relayed by planes or artificial islands, says RCA's board chairman

BY ELECTION DAY, there will be about 18 million television sets in the United States, with a potential audience of more than 60 million persons—exceeding the population of the U. S. when Grover Cleveland ran for president in 1884," declares Brigadier General David Sarnoff in his year-end report.

And, in the January *Popular Mechanics* magazine, the chairman of the board of RCA states:

"I have no doubt of the ultimate practicality of transoceanic television. Think how television beamed abroad could show democracy at work. To see democracy is to believe it, and that's one of television's big jobs of the future.

Nothing's Fantastic

"There's nothing fantastic about the idea," he writes, "of microwave relay towers marching across the countries of the globe, each one sending signals along to the next.

"Such a network of towers, spaced 20 to 50 miles apart, might girdle the world by land routes. One chain would link the west coasts of the Americas with tie-in chains to major cities. Across the Bering Strait from Alaska to Asia is only 40 miles—a normal hop between towers. You can actually walk to Russia when the channel is frozen over.

"From here, the tower chain might trail down across Siberia, China, India, Iran and Iraq, where it would split—one branch heading out across the deserts of Africa; the other probing up into the countries of Europe . . . It's no daydream to say the Americas, at least, will be linked before many years."

Gen. Sarnoff goes on to offer transoceanic "radio air lift" as another means of obtaining world TV union—"planes equipped with automatic microwave-radio relay apparatus."

Pointing out that a plane takes off from New York for Europe every 35 minutes, he contends, "That's enough to do it, since it would require only sixteen planes from New York to Amsterdam at any one time to turn the trick."

Two other ways the article describes at length are multi-decked floating islands and coaxial cables.

The chairman of the board concentrates on television's immediate financial future in his annual statement.

"Based on the financial results of the first ten months, the 1951 time billings of four TV networks and 109 stations should reach at least 250 million dollars. This year, for the first time, television surpassed network radio in revenue. Today, there are 15 million TV sets in the United States. About 40 theatres are television-equipped."

About color television, he has this to say:

"RCA will ask the FCC to consider the improved compatible system before mass production of color sets is permitted."

After reviewing our pioneering research in UHF, Gen. Sarnoff tells of the possible 70 new channels the higher wave lengths will permit, and possible 2000 UHF stations, and how these "will offer opportunity to countless persons."

"Ultra-high-frequency telecasting is not confined to large cities or big business," he declares. "A little station in a small community has a unique opportunity for success."

The continued growth of the radio and phonograph industries are described in the year-end statement.

"Today, there are 2400 AM & 680 FM stations in the U. S. Approximately 12 million new radio sets were sold by the industry in 1951, lifting the total in this country to more than 100 million, including about 24 million automobile radios. There are more than 43 million radio-equipped homes.

Victor Records Soar

"During 1951, the record business took a new upswing. Industry-wide, total volume increased about 15 percent."

Discussing what RCA research is preparing for the waiting world, the chairman refers to the "threshold of new developments." "These include," he discloses, "harnessing of electrons in solids for useful work, instead of subjecting them to incandescent heat inside a tube.

"Tiny devices, known as transistors, have been developed for use as detectors, amplifiers and oscillators for radio, wire and cable communications. Communications is one facet of the future of electronics. There are limitless possibilities for electronic inventions in new fields, especially home appliances."

25 YEARS OF SERVICE & PROGRESS

FIVE NEW MEMBERS were added by the Service Company to RCA Victor's 25-Year Club in 1951.

MERT BRISBIN, BILL ATTMORE, ROBERT ALLEN HERROLD, WILLIAM WARDEN SMALL and HARRY BERNARD LYONS were among the 115 men and women to receive gold watches from Admiral Walter A. Buck, vice president and general manager of Victor, at the party held December 8 in Philadelphia's Bellevue-Stratford Hotel.

BILL ATTMORE, movie-sound and metal-detector expert who works out of Richmond, Va.; and MERT BRISBIN, new Government Division instructor and former head of the home office training group, were written up in the September-October (1951) *Service News*.

BOB HERROLD is material-control manager. He came here a year ago in March from New York, where he ran production control & shipping for Custom Records in 24th Street. Before that, for ten years, he was manager of Records' production & material control in Camden, until the local plant shut down.

His present job is the first he's had outside Victor records manufacturing since getting hired by RCA as a clerk 25 years ago. The Herrollds have one son, Robert, Jr., 26.

of tiny gears and other parts. For this he received a medal from Johns Hopkins. During the first half of '51, he was a drafting supervisor for Uncle Sam in the Pentagon.

Bill Small's first RCA job, in 1924, was with the old Victor Talking Machine Co. Twelve years later, he became a supervisor in Special Apparatus. From '45 to '51, he ran Victor's Government drafting, and from there came to this company.

A quiet man, son of a Philadelphia Quaker, Bill started out at an American Pulley machine shop, in that city. Then, while working for Ace Motorcycle there, he lost his right index finger, had to learn to draw again. He and Mrs. Small live in Audubon, have four married children, nine grandchildren.

HARRY LYONS left Victor in '44 to go into wartime field engineering here. He was too old for the Army, but had fought in World War I with the engineers, 79th (Lorraine) division, withstanding a 30-day Argonne Forest siege. He's 56.

He spent the first year servicing radar and sonar at Navy Yards, now is in charge of the home-office TV lab.

His big outside interest: the Murray-Troutt American Legion post, Audubon, of which he's past vice commander. He's



TOPPERS & OLD TIMERS mingle at 25 Year Club dinner. Photo shows (l. to r., standing): Personnel chief G. H. Metz, Bob Herrold, John Maura, Bill Attmore, Ben

Harvey, RCA Victor Operating VP C. M. Odarizzi, Pres. Ed Cahill, VP P. B. Reed. (Seated): Steve Niessen, Mert Brisbin, Harry Lyons, VP W. L. Jones, Bill Small

BILL SMALL has spent 36 of his 60 years as a draftsman. Currently, he supervises about a dozen men as head of Government's drafting, but has directed as many as 50. Twice during the last decade, he's been on loan to the U. S. Government.

First time, in '41, he went to work on the proximity fuse at Carnegie Institute and Johns Hopkins. Bill was one of 50 researchers employed on the super-secret project. When he returned, after four years, thousands were helping perfect the weapon which added so much punch to U. S. firepower.

His job required little drafting, was concentrated on study

always been too busy here to take the commandership. The Legion still keeps him jumping, though. Also, he is chief air warden of Audubon, where he pioneered 30 years ago.

Harry is another soft-spoken fellow, son of a Lanesboro country doctor, up in Northeast Pennsylvania. He was an apprentice electrician there. In '26, Victor took him on as an inspector-tester. During the switch from spring-wind to synchronize motors, he was a phono-lab tester. Later, he became a radio trouble shooter and member of the engineering model shop.

SALES —

Lifeblood of Expansion

THE COMPANY will continue to add new television branches to its national network this year.

But, for blueprints to become branches, sales managers will have to build fatter sales percentages.

And, for the salesmen to bring more customers in, branch managers, supervisors, phone clerks and technicians all have got to help them sell.

This was the substance of remarks made by Vice President JACK BOKSENBOM on sounding the opening gong of the two-day regional sales meeting at the Governor Clinton Hotel, in New York, December 17 and 18.

The year-end "clinic" also was attended by President ED CAHILL, top home-office executives, three district managers, RCA Victor's eastern regional manager, and 35 salesmen from the eastern seaboard.

Through Dec. 19-20, middle and far-western sales managers gathered for a similar session in Chicago.

Keep Swinging

"Sales won't just happen this year," Jack Boksenbom declared. "You've got to make them happen."

The vice president explained that since "sales have become more and more important to the company," he has been building hopefully with crews of young salesmen, including among their ranks many former renewal-contract clerks.



AGREEMENT down the line: W. L. Rothenberger, N. Y. region head (r.), shakes hands with Ben Grossman. Watching (center) are Phila. Dist. Mgr. Jahn Ogilvie & Pres. Ed Cahill. (Back): Perry Agronick, Hank Lambregtse, Harry Polsey

"You have graduated from clerk's jobs to a managing activity," he reminded them, and asked that they get their entire branch to working in well-oiled coordination on sales.

It was ED CAHILL's first get-together with branch sales managers.

"You're among the most important fellows in the company," he told them. "Sales are our lifeblood."

"We are committed to go forward, add new branches in '52, and, next year, service on UHF. But we're faced with a declining deal.

"Fewer sets will be made—because of shortages and restrictions—and, therefore, fewer original contracts signed. So you see what we must do with renewal-sales business."

The keynote of the president's talk was *Quality*—a high-quality service—which can be sold easily.

Quality is Revenue

"Unless we do a top-quality job," he declared, "you can't sell it. You should be very concerned with the quality of your branch service."

"The future looks bright," he concluded, "for people who can go out and sell our product."

The parleys were Field Sales Manager JOE OGDEN's shows. When he wasn't introducing speakers, he was talking convincingly of new golden opportunities for our salesmen.

For four days, in Manhattan and Chicago, he hammered away. He expounded from charts and his own sales background. He's a second-generation sales executive from Lancaster, Pa.

In addition to President Cahill and Vice President Boksenbom, Joe introduced W. L. (ROTHY) ROTHENBERGER, brand-new boss of the eastern region (New York) for RCA Victor.

The former head of Tube department

(Continued on next page)



Exhilarating words at sales meet brought beams from Charley Sargent, Ben Grossman, Don Furman, Harry Polsey

Flying Salesman of the Bronx

by
BEN GROSSMAN

New York TV District Sales Manager

PHIL HUNT, sales boss of the Bronx, spends weekdays making sales soar and weekends flying for the 137th Fighter Squadron, New York Air National Guard, of which he is one of four flight leaders.

He came to the company in 1950 from Comptometer Corporation, and before that flew 87 missions for the 15th Tactical Reconnaissance Squadron in England, France and Germany.

Phil was born in Topeka in 1919, went to school in Los Angeles and had entered DePauw University, Indiana, when he joined the Air Corps in '42. Next year, he was graduated a fighter pilot.



Captain Phil Hunt

His wife, Bunny, is content to go without vacations. Her life in Valley Stream, Long Island, is a busy one, with three sons (7, 3 & one years old) and two dogs.

Phil not only takes full responsibility for sales in the Bronx, but always has shown a strong interest in consumer relations, feels that sales are directly proportional to consumer relations.

He was one of the first sales supervisors to realize the importance of training technicians as salesmen. He has eight techs well versed in sales approach, who handle all demand-service calls.

Two nights a week, he spends at the office training his people in phone contact. His staff includes a full-time renewal-contract salesman, three girls, and five night phone salesmen.

In his "spare time," Phil Hunt is finishing off the attic in his house to provide two more rooms. One of the original eight who formed his air squadron, he averages 200-hours-a-year flying time, in F-51 fighters. He's a captain in the Guard, does his flying from Westchester.



Phil Hunt with Receptionist Morianne Zimmerman (l.) & Clerk Alice Hagopian

SALES continued

sales, who's been with RCA for 35 years, observed that our company is a big assist in selling Victor home instruments. Then, from "first-hand knowledge" of just what "revolutionary new products are cooking at the Princeton labs," he asserted:

"RCA has the greatest future of any industry. It will need more and more men of management calibre. You have the spotlight on you. The future is just what you make it."

Also on the bill were Personnel chief HAL METZ, Sales and Merchandising manager BOB BAGGS, New York district boss CONRAD ODDEN, Sales coordinators BEN L. GROSSMAN, JACK McGRATH, FRANK BROCKERMANN, and Personnel's new Training head GEORGE WHITTEN.

BOB BAGGS sketched 1952's economic picture, called attention to the potential need for more television service when UHF is put to work.

He predicted initial contract business will be stepped up by RCA Victor's distributor salesmen.

He reminded the young salesmen: "This is the year we're going to separate the men from the boys."

In referring to "all the new district and branch managers" the company will need for its planned expansion, Bob Baggs emphasized: "We can't have expansion without sales."

Need Sales Execs

"In an expanding organization, the fellows who contribute most are going to be tapped for bigger jobs. We're already faced with the problem of finding supervisory talent."

JOE OGDEN had a bouquet for St. Louis—"only district where sales have constantly risen"—recalled that last year, nationally, sales were higher than the previous year.

He complimented machine accounting (IBM) for direct-mail solicitation and our contract architecture.

"Whatever plan customers'll buy, we'll give them, gentlemen," he said. "We're selling terms which they want."

Proud of
sales coordinators,
Joe Ogden
(white tie)
presents (l. to r.):
Frank Brockerman,
Jack McGrath,
Ben Grossman





HAPPY PEOPLE round out table in Philadelphia's Ben Franklin Hotel three nights before Christmas. Above are (foreground & counter-clockwise): Evie Green, Ada Miller, Emma Seitz, Pyle, Larry Nieman, Mannie Manweiler, Teddy Mines, Bill Zaun.



Russ Hall, Geo. Whitten, Eleanor Yeager, Bob Nolan; (Right panel): Catherine Longenecker, Jack Welhan, Lou Kragler, Bill Hudson, Thelma Campbell, M. McMillan, Jinnie Stramm, Milt

300 ENJOY HOME OFFICE DINNER DANCE



VICTOR VP ED TUFT (l. foreground) joins in fun with Emily Jackson, A. Goodspeed, N. Hall, Claire Trout, D. Kunsman, C. Valavo, Bill Thorn, J. Pfister, Isabel Cole, W. L. Jones;



(Right panel, far r.): Rita Papastergiou, R. Rosenberg, Marie Hans, J. Morhauser, D. Hahn, Nancy Scheowitz, M. Friedenber, Arlene Hammett, R. Hampton, Mickey Mills.

WATCHING DANCING to full band are Thelma Zoll, Herb Poole, R. Middleton, Martha Wilkinson, J. Hansen, Marge R. O'Connor, D. Duford, M. Underwood, R. Harker, B. Fisher.

Costello, F. Schmelzer, Caroline Koch, A. Spaeth; (Right): J. Dustman, Karen Kanak, F. Smalts, E. Falls, R. Frye, R. O'Connor, D. Duford, M. Underwood, R. Harker, B. Fisher.





VICTOR'S ADM. E. D. FOSTER (L.), Edith Neuman, Elsie Nigro, the Bill Fletchers, F. McCarthy, M. Tomaselli;



(Right panel): R. Herrold, Anne Friend, H. Rosen, R. Godshall, J. Curcio, R. Whalen, R. Angelastro, M. Kraus, Doris Downey.



Pictured above (l.) are Evelyn Hollaway, L. Olmstead, Elinor Holland, P. Slaninka, J. Fisher, Wm. Barton; (Middle, from l.): P. Durnin, A. Ladner, Joan Wachter, M. Smith, W. Hazeley,

C. Myers, R. Belamarich, W. Pennick, Fran Wachter; (R.): Irene McHugh, J. Ivers, F. Van Horn, D. Conway, W. Stanger, Ann Koszewski, Ed Griffiths, Laura Barnes, Jim McTeigue.

Pictured below (l.) are H. Boileau, Mary Serafino, W. Koopman, Mary DiGiosio, H. Cox, S. Domzalowski, B. Pensiero, Rosemary Burke; (Middle): Betty Hughes, Pat Gauntt, M. Beck,

Margie Miller, J. Gallagher, Alice Elder; (R.): Henry Petzel, Claire Shivers, A. Berdini, Mary Bokar, J. Lippincott, Mary Halschied, Jim O'Connor, Marge Larkin, Joe Murray.



Below (l.): Marty Boulden, Rose Matthiesen, Phylis Brooke, Leo Klemik, Bob Miller, Bob McDevitt, Irving Marqulies, Jim Gavin, Mary Klarich, Ed Stahler, John Raser.

Jim Helliwell, Carl Schmittinger; (R.): Bob Martin, Jo Heckmann, Arlene Mather, Andy Conrad, Howard Warringer,



Profile of a Salesman

THE "CASE HISTORY" OF FRANK BROCKERMAN shows what can be done with a career in the Service Company. At 32, the boy from Camden is field sales coordinator of the big Philadelphia and Washington TV districts, a spot achieved by rapid climbing from

for most sales. During the month-long drive, the chapter led the country. Frank was quickly promoted to the sales function at the home office.

Next year, 1950, he went to Bushwick (Brklyn.) as sales supervisor, the following year to St. Louis in the same role.



FRANK BROCKERMAN

installation man at the old Collingswood (N. J.) branch in 1948.

Before signing on here, Frank had been graduated from Camden Catholic High, spent five years in the old Air Corps, two years as proprietor of a gas station in Westville, N. J., and two-and-a-half years as a commercial photographer in Philadelphia and Atlantic City.

At high school, he became a basketball star; in the Air Corps, trained cadets in gunnery at Eglin Field, Fla., and put in two years as a tech sergeant in Italy, at the same time jamming in a correspondence course in electronics. The GI-bill aided photography studies in New Haven.

While serving as billing clerk at Collingswood, Frank came up with what he believes is the company's first TV sales contest. Local techs were offered prizes

Here there was scope for his promotional flair. When hundreds of spectators were turned away from graduation exercises at Washington University, Frank was Johnny-on-the-spot. Knowing that Defense Secretary George Marshall would draw an overflow crowd, he lined up seven 19-inch TV sets along auditorium approaches.

Chairs were placed under shade trees; everybody got a comfortable view of proceedings, and thousands of St. Louisians were impressed by RCA sets & service.

This is an example, Frank points out, of "coordination." "You don't go anywhere alone," he insists. "First thing I try to get is everybody's cooperation."

Maybe, before this "first thing," what he did was sell Frank Brockerman.

But that was so long ago, he no longer thinks about it.

OPPORTUNITY CREATES AMBITION

"YOU MAY FIND BETTER SALES SUPERVISORS than myself, but I doubt if you'll find one happier with his job," says JOSEPH C. PERRONE, of Flatbush.

Joe came to the company Sept. 10, 1948, which happened to be his 24th birthday. He clerked for L. I. City. Previously, he'd been a gun-crew chief with an AAA battalion in the ETO, part-time salesman for New York department stores, and door-to-door man on "variety products."

The last job, Joe says, was "interesting, but did not offer job stability." So, after his marriage, he considered himself fortunate to be taken on by us.

Late in '48, he was made branch renewal salesman, and, a few months later, was transferred to Sheepshead Bay.

Born in Tampa, Fla., he moved to New York when he was ten. His career at City College was broken by the war, but Joe was able to reattend while obtaining the first-mentioned sales background.

THANKS for the INSPIRATION

by
JOE PERRONE
Flatbush Sales Manager

Excerpts from letter sent President Ed Cahill, Vice President Jack Boksenbom, and RCA Victor Eastern Regional Manager W. L. Rothenberger after the year-end sales "clinic".

"The recent meeting has made me realize that I have been privileged to take part in the evolution of a company that is today first and finest in the field.

"I can more fully appreciate the growth in my own phase of the operation. It has come up from one contract clerk to a department consisting of four technicians, three night phone salesmen, renewal clerk and my job as sales coordinator.

"As a result of the general discussions, I discovered that we of the selling phase of the business have primarily the same problems. Through this exchange, we all benefited in solving mutual problems.



Joe Perrone

"... GEORGE WHITTEN's advice and instruction was only excelled by the pleasant manner in which he presented it.

"More than ever you made us realize the important role we all play in making 1952 our best year. The quota which has been designated for our branch is more than fair and will give me a wonderful opportunity to prove my productive sincerity both to the company and myself.

"In the past, when we have been exposed to JOE OGDEN for a few hours, we have been left with enough enthusiasm and sales spirit to last a few months. But, as a result of a two-day exposure, anything can happen! He told us emphatically, 'Gentlemen, the sales department has arrived!' I realize now it has and appreciate the fact it has brought me with it."

It's Personality That Sells

A NECK BRACE doesn't show on the phone, and you don't need legs to carry a message over the wires.

GENE MEIGH, sales supervisor at Flushing (L. I.), knew this when he hired two physically-handicapped fellows as night phone salesmen.

The results—in sales—have strengthened the point. "They've proven to be the New York district's best sales producers," testifies Field Sales Coordinator BEN GROSSMAN.

In 1950, HARRY DRAPER turned up at the branch looking for part-time work. He couldn't take full-time, because, recovering from arthritis, he still wore a neck brace. Harry hadn't sales experience, but did have a pleasant personality.

Gene Meigh took him on. Now, at 34, Harry's health steadily improves. The brace is gone. He is married and has an eleven-year-old son. He's looking forward to a full-time sales job with RCA.

Smashes Own Records

A taxi brings FRANK LUCAS to work every night. He has to be hoisted into his wheelchair. From there, he's on his own, smashing his own sales record monthly.

Five years ago, Frank's career with a large grocery chain was cut off when he was stricken with multiple sclerosis. Though his legs were useless, his flair for selling wasn't impaired. All he needed was a potential customer. Gene gave him some and every month Frank Lucas beats the quota his super sets for him.

Flushing's third part-time phone salesman is MRS. CHRISTINA HANRAHAN, who works from 10 A. M. to 2 P. M.—hours which do not interfere with care of son, 10. She's a former grade-school teacher and social worker, with a BA from Adelphia College. She took a post-grad course at Fordham. Christina is, according to Gene, a "super-salesman."

FACES ARE FOCUSED on Joe Ogden explaining new direct-mail program



AFTER DARK IN FLUSHING this trio takes over sales with help of supervisor Gene Meigh (center). Frank Lucas (l.) sells from wheelchair. Christina Hanrahan is housekeeper by day. Harry Draper (r.) is winning battle against arthritis



SELLING THE WEST is responsibility of branch sales supers (above) meeting with Joe Ogden (center, white tie, 3rd row) & Sales Mgr. Boh Baggs (l. of Ogden). Others are (front, l. to r.): John Walters, Don Dixon, John Sullivan, Henry Flores, Mac McCormick; (2nd row): E. Speed, Jack Leonard, Norval Johnson, Bob Redecker, Morris Griffin, Barney Chicione, Bill Orend; (3rd row): Paul Bradley, Bob Dodsworth, Al Sugarman, Ogden, Baggs, Paul Kugler, Jerome Staehler, Bill Rauen; (4th row): Bill Curchin, Chuck Denman, Earl Degner, Russ Wilken, Ken Hall

NO HANDICAP TO SERVICE

IN LYNWOOD, Calif., the local paper used the story of a Service Company man to highlight Employ the Physically Handicapped Week.

FRED MARSAW (right), 27-year-old double-amputee, handles phone calls at the local branch; processes complaints for fast service. The former machine-gunner lost an arm and leg in 1944, three weeks after Normandy's "D" Day. A Nazi artillery shell.

A carpenter before going into the Army, Corporal Marsaw returned to civilian life with the need to find new type work. Seventeen months ago, he found it at Lynwood.

"He might have a physical handicap," says Manager WARREN K. CHARLES (right), "but it isn't a job handicap."



VIDEO GOES TO WORK

TECHNICAL PRODUCTS has started installing TV which never will reflect the capers of Howdy Doody. After a two-year shakedown, RCA's new 21-tube industrial television chain (ITV-5) is rolling from assembly into factory, laboratory and office.

Priority orders are with the Government, primarily; also some manufacturers, utilities and research centers. These won't be the first closed-circuit—i.e., nonbroadcast—television systems put in by RCA.

But they will be the first of the inexpensive (about \$5500) chains that are expected to crack markets already touched by Du Mont, Remington Rand and Diamond Power Specialties Corporation.

To RCA's television pioneer, Vladimir K. Zworykin, the upsurge of interest in industrial TV is the swing of the pendulum. Last fall, in *Fortune* magazine, he recalled that 25 years ago he hadn't the entertainment field much in mind as a user of the medium.

"We always thought," he said, "television would find its highest value in science and industry."

Since 1947, our Demonstration group has been revolutionizing medical instruction by televising surgery in this country, South America and Europe. (Students at a distant spot get as close a look at operations as if they were standing next to them.)



Your
Signature
may be
checked
by Teller
(above)
with
File Clerk (l.)
in distant
office

The Atomic Energy Commission, Signal Corps, Navy, General Motors, and others have put ITV to work.

At GM, a man looks at television all day long. By watching a set, he is able to operate controls which drop bales of scrap into a gondola on a siding outside the plant. Electric utilities, leaders in employing the system, view water level, furnace flame, stack smoke, even visitors at the gate by means of television.



Jack Greene,
ITV
Authority

RCA's ITV-5 is designed round a new camera tube, called a Vidicon. As sensitive as the studio-type Orthicon, it costs only from one-third to one-quarter as much (about \$350). The system uses 21 tubes, instead of the 60 needed for a studio chain. It's in only two parts: a camera, about the size of a 16 mm. movie camera, and a combination monitor, power supply and control panel. These last are housed in a case smaller than table-model TV (29" deep, 15" high, 13" wide).

"RCA now has perhaps the most compact and versatile ITV chain on the market," according to *Fortune*.

Inasmuch as the new Vidicon tube is only one inch in diameter and six inches long—one-tenth the size of an image orthicon—the camera can be placed in inaccessible spots and thus "watch" hazardous or otherwise unviewable processes.

The Service Company began getting ready for the new business last October when Ed STANKO brought JACK GREENE down from Victor as coordinator of our ITV service.

Jack has been busy forwarding the cause of RCA's ITV at industrial shows in New York, Philadelphia, Detroit, and before the military at such places as Walter Reed Hospital. Also, he has been getting up installation notes, developing test gear.

There are countless applications for closed-circuit television. Besides those mentioned, other uses are in nuclear physics, and in spots where explosions are anticipated and things flying apart would endanger observers.

Ameba Starred

Dr. Zworykin not long ago demonstrated a TV microscope to New York high school students at RCA Exhibition Hall, in New York. More recently, Jack Greene showed an ameba swimming under a microscope on three screens at once.

Jack Greene is wrapped up in ITV. Sometimes he can't remember spelling of his home town, for instance. He pulls out his driver's license to see how many "n's" are in Pennsauken.

For six of the ten years he worked at Victor, Jack was in factory-TV engineering. From his native Atlantic City, he went on to New York University and RCA Institutes. He was graduated from the latter in 1939, and came with Victor two years later on Government transmitters.

Once he was an ardent ham, but since the interest in ITV hasn't been able to get around to it. Now, he thinks he'll take up electric trains, when he has time. Also, when he finds time, he wants to "get his house in shape." He, his wife and two daughters (8 & 10) have lived in Pennsauken, N. J., a year.

President's Bodyguard Sees to Our Security

COMPANY SECURITY is in the hands of the man who protected President Truman, his family and friends; who followed President Roosevelt over the country and out of it, stood guard at his final hour.

JOHN T. GORHAM headquartered at the White House for seven years, transferred to the Philadelphia Secret Service office shortly after Harry Truman's second inaugural, because "being an agent down there's rough on family life." He came here last November.

It was especially rough during Roosevelt's time. Our security officer accompanied FDR to both Quebec conferences to meet Winston Churchill, went with him on ceaseless military inspection tours during the war, and on his last campaign.

In Washington, the President liked to be surrounded by members of the numerous Roosevelt clan, including 13 grandchildren. John and other Secret Servicemen frequently got stuck with the "diaper detail." Anyone bearing the Roosevelt name automatically acquired an agent at the White House.

John used to lift Roosevelt in and out of wheel chair and bed, was stationed outside his bedroom window when he died and went on the funeral train to attend last services.

On the security officer's desk is a leather-bound magnifying glass gold-inscribed: *Christmas 1943 from F. D. R.*

Memento of days with Truman is John's extensive sports wardrobe. First time the President visited Key West, he looked John up & down, all six feet of him, draped in modest business suit, and, demanded to know why he wasn't wearing sports clothes. Next day, the agent broke out in flashy beachwear.

Then, the President wanted to know:
"Aren't you coming in the water?"

New Procedure

"From that day forward," John reports, "we joined in Presidential swimming parties and wore sports clothes."

On a New York visit, a maitre d'hotel went to the Secret Serviceman for tips on the Chief Executive's culinary tastes.

"The Trumans are plain people," John reminded him, suggested he talk to Mrs. Truman. Later, he was outside the President's suite when the "maitre-de" burst forth, and screamed:

"I have chef's special dressing, the best mayonnaise, French and Russian dressing, Thousand Island—and the President wants to know, 'Do you have any vinegar?'"

The Secret Serviceman saw quite a bit of Churchill, was detailed to him during his visit to Boston, in 1949, to receive a degree from MIT. He sat in on the Truman-Churchill confab with Stalin at Potsdam. He was with the President at the first UN session in San Francisco—and during the meeting with General Douglas MacArthur on Wake Island.

During his years in Washington, the agent had to attend gym regularly and qualify three times a month as marksman with a .38 pistol and Thompson sub-machine (riot) gun.

Federal Eye

Secret Service duties are three: protect the President; investigate counterfeiting, theft & forgery of Federal checks.

Duties John took on here are Government Division security, and investigation of theft & embezzlement, if any, throughout other divisions, including TV branches. Also, he arranges for handling of classified material, visits to other security areas. And he processes requests for military deferment.

The company is a Navy "facility," which means the Navy can spring a security inspection at any time for itself, AF or Signal Corps. The latter are facilities for other plants.

Federal inquiries concerning employes past and present are cleared by John Gorham. Security questionnaires filled out by Government Division people are forwarded by him to the armed service with which they are going to work.

After years of unpredictable duty and suitcase swinging, the veteran Secret Serviceman says he's glad to settle down to the swing between Gloucester, N. J., and Chester, Pa., where he lives with his wife and three youngsters, 4, 7, and 10.



TRUMAN INAUGURAL finds our Security Officer, former Secret Serviceman John Gorham (l.), keeping sharp eye on photographer shooting closeup of Presidential party (l. to r., back): Harry Truman, Howard McGrath, Alben Barkley; (front): Mrs. Truman, daughter Margaret





WHAT WAS GOOD WILL BE BETTER—Banquet at Philadelphia's Ben Franklin climaxed year-end business discussion of Tech Products district heads. Photo shows (standing, l.) Cy Keen, Tep Toepperwein, Paul Sloninko, Pete Dailey, Harry Taylor, Ed Saunder, Bill Jones, Charley Swinney, Ed Buurma; (seated, l.) Hugh Frisbie, Paul Smith, Myron Wheaton, Barney Bachin, Ed Stanko,

Ken Haywood, Dave Neill, Ed Van Duyne, Walt Gilreath, Fred Wentker; (far table) Sig Schotz, Hol Metz, Don Kunsman, W. L. Jones, Ed Cahill, Jack Boksenbom and Pincky Reed, Geo. Sondore; (seated, r.) Dan Creato, Les Hart, John Mauran, Adolph Goodman, Harry Mayer, Carl Johnson, Frank Hamre, Art Jackson, Harold Madison, Ley Watson, Art Chambers, and Carl Hecker

MERIT continued

One year from the time he wrote, "the overwhelming enemy moves closer," Pat received his citation at the Barclay.

CONRAD ODDEN, New Yorker, who calls himself "first and always a salesman," emigrated to the U. S. from this native Norway in '25. He had been a military pilot, and here, for three years, became a radio op in the Air Corps. He won the award for "high standards of leadership."

In the Army, he did radio service on the side; finally, full time for a service outfit on Long Island, stayed for 13 years before coming to RCA in '42.

Conrad Odden always has worked in New York. In the early days, he showed TV everywhere, from women's clubs to the N. Y. World's Fair. From '46 to '47,

he ran the L. I. City office, then was made our first N. Y. district head.

He is married, lives in Garden City. His son, 22, Merchant Marine Academy graduate, is a Navy ensign. Another son, 16, is an honor student in high school.

HARRY BOWES is a "ham" who made good on his hobby. He first earned his living driving trucks, then turned to radio.

In '44, Bill Zaun hired him as a Government field engineer. During two years with the Navy, his folder filled with thank-you notes from skippers whose underwater sound gear he repaired.

After the war, Harry was sent to our original TV-service branch at L. I. City, then on to the Kearney (N. J.) office, under Manager Andy Hilderbrand. From running Cliffside Park, he went to Fort Lee, N. J., to become the company's first branch manager to win a merit award.

"During 1951," reads the citation, "Mr. Bowes compiled the remarkable record of increasing sales high above the average for the area . . . a difficult service area . . . his percentage of gross profit was the highest of any branch . . ."

The popular Harry Bowes, 39, boss at Baltimore since December, wrote in the *Erratic Schematic*, Fort Lee publication: "It was with a feeling of humility that I accepted the award in my name . . . It is

fitting that the plaque remain in Fort Lee, where so many contributed to its being."

Another leaf from the award winner's folder: "He has built a well-organized branch with high morale, high production, low backlogs . . . the feeling is that no voice is too small to be heard."

Tour Turns Up Efficiency & Cigars

Bill Barton, commercial TV operations boss, was out in Hollywood when the President's Cup contest winners were announced.

Bill was impressed that this biggest branch on the west coast, in a tough market, "hadn't lost control of that personal customer touch."

He met evidence of the "personal touch" elsewhere. In St. Louis district, Manager Sid Baker, who had two cup winners—Dallas and Oklahoma City—handed Bill a cigar to celebrate the birth of his son.

Three days later, at Detroit (E.), Manager Bob Goes handed him another, also in honor of a new boy. Returning home next day he accepted a third heater from Accounting's Joe Kleppinger (another son).

RCA SERVICE COMPANY NEWS

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

Editor
MANNING SMITH

Vol. 9, No. 1

February, 1952